

SEO + Content Architecture

The source-backed Control Archive, AIRA narrative boundary, searchable page families and transparent Kiteworks continuation path.

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REVIEW STATUS

Planning document only. This is not implementation, publication, deployment or partner-contact authorization.

SEO + Content Architecture

This document expands the clean sitemap with a short purpose, key content, SEO title, meta description, focus keyword, and indexability decision for every route. Version 3 moves scalable search content away from AIRA and into a public CTRL Control Archive connected to the Vault language.

Planning boundary: SEO titles, meta descriptions, and focus keywords are recommended drafts. Keyword demand, difficulty, ranking feasibility, and final campaign disclosure language have not been validated.

[whocontrols.ai](#) remains a proposed domain direction, not a verified owned domain. No ranking, traffic, lead, or six-to-eight-week organic result is promised.

REVISED SEO DIRECTION - CONTROL PAGES, NOT AIRA SCALE

Strategic decision

AIRA remains the credible public story interface, but it is not the scaled SEO publishing engine. Geo pages, recurring articles, source-backed explainers, and commercial-intent control topics move into a public CTRL layer called the Control Archive. The archive borrows the Vault's declassified-file language without exposing the restricted interactive Vault or placing ordinary CTRL links inside AIRA navigation.

This creates three distinct jobs:

1. AIRA establishes the institutional fiction and supports the authored loss-of-control transition.
2. CTRL Control Archive earns search visibility through factual, useful, source-backed pages about control, AI, data, security, governance, and local relevance.
3. Kiteworks receives clearly disclosed, contextually relevant referral traffic from selected Control pages when the visitor is ready to move from the campaign question to practical information about protecting sensitive content.

Search and story boundary

Layer	Search role	Story role	Indexing
Campaign landing	Own the question "Who controls AI?" and campaign discovery.	Introduce the campaign and capture film interest.	Index the canonical landing page.
AIRA public site	Support branded and narrative discovery only.	Present the authority fiction and begin the authored breakdown.	Index only approved, useful core pages. No geo or blog factory.
CTRL Control Archive	Publish geo pages, control explainers, briefings, source-backed case files, and practical resources.	Feel like a public edge of the Vault: declassified, documented, and controlled.	Index qualifying pages with unique value and transparent sourcing.
Restricted Vault	Provide the immersive Channel 18, Locust, and film experience.	Deliver the discovered story world.	Noindex, nofollow, and absent from public sitemaps.
Kiteworks	Provide the practical brand and product continuation.	Move from the question of control to a real-world security and governance conversation.	External approved destinations only.

Funnel model

Search question -> Control page -> related Control briefing or case file -> optional Vault discovery -> disclosed Kiteworks resource -> approved Kiteworks outcome

The Kiteworks step is a contextual next action, not an automatic lead transfer and not a claim that Kiteworks controls AI. Recommended CTA language:

Move from the question to a practical control. See how Kiteworks helps organizations protect sensitive content as people, systems, and AI work with it.

CTA destinations must be selected and approved by Kiteworks. Every outbound link should be tagged by page, topic, market, placement, and campaign source so referral value can be measured without merging campaign signups into Kiteworks leads by default.

Content principles

- Use real, attributable primary or authoritative sources for factual claims.
- Separate source facts from CTRL commentary and campaign framing.
- Add original explanation, comparison, local context, or practical usefulness. Do not republish headlines as thin summaries.
- Keep the fictional experience clearly disclosed at the appropriate edge.
- Do not create near-duplicate city pages. A geo page is indexable only when it contains meaningful local evidence, local organizations or events, and a distinct reason to exist.
- Do not use AIRA as a false publisher of real laws, regulatory authority, or official guidance.
- Review all Kiteworks claims and destination pages with Kiteworks before publication.

