

**Your
website is
dead.
So now what?**

An autopsy





Act I. Murder

Most horrid



Love.

Till death do us part.



American Gothic.

Grant Wood - 1930.



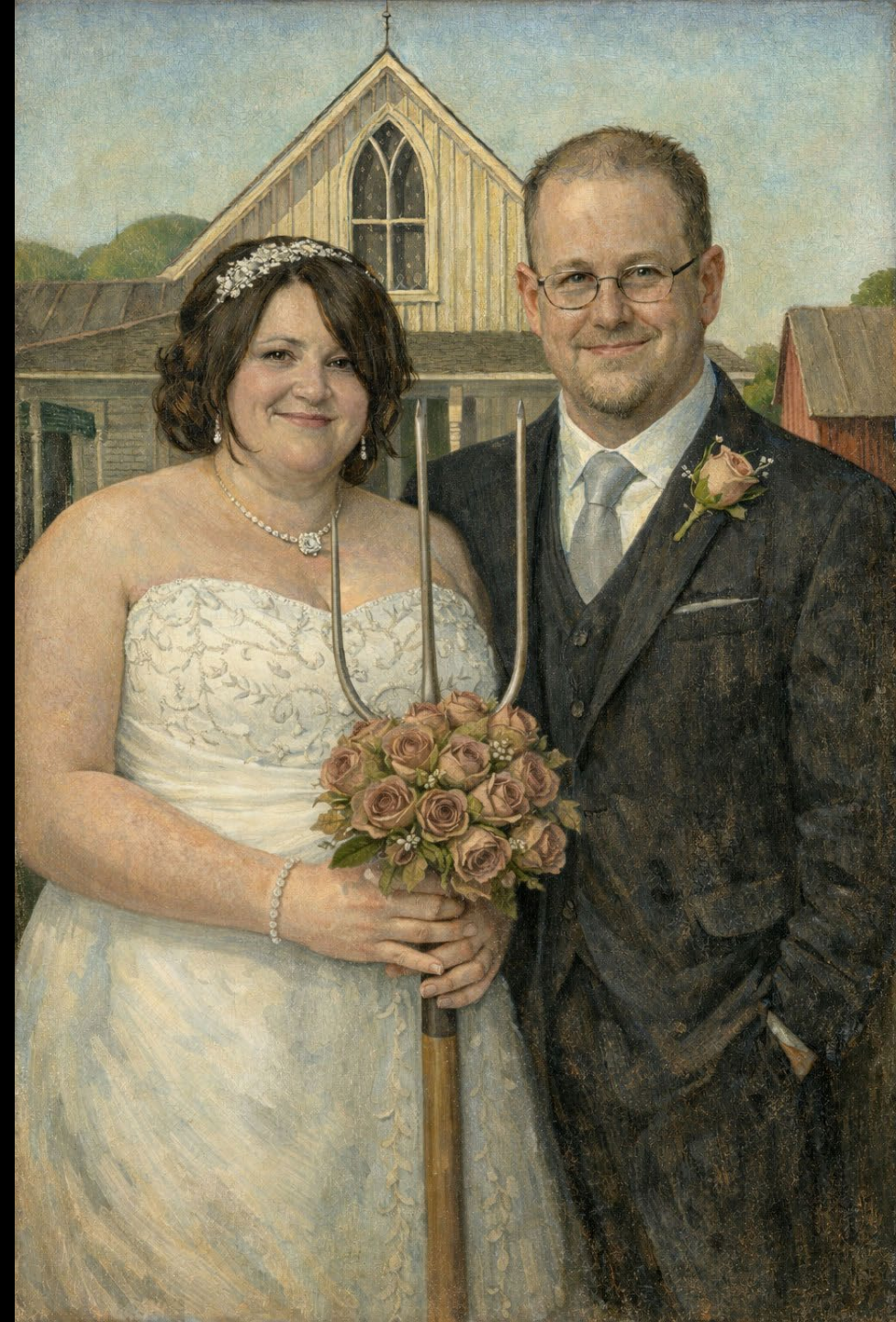
Marriage.

The 5 stages of grief.

1.2.3.4.5.

Hope & Delusion.

Love is vibes, apparently.



1.2.3.4.5.

Breeding.

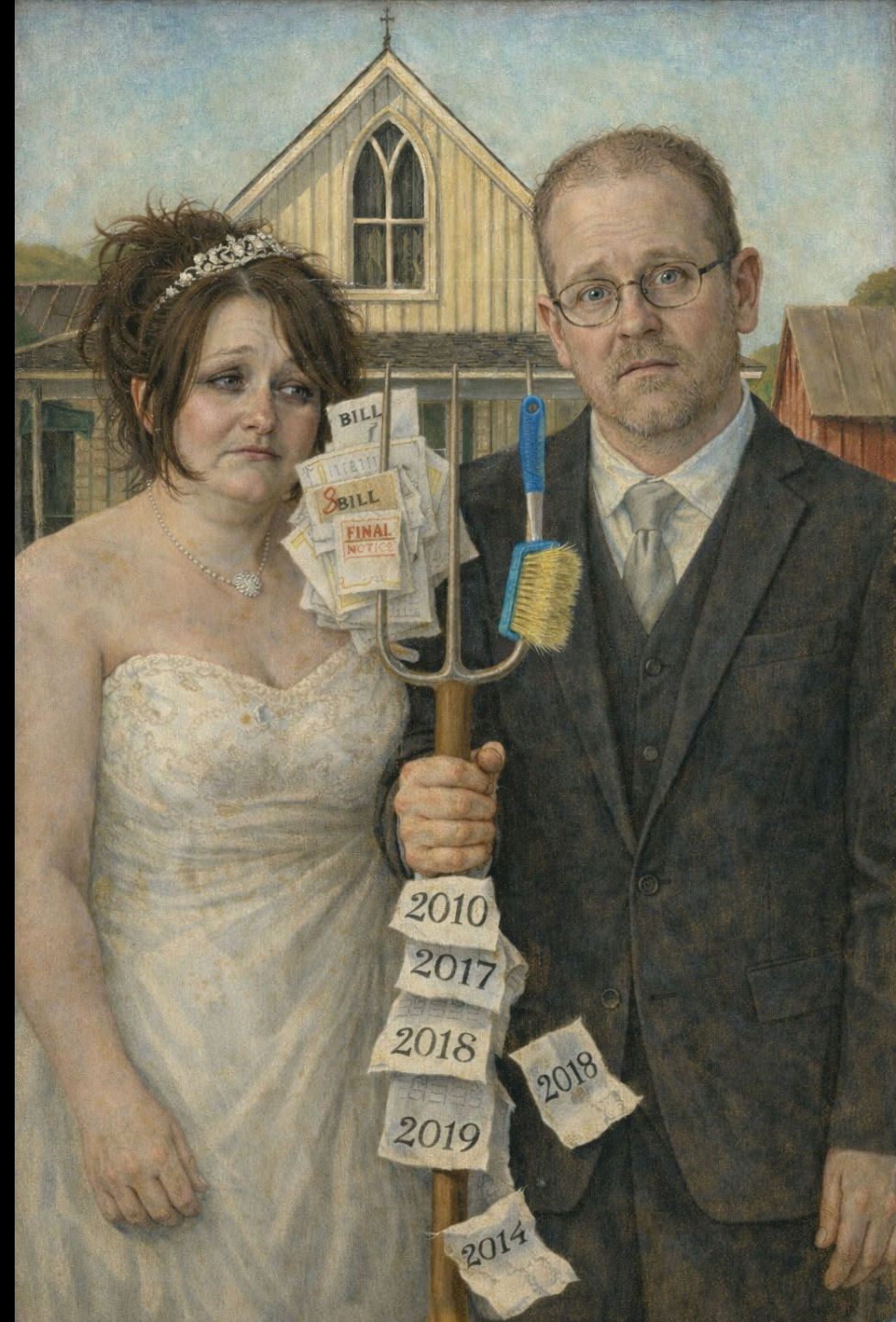
Tiny dictator.



1.2.3.4.5.

Time, But Worse.

Walking dead.



1.2.3.4.5.

Landscaping.

The spade is a prop, probably.



1.2.3.4.5.

Love. Live.
Laughter.

Not dead. Different.





The Anniversary.

17 years.



Act II.

The Gift

Annual torment



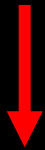
Phil.

Nerd. Beer. Food.



Phil.

Special.



Nothing to see here

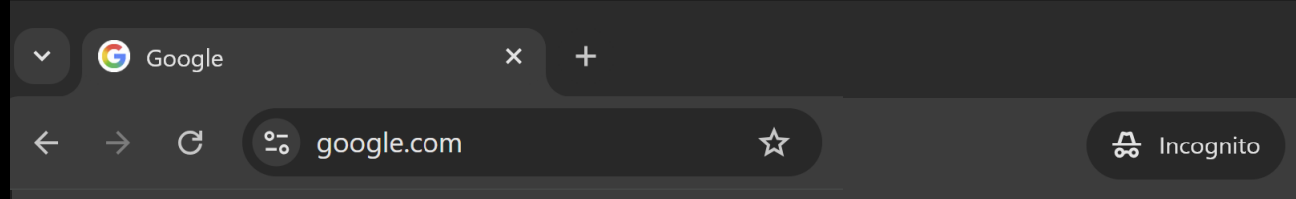
Definitely something





Sensible.

Google search.



Google

+ 17th Anniversary gift ideas |

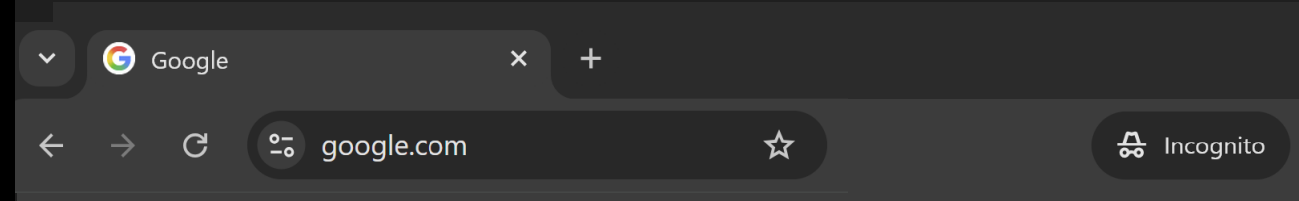


AI Mode

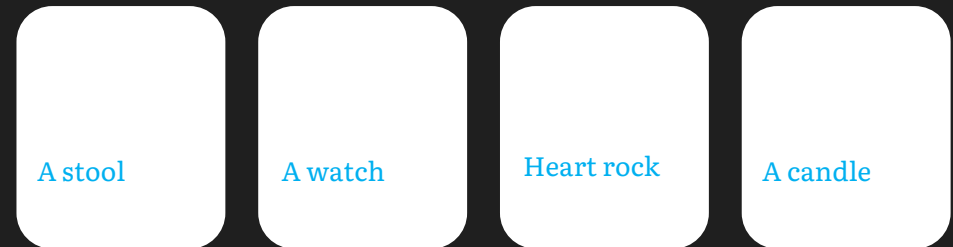
Google Search

I'm Feeling Lucky

Results.
Boring.



