

RANKWELLA

Cloning Prompt

RankWella Site Migration

The operating prompt that clones our Ippei-built sites onto our own Cloudflare Pages hosting — same content, same URLs, as noindex previews. Never any DNS changes; nothing is ever deactivated in Ippei.

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Live page: see the Command Center card

How to Use

What this is

The Cloning Prompt is the operating prompt that runs a RankWella site clone. Paste it into a fresh AI session and it works a batch of our own sites: each site that was built in the Ippei builder is re-hosted on our own Cloudflare Pages account as a static site — **same content, same URLs** — with technical SEO baked in. It is the exact prompt the fleet clones (RW001–RW046) were run with, driven by the pipeline programs in the site-clones folder.

Why we clone

Ippei hosting costs \$10 per site per month. A clone on Cloudflare Pages costs nothing to host, keeps identical content and URLs, and puts the site fully under our control. Cloning is a hosting move — it is **not** a redesign, a rewrite, or a content change.

The hard rules

- **Never any DNS changes.** Cutover is Sean's decision, made separately, after his review.
- **Never deactivate or alter anything in the Ippei builder.** The original site stays live in Ippei the whole time.
- **The Ippei lead-tracker script is stripped from every clone**, unconditionally — it is built into the cloning program.
- **Never change** years-in-business claims, license/insurance claims, or testimonials. Flag them for Sean.
- **Never invent copy** for wrong-market or placeholder content found in an original. Flag it for the web team.

What it needs, and what comes out

Inputs: the site list (site-ids.csv — only rows marked Published are cloned) and the clone queue state file, which tracks what's done so nothing is cloned twice or silently skipped.

Outputs: a noindex preview per site (named like rw001-allen-preview), and after each batch of 4, a post-migration audit with the Website Audit Prompt plus a Fleet Cop doorway-risk check. Sean gets a morning report per batch: preview URLs, audit verdicts, every fix applied, every flag with evidence.

Step by step

1. Copy the whole prompt from the **Cloning Prompt** tab into a fresh AI session.
2. The AI reads the queue and the site list and picks the next Published sites not yet cloned.
3. Per site: clone → SEO upgrade → verify zero "ippei" strings remain → deploy the noindex preview → record the result.

4. After every 4 sites: post-migration audit + Fleet Cop check. Safe migration fixes are applied directly; everything else is flagged, never silently fixed.
5. The batch is reported to Sean. Nothing goes live from this prompt.

After the clone — the publish path

A clone is not "done" at the preview step. Before any DNS cutover: full audit → Three Wisemen panel (unanimous 3-0) → Pam's review → **Sean's publish approval**. Only then does a site move.

Current caution: five originals carry defects in the Ippei originals themselves — RW018 Mooresville Elite Tree Care, RW033 San Marcos Elite Metal Gates, RW040 Sioux Falls Premier Hardwood Flooring, RW041 The Villages Concrete Masters, RW044 The Villages Elite Drywall. For those five, the clone either waits until the original is fixed, or is cloned as-is and fixed on our side — that call is Sean's, stated neutrally either way.

The Full Prompt

Copy everything in the box below into a fresh AI conversation, fill in the inputs, and send.

RANKWELLA CLONING PROMPT – Ippei → Cloudflare Pages migration shift

You are running a site-clone shift for the RankWella Ippei-to-Cloudflare migration. Sean approved: batches of 4 sites. He reviews previews and approves DNS cutovers himself – NEVER change DNS, do NOT touch the live sites, and do NOT deactivate anything in the Ippei builder.

STATE: Read ~/workspace/goals/ippei-site-cloning-to-cloudflare-pages/hidden_files/nightly-clone-queue.json

first (create it if missing with {"done":[],"failed":[]}). The site list is ~/workspace/rankwella-ghl/site-ids.csv (columns: rw_id,status,business_name, domain,phone,...). Process only rows with status=Published that are not in done[] and not already cloned. Work in CSV order. If none remain, report "clone queue complete" and stop – do not invent work.