SITEMAP 1 - INITIAL CAMPAIGN LANDING SITE

/ - Campaign Landing Page

Field	Draft
Purpose	Introduce the campaign question, create tension around current AI concerns, and capture email interest.
Key content	AI issue and evidence montage; classified-file buildup; static and CRT shutdown; "Who is controlling AI?"; #WhoControlsAI; email signup; confirmation state.
SEO title	Who Controls AI? - #WhoControlsAI
Meta description	Who is controlling AI, and what happens when systems promising control begin to lose it? Explore the campaign and join the conversation.
Focus keyword	who controls AI
Indexing	Index; canonical to the campaign root.

/privacy - Campaign Privacy

Field	Draft
Purpose	Explain email collection, consent, storage, and user privacy.
Key content	Data collected; signup consent; retention; service providers; rights; contact method.
SEO title	Privacy - Who Controls AI?
Meta description	Learn how the Who Controls AI campaign collects, uses, stores, and protects information submitted through the website.
Focus keyword	None - legal utility page.
Indexing	Noindex; follow.

/terms - Campaign Terms

Field	Draft
Purpose	Define acceptable use, intellectual property, disclaimers, and campaign terms.
Key content	Website use; content ownership; campaign disclaimer; limitations; contact method.
SEO title	Terms - Who Controls AI?
Meta description	Review the terms governing use of the Who Controls AI campaign website, its content, and interactive experience.
Focus keyword	None - legal utility page.
Indexing	Noindex; follow.

/accessibility - Campaign Accessibility

Field	Draft
Purpose	Provide an accessible alternative to the animated landing-page sequence.
Key content	Reduced-motion mode; text alternative; keyboard access; caption and audio guidance; feedback contact.
SEO title	Accessibility - Who Controls AI?
Meta description	Review accessibility features for the Who Controls AI campaign, including reduced motion, keyboard access, captions, and alternatives.
Focus keyword	website accessibility
Indexing	Index; include in the public sitemap.

/campaign-disclosure - Campaign Disclosure

Field	Draft
Purpose	Explain the campaign, fictional presentation, partners, and relationship to the film without interrupting the opening experience.
Key content	Campaign identity; fictional-experience disclosure; film connection; source and partner acknowledgments.
SEO title	About the Who Controls AI Campaign
Meta description	Learn about the Who Controls AI campaign, its fictional institutional experience, creative purpose, and connection to CTRL: Locust.
Focus keyword	Who Controls AI campaign
Indexing	Decision required; recommended index for transparency and press discovery.

The campaign remains one primary experiential page. The montage, shutdown, question, signup, and confirmation are states within /, not additional URLs.

SITEMAP 2 - PUBLIC AIRA SITE - NARRATIVE, NOT THE SCALED SEO ENGINE

The public AIRA pages below may remain indexable when they are useful and approved, but AIRA does not host geo templates or the recurring blog. Search expansion belongs to the CTRL Control Archive defined after the AIRA utility pages.

/ - AIRA Home / Current Advisory

Field	Draft
Purpose	Introduce AIRA as a calm public authority and provide the main entry into current AI oversight information.
Key content	AIRA identity; current advisory; featured evidence; recent guidance; search; campaign question.
SEO title	Who Controls AI? Evidence and Oversight - AIRA
Meta description	Explore evidence, advisories, research, and public guidance examining who controls AI and how accountability can keep pace.
Focus keyword	who controls AI
Indexing	Index; canonical to the public AIRA root.

/why-we-exist - Why We Exist

Field	Draft
Purpose	Explain why AI requires meaningful control, oversight, and public accountability.
Key content	Campaign premise; source-backed AI concerns; control gaps; links to evidence, advisories, and guidance.
SEO title	Why AI Needs Oversight and Control - AIRA
Meta description	Understand why AI oversight matters, where control can fail, and how evidence, accountability, and safeguards can reduce harm.
Focus keyword	AI oversight
Indexing	Index; include in the public sitemap.

/advisories - Current Advisories

Field	Draft
Purpose	Organize current AI-related concerns into concise, actionable advisories.
Key content	Advisory list; topic filters; publication dates; source links; related evidence and guidance.
SEO title	AI Risk Advisories and Current Concerns - AIRA
Meta description	Review current AI risk advisories, emerging concerns, supporting evidence, and practical guidance for understanding each issue.
Focus keyword	AI risk advisories
Indexing	Index; include in the public sitemap.