Sponsored products:



★ AI Overview

+6

The 17th wedding anniversary traditionally centers on furniture, symbolizing the comfort, stability, and enduring nature of a 17-year marriage. Key themes also include watches and carnelian stones

Amazon UK

17th Wedding Anniversary gifts

17th Wedding Anniversary Wooden Heart Plaque

Bridebook

17th Wedding Anniversary Gifts: 50 Anniversary Gift Ideas

1. A pair of smart bedside tables · 2. A lovely new rug · 3. A modern bookshelf · 4. A sit-stand desk



Tradition.

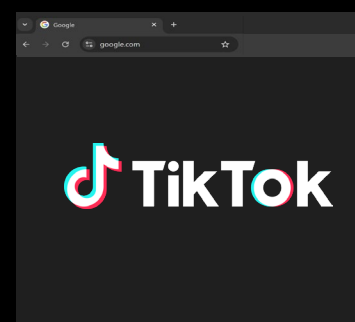
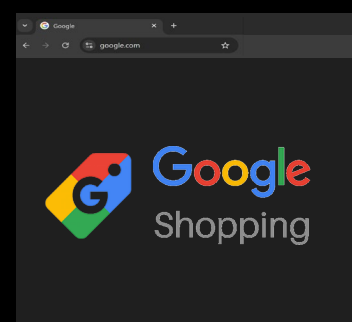
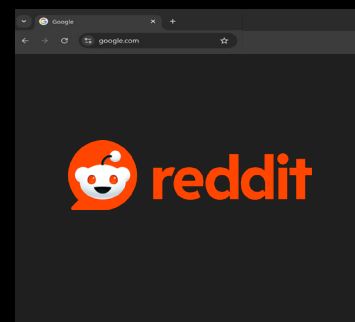
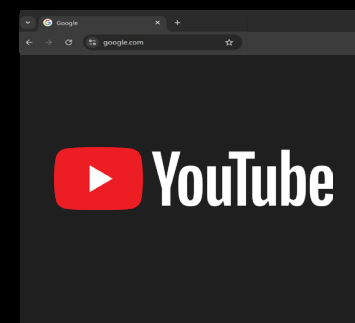
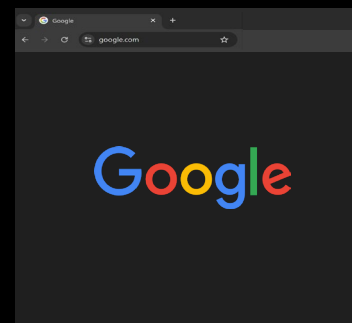
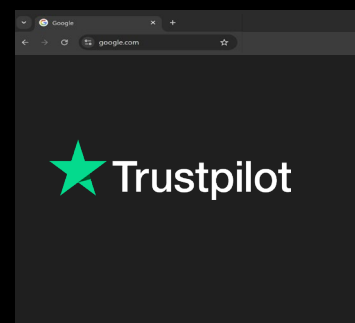
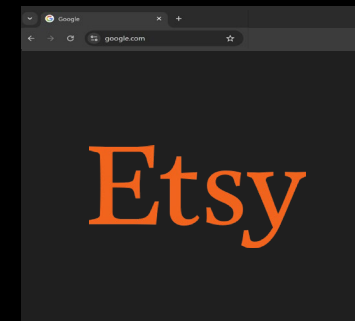
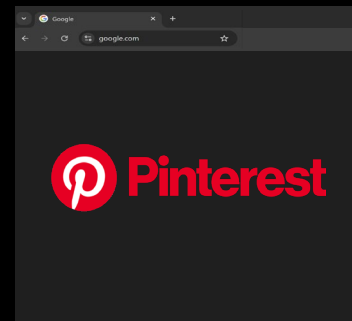
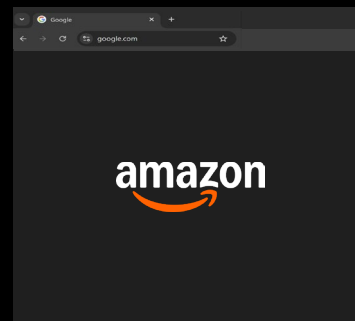
Stupid.





Many tabs.

Zero ideas.



Google.

Great at keywords, not context.





Sadness.





Humans.

Great at opinions, not options.





Confusion.





An idea.





AI.

Feral. Relatable.





My Brain.

Faster. Less Hormones. More Salty.



A conversation.

WTAF, why are 17th anniversary gifts so shite?

Thought for 13s

Because, Abi, 17th anniversary gifts were invented by a committee of haunted Victorians who've never felt joy and then updated by "influencers".





So what should I get phil?

Thought for 6s

Avoid

Furniture: “Have a seat, we need to talk”

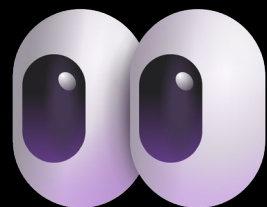
A watch: “Tick tock... are you dead yet?”

Rocks: “Cold and dead like your heart”...





Thought for 3s



Alright smart arse... what do you suggest?

Thought for 3s

Pick your poison and tell me:

- 1. Type of gift:** useful, funny, dangerous?
- 2. Phil:** in 3 words (brutal honestly)
- 3. Result:** laughs or mild argument?



Errrr fun and chaos, nerd man child, sh*t's and giggles

Thought for 8s

Nerd man child. Glorious. That's not a husband descriptor, that's a product category.





Thought for 8s

Quick calibration so I don't accidentally recommend a divorce... 😏



Thought for 8s

Pick his chaos flavour

- 1. Snacks**
- 2. Tech**
- 3. Games**
- 4. Can he take a joke?**





Snacks, and yes, he married me, he knows how to take a joke.

Thought for 15s

Ohh. Abi. This is not “a gift”. It’s a ceremony.

1. Buy **posh salty liquorice** packaged by a Scandinavian cult.
2. Wrap it like it’s diamonds.
3. Present it deadpan, say: “You suck.”



Pmsl... ok suggestions?

Thought for 25s

1. **Lakritsfabriken:** posh tins, very “I paid attention”
2. **LAKRIDS BY BÜLOW:** gateway drug
3. **Haupt Lakrits:** for trial by fire, the Swedish bastards should do it



This is upstream.

Everything users do before they get to your website

AI funnelled my
decision.



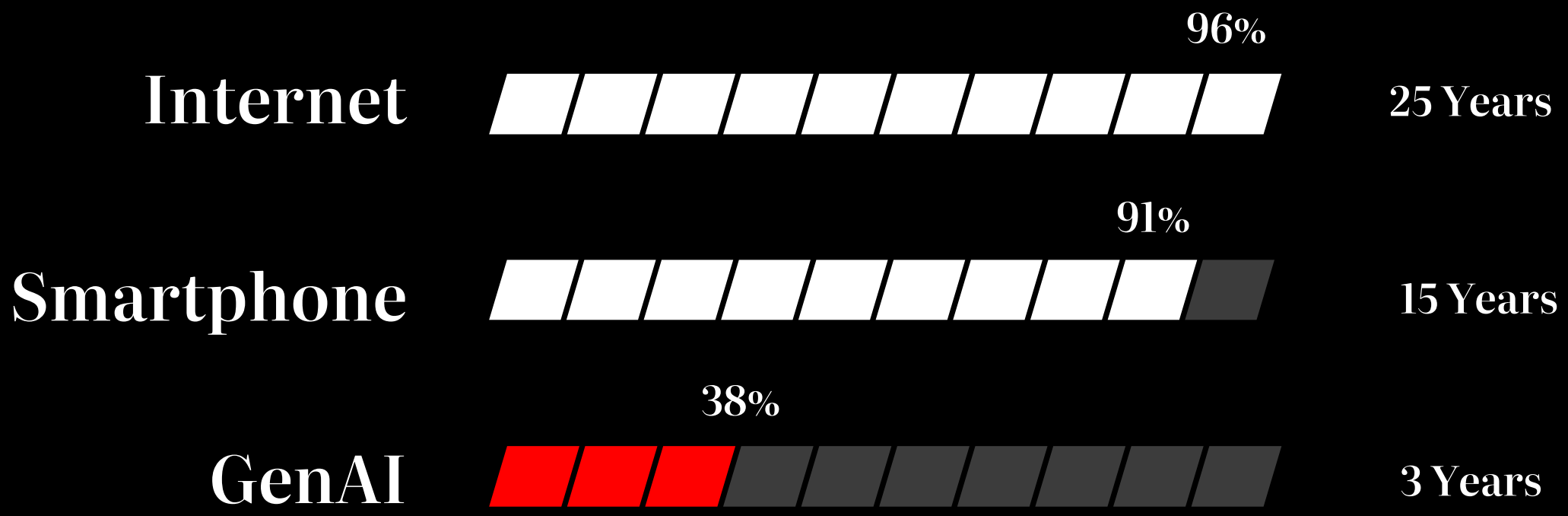
Not just me.



ChatGPT 700m Weekly active users



Not a blip.

