

## **Four-Site Web Architecture – One Page Brief**

### **Purpose**

This is not one website split into sections. This is four distinct sites, each with a single job. No funnels. No lead generation. No optimization theatre. Each site exists to signal clarity, credibility, and restraint.

### **1. pramukhdevkota.com — Identity / Verification**

Role: The page people (or AI) land on when they look me up.

Job: Establish who I am and how I think. Calm, minimal, non-performative.

Not allowed: Sales pages, packages, funnels, aggressive CTAs, SEO fluff.

Outcome: “This person is real, serious, and operates at a systems level.”

### **2. dortamethod.com — Mental Model / Framework**

Role: Explain how email behaves as a system.

Job: Document the DORTA framework (Delivered → Opened → Read → Taken Action).

Not allowed: Selling, hype, lead capture, marketing case studies.

Outcome: “This explains problems I’ve felt but couldn’t articulate.”

### **3. emailoptimize.com — Consulting Practice**

Role: Where client work lives.

Job: Clearly state who this is for, what problems it solves, and how engagement works.

Not allowed: Mass-market positioning, low-ticket offers, agency fluff.

Outcome: “This is a serious, selective consulting practice focused on stability and compounding.”

### **4. trustalytics.ai — R&D; / Exploration**

Role: Research and experimentation.

Job: Explore quantifying trust, relevance, and behavior over time.

Not allowed: SaaS hype, timelines, demos, pricing, launch language.

Outcome: “This person is thinking ahead of the tooling.”

### **Design Rules (Non-Negotiable)**

Mostly text. Minimal pages (1–3 per site). Fast load times. No animations, popups, stock photos, or heavy UI. Whitespace is intentional.

### **Final Framing**

Think of these as four documents, not four marketing websites. Clarity and restraint matter more than persuasion.

## Architecture Overview (Conceptual)

|                         |   |                 |                               |
|-------------------------|---|-----------------|-------------------------------|
| pramukhdevkota.com      |   |                 |                               |
| Identity / Verification | → | dortamethod.com | Mental Model / Framework      |
|                         |   |                 |                               |
| emailoptimize.com       | → | Client Work     | Selective Consulting          |
|                         |   |                 |                               |
| trustalytics.ai         | → | R&D             | Exploration / Future Thinking |