SOFTWARE BUYER LAB / SAMPLE

A real build problem: the site asked visitors to sign in

Excerpt from The AI-Guided Affiliate Site Build Kit, edition 1.0

In the owner’s September 2026 record, Software Buyer Lab initially did not open publicly as intended. After a visibility change, Everett opened the domain in an incognito window and browsed several pages. This supports a narrow conclusion: public access worked in that owner-run test. It does not show indexing, qualified traffic, or sales.

Use the five-line failure trace

Line	SBL example
Expected	A signed-out visitor opens the home page and buyer pages.
Observed	A sign-in barrier appeared during launch.
Last proven point	The owner could see the site while editing.
Next check	Site and page visibility in a signed-out window.
Fresh result	After the change, the owner opened several pages incognito.

If you use WordPress.com, its visibility settings distinguish Public, Coming Soon, and Private modes. The setting alone is not the test: open the actual URL while signed out. Source: https://wordpress.com/support/privacy-settings/

Your turn: run the access check

Write the URL, test time, device, and expected result. Open the home page and one buyer page in a signed-out or private window. Click the menu and a relevant internal link. If a login or Coming Soon page appears, inspect visibility before changing the design or adding tools.

Expected path	What you observed	Next check
Home loads		
Buyer page loads		
Menu reaches the page		
Internal link reaches target		

Copyable AI prompt

I expected [URL] to open publicly. In a signed-out test on [device/date], I saw [exact result]. My editor view shows [fact]. Tell me the next setting or screen to inspect and what outcome would prove public access. Do not call it fixed until a new signed-out test succeeds.

The full kit applies the same evidence method to sourced buyer articles, disclosed affiliate paths, outbound analytics, Search Console, optional email, and a weekly launch scorecard. The SBL case does not establish independent conversions or commissions.