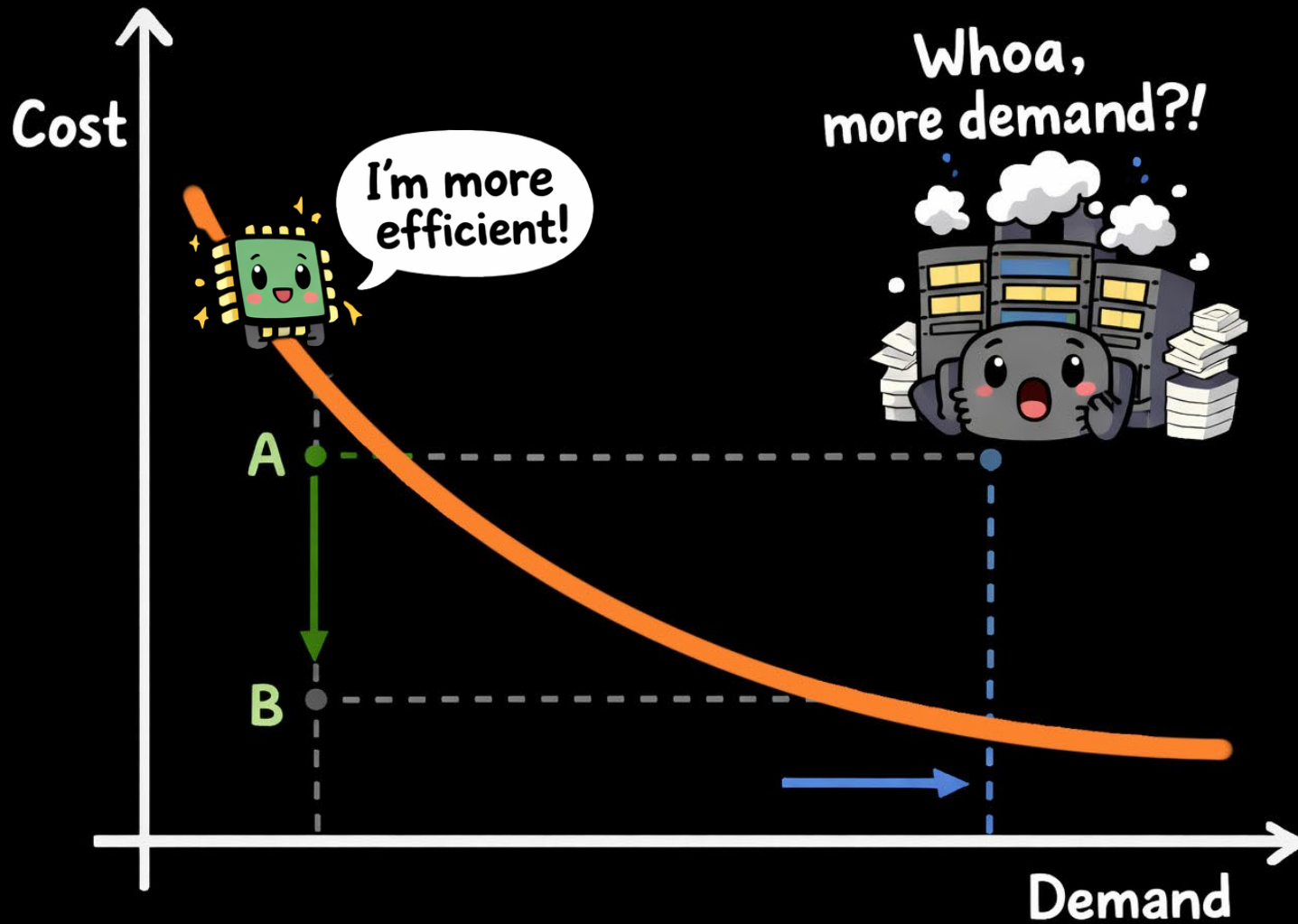


GenAI adoption is fast . even at Year 3
Directional comparison: internet usage vs smartphone ownership vs genAI usage (US).

2029: 51%.



Javens Paradox.





It's a reckoning.



Act III.

The Purchase

£10 Love Tax + Maybe Delivery





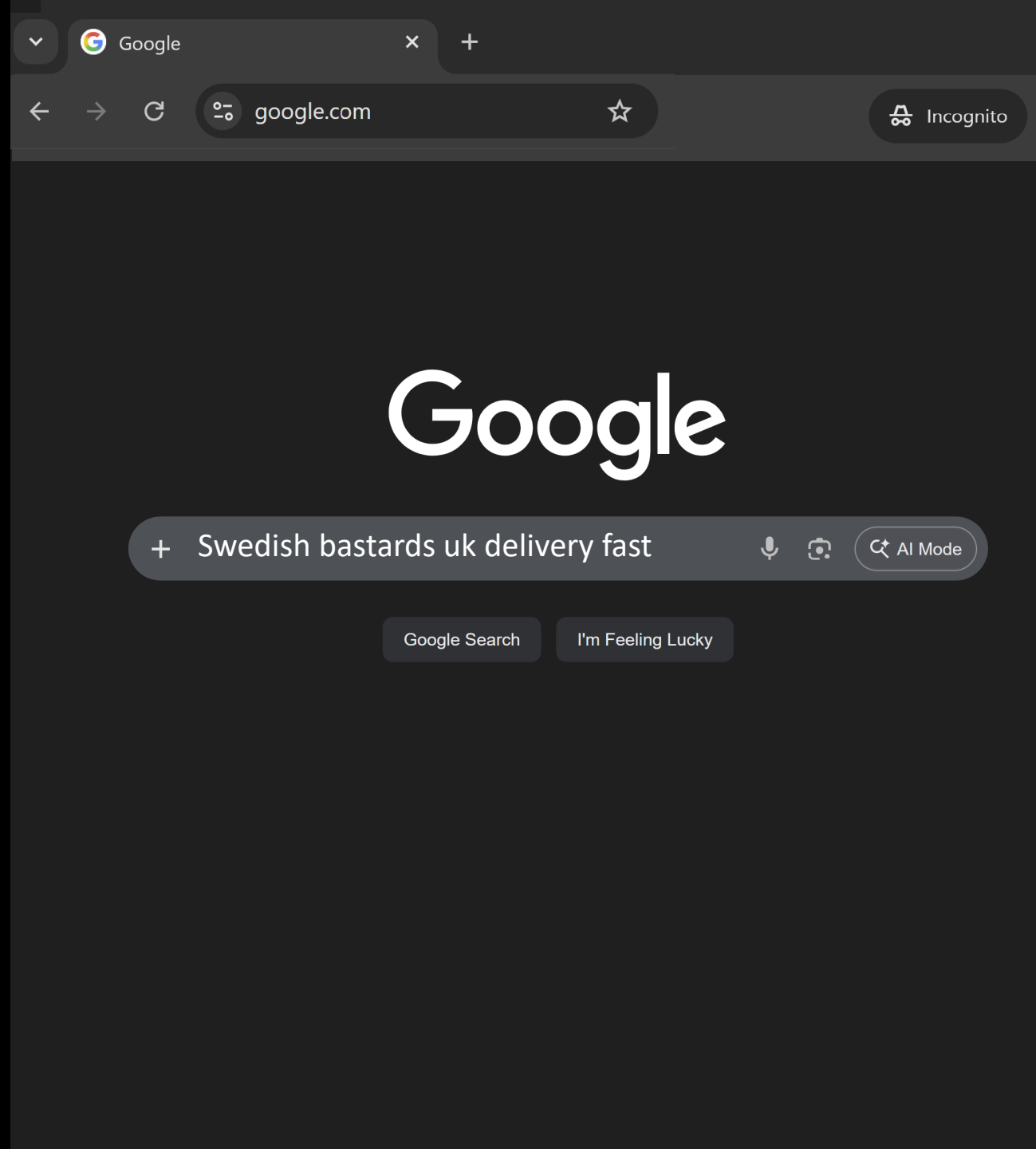
Joy.

Marriage. Saved.



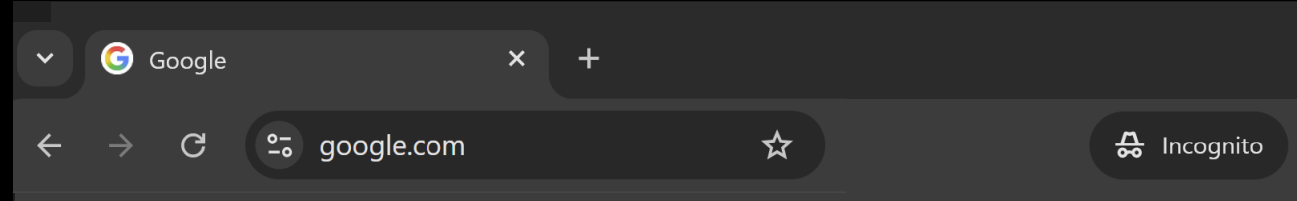


Validate.
Swedish bastards.



Results.

Success.



Sponsored products:



★ AI Overview ⋮ +6

You appear to be searching for a salty liquorice nicknamed “Swedish Bastards.” Popular next steps: confirm it’s real, read one alarming review, then purchase anyway.

NordicNastySweets™

Swedish Bastards – The saltiest liquorice in the world!

For people who think pain is a personality – fast delivery!

Reddddit

Those Swedish bastards pack quite a punch

Tastes like battery acid. 10/10.

Get to the website.



Find the product.



Violence in a jar.

Svenskjävlar! = Swedish bastards!



Add it.



Checkout.



Checkout.

Wait. What?





Delivery.

£10.





Delivery.

5 -12 working days.





1 day too
late.



This wasn't
the deal.

Who's the b*stards now?

**It was
betrayal.**

My trust gone.





My conversion?

Stabbed upstream when they lied.



Checkout.

Murder scene



What I needed.

- certainty
- delivery cost
- delivery time



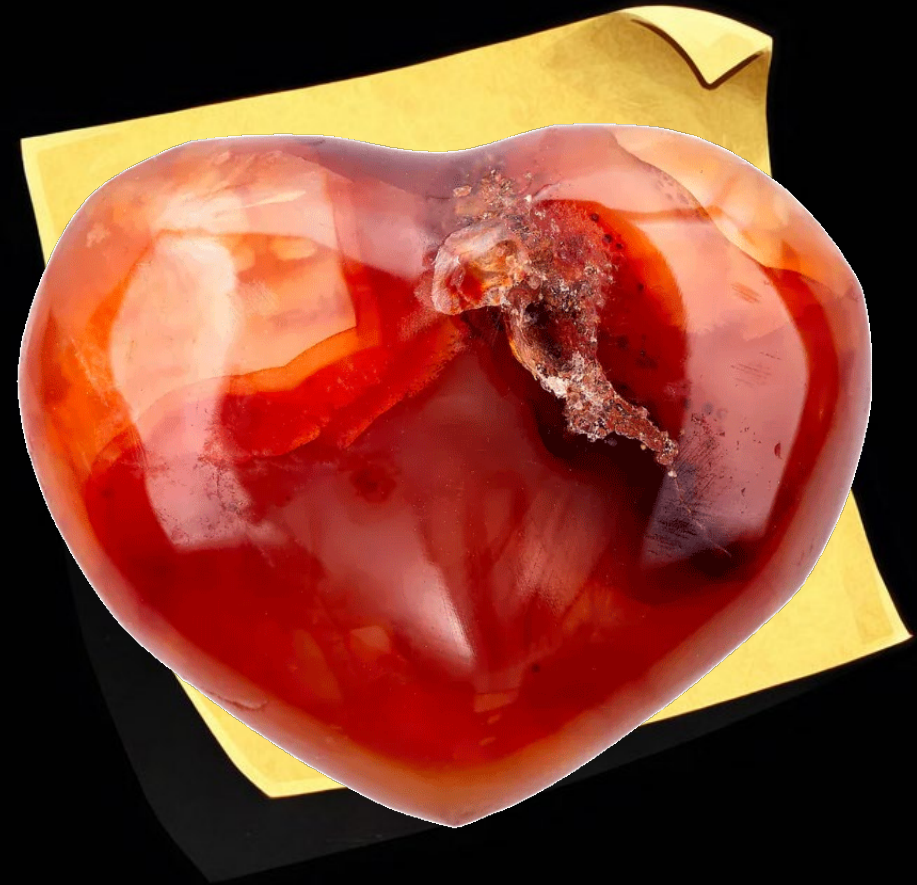
What I got?

