

AnalyzerDropidea — Development Roadmap

Phase 1 — Analytical Foundation

- Inputs: Direct URL or Business name via Google Places API (places.searchText + places.getDetails).
- Normalize results and unify into one schema.
- Website Metrics: SEO + Core Web Vitals (PageSpeed Insights API, LCP/FID/CLS, Lighthouse Score).
- Network performance: Page size, requests, compression (GZIP/Brotli), HTTP/2 or 3.
- Stack detection: Wappalyzer CLI/API.
- Security: TLS/SSL, HSTS, CSP, X-Frame-Options, cookie flags.
- Accessibility: axe-core with headless Puppeteer.
- Metadata & Schema: title/description/H1-H3, OpenGraph, Twitter Cards, Schema.org.
- Indexing: robots.txt, sitemap.xml, canonical URLs.
- Business Data (Google Maps): verify domain match, aggregate reviews, sentiment analysis, competitors nearby, opening hours, photos, rating distribution.

Phase 2 — Unified Report

- Report Data Model: Executive summary, Website health card, Google Maps entity card, Strengths/Weaknesses, Actionable recommendations, Priority issues.
- Simple comparison with industry average.
- PDF Generation: Blade/HTML RTL templates, charts via Chart.js → DomPDF, cover + index + metric sources, signature/date/QR.
- Interactive React Report Page: tabs (SEO, Performance, Security, UX, Google Maps, Competitors, Recommendations).

Phase 3 — Automation & Jobs

- Queue: each audit runs as an independent Laravel Job (PSI, Wappalyzer, axe, headers).
- Scheduler: re-check weekly for selected domains.
- Webhooks: external trigger from n8n or integrations.

Phase 4 — Advanced Analytics

- Review sentiment integration via lightweight models or APIs.
- Sector normalization: recommendation templates by industry.
- Automated competitor comparisons (3 nearest entities).
- Composite Score (SEO 30%, Performance 25%, Security 15%, UX 15%, Maps presence 15%).

Database Design (Quick Draft)

- website_analyses: core_web_vitals JSON, security_headers JSON, accessibility JSON, stack JSON, schemas JSON, pagespeed_mobile/desktop INT, composite_score INT.
- gmb_entities: place_id, name, address, lat/lng, phone, website, rating, total_reviews, hours, photos, reviews JSON.
- competitors: linked to place_id or base URL.
- audit_runs: execution tracking per audit job with timestamps and error logs.

API Integrations

- PageSpeed Insights: GET
<https://www.googleapis.com/pagespeedonline/v5/runPagespeed?url={URL}&strategy=mobile>
- Places API: POST places:searchText → GET place details.
- Wappalyzer: `npx wappalyzer {URL} -r json` on Replit CLI.
- axe-core: run via Puppeteer headless (with Chromium).

Replit Implementation

- Nix/Deps: `php82, composer, nodejs-18, google-chrome-stable/chromium, sqlite, redis`.
- Environment Variables: Google & OpenAI keys.
- `.replit`: `run php artisan serve` on port 8000 + optional Node worker.
- Queues: Redis-backed queue workers `php artisan queue:work --tries=1`.
- Headless Puppeteer: `PUPPETEER_EXECUTABLE_PATH=/usr/bin/chromium` with `--no-sandbox`.
- Folders: `storage/app/audits/{analysis_id}`, `storage/app/reports/{id}.pdf`.

UI & UX

- Input page: two tabs (Website URL / Business name).
- Results page: summary card, tabbed metrics, download PDF, re-run audit, competitors table.
- History page: past audits with filters by sector/date.

Quality Policies

- Timeout: 10–20s per module, global timeout.
- Graceful degradation if PSI fails.
- Store raw JSON results + metadata.
- RTL & Arabic fonts verification in PDF/React.

Security & Privacy

- Encrypt API keys, mask in UI, role-based access.
- Rate-limit API calls, store summaries instead of raw logs where possible.

Sprint Plan (2 Weeks)

- Week 1: DB models, input form, Jobs (PSI, headers, Wappalyzer), initial results page.
- Week 2: Places + Reviews + Nearby, axe-core integration, Composite Score, PDF templates, audit history + re-check, UI polish.

Success Criteria (compared to Lens)

- Google Maps search as main entry point.
- Unified reports and clear executive summaries.
- Regular statistics and PDF exports matching Lens Rekaz approach.

This detailed roadmap ensures AnalyzerDropidea can evolve into a competitive site & business analysis platform delivering high-quality AI-driven reports.