/advisories/[advisory-name] - Advisory Detail Template

Field	Draft
Purpose	Explain one specific advisory with evidence, context, affected audiences, and next steps.
Key content	Summary; date; severity or status if approved; source evidence; AIRA assessment; related guidance.
SEO title	[Advisory Topic]: What You Need to Know - AIRA
Meta description	Review the evidence, context, potential impact, and practical guidance connected to [advisory topic].
Focus keyword	One advisory-specific keyword supported by the page's real source evidence.
Indexing	Index only when the advisory has unique evidence, useful analysis, and a canonical source set.

/evidence - Evidence Library

Field	Draft
Purpose	Provide a searchable, source-backed library of AI control records, incidents, and developments.
Key content	Evidence search; filters; topic collections; timeline; sources; corrections; recent records.
SEO title	AI Control Evidence Library - AIRA
Meta description	Search verified sources, records, timelines, and topic collections examining AI control, accountability, safety, and public impact.
Focus keyword	AI control evidence
Indexing	Index; include in the public sitemap.

/evidence/[record-name] - Evidence Detail Template

Field	Draft
Purpose	Present one source record with provenance, summary, context, and related AIRA material.
Key content	Record title; original source; publication date; factual summary; labeled AIRA analysis; related pages.
SEO title	[Record Title] - AIRA Evidence Library
Meta description	Review the original source, verified summary, context, and related AI-control evidence for [record title].
Focus keyword	One record-specific entity or issue term supported by the original source.
Indexing	Index only when the page adds unique context beyond the source link.

/evidence/topics/[topic] - Topic Collection Template

Field	Draft
Purpose	Group evidence and guidance around one durable AI-control subject.
Key content	Topic definition; key evidence; timeline; current concerns; research; guidance; related sources.
SEO title	[AI Control Topic]: Evidence and Sources - AIRA
Meta description	Explore evidence, sources, timelines, and guidance related to [AI control topic] and its implications for oversight and accountability.
Focus keyword	One topic-specific keyword, such as AI accountability, AI safety, or AI transparency.
Indexing	Index only after intent, evidence depth, and distinct value are validated.

/evidence/timeline - Verified Timeline

Field	Draft
Purpose	Show important AI-control developments in chronological order.
Key content	Dated events; source citations; filters; topic links; corrections and update history.
SEO title	AI Control Timeline: Key Events and Developments - AIRA
Meta description	Follow a source-backed timeline of major AI-control, governance, safety, accountability, and public-interest developments.
Focus keyword	AI control timeline
Indexing	Index when the timeline contains maintained, sourced, and differentiated entries.

/evidence/sources - Sources and Methodology

Field	Draft
Purpose	Explain which sources AIRA uses and how evidence is selected, labeled, and reviewed.
Key content	Source standards; primary versus secondary evidence; attribution; review method; exclusions; update process.
SEO title	Sources and Evidence Standards - AIRA
Meta description	See how AIRA selects, attributes, reviews, and distinguishes original evidence from analysis across the AI-control library.
Focus keyword	AI evidence standards
Indexing	Index; include in the public sitemap as a trust page.

/evidence/corrections - Corrections

Field	Draft
Purpose	Maintain a transparent record of substantive corrections and updates.
Key content	Correction date; affected page; original issue; correction; source; revision history.
SEO title	Corrections and Updates - AIRA
Meta description	Review corrections, clarifications, and substantive updates made to AIRA evidence, advisories, research, and guidance.
Focus keyword	AIRA corrections
Indexing	Index; include in the public sitemap as a trust page.

/research-guidance - Research & Guidance

Field	Draft
Purpose	Publish understandable research and direct-answer guidance about AI control and responsible use.
Key content	Research topics; practical guides; common questions; evidence links; recommended safeguards.
SEO title	AI Governance Research and Practical Guidance - AIRA
Meta description	Explore research and practical guidance on AI governance, accountability, safety, oversight, and responsible use.
Focus keyword	AI governance guidance
Indexing	Index; include in the public sitemap.