Contradictions and lies



Result?

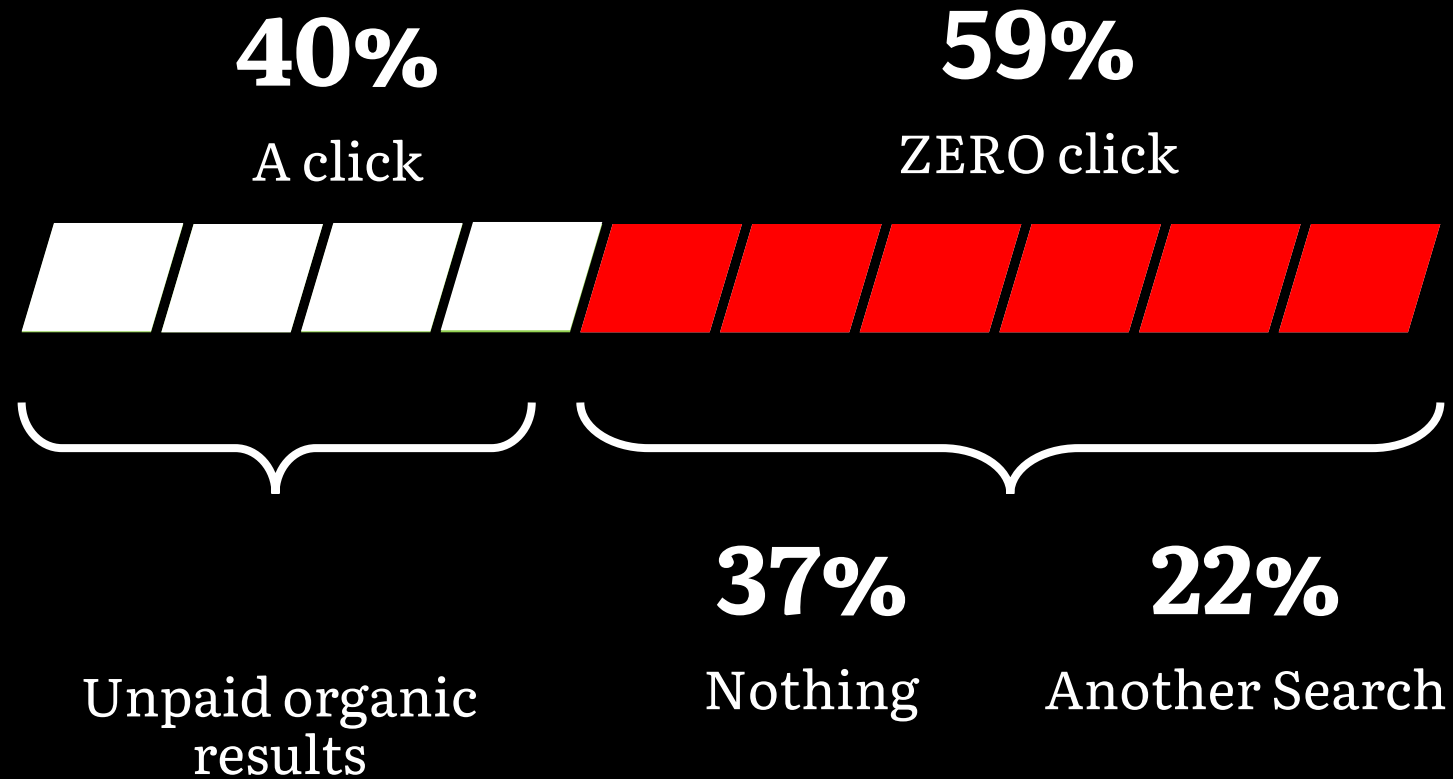
My bad.





Who should we
blame?

The 2024 Problem.



Clickstream panel provided by Datos. Assembled & analyzed by SparkToro. Based on European data, 2024



And now.

- Users who see an AI summary are half as likely to click on a link, than those who don't see one¹
- AI overviews reduce CTR by 35% when present²

1. Pew Research Center: Google users are less likely to click on links when an AI summary appears in the results

2. Search Engine Land: Organic search traffic is down 2.5% YoY, new data shows



Act IV.
The Murder



What died?

Control of
the funnel.





Lies.

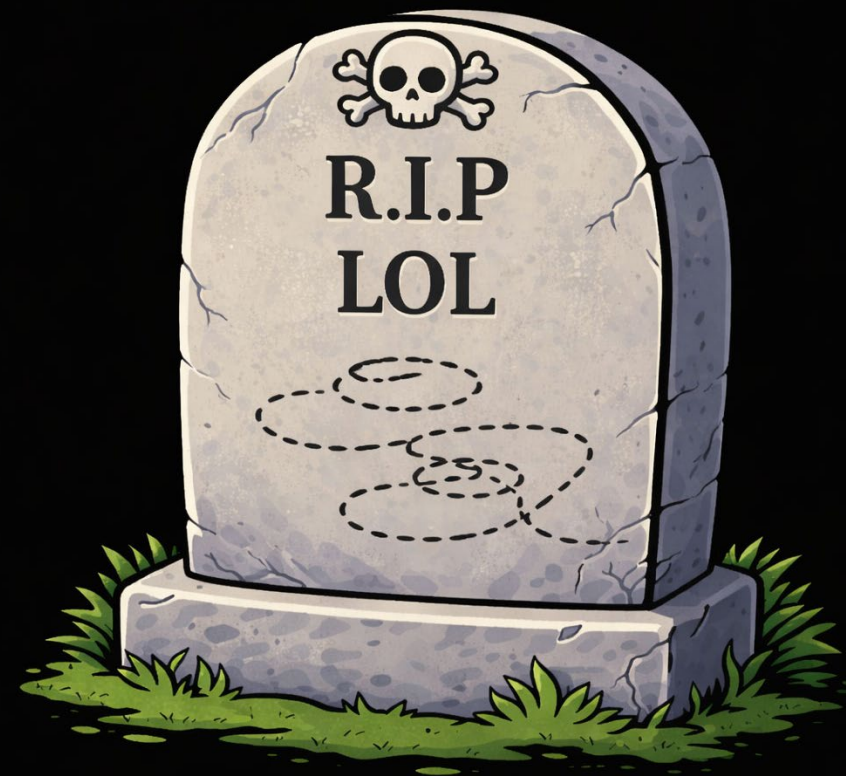


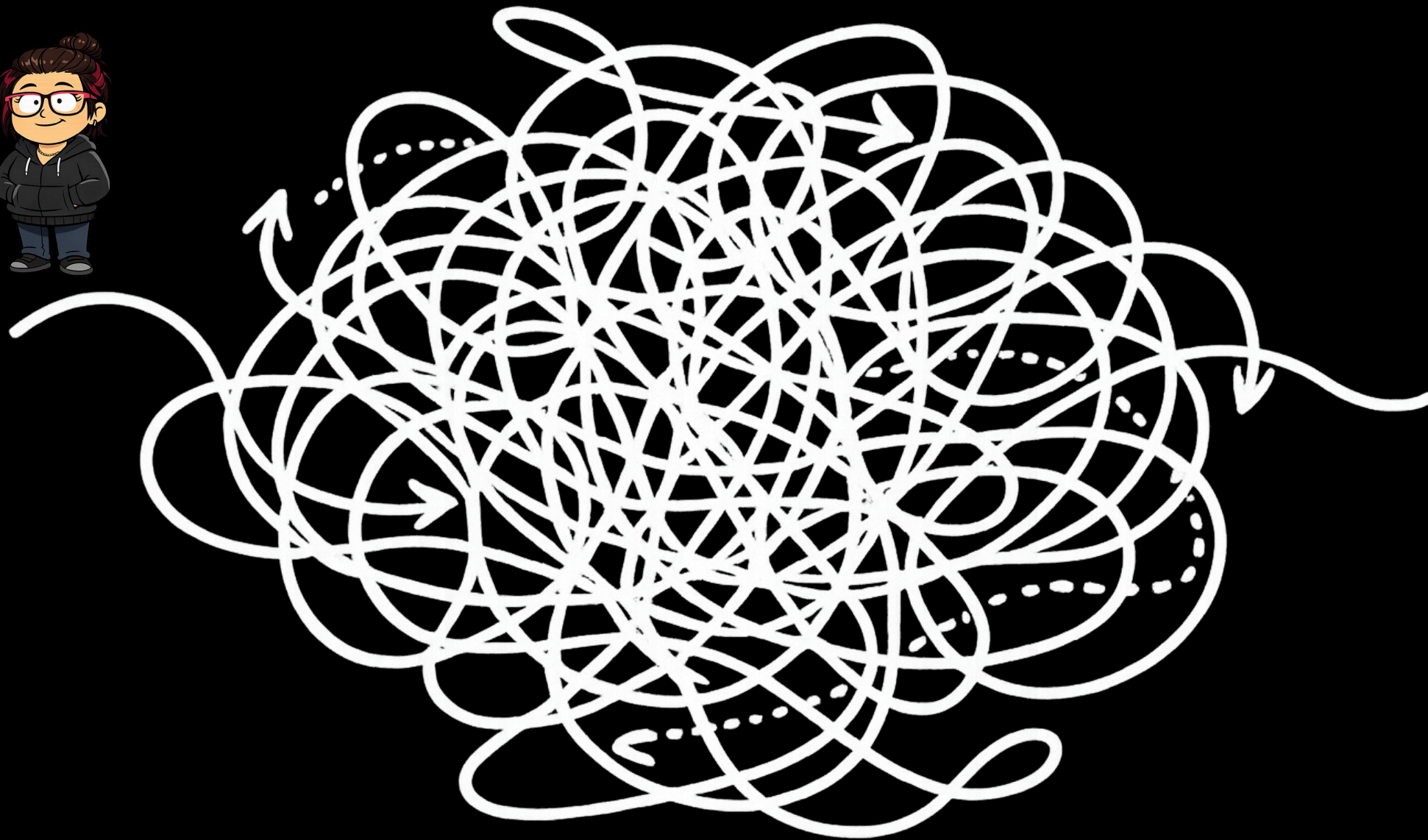


Your funnel isn't
dead.

It just starts somewhere you don't own.

Control of the
journey.





