

PROOF BUNDLE CHANGE LOG

Homepage Copy Rescue

Clearstead Home Organizing - fictional demonstration

FICTIONAL DEMO - NOT A REAL BUSINESS OR CUSTOMER.

Every detail in this log and the related pack was created solely for demonstration. Nothing here is evidence about a real company, person, customer, result, or market.

Delivery snapshot

Body copy	807 words	SEO title	49 characters
Meta description	140 characters	Service cards	3
Process steps	3	FAQ entries	5
Alt-text drafts	3	Claim mappings	35 supported

What changed

- Clarified the audience and in-home service boundary using SRC-001 only.
- Built one hero with a single inquiry CTA and explicit two-business-day response boundary.
- Turned SRC-002 into three distinct offer cards with source-supplied prices, durations, and inclusions.
- Converted SRC-003 into exactly three process steps without adding a booking or availability promise.
- Drafted five concise FAQs from SRC-001 and SRC-004 policies; no outside facts were added.
- Added editorial SEO fields, three image-matched alt-text drafts, and a 35-row claim-to-source ledger.

AI-assisted processing

The pack was AI-assisted and manually checked against the fictional source brief. The AI did not supply evidence, conduct external fact checking, or create an outcome guarantee. Final authorship and publication responsibility remain with the buyer in a real engagement.

ASSUMPTIONS AND OMISSIONS

What this demonstration does not claim

- No testimonial, review, client count, award, credential, affiliation, certification, case study, or performance result was supplied or used.
- No years-in-business, insurance, reduced-stress, home-value, sustainability, permanent behavior-change, or guaranteed-outcome claim was supplied or used.
- Prohibited language such as best, leading, life-changing, perfect, guaranteed, and stress-free was omitted.
- SEO fields are editorial drafts. No keyword-volume research, ranking research, analytics, experiment, traffic, lead, conversion, or sales evidence exists.
- Alt-text drafts use only SRC-005 fictional descriptions and require comparison with real images before any real publication.
- No CMS access, live-site edit, publishing, design, code, analytics access, legal review, trademark clearance, accessibility certification, or external fact checking occurred.
- The CTA is an inquiry request. It does not confirm a booking, reserve a time, or represent current availability.

QA disposition

Gate	Result	Evidence
Copy length	PASS	807 words; 700-1,100 required
Required structure	PASS	1 hero, 1 trust section, 3 cards, 3 steps, 5 FAQs, 1 final CTA
SEO and alt limits	PASS	49-char title, 140-char meta, 3 alt drafts
Claim grounding	PASS	35/35 ledger rows supported by 28 approved facts across 5 sources
Excluded claims	PASS	No testimonial, review, superlative, regulated advice, or outcome guarantee
Publication boundary	PASS	Ready to paste; no live access or publishing performed

Use boundary

This proof bundle demonstrates document quality and claim traceability only. It does not prove demand, revenue, conversion, SEO performance, or the truth of facts about any real business.