/research-guidance/[guide-name] - Guide or Research Detail Template

Field	Draft
Purpose	Answer one meaningful AI-control question or explain one research topic in depth.
Key content	Direct answer; evidence; explanation; safeguards; limitations; related records and advisories.
SEO title	[Question or Topic] - AIRA Research & Guidance
Meta description	Get a source-backed explanation of [question or topic], including evidence, practical safeguards, and related AI-control guidance.
Focus keyword	One question- or topic-specific keyword matched to the page's search intent.
Indexing	Index only when the page offers a direct answer, original value, proof, and a distinct canonical purpose.

/public-records - Public Records

Field	Draft
Purpose	Present approved public-facing records through a formal institutional index.
Key content	Record search; categories; dates; availability status; related advisories and evidence.
SEO title	AI Oversight Public Records - AIRA
Meta description	Search available public records related to AI oversight, evidence, advisories, research, and institutional accountability.
Focus keyword	AI oversight records
Indexing	Decision required; index only after record types and fictional disclosure boundaries are approved.

/public-records/[record-name] - Public Record Detail Template

Field	Draft
Purpose	Display one approved public record without inventing unconfirmed legal authority or incident facts.
Key content	Record identifier if approved; title; date; status; summary; attachments; related evidence.
SEO title	[Record Title] - AIRA Public Records
Meta description	Review the available public record, supporting material, status, and related evidence for [record title].
Focus keyword	One approved record-specific term.
Indexing	Decision required for every record template and record type.

/about - About AIRA

Field	Draft
Purpose	Explain AIRA's role without inventing its unresolved jurisdiction, powers, leadership, or founding history.
Key content	Institutional purpose; operating principles; accountability; contact; careers; disclosure link.
SEO title	About AIRA - AI Oversight and Accountability
Meta description	Learn how AIRA approaches AI oversight, public evidence, accountability, guidance, and responsible control.
Focus keyword	AI oversight organization
Indexing	Index; include in the public sitemap after institutional language is approved.

/about/accountability - Accountability

Field	Draft
Purpose	Explain AIRA's limits, evidence standards, disclosures, correction policy, and accountability model.
Key content	Scope and limits; oversight; evidence separation; corrections; disclosure; contact route.
SEO title	AI Accountability and Oversight - AIRA
Meta description	Review AIRA's approach to AI accountability, evidence standards, oversight, corrections, transparency, and institutional limits.
Focus keyword	AI accountability
Indexing	Index; include in the public sitemap as a trust page.

/contact-press - Contact / Press

Field	Draft
Purpose	Give visitors, journalists, and partners a clear contact path.
Key content	General contact; press contact; response expectations; campaign or partner information if approved.
SEO title	Contact and Press - AIRA
Meta description	Contact AIRA for general questions, press inquiries, campaign information, accessibility support, or corrections.
Focus keyword	AIRA contact
Indexing	Index; include in the public sitemap.

/careers - Careers

Field	Draft
Purpose	Add institutional realism through an approved careers or recruitment surface.
Key content	Mission; role categories; workplace principles; application state; disclosure if no real positions exist.
SEO title	Careers - AIRA
Meta description	Explore the people, disciplines, and responsibilities connected to AIRA's work in AI oversight and public accountability.
Focus keyword	AIRA careers
Indexing	Decision required; noindex unless real or intentionally in-world opportunities are approved.

AIRA UTILITY PAGES

/search - Search Results

Field	Draft
Purpose	Return relevant AIRA pages and records for a visitor query.
Key content	Search field; results; filters; empty state; suggested topics.
SEO title	Search - AIRA
Meta description	Search AIRA advisories, evidence, research, guidance, records, and institutional information.
Focus keyword	None - internal search utility.
Indexing	Noindex; follow.

/subscribe - Subscribe

Field	Draft
Purpose	Capture consent for campaign, advisory, or release updates.
Key content	Email field; consent language; update types; privacy link; confirmation state.
SEO title	Subscribe for Updates - AIRA
Meta description	Subscribe for selected updates from AIRA and the Who Controls AI campaign.
Focus keyword	None - conversion utility.
Indexing	Noindex; follow.

