PETMATCHR V7 — BEST FINAL VERSION

Bản để copy–paste triển khai. Đã gộp V6 + tối ưu mạch lạc. Không lý thuyết.

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1. EXECUTIVE SUMMARY — MỤC TIÊU 12 THÁNG

KPIs

Month	Pages	Sessions	Revenue
6	1,200–1,500	20K–30K	$800–1,500
12	2,500–3,500	60K–80K	$4,000–6,000

Breakdown Month 12 (~$5K/month)

- Pet Insurance: **$2,000–3,000**

- Dog Training Course: **$1,000–1,500**

- CBD / Supplements: **$500–800**

- Display Ads: **$500–800**

- Amazon/Chewy: **$300–500**

Mindset

- Programmatic scale → ngàn trang bằng data + template + AI.

- Human tập trung offpage, deal, funnel.

- Target breakeven: **Month 10–11**.

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2. CHIẾN LƯỢC CỐT LÕI 2025

Context

- AI Overviews lấy click → content chỉ thông tin = chết.

- Cần **data có cấu trúc + tools + quiz** để AI không thay thế.

Chiến lược

- **Programmatic scale**: 2,500–3,500 page.

- **High-ticket funnel**: insurance / training / CBD / subs.

- **AEO**: site như API cho AI engines.

- **Traffic mix**

  - SEO: 50%

  - Pinterest: 30%

  - AI engines: 10–15%

  - Direct/email: 5–10%

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3. MOAT ARCHITECTURE — 4 LỚP BẢO VỆ

Layer 1 — Scoring + Opinionated Content

- 20 raw traits → 6 lifestyle scores:

  - apartment

  - busy_worker

  - family_with_kids

  - allergy_friendly

- ○ beginner_friendly

- ○ active_outdoor

- Copy "good fit if…" và "avoid this breed if…".

Layer 2 — AEO ("Dog Data API")

JSON endpoints

- `/api/breed/{slug}.json`

- `/api/lifestyle/{type}.json`

- `/api/costs/{breed}/{city}.json`

- `/api/problems/{breed}.json`

Q&A Requirements

- 3–5 quick answers/page

- FAQ schema

- /answers hub

Layer 3 — Funnel

Mini-quiz theo cluster:

Cluster	Quiz	CTA
Cost/Insurance	Emergency Vet Cost Calculator	insurance
Behavior/Training	Behavior Assessment Quiz	course

| Anxiety/CBD | Anxiety Level Quiz | CBD + email |

Layer 4 — Pinterest + Email

- Pinterest engine auto từ hệ thống có sẵn

- Target **5K email subs/12 tháng**

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4. ATA MODEL & PAGE TYPE MATRIX

4.1 Database Schema (tóm tắt)

BREEDS

- 20 traits

- cost ranges

- health issues

LIFESTYLE_SCORES

- 6 lifestyle scores per breed

PROBLEMS

- category: barking, anxiety, aggression…

- monetization_cluster

- prevalence_by_breed

LOCATIONS

- city, cost multiplier, climate, dog_friendly_score

MINI_QUIZZES

- slug, questions JSON, result_mapping

PAGE_MONETIZATION

- page_type → cluster → primary_funnel

4.2 Page Counts (Year 1 Target)

Page Type	Count	Monetization
Breed Profile	80	insurance
Lifestyle List	30	quiz
Comparison	200	insurance
Cost Pages	400	insurance
Problem Pages	600	training
Anxiety/CBD Pages	200	CBD
Location Pages	400	insurance

Total: 2,500–3,500 pages

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5. MONETIZATION — ĐƯỜNG ĐI $5K/THÁNG

5.1 Pet Insurance (Primary)

- Embrace: ~$36/lead

- Others: $60–100/lead

Flow

```
Cost page → Cost Calculator → Lead Form → Affiliate
```

5.2 Dog Training Course

- Brain Training for Dogs (~$50 sale)

Flow

```
Problem page → Behavior Quiz → Email → Course
```

5.3 CBD / Supplements

- HolistaPet 35%, BarkBox, Ollie

Flow

```
Anxiety pages → Anxiety Quiz → CBD rec
```

5.4 Display Ads

- Ezoic → Mediavine

- RPM target: $10–15

5.5 Amazon / Chewy Baseline

- Starter kits theo breed

- Gift pages

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6. AEO — FEED CHO AI ENGINES

Goal: AI trích nguồn PetMatchr cho câu hỏi về breed/cost.

Implementation Checklist

- Quick answers block (short + numeric)

- FAQ schema

- Public JSON API

- `/answers` hub

- Tracking referrer từ ChatGPT / Perplexity

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7. GENERATION PIPELINE

STEP 1 — Seed Data

- breeds.json

- cities.json

- problems.json

- products.json

STEP 2 — Page Matrix Script

- cost = breed × city

- problem = breed × problem

- anxiety = breed × subtype

- location = city × lifestyle

STEP 3 — Batch Gen

- 100 pages/hour

- Cost: $0.5–1/page

STEP 4 — Auto QA

- length

- duplicate %

- CTA present

- schema valid

STEP 5 — Deploy in Waves

- Week 1: 200 page

- Month 2–3: +800

- Then 300–500/week

STEP 6 — Optimize Top 20%

- CTA tests

- Kill zero-traffic after 90 days

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8. TECH STACK

- Next.js 14 (App Router, ISR)

- Supabase

- Vercel

- Cloudinary

- ConvertKit

- GPT/Claude

Chi phí năm 1 ~ **$1.5K–1.6K (chưa tính AI tokens).**

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9. TRAFFIC MIX

- SEO: cost/problem/anxiety/location

- Pinterest: 30 pin/day → ~12–15K pin/năm

- AEO: structured answers

- Email: 5K subs

- Reddit: cite data, ít link

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10. 12-MONTH ROADMAP

Month 1

- Setup stack

- Seed 80 breeds

- 200 pages đầu (breed/list/compare)

Month 2

- +400 (cost + problem)

- Launch 3 quiz

- Setup affiliate + email

Month 3

- +400 (anxiety + location)

- Implement API + schema

- Launch /answers

Month 6 Checkpoint

- ~2,200 pages

- 20–30K sessions

- $800–1,500 revenue

Month 10–12 Final

- 60–80K sessions

- $4–6K revenue

- Decide scale vs exit

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11. RISK & KILL CRITERIA

Month 4 Red Flags

- <2K sessions với ~1K page

- index <50%

- email <100

Month 6 Critical

- <10K sessions với ~2,200 page

- revenue < $400

- email <500

- no insurance leads

Nếu fail → giảm xuất bản, tối ưu top cluster.

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12. OPS — HUMAN WORKLOAD

Weekly (10–15h)

- Check metrics

- Reddit replies

- Outreach/HARO

- QA pin + new pages

When >$3K/month

- Thuê VA Pinterest + QA

- Thuê editor email/content

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13. NEXT ACTION — TUẦN NÀY

Day 1–2

- Finalize 80 breeds

- Setup DB + schema

Day 3–4

- Scoring model xong

- Template 3 page: breed / cost / problem

Day 5–7

- Generate sample 30 pages

- QA + deploy lên subdomain