

BUILDWELLAI

Website Restructure Proposal

Problem-Led, Outcome-Focused Website Strategy

Based on GTM Strategy Session Feedback

Prepared: January 2026

Version 1.0

Executive Summary

Meeting Insights

Following the GTM strategy session with GTM Savants (Eric Savant, Bart Sobiecki) on December 22, 2025, several critical improvements were identified for the BuildwellAI website. The current site, while visually appealing, is heavily feature-driven rather than problem-led, which creates barriers to rapid customer adoption.

Key Issues Identified

- Website language is feature-driven, not problem-led
- Lack of clear buyer personas and Ideal Customer Profiles (ICPs)
- Missing emphasis on outcomes and benefits
- Subdomains instead of subfolders hurting SEO
- No urgency drivers for immediate adoption
- Value propositions not clearly articulated per product

Strategic Objectives

- Transform messaging from features to problems solved
- Create urgency through problem-focused language
- Define clear buyer personas for each product
- Emphasize outcomes and measurable benefits
- Optimize site architecture for SEO
- Warm leads before sales conversations begin

1. Proposed Sitemap

The restructured sitemap prioritizes problem-solution alignment, clear navigation paths for different buyer personas, and SEO-optimized URL structure using subfolders instead of subdomains.

Primary Navigation

Main domain: buildwellai.com (all products under subfolders)

Home	/ - Problem-led hero with clear value proposition
Solutions	/solutions - Product overview with problem-focused entry points
	/solutions/eye - BuildwellEYE (Defect Detection)
	/solutions/thread - BuildwellTHREAD (Golden Thread Compliance)
	/solutions/chat - BuildwellCHAT (AI Assistant)
	/solutions/inspect - BuildwellINSPECT (Site Inspections)
	/solutions/news - BuildwellNEWS (Industry Intelligence)
Use Cases	/use-cases - Industry-specific problem scenarios
	/use-cases/contractors - For Main Contractors
	/use-cases/surveyors - For Surveyors
	/use-cases/developers - For Property Developers
	/use-cases/housing-associations - For Housing Associations
Resources	/resources - Educational content hub
	/resources/case-studies - Customer success stories
	/resources/blog - Industry insights and updates
	/resources/guides - How-to guides and whitepapers
Pricing	/pricing - Transparent tier structure
About	/about - Company story and team
Contact	/contact - Multiple conversion paths

Secondary/Footer Navigation

API Docs	/developers/api - Technical documentation
Integrations	/integrations - Third-party connections
Privacy	/privacy - Legal compliance
Terms	/terms - Terms of service

News	/news - Company announcements
Careers	/careers - Job opportunities

2. Homepage (/)

Strategic Purpose

The homepage must immediately communicate problems solved, not features offered. Visitors should feel understood within 5 seconds and see a clear path to their specific solution.

Page Sections

Section	Content	Purpose / Conversion Goal
Hero Section	Problem Statement: "Still catching defects too late? Missing compliance deadlines? Drowning in paperwork?" + Solution Promise: "AI-powered tools that solve your biggest construction challenges" + Primary CTA: Book a Demo + Secondary CTA: See How It Works	Immediate problem recognition. Create urgency. Capture high-intent visitors.
Problem Carousel	3-4 rotating problem statements with statistics: "72% of construction projects exceed budget due to late defect detection" "Grenfell compliance failures cost the industry £X million" "Average surveyor spends 40% of time on paperwork"	Validate visitor pain points. Build credibility with data. Create emotional connection.
Solutions Grid	5 product cards, each leading with the PROBLEM it solves, not the FEATURE it has. Example: "Stop defects before they cost you" → BuildwellEYE (not "AI-powered visual analysis")	Guide visitors to relevant product based on their specific challenge.
Outcomes Section	Quantified benefits: "60% faster defect identification" "10+ hours saved per week" "100% Building Safety Act compliance" + Customer logos	Prove value with numbers. Social proof through trusted brands.
How It Works	3-step visual: 1. Connect your systems 2. AI analyzes in real-time 3. Get actionable insights	Reduce perceived complexity. Make adoption feel easy.
Case Study Preview	Featured success story with before/after metrics: "How [Company] reduced defect-related delays by 47%"	Proof of concept. Build trust. Drive deeper engagement.
CTA Section	"Ready to solve [problem]?" + Consultation booking + Free trial option	Convert interested visitors. Multiple entry points for different buyer stages.