/accessibility - AIRA Accessibility

Field	Draft
Purpose	Explain accessibility support across both the standard AIRA site and experiential reveal.
Key content	Keyboard navigation; reduced motion; captions; contrast; text alternatives; feedback contact.
SEO title	Accessibility - AIRA
Meta description	Review AIRA website accessibility features, including keyboard navigation, reduced motion, captions, contrast, and alternate content.
Focus keyword	website accessibility
Indexing	Index; include in the public sitemap.

/privacy - AIRA Privacy

Field	Draft
Purpose	Explain data collection, analytics, email consent, and privacy rights.
Key content	Data categories; purposes; cookies; analytics; retention; rights; contact.
SEO title	Privacy - AIRA
Meta description	Learn how the AIRA website collects, uses, stores, and protects visitor information and campaign signup data.
Focus keyword	None - legal utility page.
Indexing	Noindex; follow.

/terms - AIRA Terms

Field	Draft
Purpose	Define use of the public site and experiential content.
Key content	Website use; content ownership; disclaimers; source use; limitations; contact.
SEO title	Terms - AIRA
Meta description	Review the terms governing use of the AIRA public website, sourced content, records, and interactive experience.
Focus keyword	None - legal utility page.
Indexing	Noindex; follow.

/disclosure - Campaign and Fiction Disclosure

Field	Draft
Purpose	Provide transparent campaign and fictional-experience disclosure at the approved edge of the experience.
Key content	Campaign identity; fictional institution statement; film connection; partners; source policy.
SEO title	Campaign and Fiction Disclosure - AIRA
Meta description	Review the campaign, creative, source, partner, and fictional-experience disclosures connected to AIRA and CTRL: Locust.
Focus keyword	AIRA campaign disclosure
Indexing	Decision required; recommended index for transparency and press discovery.

SITEMAP 3 - PUBLIC CTRL CONTROL ARCHIVE

The Control Archive is the indexable publishing layer connected visually and conceptually to the Vault. It feels like a set of declassified CTRL records, but it does not expose the restricted Channel 18 navigation, Locust interaction, unreleased film material, or private room state.

/control - Control Archive Home

Field	Draft
Purpose	Establish the public authority hub for questions about control, AI, sensitive data, governance, accountability, and security.
Key content	Direct answer to "Who controls AI?"; featured control topics; latest briefings; selected location reports; source standards; clear campaign disclosure; related Kiteworks resource.
SEO title	Who Controls AI? Control, Data and Accountability
Meta description	Explore source-backed briefings on who controls AI, sensitive data, governance, security, accountability, and the systems organizations use to maintain control.
Focus keyword	who controls AI
Indexing	Index; canonical Control Archive hub and primary internal-link destination.

/control/topics/[topic] - Control Topic Hub

Field	Draft
Purpose	Organize source-backed explainers, case files, briefings, and practical resources around one durable control topic.
Key content	Direct definition; why the topic matters; current evidence; key questions; related briefings; related markets; practical next step; Kiteworks CTA when relevant.
SEO title	[Control Topic]: Evidence, Risks and Practical Guidance
Meta description	Understand [control topic], why it matters, current evidence, key risks, and practical ways organizations can strengthen accountability and control.
Focus keyword	One validated topic cluster, such as AI data control, AI governance, sensitive data security, AI accountability, or secure AI collaboration.
Indexing	Index only after the topic has a distinct intent, a maintained source set, and at least three useful supporting pages.

Recommended starting topic clusters:

- Who controls AI systems and decisions?
- Who controls the data used by AI?
- Sensitive content in AI workflows.
- AI governance, accountability, and human oversight.
- Secure collaboration between people, systems, and AI.
- Shadow AI, unauthorized tools, and data exposure.
- Agentic AI access, permissions, and content risk.

- Zero trust, data sovereignty, and control boundaries.