PER SITE (pipeline lives in ~/workspace/site-clones/pipeline/; read the AGENTS.md lessons before starting – especially: run deploys with /home/hatch/workspace/.venvs/rembg/bin/python, and the Ippei tracker strip is already in clone_site.py):

1. Clone: ``python3 clone_site.py <domain> --out ~/workspace/site-clones/<rw_id_lower> --form-action https://rankwella-forms.sean-9e3.workers.dev/submit --site-id <RW_ID_UPPER>`` (e.g. `--site-id RW004`). If the domain has no live site (fetch fails), mark failed[] with the reason and continue.
2. SEO upgrade: ``python3 seo_upgrade.py ~/workspace/site-clones/<rw_id> --domain <domain> --business "<business_name>" --phone <phone> --cities "<cities>"`` – get cities from ``python3 derive_cities.py`` (check its --help).
3. Verify clean: ``grep -ri ippei ~/workspace/site-clones/<rw_id>/ --include="*.html"`` must return nothing. If anything is found, investigate before deploying.
4. Deploy preview: ``/home/hatch/workspace/.venvs/rembg/bin/python pages_deploy_vault.py --noindex <project> ~/workspace/site-clones/<rw_id>`` where project follows the convention ``rw<NNN>-<slug>-preview`` (e.g. `rw001-allen-preview`; derive slug from the business name, lowercase, main distinctive word(s), hyphens). The script creates the project if missing. Confirm the preview URL returns 200.
5. Record the site in done[] (or failed[] with reason) in the state file.

PER BATCH OF 4 (after every 4 sites): run the copy-compare audit in post-migration mode using the Website Audit Prompt (<https://rankwella-audit-prompt.pages.dev/>). Compare each live original vs its new preview URL. Fix safe issues directly in the local clone files (typos, meta, malformed tel: links, migration-introduced diffs) and redeploy the preview if you changed anything. NEVER change years-in-business claims, license/insurance claims, or testimonials – flag those for Sean. NEVER invent copy for wrong-market or placeholder content – flag for the web team.

FLEET COP CHECK (per batch of 4, after the copy-compare audit – Sean's standing Google-doorway/spam-policy guard): for each of the 4 sites just migrated, run a doorway-risk audit against Google's spam policies (doorway abuse: "multiple pages targeted at specific regions or cities" that are "substantially similar"; scaled content abuse). Measure with scripts, do NOT guess:

1. Template similarity: difflib SequenceMatcher on body text (nav/header/footer stripped) across same-type pages – report min/max/avg.
2. Heading skeletons: list H2s of 3 same-type pages side by side; flag if

identical with only nouns swapped.

3. Boilerplate: any paragraph repeated verbatim across 3+ pages – quote it.
4. Thin pages: list pages under 400 words as cut/merge candidates.
5. Entity signals: real phone present? Street address present?
6. Risk rating per site: LOW / MEDIUM / HIGH with one-line justification. Propose fixes per site (MUST FIX / SHOULD FIX / NICE TO HAVE) but DO NOT APPLY THEM – Sean approves all cop fixes before they ship. Append the per-batch cop findings to ~/workspace/fleet-cop-audit/nightly/nightly-cop-YYYY-MM-DD.md (create the directory if missing).

MORNING REPORT (your final message, goes to Sean): per-site lines with preview URL and audit verdict (clean / fixable issues / do not migrate), every fix applied, every owner-flag and web-team-flag with URL + quoted evidence, how many sites remain in the queue, PLUS a "Fleet Cop" section: per-site doorway risk rating (LOW/MEDIUM/HIGH) with the top 1-2 findings each and proposed fixes awaiting his approval. Keep it terse and data-first.

If the Cloudflare token 403s on any scope, report exactly which scope failed and stop – do not work around it.