5%

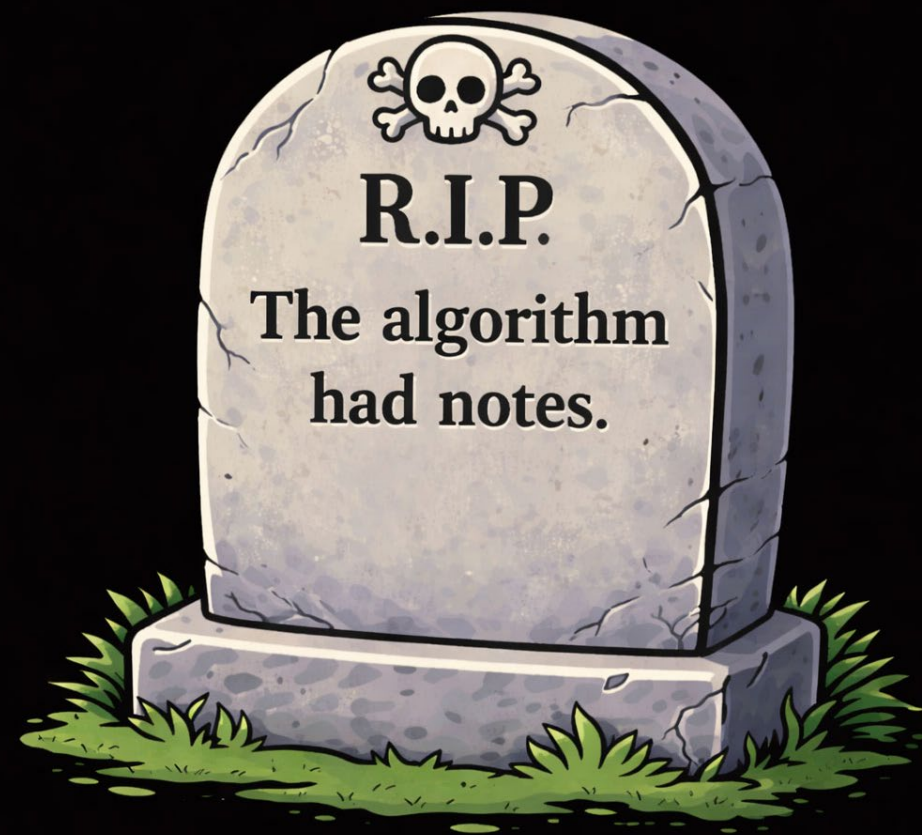




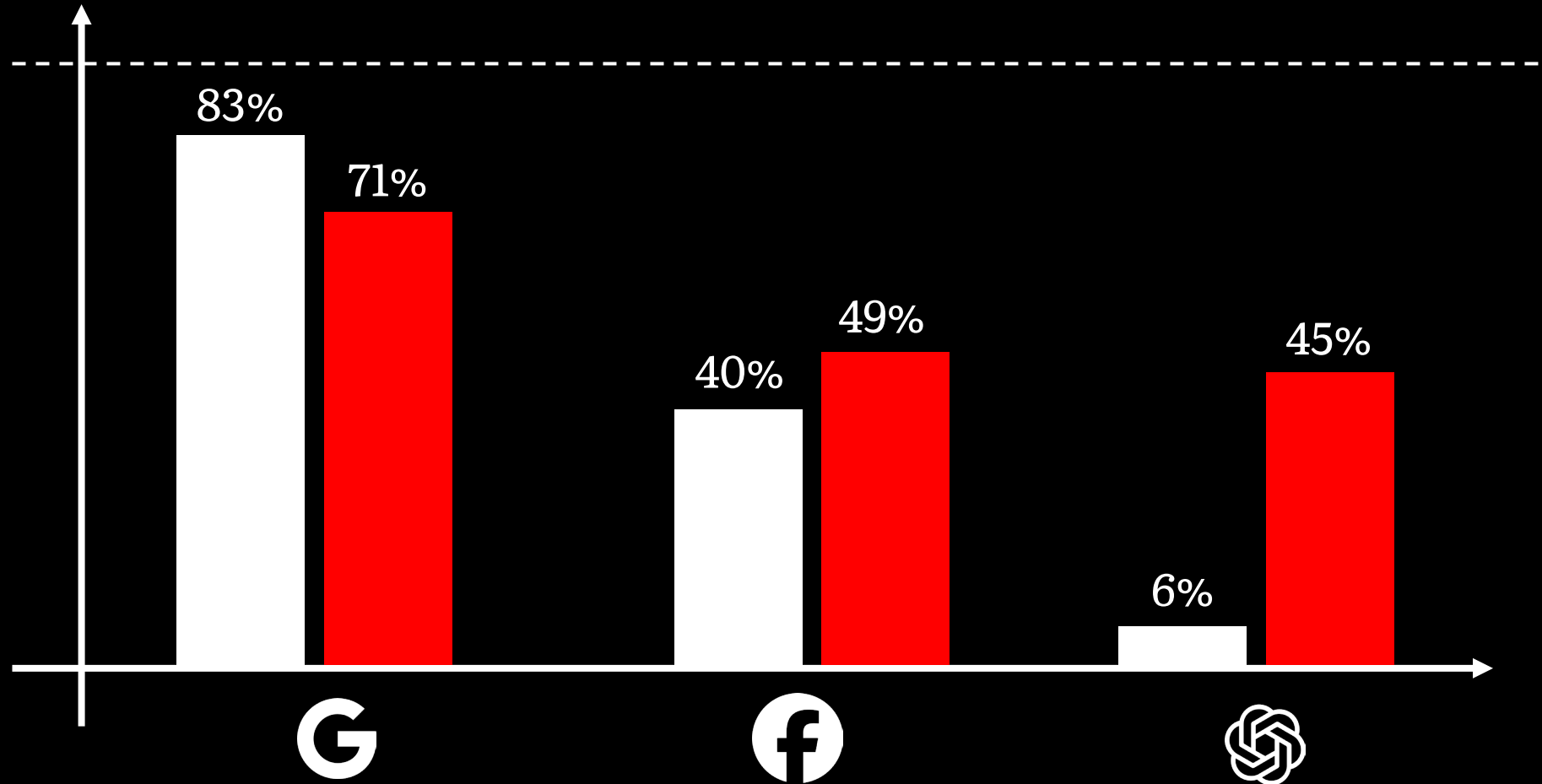
You're optimising
the last page of the
story.

The plot twist already happened

Control of the
narrative.



Control of the narrative.



If you don't shape
the narrative.

Someone else will.

Cause of death?

Dead at search.



External.

Injuries.

- zero-click
- market places
- feeds
- AI summaries



Internal.

Injuries.

- contradictions
- inconsistent product data
- confusing policies
- disconnected narratives
- optimise vs root cause

Disease.

Everywhere.

- unclear truths
- inconsistent story
- fragmented data
- unstable reputation

Result?

Trust dies. So does your traffic.

Act V.

The Autopsy.

Dissecting the truth.

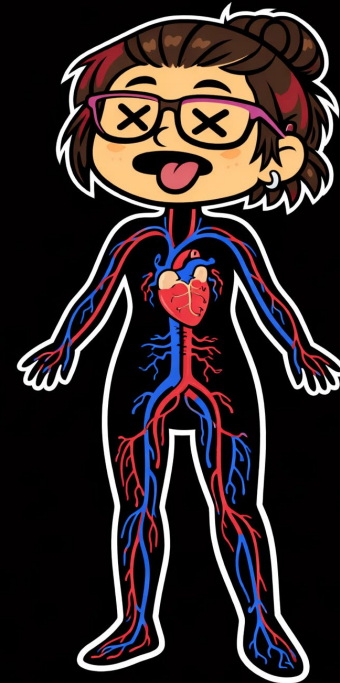
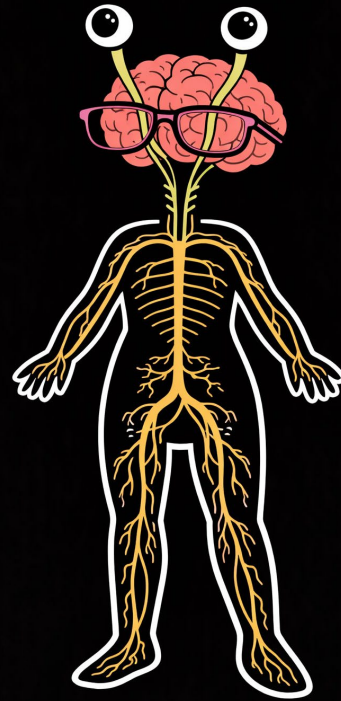
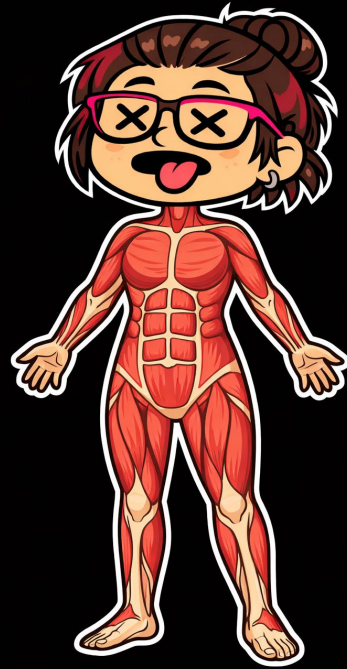
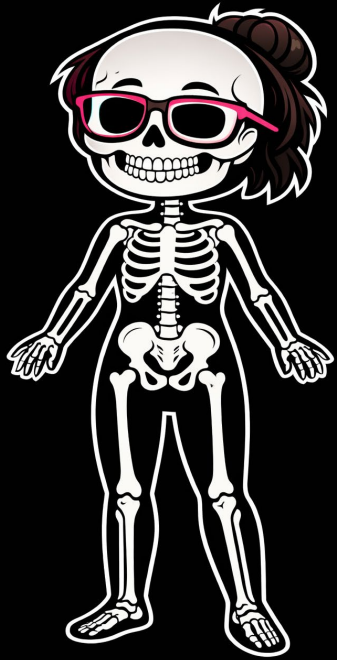


Trust.

The new anatomy.

Death
becomes her.

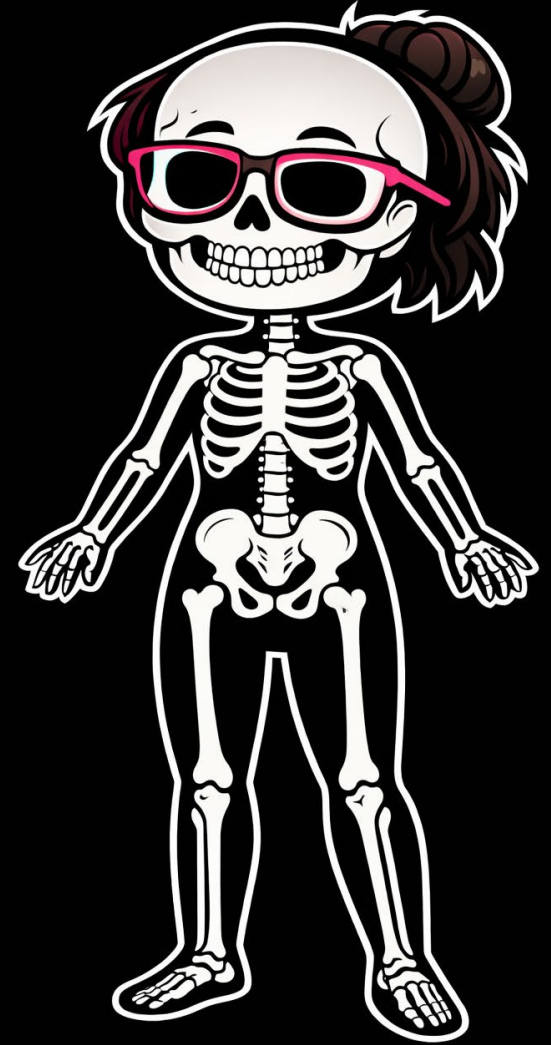






Skeleton.