Proposed Hero Copy

Current: "Building the Future of UK Construction"

Proposed: "Catch Defects Before They Cost You. Stay Compliant Without the Chaos. Build Smarter with AI."

3. Solutions Hub (/solutions)

Strategic Purpose

A central navigation page that helps visitors self-select based on their primary challenge, not based on product names they don't yet know.

Page Structure

Section	Content	Purpose / Conversion Goal
Problem Navigator	"What challenge are you facing?" Interactive selector: - Finding defects too late - Meeting Building Safety Act requirements - Time-consuming inspections - Keeping up with regulations - Getting instant compliance answers	Self-qualification. Route visitors to most relevant product.
Solutions Overview	5 solution cards with problem-first headlines, key outcomes (3 bullets), and persona indicators ("Best for: Contractors, Surveyors")	Enable comparison. Show breadth of platform.
Platform Benefits	Why choose an integrated platform vs. point solutions: - Single source of truth - Seamless data flow - One vendor relationship - Unified training	Counter objection of multiple vendors. Upsell full platform.
Comparison CTA	"Not sure which solution fits?" → Book a consultation	Capture confused visitors. Enable sales conversation.

4. Product Pages (/solutions/[product])

Each product page follows the same problem-led structure while addressing specific buyer personas and use cases.

4.1 BuildwellEYE (/solutions/eye)

Target Personas

- Site Managers monitoring work quality
- Safety Officers ensuring compliance
- Project Directors tracking progress

Page Sections

Section	Content	Purpose / Conversion Goal
Hero	Problem: "Catching defects after the fact costs 10x more to fix" Solution: "AI that spots issues the moment they happen" Video thumbnail showing real detection in action	Immediate problem-solution connection. Visual proof.
Problem Deep-Dive	The cost of late detection: - Rework expenses - Schedule delays - Safety incidents - Reputation damage + Statistics and industry data	Validate the urgency. Build case for investment.
How It Works	Step-by-step with visuals: 1. Install camera box on mast climber 2. AI analyzes footage in real-time 3. Instant alerts to your phone 4. Detailed reports for documentation	Demystify the technology. Show simplicity.
Outcomes	"What our customers achieve:" - 60% faster defect identification - 3x more issues caught vs. manual - 24/7 monitoring coverage - Automatic compliance documentation	Prove ROI with specific metrics.
Use Case Examples	Real scenarios: - Facade inspection on high-rises - Scaffolding safety monitoring - Work quality verification	Help buyers visualize their use case.
Integration	Works with: Procore, existing CCTV, your PM software	Remove adoption barriers.
Pricing Teaser	"Custom pricing based on: Number of sites, cameras needed, monitoring scope" → Get a Quote	Qualify leads. Set expectations.
CTA	Primary: Request Demo + Secondary: Download Technical Specs	Multiple conversion paths.

4.2 BuildwellTHREAD (/solutions/thread)

Target Personas

- Compliance Officers managing Building Safety Act requirements
- Document Controllers organizing project files
- Project Managers needing audit trails

Page Sections

Section	Content	Purpose / Conversion Goal
Hero	Problem: "The Golden Thread requirement is creating documentation nightmares" Solution: "AI that organizes your documents automatically" Show before/after document organization	Address regulatory pain. Show transformation.
Regulatory Context	Building Safety Act explained: - What it requires - Penalties for non-compliance - Timeline for implementation - Who is affected	Educate and create urgency.
The Problem in Detail	Common struggles: - Documents in 15 different formats - No standard naming conventions - Hours spent on manual sorting - Audit failures	Validate frustrations.
Solution Demo	"Upload any document. AI sorts it instantly." + Interactive preview or video showing the magic	Proof of capability.
Outcomes	"Results you can expect:" - 10+ hours saved weekly - 100% audit-ready documentation - Zero manual sorting - Instant document retrieval	Quantified benefits.
CTA	Primary: Start Free Trial + Secondary: See Compliance Checklist	Low barrier entry.

