

Palise: Site Structure Reply (21 May 2026)

Palise: Reply to Gillian on proposed site structure

Date: 21 May 2026 **Context:** Gillian emailed through the high-level parent/child structure she's proposing (Residential Buyers Agent + Commercial Buyers Agent + Property Investment Education, each with child pages mapped to the client journey). She asked whether the resi/commercial overlap was an issue and whether Development should be parked for now.

This is the reply Adam drafts back to her. Companion visual at <https://palise-structure.pages.dev>

Email reply

Gillian — the duplicate child structure across Residential and Commercial is fine as long as each child page carries its own substance. Same skeleton, different muscle. Different examples, different language, different data, different meta titles and descriptions, different schema. The risk is only thin or near-duplicate copy across the pair, which AI systems and Google will flatten into one. Because each child sits under its own parent URL (e.g. `/commercial-buyers-agent/due-diligence/` vs `/residential-buyers-agent/due-diligence/`) they don't compete with each other in search, they reinforce the topical authority of their parent.

What's strong about this: it's journey-mapped, it locks the two-pillar structure we agreed on the 21 April call, and it gives every one of the 24 pillar questions in the strategy doc a natural home as a Q&A page underneath the relevant child (e.g. "How do I do due diligence on a commercial property?" lives at `/commercial-buyers-agent/due-diligence/how-to-do-due-diligence/`).

A few things worth a second pass before we lock it:

- Market Intelligence, Agent Relationships and Property Management only appear under Commercial. Genuinely commercial-only, or do they belong on the residential side too?

Residential investors have agent relationships and property management considerations as well. Worth a quick check with Steve.

- SMSF Property Acquisition sits as a child under both parents. Given SMSF is one of the five buyer segments in the strategy and the rules cut across asset classes, it could justify being its own third parent pillar (or at least a cross-cutting hub linked from both). Strategic call, not a structural one.
- Property Investment Software under Residential reads odd to me. If it's a calculator it belongs under Tools & Calculators in Education. If it's a product or service it needs a name that says so.
- Property Investment Education as a parent on paliseproperty.com overlaps with propertyinstituteaustralia.com.au, which is the live home for the courses. We need a decision on one canonical home, courses and books either move onto paliseproperty.com, or this hub becomes a curated landing page that points cleanly out to PIA. Two homes for the same content will dilute both.
- Webinars, Podcast, Guides and Tools & Calculators are sensibly grouped under Education, but each is a distinct content type with its own audience and own AI/SEO behaviour. Worth considering whether the Podcast and the Tools live at their own top-level URLs (/podcast/ , /tools/) with Education as the curated hub that pulls them together.
- Agree on parking Development. Worth confirming there's no existing development course or development book that needs a placeholder home so it doesn't end up orphaned.

Two things to confirm explicitly so we don't have to redo this later: each child gets a distinct URL slug under its parent (avoids canonical confusion), and we treat the 24 pillar questions as Q&A sub-pages under the relevant child rather than floating blog posts.

Happy to either jump on a 30-minute call to lock the structure once you've had a think, or, if quicker, you come back to me on the SMSF, Education and Software points by email and we sign it off in writing. Whichever suits.

Adam

Internal notes (not for the email)

- The Property Institute Australia overlap is the biggest landmine here. The courses and books are already live on a separate domain; if Steve and Kel decide to bring them onto paliseproperty.com it's a much bigger conversation (migration, redirects, canonical, what happens to PIA the brand). Don't underplay it when Gillian comes back, this could redirect the whole site plan.

- SMSF-as-third-pillar may come as a surprise to Gillian, who's clearly framed this as two-pillar. Worth flagging gently if she pushes back, the strategy doc lists SMSF as a distinct buyer segment, and SMSF queries cut across both commercial and residential.
- The duplicate child structure being "fine in principle" is true, but the WordPress side will make it expensive to maintain in practice if every child needs unique copy. Tie this back to Oli's hybrid build investigation, the case for moving off pure WP gets stronger the more child pages we commit to.
- The 24 pillar questions from strategy v2 give us a natural test: when Gillian responds, you can ask her to map 3-4 pillar questions onto the structure and see whether the homes feel natural. If they don't, the structure needs another pass.
- Gillian owns this draft per the 21 April action items, so frame your input as additive, not corrective. She's been waiting on Steve/Kel to react too, keep the door open for her to take credit when the final shape lands.