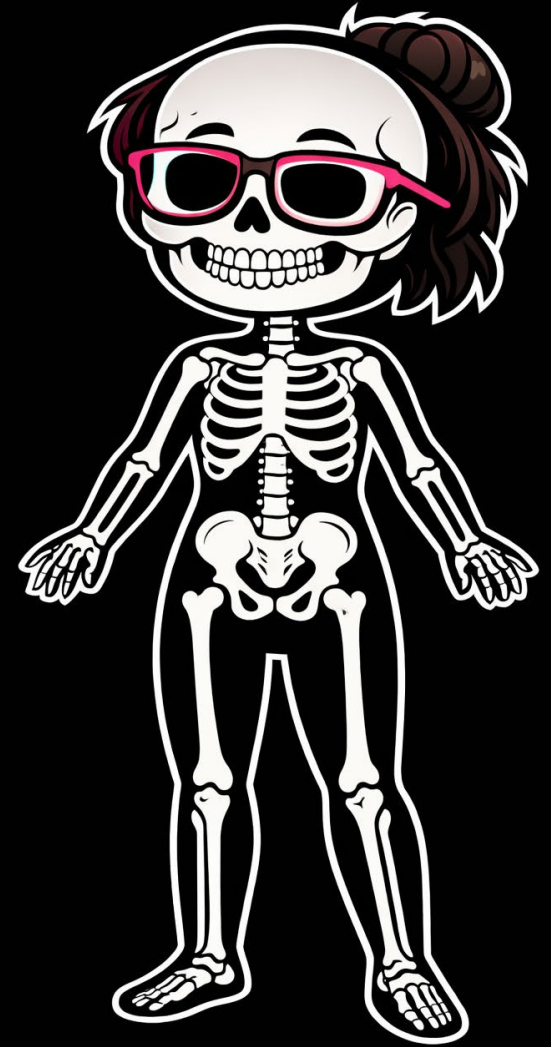
What you actually do and promise





What's true, whether you like it or not

- your actual delivery capability
- your actual returns policy
- your actual service standards
- your actual pricing rules

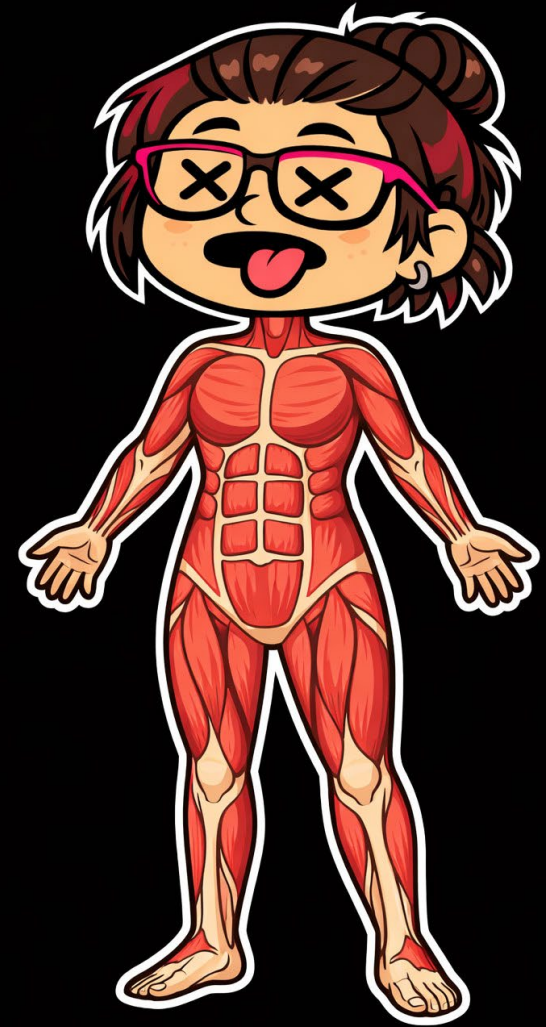


Late truth feels like
deception.



Muscles.

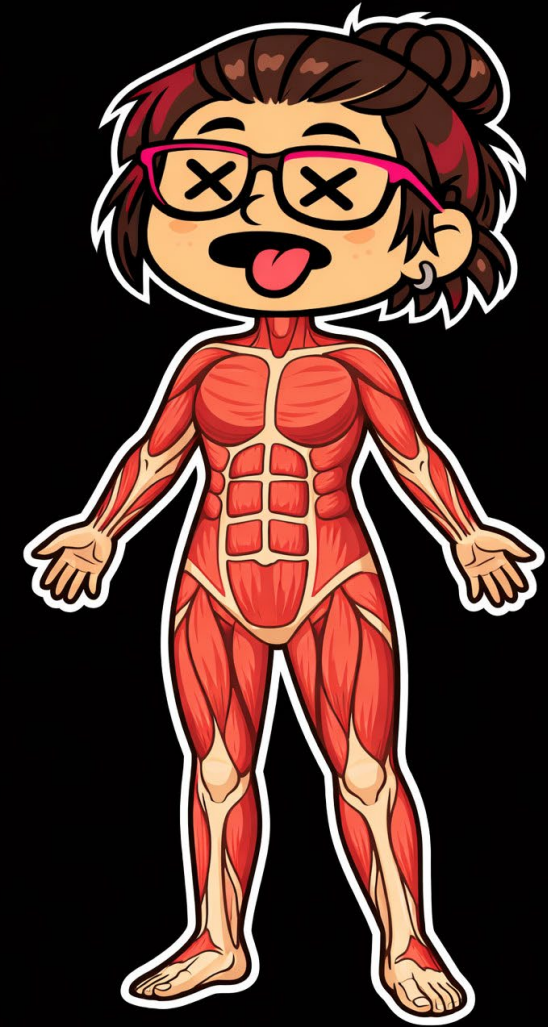
The corpus (body)





What the world repeats about you

- Reviews
- Market places
- Forums
- Group chats

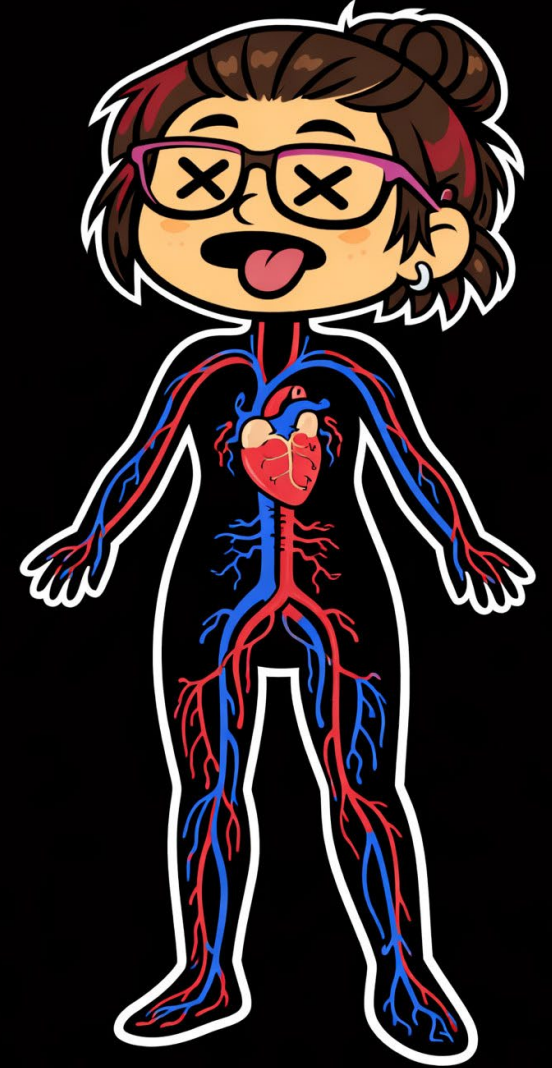


If you don't shape this...
someone else will.



Circulatory.

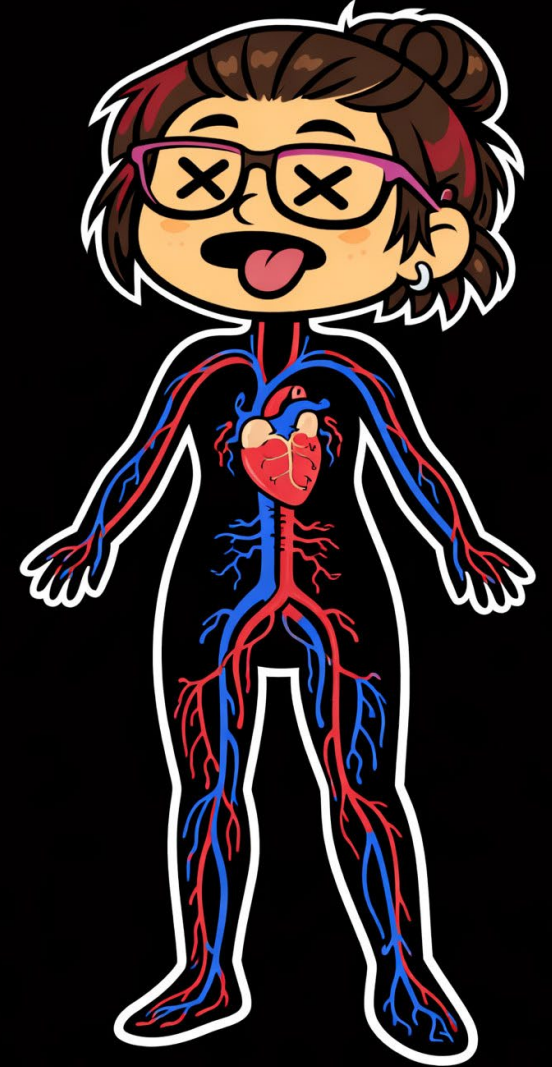
How AI summarises you





**AI takes everything said
about you and compresses
it.**

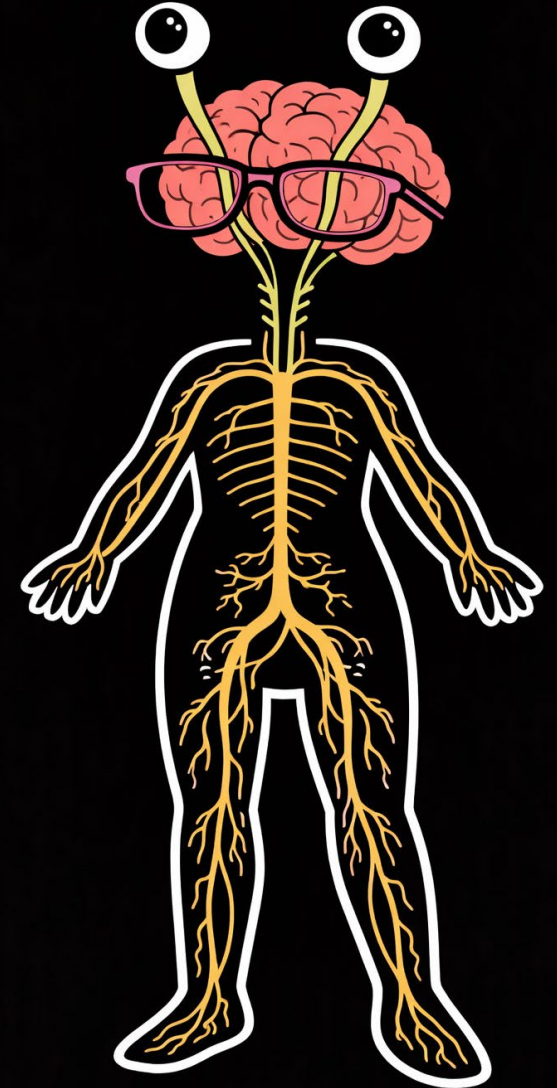
- Packages upstream evidence
- Makes it into something decision-ready.