4.3 BuildwellCHAT (/solutions/chat)

Target Personas

- Site Workers needing quick regulation answers
- Project Managers making compliance decisions
- New staff learning industry standards

Page Sections

Section	Content	Purpose / Conversion Goal
Hero	Problem: "Need a quick answer on building regs? Good luck finding it." Solution: "Your 24/7 construction expert that knows UK regulations inside out"	Relatable frustration. Clear promise.
Demo Interaction	Live chat preview showing sample questions: - "What fire door rating do I need for this corridor?" - "Is this material compliant with Part L?" - "Summarize this 200-page spec"	Show capability through examples.
Why AI, Not Search	"Unlike Google, BuildwellCHAT:" - Understands construction context - Cites specific regulations - Learns your project details - Never gives outdated info	Differentiate from alternatives.
Knowledge Base	"Trained on:" UK Building Regulations, Approved Documents, HSE Guidelines, Industry Standards, Your uploaded project docs	Build credibility and trust.
Outcomes	"Your team will:" - Get answers in seconds, not hours - Make confident decisions faster - Reduce compliance mistakes - Onboard new staff quicker	Clear benefits per stakeholder.
CTA	Primary: Try Free (no signup) + Secondary: See Full Capabilities	Lowest friction entry point.

4.4 BuildwellINSPECT (/solutions/inspect)

Target Personas

- Surveyors conducting site assessments
- Quality inspectors documenting issues
- Building control officers on visits

Page Sections

Section	Content	Purpose / Conversion Goal
Hero	Problem: "Still writing up inspection reports at midnight?" Solution: "Complete reports before you leave the site"	Emotional pain point. Time-saving promise.
Day in the Life	Visual timeline: - 9am: Arrive at site - 10am: Photo issues with annotations - 11am: AI generates draft report - 12pm: Review and send - 12:30pm: On to next site	Show transformed workflow.

Feature Benefits	Problem-led features: - "Never forget location" → GPS-tagged photos - "No more lost photos" → Cloud sync - "Stop retying" → Voice notes to text - "Work anywhere" → Offline mode	Features framed as solutions.
Report Preview	Sample professional PDF output: Executive summary, issue gallery, recommendations, compliance status	Prove quality of output.
Outcomes	"Inspectors using BuildwellINSPECT:" - Complete 3x more inspections per day - Submit reports same-day - Eliminate transcription errors - Never miss a detail	Productivity metrics.
CTA	Primary: Download App Free + Secondary: Schedule Walkthrough	Mobile-first CTA.

4.5 BuildwellNEWS (/solutions/news)

Target Personas

- Industry professionals staying current
- Risk managers monitoring threats
- Business developers tracking opportunities

Page Sections

Section	Content	Purpose / Conversion Goal
Hero	Problem: "Missing critical industry updates costs you contracts and compliance" Solution: "Curated intelligence from 20+ trusted sources, delivered daily"	Fear of missing out. Aggregation value.
Source Credibility	"News from sources you trust:" HSE, MHCLG, CIOB, RICS, ICE, RIBA + Official logos	Build trust through association.
Personalization	"Filter for what matters to you:" - Regulations & compliance - Safety alerts - Product recalls - Market trends - Sustainability	Show relevance capability.
Sample Headlines	Preview of actual curated content with date stamps showing freshness	Demonstrate value.
Use Case: Lead Gen	"Many firms use BuildwellNEWS as their construction homepage" → Mention SEO and marketing value for the platform	Secondary strategic value.
CTA	Primary: Subscribe Free + Secondary: View Latest Headlines	Free tier for lead generation.

5. Use Cases (/use-cases)

Strategic Purpose

Speak directly to specific buyer personas with their language, their problems, and their desired outcomes. This section allows visitors to self-identify and see BuildwellAI as built for them.

5.1 Main Contractors (/use-cases/contractors)

Section	Content	Purpose / Conversion Goal
Hero	"Running a complex project with dozens of subcontractors? We help you see everything, catch everything, document everything."	Acknowledge complexity. Promise control.
Their Problems	Managing multiple trades, quality control across sites, meeting client compliance requirements, documentation for handover	Validation.
Relevant Products	BuildwellEYE + BuildwellTHREAD + BuildwellINSPECT with specific use cases for each	Product-problem matching.
Case Study	Featured contractor success story with testimonial and metrics	Peer validation.
CTA	"See how [Similar Company] transformed their operations" → Book consultation	Peer-based conversion.

5.2 Surveyors (/use-cases/surveyors)

Section	Content	Purpose / Conversion Goal
Hero	"Tired of spending evenings writing reports? Get your life back."	Lifestyle benefit. Emotional appeal.
Their Problems	Report writing time, client expectations, keeping up with regs, managing multiple clients	Validate daily frustrations.
Relevant Products	BuildwellINSPECT + BuildwellCHAT as primary, others as supporting	Prioritized recommendations.
Efficiency Calculator	"How many hours could you save?" Interactive tool based on inspections per week	Personalized value demonstration.
CTA	"Join 500+ surveyors already saving time" → Start free trial	Social proof with low-friction entry.