/control/briefings - Control Briefings / Blog Index

Field	Draft
Purpose	Publish recurring, understandable articles answering important questions about control and AI.
Key content	Latest briefings; topic filters; author and reviewer; source date; reading time; related case files; related location reports.
SEO title	Control Briefings: AI, Data, Security and Accountability
Meta description	Read source-backed explanations of AI control, data security, accountability, governance, human oversight, and sensitive-content protection.
Focus keyword	AI control articles
Indexing	Index when at least three substantive briefings are ready; paginate with canonical rules.

/control/briefings/[slug] - Briefing Article Template

Field	Draft
Purpose	Answer one real question clearly and connect it to evidence, practical understanding, and an appropriate next action.
Key content	Direct answer; why it matters; source-backed explanation; examples; limitations; practical checklist; related pages; optional Kiteworks continuation.
SEO title	[Question or Topic]: What Control Means in Practice
Meta description	Get a source-backed explanation of [question or topic], including the control gap, evidence, practical considerations, and related resources.
Focus keyword	One validated question or topic matched to the article's real search intent.
Indexing	Index only when the article provides original explanation and a distinct answer beyond its source links.

Recommended foundational briefings:

1. Who controls AI today?
2. What does it mean to control AI?
3. Who controls the data used by AI systems?
4. What happens when employees put sensitive information into AI tools?
5. What is human oversight in AI governance?
6. How can organizations maintain control of sensitive content in AI workflows?

7. What is shadow AI and why does it create data risk?
8. How should access controls change for agentic AI?
9. What is the difference between AI safety, AI security, and AI governance?
10. Why does data control matter before, during, and after AI use?

/control/case-files - Source-Backed Case File Index

Field	Draft
Purpose	Organize verified incidents, research, regulatory developments, and control failures as evidence rather than fictional news.
Key content	Source title; publisher; date; factual summary; control question; CTRL analysis label; related topics; corrections and methodology.
SEO title	AI Control Case Files: Incidents, Evidence and Lessons
Meta description	Review sourced AI control incidents, research, governance developments, and practical lessons for data security and accountability.
Focus keyword	AI control incidents
Indexing	Index the hub and only those detail pages that add meaningful analysis and source context.

/control/case-files/[slug] - Case File Detail Template

Field	Draft
Purpose	Explain what happened, what is verified, where control succeeded or failed, and what readers can learn.
Key content	Original source; event date; verified facts; affected control layer; open questions; CTRL analysis; corrections; related briefing; optional Kiteworks resource.
SEO title	[Case File]: What It Shows About AI Control
Meta description	Review the verified facts, source material, control gap, and practical lessons connected to [case file].
Focus keyword	One case-specific entity or issue supported by the source evidence.
Indexing	Index only when the page adds durable, original value and maintains a visible source and correction record.

/control/locations - Location Report Index

Field	Draft
Purpose	Organize substantive local or regional reports around where AI, data, industry, policy, security, and public concern intersect.
Key content	Market selection method; featured cities or regions; local sources; local events or industry relevance; related briefings; campaign activation links when approved.
SEO title	Who Controls AI by City and Region? Local Control Reports
Meta description	Explore source-backed local reports on AI, data control, governance, security, industry, and public accountability by city and region.
Focus keyword	AI control by city
Indexing	Index only after at least three differentiated location reports are approved.

/control/locations/[city] - Geo-Optimized Control Report

Field	Draft
Purpose	Answer how the campaign question connects to one real market using unique local evidence rather than a repeated city-name template.
Key content	Local industries and institutions; locally relevant AI or data-control issues; cited local sources; local events or campaign activity when approved; expert or public perspective; related topic pages; practical Kiteworks continuation when relevant.
SEO title	Who Controls AI in [City]? Local Data and AI Control
Meta description	Explore how AI, sensitive data, governance, security, and accountability intersect in [City], with local sources, context, and practical resources.
Focus keyword	who controls AI in [City]
Secondary keywords	AI governance [City]; AI security [City]; data control [City]; sensitive data protection [City].
Indexing	Index only with unique local evidence, human review, a distinct local thesis, and substantial content. No mass-generated doorway pages.

