

Relocation Roadmaps Project Summary

Website: <https://relocationroadmaps.com>

Employability Focus - What This Project Demonstrates

Relocation Roadmaps is a business that produces and maintains relocation guides based on information that changes over time. I designed the business and system from concept to production.

I designed a Hub-and-Spoke model to separate national rules from city-specific details, which reduces duplication and makes updates easier. I also created lightweight QA-style checklists and review notes to evaluate content for accuracy, overconfidence, and audience fit.

AI was used as a drafting tool in every area, from concept to complete website and business. I created a series of QA tools to check all areas of reliability for the project.

The tech stack was set up to be a no-code system suitable for a single developer, and includes WordPress, Notion, Zapier, Kit.com, and Google Drive.

Project Summary: Concept, Evolution, and Current State

Relocation Roadmaps started from a simple reality you only appreciate once you are deep into planning an international move. The information you need exists, but it is scattered, inconsistent, and often out of date. You find government rules in one place, real experiences in another, and plenty of confident advice that turns out to be incomplete and/or incorrect once you try to act on it. This project was built to turn that chaos into something usable. Not a generic “moving abroad” guide. It is a collection of practical guides that help you understand and prepare for what actually happens when you relocate abroad, step by step, in the real world.

From the beginning, this was approached as a niche relocation guide business. Thailand was chosen as the starting point because the developer recently spent a lot of time there, demand is high, and the rules around visas, healthcare, banking, and long stays are complex enough to expose weaknesses fast. The underlying system, though, is designed to support multiple personas and expand into additional cities and countries over time.

Personas and Scope

Relocation looks very different depending on who you are and why you are moving. A retiree, a remote worker, and a business owner will care about different things, face different constraints, and make decisions on different timelines.

Because of that, the project was built around persona overlays rather than a single generic audience. The framework has seven different personas, each shaping how the same city and country information is framed and prioritized.

Retirees were chosen as the initial launch persona because their decisions tend to be high-stakes. Visas, healthcare access, financial setup, and long-term stability all matter immediately. That made retirees a strong starting point and a good stress test for the system. Digital Nomads are being added now.

How the Structure Emerged

Early research made one thing clear. Relocation guidance breaks down when national rules and local reality are mixed together.

Visa categories, tax frameworks, insurance requirements, and banking compliance are defined at the national level. But how those rules are applied depends on the city, the office, and sometimes the individual counter you end up at.

To handle that, the project evolved into a Hub and Spoke structure:

- **National Hubs** are live and available to everyone on the website. These cover country-level laws and rules.
- **Relocation Guides** (the spokes) focus on local execution, including where to go, what usually happens, and where people commonly get stuck.

This separation keeps the system flexible. When a national rule changes, you update it once. When a local process shifts, only the affected city guide needs attention. It also keeps each guide focused on helping you act, instead of repeating policy language you can already find elsewhere.

From Research to Repeatable Guides

Once the structure was in place, consistency became the next priority. Relocation guidance quickly becomes hard to maintain if every guide is written differently or updated on an ad hoc basis. Every city guide now follows a single master template. Sections appear in the same order.

National-level explanations are routed back to the appropriate Hub. If a section does not apply to a specific persona, that is stated directly instead of being quietly skipped.

This approach turns each guide into a predictable product rather than a one-off article. You know where to look. Updates are easier to manage. Adding a new city or persona does not require starting over.

Trust, Transparency, and Reality Checks

One of the most common problems with relocation content is false confidence. Everything sounds definitive until you arrive and discover that details vary by office or by timing.

Relocation Roadmaps takes a different approach. It does not treat all information as equally certain. Some guidance is based on official sources. Some reflects published provider practices. Some comes from recent first-hand experience shared by people who have gone through the process.

Those differences are surfaced, not hidden. Local quirks and variation are treated as normal, not as exceptions. The goal is to help you understand where confidence is high and where flexibility matters.

Infrastructure and Tech Stack

- Notion
- WordPress
- Google Drive
- Zapier
- Kit (ConvertKit)
- Payhip
- Plausible Analytics
- ChatGPT
- Gemini

The Relocation Roadmaps system is built to be developed, runnable and maintainable by one person. The no-code stack supports this design.

Google Drive is the source of truth for prompts, content, working drafts, and versioned files. Notion is used for Project Management and Databases.

The website runs on WordPress. It hosts the national-level Hubs, the paid city guides, and the initial lead magnet offer on the home page (designed to collect as many US Retire email as possible).

Payments and PDF delivery run through Payhip. It handles checkout, file delivery, coupons, bundles, and affiliates without custom development, which keeps fulfillment predictable as the product catalog expands.

Zapier automation is used to log purchases, track downloads, and complete database backups.

Role of AI

AI is used in every area of the project, from design and architecture to complete guides. They gather sources, synthesize information, and draft structured sections. However, final decisions about scope, tone, and publication retain the HITL (human-in-the-loop) concept.

Current State

Though not officially launched, the business is live and operational. Today, Relocation Roadmaps includes:

- A complete website and technical infrastructure
- Three complete city guides for Thailand
- National hubs covering visas, finance and banking, and healthcare
- A defined system for updates, reviews, and expansion
- A growing set of tools and checklists designed to support real relocation decisions

The current inventory focuses on one country and one launch persona, but the structure is reusable by design. Additional personas, cities, and countries can be added without changing the core system. Digital Nomads are the next persona and are currently in development.