Functional & Feature Document

Product: Internal Guest Post & Link Management System

# 1. Overview

A centralized system for managing guest posts and link-building campaigns across multiple clients. Designed for agencies to track sites, publishers, orders, content workflows, placements, invoicing, and link health — with strict role-based visibility (Admin vs. Super Admin).

# 2. Goals & Success Criteria

• Centralized Inventory: Maintain a master list of publishers and sites with key metrics (DR, Ahrefs traffic, TAT, category).  
• Role-Based Pricing: Allow Super Admin to view internal costs & margins; restrict Admin to client-facing prices only.  
• Workflow Automation: Streamline order → content → placement → invoicing.  
• Link Monitoring: Automated link health checks & SLA tracking.  
• Financial Accuracy: Generate client invoices and publisher bills with margin visibility for Super Admin.  
• Operational Efficiency: Reduce cycle time, improve placement success rate, minimize link removal rate.

# 3. Roles & Permissions

Admin:  
- Manage Clients, Projects, Publishers, Sites  
- View Client Prices  
- Create Orders, Manage Content, Placements, Invoices  
  
Super Admin:  
- All Admin rights plus view internal costs & margins, manage publisher bills, user management, export data with costs, and global settings.

# 4. Core Features

4.1 Client & Project Management:  
- CRUD for Clients (Name, Billing Profile, Currency)  
- CRUD for Projects with rules: min DR/traffic, anchor distribution, blacklist/whitelist sites, budget caps  
- Validation against project guardrails  
  
4.2 Publisher & Site Inventory:  
- Publisher profiles & site catalog management  
- Bulk import/export, duplicate prevention, filtering  
  
4.3 Order Management:  
- Multi-site orders, auto pricing, cost storage (hidden from Admin), status workflow  
  
4.4 Content Workflow:  
- Brief, draft, QA, plagiarism/AI score, file upload  
  
4.5 Placement & Link Health:  
- Record URLs, monitor link status nightly, alert removals  
  
4.6 Invoicing & Billing:  
- Generate client invoices, auto-create publisher payables (Super Admin), multi-currency support  
  
4.7 Reporting & Dashboards:  
- Admin: orders by stage, deadlines, SLA breaches  
- Super Admin: revenue, cost, margin analysis, publisher performance  
  
4.8 Notifications & Alerts:  
- Approvals, overdue TAT, link removals, payment reminders  
  
4.9 Audit Logging:  
- Track CRUD, transitions, user actions

# 5. Guardrails & Validation

- Prevent duplicate domains per project  
- Anchor distribution enforcement  
- Budget cap tracking with alerts at 80% and block at 100%  
- Site eligibility validation

# 6. Non-Functional Requirements

- Performance: Load list views < 400ms (≤ 50 rows)  
- Availability: 99.5% uptime  
- Scalability: background jobs, pagination  
- Security: RBAC enforcement, encrypted secrets, GDPR-friendly exports

# 7. Phase Roadmap

- MVP (8–12 weeks): Roles & permissions, inventory, orders, content workflow, placement, link health, invoicing, dashboards, audit logs  
- Phase 2: Client portal, API integrations (Ahrefs/Stripe), billing automation, MFA/SSO  
- Phase 3: Recommendation engine, multi-tenant support, advanced analytics, public API