5.3 Property Developers (/use-cases/developers)

Section	Content	Purpose / Conversion Goal
Hero	"Building Safety Act compliance shouldn't slow down your projects."	Acknowledge regulatory burden.

Their Problems	New regulatory requirements, documentation for sale/handover, liability concerns, investor confidence	Business-level concerns.
Relevant Products	BuildwellTHREAD as primary, full platform for portfolio management	Compliance-first positioning.
Risk Mitigation	How proper documentation protects against future claims	Address liability fears.
CTA	"Ensure compliance from day one" → Schedule executive briefing	Senior-level conversion path.

5.4 Housing Associations (/use-cases/housing-associations)

Section	Content	Purpose / Conversion Goal
Hero	"Maintaining safety records across thousands of properties? There's a better way."	Scale acknowledgment.
Their Problems	Portfolio-wide compliance, resident safety, regulatory reporting, limited budgets	Public sector constraints.
Relevant Products	All products with portfolio/enterprise positioning	Full platform value.
Social Impact	"Protecting residents while meeting your regulatory obligations"	Mission alignment.
CTA	"Request a social housing sector briefing" → Contact form	Sector-specific outreach.

6. Resources (/resources)

Strategic Purpose

Build credibility, capture leads through gated content, improve SEO through valuable content, and nurture prospects not yet ready to buy.

6.1 Case Studies (/resources/case-studies)

Section	Content	Purpose / Conversion Goal
Overview	Filterable gallery by: Industry, Company size, Product used, Challenge solved	Easy navigation to relevant proof.
Case Study Template	Each study follows: Challenge → Solution → Implementation → Results (with metrics) → Testimonial quote → CTA to book similar consultation	Consistent, compelling format.
Purpose	Provide peer validation and specific proof of outcomes	Convert skeptics with evidence.

6.2 Blog (/resources/blog)

Section	Content	Purpose / Conversion Goal
Content Types	Regulatory updates, how-to guides, industry analysis, product tips, thought leadership	SEO value + lead nurturing.
SEO Strategy	Target keywords: building safety act compliance, construction AI, golden thread requirements, site inspection software	Organic traffic growth.
Lead Capture	In-content CTAs, newsletter signup, gated premium content	Convert readers to leads.

6.3 Guides & Whitepapers (/resources/guides)

Section	Content	Purpose / Conversion Goal
Content	"Building Safety Act Compliance Checklist", "AI in Construction: Executive Guide", "Golden Thread Implementation Roadmap"	High-value gated content.
Gating Strategy	Name + Email + Company + Role required	Lead qualification data.
Purpose	Capture email addresses, demonstrate expertise, nurture leads	Top-of-funnel conversion.

7. Pricing Page (/pricing)

Strategic Approach

Given the meeting discussion about pricing strategy varying by product and buyer, the pricing page should guide visitors toward conversation rather than self-service purchase for most products.

Page Structure

Section	Content	Purpose / Conversion Goal
Pricing Philosophy	"Fair pricing that scales with your needs" - Position as value-focused, not cheap	Set expectations.
Product Tiers	Visual grid showing Starter / Professional / Enterprise for each product with "Contact for pricing" + key feature differentiators	Enable comparison without revealing prices.
Bundle Value	"Get more value with the full platform" - Show savings/benefits of multi-product adoption	Encourage larger deals.
FAQ	Common pricing questions: trials, contracts, discounts, implementation costs	Address objections proactively.
Calculator (Optional)	"Estimate your ROI" based on current costs/time spent	Value justification tool.
CTA	Primary: Get Custom Quote + Secondary: Talk to Sales	Route to human conversation.

Freemium Strategy (Per Meeting Discussion)

- BuildwellNEWS: Free tier with limited articles → Paid for full access OR free entirely as lead generation funnel
- BuildwellCHAT: Free trial with query limits → Paid for unlimited + custom training
- BuildwellINSPECT: Free basic tier → Paid for advanced features and team management
- BuildwellTHREAD: Free trial → Paid subscription based on document volume
- BuildwellEYE: No free tier (hardware involved) → Custom pricing with committed contracts

8. About Page (/about)

Strategic Purpose

Build trust, establish credibility, and humanize the brand. Important for enterprise buyers doing due diligence.