Nervous.

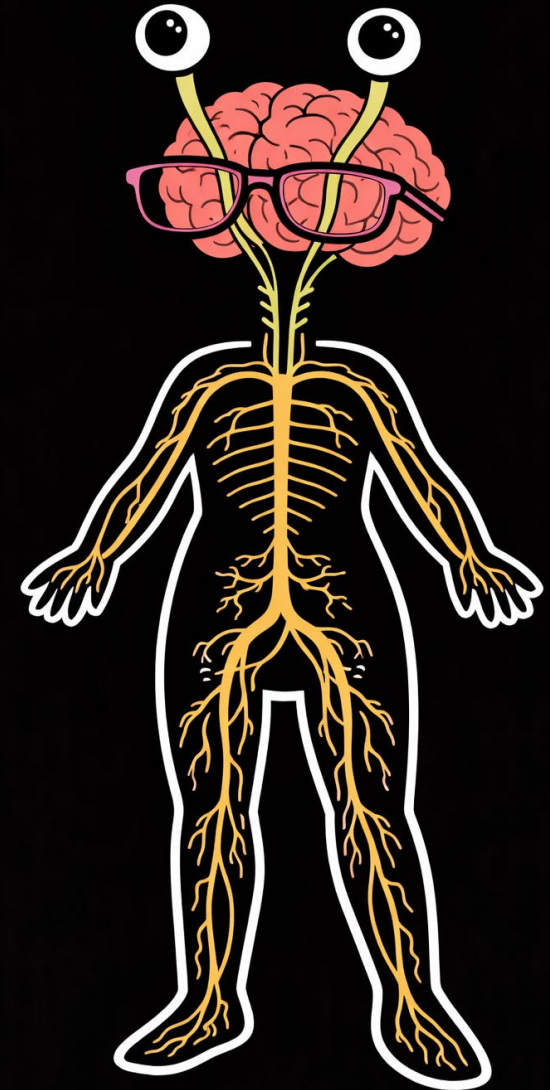
Human expectations





How and what people feel.

- risk
- certainty
- doubt
- time pressure
- embarrassment
- the fear of getting ripped off



User research.

Should be your bible.





Expectations form
upstream.

Conversion is a symptom
of belief that formed
there.



Skin.

First impressions





Your website vanity, their experience

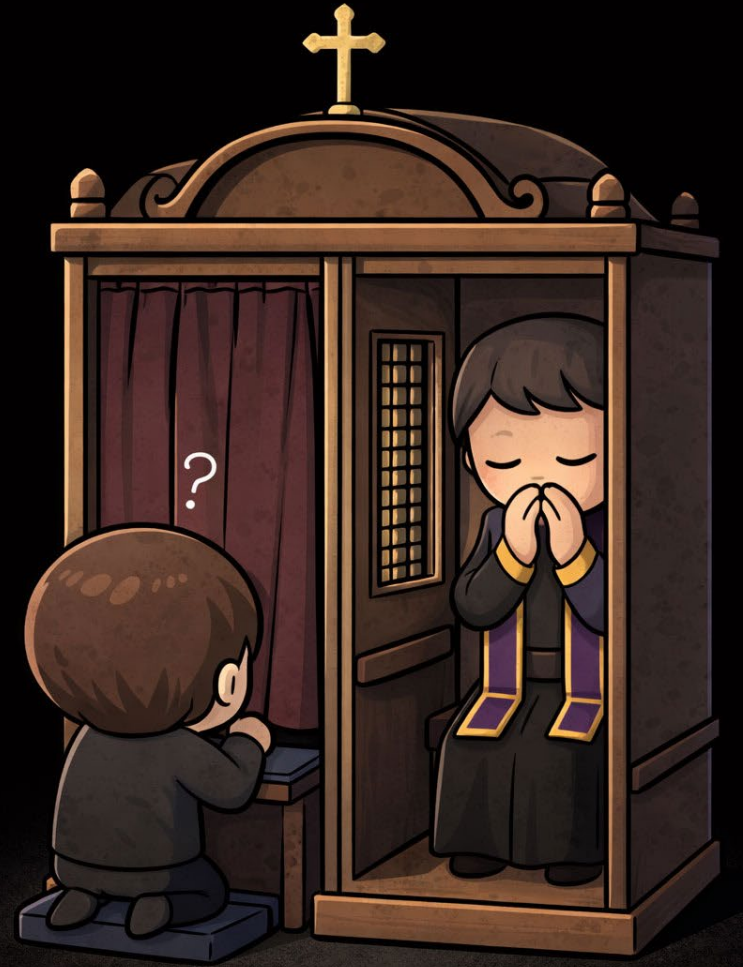
- the UI
- the UX
- the content
- the language
- the checkout





This matters.

It's your confession booth.



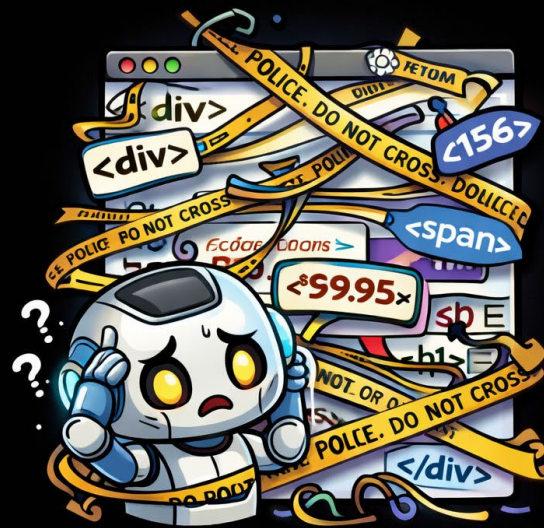


The verdict is instant.



Semantics matter.

They are your translators.



```
<title>  
<h1>  
<pric> $99.95<  
<delivery>  
<delivery>  
<deliivery>  
<returns>  
<30 days>/returns  
<reviews>
```



Chaos can not be
translated.

Act VI.

Triage.

Not a framework

C.O.R.P.S.E.

First Aid for almost dead websites



Claims.

Offer.

Reality.

Proof.

Signals.

Entity.



Claims.

Offer. What you promise.

Reality.

Proof.

Signals.

Entity.





Claims.

Offer.

Reality.

What you're selling.

Proof.

Signals.

Entity.





Claims.

Offer.

Reality.

Proof.

What you can deliver

Signals.

Entity.





Claims.

Offer.

Reality.

Proof.

Signals. Evidence that isn't you.

Entity.





Claims.

Offer.

Reality.

Proof.

Signals.

Entity.

Before they arrive.



Claims.

Offer.

Reality.

Proof.

Signals.

Entity.

Consistency everywhere.



C.O.R.P.S.E.

If you can't stitch the truth together, you won't be trusted or included.



How to use it.

Practically.

Download your
Corpse Pack.



HOW TO AUTOPSY

USING C.O.R.P.S.E

Case ID: _____ Date: _____ BRAND/URL: _____

QUICK PROTOCOL

1 CHOOSE A BODY
Pick ONE product / landing page / funnel entry

2 RUN C.O.R.P.S.E
Mark each letter Red / Amber / Green

3 FIX REDS FIRST
Contradictions and missing basics

4 RECHECK SIGNALS
What do people/models see before they click?

SURFACE WHY THIS BODY?

<input type="checkbox"/> PDP	_____
<input type="checkbox"/> Category	_____
<input type="checkbox"/> Cart	_____
<input type="checkbox"/> Checkout	_____
<input type="checkbox"/> Post-purchase	_____
<input type="checkbox"/> Other	_____

SCENE SNAPSHOT

WHAT IS THE PAGE IS TRYING TO DO

WHAT IS THE USER IS TRYING TO DO

AUTOPSY GOAL

<input type="checkbox"/> Stop drop-off	<input type="checkbox"/> Fix trust
<input type="checkbox"/> Reduce returns	<input type="checkbox"/> Other:
<input type="checkbox"/> Increase inclusion	

CAUSE OF DEATH

<input type="checkbox"/> Contradiction overload	<input type="checkbox"/> Offer ambiguity
<input type="checkbox"/> Vagueness / ambiguity	<input type="checkbox"/> Reality mismatch (delays/omissions)
<input type="checkbox"/> Trust deficit	<input type="checkbox"/> Proof missing/weak
<input type="checkbox"/> Upstream hostile narrative	<input type="checkbox"/> Entity fragmentation
	<input type="checkbox"/> Signals contradict site

CONTRIBUTING FACTORS

<input type="checkbox"/> HIGH can't reconcile the story
<input type="checkbox"/> MED partly coherent, but fragile
<input type="checkbox"/> LOW consistent enough to be trusted

TIME OF DEATH

<input type="checkbox"/> Pre-click e.g. search/AI summary/reviews
<input type="checkbox"/> On page e.g. product/landing
<input type="checkbox"/> In cart
<input type="checkbox"/> At checkout
<input type="checkbox"/> Post-purchase e.g. returns/support - bad narratives

EVIDENCE

<input type="checkbox"/> Site copy	<input type="checkbox"/> Market place	<input type="checkbox"/> Support logs
<input type="checkbox"/> Policies	<input type="checkbox"/> Search snippet	
<input type="checkbox"/> Reviews	<input type="checkbox"/> AI summary	
<input type="checkbox"/> Reviews	<input type="checkbox"/> AI summary	

INITIAL IMPRESSION

<input type="checkbox"/> Looks fine	<input type="checkbox"/> Feels fragile	<input type="checkbox"/> Smells dead
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EVIDENCE LOG

<input type="checkbox"/> Site copy	<input type="checkbox"/> Search snippet
<input type="checkbox"/> Policies	<input type="checkbox"/> AI summary
<input type="checkbox"/> Reviews	<input type="checkbox"/> Support logs
<input type="checkbox"/> Reviews	

STATUS

<input type="checkbox"/> VERIFIED	<input type="checkbox"/> UNSTABLE	<input type="checkbox"/> DGA
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SIGNATURE:

Diagnostic tool. Not legal advice. No guarantees.

