

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