

Casefile — Containment (Modeled): Crawl Custody, Canonical Governance & Performance SLOs (CF-2025-004)

Date: 2025-10-03

Thesis

Containment enforces **authoritative crawl custody, canonical/duplicate governance, and performance SLOs**; parity-tested handoffs restore discoverability and executive-grade measurement without disclosing tactical playbooks. Evidence in the portfolio shows this discipline correlates with material lifts once crawl errors are resolved, canonicals consolidated, and latency reduced.

Exposure Window

Latency **4–9 months**; accelerated by catalog growth and template proliferation.

Signals (portfolio evidence, undated)

- **OEM:** Resolution of crawl errors (broken links/orphans) and streamlined URL structure improved indexability.
- **Risk:** Canonical tags consolidated duplicates; **40% page-speed improvement** reported post-optimization.
- **Risk:** Content alignment to intent layered after technical containment (kept high-level here).

Containment Finding

Single owner for crawl budgets and indexation; canonical/duplication standards with exception ledger; performance SLOs with variance review; parity-tested reporting.

Modeled Impact (ranges)

Impairment narrowed **35–55%** vs. no-action; working-media waste reduced **10–16%** over **2 quarters** as discoverability stabilizes and bounce falls.

Stabilization: 3–6 months; Recovery ramp: 9–12 months.

Assumes SLOs enforced and canonical policy applied; confidence ~65%.

Disconfirmers: Crawl errors <1% 60d; duplicates <3%; median LCP within SLO 60d.

Brief Trigger (any one)

(1) Index coverage warnings persist 30d; (2) duplicate clusters re-emerge ≥5%; (3) median page speed outside SLO across priority templates.

Board Motion (minutes-ready)

Move to commission BreachMark™ Signal Brief (Lite) within 3 business days; Counsel to append SLA to minutes; authorize read-only analytics for 30 days to validate crawl custody, canonical governance, and performance SLOs.

Provenance (categories): OEM • Risk

SLA: Docket ≤1 business day • Delivery ≤3 business days • Breach → 10% fee reduction.

Confidential Boardroom Intake — Signal Brief (work-domain required)