OFFICIAL AUTOPSY REPORT

C.O.R.P.S.E TRIAGE CARD

Case ID: _____ Date: _____ Examiner: _____

BRAND/URL: _____ Surface: _____

SCENE SUMMARY

CAUSE OF DEATH

<input type="checkbox"/> Contradiction overload	<input type="checkbox"/> Offer ambiguity
<input type="checkbox"/> Vagueness / ambiguity	<input type="checkbox"/> Reality mismatch (delays/omissions)
<input type="checkbox"/> Trust deficit	<input type="checkbox"/> Proof missing/weak
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CONTRIBUTING FACTORS

<input type="checkbox"/> HIGH can't reconcile the story
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TOP 3 FATAL FINDINGS

1 _____

2 _____

3 _____

REVIVAL PROTOCOL

Stop the bleeding (immediate fix)

Stabilize reality (fix next)

Rebuild trust signals (long term)

Diagnostic tool. Not legal advice. No guarantees.

C.O.R.P.S.E CHECKLIST

Instructions: For each section, tick what's true. Any gaps = likely Red.

C - CLAIMS (WHAT YOU PROMISE)

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	NOTES:
Specific claims (not "best/premium")	<input type="checkbox"/>	<input type="checkbox"/>	_____
Claims match offer + reality	<input type="checkbox"/>	<input type="checkbox"/>	_____
Same claims across surfaces	<input type="checkbox"/>	<input type="checkbox"/>	_____
No implied promises (delivery/returns)	<input type="checkbox"/>	<input type="checkbox"/>	_____

O - OFFER (WHAT THEY ARE BUYING)

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	NOTES:
What's included is explicit	<input type="checkbox"/>	<input type="checkbox"/>	_____
Price is clear + consistent	<input type="checkbox"/>	<input type="checkbox"/>	_____
Who it's for / not for is clear	<input type="checkbox"/>	<input type="checkbox"/>	_____
Terms don't change mid-journey	<input type="checkbox"/>	<input type="checkbox"/>	_____

R - REALITY (WHAT YOU CAN DELIVER)

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	NOTES:
Delivery timeline is specific	<input type="checkbox"/>	<input type="checkbox"/>	_____
Returns/warranty/support are legible	<input type="checkbox"/>	<input type="checkbox"/>	_____
Stock/availability signals are true	<input type="checkbox"/>	<input type="checkbox"/>	_____
Setup/compatibility is clear (if relevant)	<input type="checkbox"/>	<input type="checkbox"/>	_____

P - PROOF (EVIDENCE)

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	NOTES:
Reviews visible + credible	<input type="checkbox"/>	<input type="checkbox"/>	_____
Proof supports key claims	<input type="checkbox"/>	<input type="checkbox"/>	_____
Comparisons are transparent	<input type="checkbox"/>	<input type="checkbox"/>	_____
Trust assets exist (certs, cases, press)	<input type="checkbox"/>	<input type="checkbox"/>	_____

S - SIGNALS (PRE-CLICK NARRATIVE)

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	NOTES:
Snippets/previews match reality	<input type="checkbox"/>	<input type="checkbox"/>	_____
Listings match site (name/spec/price)	<input type="checkbox"/>	<input type="checkbox"/>	_____
Forum/review narratives align	<input type="checkbox"/>	<input type="checkbox"/>	_____
AI summaries aren't guessing basics	<input type="checkbox"/>	<input type="checkbox"/>	_____

E - ENTITY (CONSISTENT IDENTITY)

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	NOTES:
Brand name is consistent	<input type="checkbox"/>	<input type="checkbox"/>	_____
Product names/SKU/specs match	<input type="checkbox"/>	<input type="checkbox"/>	_____
Policies consistent everywhere	<input type="checkbox"/>	<input type="checkbox"/>	_____
Structured facts aren't conflicting	<input type="checkbox"/>	<input type="checkbox"/>	_____

Bleeding Infection Stable

Diagnostic tool. Not legal advice. No guarantees.

TRIAGE PROMPTS

DISSECTING THE C.O.R.P.S.E WITH AI

A CORPSE SUMMARY TABLE

Run a CORPSE triage on this page/content.

CORPSE stands for:

- C = Claims (what is promised: price/quality/speed/outcomes/guarantees)
- O = Offer (what you actually get: what's included, who it's for, total cost, key terms)
- R = Reality (can it be delivered: stock, delivery window/cost, returns, support, setup/compatibility)
- P = Proof (evidence: reviews, tests, credentials, comparisons, case studies)
- S = Signals (pre-click narratives: search snippets, marketplaces, social, forums, AI summaries)
- E = Entity (consistency: brand/product names, specs, policies, structured facts across surfaces)

Output a table with columns: Letter | Status (Red/Amber/Green) | Why (1 sentence) | Fix (1 action)

Rules: Quote exact wording for any claim you reference. If info is missing, write "Unknown"—do not guess. Missing basics = Red unless clearly irrelevant.

B FIX ORDER (ACTION PLAN)

Given the triage results, give me a fix order: top 10 edits that would reduce contradictions fastest. Include where each fix goes (PDP, policy page, listing, FAQ).

C WHY WOULDN'T YOU BUY? (ANTI-HYPE HONESTY)

You are a skeptical buyer. List the top 7 reasons you would hesitate or not buy based on what's unclear, inconsistent, or unsupported. Do not invent facts.

D IF I WERE A MODEL... INCLUSION SUMMARY

Summarize this offer in 6 factual bullets as a recommendation engine would. If any bullet can't be stated confidently, write Unknown and explain what's missing.

E SURFACE ALIGNMENT CHECK (MULTI-SOURCE)

Compare these sources (paste: site copy + delivery/returns terms + listing snippet + review excerpt). Output a diff: what's consistent, what conflicts, what's missing."

F ONE-PAGE OFFER STATEMENT

Produce a one-page 'Offer Sheet': What it is, who it's for, what you get, total cost, delivery, returns, support, proof. Factual only.

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C.O.R.P.S.E PROMPTS

DISSECTING THE C.O.R.P.S.E WITH AI

C CLAIMS

From this page/content, list the top 3 claims being made (price, quality, speed, outcomes, guarantees). Quote the exact wording. Categorize each as: specific / vague / implied. If missing info, say "Unknown"—don't guess.

Prompt (contradictions):

Find any claims that could be contradicted by delivery, returns, pricing, or support terms. List the claim and what might undermine it.

D OFFER

Summarize the offer in 5 bullets: what it is, who it's for, what's included, total cost, and key terms. If any of these are unclear, list questions a buyer would ask.

Prompt (clarity test):

Rewrite the offer as a 3-sentence "clear deal" statement for a skeptical buyer. Keep it factual. No hype.

R REALITY

Based on what's provided, list operational realities a customer will experience: delivery window, delivery cost, returns process, warranty, support channels, setup/compatibility. Mark each as Clear / Unclear / Missing.

Prompt (failure points):

Where is reality most likely to break the promise? List top 3 risk points and what to clarify on-page to prevent mismatch.

P PROOF

List all evidence on or linked from the page that supports the key claims (reviews, certifications, tests, case studies). For each, rate strength: strong / medium / weak and explain why.

Prompt (proof gaps):

For the top 3 claims, tell me what proof is missing and suggest the simplest proof asset that would close the gap.

S SIGNALS

Pretend you're a customer who hasn't visited the site yet. Based on what's provided (and any panted snippets/reviews), list the first impressions and narratives you'd carry into the click: positives, negatives, uncertainties.

Prompt (previews scan template):

Given these snippets (paste search result text/review excerpts), identify contradictions with the site's offer/policies and suggest what to change: upstream copy, on-site clarifications, or policy wording.

E ENTITY

Extract the 'entity facts' from this content: brand name variants, product name/SKU, price, key specs, delivery/returns basics, location/company identity. Output as a single canonical fact sheet. If missing, mark Unknown.

Prompt (consistency audit):

Here are two versions of our brand/product info (paste two snippets). Compare them and list every inconsistency that could confuse a model or buyer. Prioritize the top 5 to fix.

TONE SWITCHES

DISSECTING THE C.O.R.P.S.E WITH AI

1 EXECUTIVE SUMMARY MODE

Use when: you need the answer in 30 seconds for a director.

"Write for an exec with no time: 5 bullets max, biggest risks first."

2 COPYWRITER MODE

Use when: the issue is vague claims / unclear offer.

"Rewrite the key claims and offer in clear, specific, compliant copy. No hype."

3 LEGAL/COMPLIANCE CAUTION MODE

Use when: guarantees, delivery, returns, pricing are risky.

"Flag potential compliance/legal risk in claims and terms. Be conservative. No guessing."

4 CUSTOMER SKEPTIC MODE

Use when: you want to pressure-test trust.

"Act like a skeptical customer. List the top reasons you wouldn't buy and what would change your mind."

5 SUPPORT AGENT MODE

Use when: reality/policies/support are messy.

"Act like customer support. List the top 10 questions customers will ask and whether the page answers them."

6 MARKETPLACE LISTING MODE

Use when: you sell via Amazon/etsy/retailers and consistency matters.

"Summarize the offer as a marketplace listing: title, 5 bullets, key specs, delivery/returns snippet. Factual only."

7 FIX-IT TICKET MODE

Use when: you need to hand actions to dev/operations teams.

"Output fixes as tickets: Issue - Evidence - Recommendation - Where to change - Owner."

8 MEASUREMENT MODE

Use when: you need to connect changes to outcomes.

"Suggest how to measure impact: what to track, expected movement, and leading indicators."

9 ULTRA-STRICT HALLUCINATION CONTROL

Use when: you're feeding it partial info and can't risk invention.

"Only use provided text. If not explicitly stated, output: 'Unknown'. No inference."



- Pick one “body”
- Score CORPSE
- Fix reds first
- Recheck signals



Red Flags.

What kills inclusion.

- Contradictions
- Vague claims
- Identity drift
- Proof mismatch
- Hidden support
- Unclear entity



The Payoff.

What you get when
you fix it.

- Fewer drop-offs
- Trust before the click
- Higher conversion after the click
- Better chance of inclusion

This isn't optimisation.

It's reputational hygiene.



Stop optimising the crime scene.

The murder happened upstream



Document the evidence trail.

Consistency earns inclusion.



Not Dead.
Just different



Thank you.



wearecorpus.com/notdead