Page Sections

Section	Content	Purpose / Conversion Goal
Mission	"We believe construction professionals deserve better tools. Our mission is to make compliance effortless, safety automatic, and paperwork obsolete."	Values alignment.
Story	Founded by construction veterans + AI specialists. Backed by London Belgravia Brokers. Built for UK construction specifically.	Credibility markers.
Team	Key team photos with brief bios emphasizing relevant experience. Show mix of construction + tech backgrounds.	Human connection + expertise proof.
Investors/Partners	LBB relationship, key partnerships (Procure mention if public)	Third-party validation.
Values	Safety First, Transparency, Continuous Learning, Sustainability	Cultural alignment for buyers.
Join Us	Career opportunities CTA	Talent attraction.

9. Contact Page (/contact)

Multi-Path Conversion

Different visitors are at different stages. Provide multiple ways to engage that match their readiness.

Contact Options

Section	Content	Purpose / Conversion Goal
Book a Demo	Calendar embed for scheduling product demonstrations. "See BuildwellAI in action - 30 minute personalized demo"	High-intent conversion. Sales qualified lead.
Request a Quote	Form with: Company, Role, Products interested in, Current challenges, Timeline. "Get custom pricing within 24 hours"	Mid-funnel lead capture.
General Inquiry	Simple form for other questions. Lower barrier, faster response promise.	Catch-all for other visitors.
Support	Link to support portal for existing customers	Separate track for customers.

Contact Info	Email, phone, address, hours. "London-based team, UK business hours"	Accessibility and locality.
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10. SEO & Technical Recommendations

URL Structure

Critical change from meeting: Move from subdomains (eye.buildwellai.com) to subfolders (buildwellai.com/solutions/eye). This consolidates domain authority and improves search rankings.

Key Technical Changes

- Implement 301 redirects from old subdomain URLs to new subfolder URLs
- Update all internal links to new URL structure
- Submit updated sitemap to Google Search Console
- Ensure mobile-first responsive design throughout
- Implement schema markup for software products
- Target page load speed under 3 seconds

Content SEO Strategy

- Target high-intent keywords: "construction compliance software UK", "building safety act software", "AI defect detection construction"
- Create pillar pages for each major topic with supporting blog content
- Build backlinks through industry partnerships and thought leadership
- Regular content updates to news/blog for freshness signals

11. Implementation Priorities

Phase 1: Foundation (Weeks 1-2)

- Rewrite homepage with problem-led messaging
- Implement new URL structure with redirects
- Update navigation to new sitemap
- Create solutions hub page

Phase 2: Product Pages (Weeks 3-4)

- Rebuild each product page with problem-first structure
- Add outcome metrics and social proof
- Implement demo/trial CTAs

Phase 3: Persona Pages (Weeks 5-6)

- Create use case pages for each buyer persona
- Develop persona-specific messaging and case studies
- Implement persona-based navigation paths

Phase 4: Content & Optimization (Ongoing)

- Launch blog with SEO-targeted content calendar
- Create downloadable resources for lead capture
- A/B test headlines, CTAs, and page layouts
- Monitor analytics and iterate based on data

Appendix: Quick Reference

Problem-Solution Messaging Framework

Product	Primary Problem	Solution Promise	Key Outcome
BuildwellEYE	Late defect detection costs 10x more	Catch issues the moment they happen	60% faster identification
BuildwellTHREAD	Golden Thread documentation chaos	AI sorts documents automatically	10+ hours saved weekly
BuildwellCHAT	Can't find regulation answers fast	24/7 AI construction expert	Answers in seconds
BuildwellINSPECT	Reports take hours to write	Complete reports on-site	3x more inspections/day
BuildwellNEWS	Missing critical industry updates	Curated intelligence, daily	Never miss an update

Buyer Persona Summary

Persona	Primary Pain Points	Recommended Products
Site Manager	Quality control, safety monitoring, progress tracking	EYE, INSPECT
Compliance Officer	Building Safety Act, documentation, audits	THREAD, CHAT
Surveyor	Report writing time, regulation lookups	INSPECT, CHAT
Project Director	Overview, risk management, handover	Full Platform
Property Developer	Compliance liability, investor confidence	THREAD, Full Platform

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