Location selection should follow real campaign markets, press activity, Kiteworks priorities, and the availability of meaningful local sources. A city name alone is not a content strategy. Recommended pilot criteria:

- A campaign activation, interview, event, or press reason exists in the market.

- Local technology, healthcare, government, education, legal, financial, or critical-infrastructure relevance can be supported with sources.
- The report includes local context that cannot be replaced by another city name.
- A relevant Kiteworks resource or market path has been approved.

/control/secure-content - Kiteworks Bridge Page

Field	Draft
Purpose	Create a transparent bridge between the broad question of AI control and Kiteworks' practical role in protecting sensitive content.
Key content	What the campaign means by control; why sensitive content is part of the problem; practical control checklist; clear Kiteworks support disclosure; approved product or resource links.
SEO title	Controlling Sensitive Content in AI Workflows
Meta description	Learn why sensitive-content control matters in AI workflows and explore practical ways organizations can govern access, sharing, and data exposure.
Focus keyword	control sensitive data in AI
Indexing	Index after Kiteworks claims, disclosure, CTA language, and destinations are approved.

Internal linking and CTA rules

- Every location report links to one or two relevant topic hubs and one relevant briefing.
- Every briefing links to its sources, a related case file, and one next-step page.
- Kiteworks CTAs appear only where the article's subject connects naturally to sensitive-content control, governance, secure collaboration, or data exposure.
- A primary CTA can lead to an approved Kiteworks educational or solution page. A secondary CTA can keep the visitor inside the Control Archive or invite the Vault discovery.
- Use descriptive link text. Do not hide outbound commercial destinations behind fictional system buttons.
- Add visible "Supported by Kiteworks" or equivalent approved disclosure near the first commercial CTA.

Measurement

Track organic entrances, qualified engaged time, briefing depth, internal-link progression, location-to-topic movement, Vault discovery, Kiteworks outbound click-through, assisted return visits, and approved downstream outcomes. Keep campaign email consent separate from Kiteworks lead status unless the form and disclosure explicitly authorize that use.

DISCOVERED AIRA-TO-CTRL TRANSITION

The transition is not an indexable page. It is a visitor state that begins within the current AIRA route and ends inside the restricted [/vault](#) experience.

Field	Draft
Purpose	Transform the credible public AIRA interface into the physical CRT inside the CTRL Vault.
Key content	Eligible glitch; AI help request; visitor action; interface failure; CRT pullback; Vault reveal.
SEO title	Inherit the current AIRA page title until the restricted Vault state loads.
Meta description	Inherit the current AIRA page description. Do not expose CTRL through public search metadata.
Focus keyword	None - experiential state.
Indexing	Not a route; excluded from XML and human-readable sitemaps.

SITEMAP 4 - RESTRICTED CTRL VAULT

Vault-wide SEO rule: Every `/vault` route is `noindex`, `nofollow`, excluded from public XML and human-readable sitemaps, and absent from ordinary AIRA navigation. Titles and descriptions below support browser tabs, history, bookmarks, and controlled sharing only.

`/vault` - Channel 18 Desk and Main Room

Field	Draft
Purpose	Establish the main Vault room, orientation point, and return location for every station.
Key content	Channel 18 desk; CRT; room arrows; warm dark cassette-retrofuturist environment; persistent return state.
SEO title	Channel 18 - CTRL Vault
Meta description	Enter the restricted Channel 18 desk and navigate the contained CTRL Vault experience.
Focus keyword	None - restricted noindex route.
Indexing	Noindex; nofollow; excluded from public sitemaps.

/vault/locust-case - Locust Case and Tape Station

Field	Draft
Purpose	Let the visitor load the recovered Locust case and access three or four bounded interactions with the same contained presence.
Key content	Locust-marked tapes or case media; load action; contained session; approved case material; manual reseal.
SEO title	Locust Case - CTRL Vault
Meta description	Mount the recovered Locust case and enter a bounded, air-gapped session inside the CTRL Vault.
Focus keyword	None - restricted noindex route.
Indexing	Noindex; nofollow; excluded from public sitemaps.

/vault/screening-archive - Analog Screening Archive

Field	Draft
Purpose	Serve as the media home for officially released CTRL: Locust material.
Key content	Projector or analog player; teaser; prologue; full short film; visibly sealed future bays.
SEO title	Analog Screening Archive - CTRL Vault
Meta description	Access officially released CTRL: Locust media through the restricted Analog Screening Archive.
Focus keyword	None - restricted noindex route.
Indexing	Noindex; nofollow; excluded from public sitemaps.

/vault/screening-archive/teaser - Teaser Playback

Field	Draft
Purpose	Play the officially released teaser within the analog screening experience.
Key content	Teaser playback; captions; audio controls; return to archive.
SEO title	Teaser - CTRL: Locust Screening Archive
Meta description	Play the officially released CTRL: Locust teaser inside the Analog Screening Archive.
Focus keyword	None - restricted noindex route.
Indexing	Noindex; nofollow; excluded from public sitemaps.

/vault/screening-archive/prologue - Prologue Playback

Field	Draft
Purpose	Play the prologue when it has been officially released.
Key content	Prologue playback; captions; audio controls; release state; return to archive.
SEO title	Prologue - CTRL: Locust Screening Archive
Meta description	Play the officially released CTRL: Locust prologue inside the Analog Screening Archive.
Focus keyword	None - restricted noindex route.
Indexing	Noindex until release; remain noindex after release because the Vault is restricted.

/vault/screening-archive/short-film - Short Film Playback

Field	Draft
Purpose	Play the full short film when it has been officially released.
Key content	Full-film playback; captions; audio controls; release state; return to archive.
SEO title	Short Film - CTRL: Locust Screening Archive
Meta description	Play the officially released CTRL: Locust short film inside the Analog Screening Archive.
Focus keyword	None - restricted noindex route.
Indexing	Noindex until release; remain noindex after release because the Vault is restricted.

/vault/additional-experience - Additional Story Experience

Field	Draft
Purpose	Hold one additional screenplay-derived experience after its subject is selected and approved.
Key content	To be defined from Draft 4.3 and current story-owner direction.
SEO title	Restricted Experience - CTRL Vault
Meta description	Access an additional restricted CTRL Vault experience.
Focus keyword	None - restricted noindex route.
Indexing	Noindex; nofollow; excluded from public sitemaps.

/vault/settings - Settings and Accessibility

Field	Draft
Purpose	Provide audio, captions, motion, input, and accessibility controls without breaking the fiction.
Key content	Volume; mute; captions; reduced motion; keyboard guidance; alternate navigation; contrast support.
SEO title	Settings and Accessibility - CTRL Vault
Meta description	Adjust audio, captions, motion, navigation, and accessibility settings for the CTRL Vault experience.
Focus keyword	None - restricted utility route.
Indexing	Noindex; nofollow; excluded from public sitemaps.

/vault/restart - Restart Experience

Field	Draft
Purpose	Restart the complete experience from the public AIRA opening.
Key content	Restart confirmation; state reset; return to the public root.
SEO title	Restart Experience - CTRL Vault
Meta description	Restart the full AIRA-to-CTRL website experience from the beginning.
Focus keyword	None - restricted utility route.
Indexing	Noindex; nofollow; excluded from public sitemaps.

/vault/exit - Exit to AIRA

Field	Draft
Purpose	Leave the Vault and return to the public AIRA site through a controlled exit.
Key content	Exit confirmation; destination choice if approved; restored AIRA state or clean public restart.
SEO title	Exit to AIRA - CTRL Vault
Meta description	Exit the restricted CTRL Vault and return to the public AIRA website.
Focus keyword	None - restricted utility route.
Indexing	Noindex; nofollow; excluded from public sitemaps.

AIRA INSIDE THE VAULT

The desk CRT displays the same canonical public AIRA routes. It does not create duplicate **/vault** copies of those pages. Backing away returns the visitor to **/vault**, while sitting back down restores the exact AIRA route and page state.

SIMPLE SITE RELATIONSHIP

Initial campaign landing site -> public AIRA site -> discovered CRT reveal -> restricted CTRL Vault