

This comprehensive folder structure for **NobleMart** is designed to support a high-performance, multi-vendor ecosystem. It follows the recommended **Next.js 16 (Frontend)** and **Go (Golang) (Backend)** stack to ensure the platform remains the "fastest and safest trade engine in Africa" 1-3.

1. Marketplace Frontend Structure (Next.js 16)

This structure focuses on **Server-Side Rendering (SSR)** and **Static Site Generation (SSG)** to ensure peak performance and Jumia-style high-conversion layouts 2, 4, 5.

- **/src/components**: Modular UI components.
- **/ui**: Branded buttons (**#01C2CA**), inputs, and rounded icons matching the **Poppins** aesthetic 6-8.
- **/layout**: Jumia-style sticky headers, bottom navigation for mobile-first views, and mega-menus 6, 7.
- **/marketplace**: **Multi-vendor cart split** visualizations and "Save for Later" modules to cater to speculative shoppers 6, 9, 10.
- **/src/pages**: Optimized routes.
- **/category**: Faceted filtering systems (price, brand, rating) 11.
- **/product**: Dynamic product pages with **WebP/AVIF** image optimization and JSON-LD scripts 11-13.
- **/checkout**: High-conversion 1-2 page flow with **Escrow** payment notices 10, 14.
- **/src/styles**: Tailwind configurations using the **NobleMart palette**: Teal (**#01C2CA**), Purple (**#5C1BE8**), and Federal Blue (**#020249**) 6, 7.

2. Marketplace Backend Structure (Go Microservices)

A microservices architecture built for **massive concurrency** and memory safety, handling thousands of simultaneous transactions 1-3.

- **/cmd**: Entry points for the main application services.
- **/internal**: Core business logic.
- **/catalog**: Real-time inventory synchronization and database "locks" to prevent **overselling** 15-17.
- **/orders**: Automated **sub-order generation** and routing for multi-vendor split logic 9, 18.
- **/payments**: Integration with **Paystack/Flutterwave** featuring an **Escrow Logic** that holds funds until delivery verification 14, 19, 20.
- **/logistics**: Landmark-based addressing, digital map geo-pins, and **OTP verification** systems 20-22.
- **/pkg**: Shared packages, including the custom SEO engine and database drivers for **PostgreSQL** and **Redis** 3, 23, 24.

3. Comprehensive Admin Marketplace Panel Structure

The "Nerve Center" for system-wide control, vendor vetting, and financial oversight 25, 26.

- **/admin/vendors**: Tiered onboarding for reviewing vendor IDs and business permits 26, 27.

- **/admin/commissions: Dynamic Commission Engine** to set percentages by category (e.g., 5% electronics, 10% fashion) 26, 27.
- **/admin/finance:** Dashboards for **T+1 automated settlements**, escrow balances, and payout reconciliation 12, 14, 25.
- **/admin/moderation:** Tools to audit product listings for quality control and "fake product" detection 26, 28, 29.

4. Advanced Backend SEO Structure (RankMath-Style)

A custom-built engine designed to automate search visibility through high-quality metadata and schema 12, 27, 30.

- **/seo/schema-generator:** Automatically generates **JSON-LD scripts** for Product, Aggregate Rating, and Breadcrumbs to secure "Rich Snippets" 12, 27, 31.
- **/seo/sitemap-manager:** A dynamic **XML sitemap generator** that updates instantly when new products are added 27, 30, 31.
- **/seo/content-analyzer:** An **AI-driven tool** that scores vendor product descriptions for keyword density and readability 12, 32.
- **/seo/meta-manager:** Global fields for editable title tags, canonical URLs, and Open Graph tags for social sharing 30, 31.

5. Comprehensive CMS Structure (Advanced Headless)

Managed via a headless approach (e.g., Strapi) to power marketing content and educational resources 23, 30.

- **/cms/blog:** Standard blog posts for **style guides, tips, and promotions** to engage the community 24, 30.
- **/cms/knowledge-base:** FAQ and help systems to reduce support load 30, 33.
- **/cms/static-pages:** Management for "About Us," "Terms of Service," and "Safe Shopping" guides 30.
- **/cms/media-library:** Optimized storage for **well-lit, dark-skinned photography** to foster local connection 6, 8, 13.

6. Vendor Panel & SEO Structure

Modeled after **WCFM**, this "Business Tool" empowers sellers to manage their own storefronts and organic reach 26, 34, 35.

- **/vendor/inventory:** Real-time price management and **"Flash Sale" scheduling** 34.
- **/vendor/analytics:** Insights into total sales, most viewed products, and **customer demographics** 34, 35.
- **/vendor/seo-tools:** Individual listing meta-tag editing and image alt-text optimization 12, 26.
- **/vendor/whatsapp-sync:** An API bridge allowing vendors to sync their NobleMart inventory with their **WhatsApp Business Catalog** 36, 37.
- **/vendor/fulfillment:** Order status transitions from "Pending" → "Processing" → "Ready for Pickup" 34, 35.

7. Specialized Listing Structures (More Marketplace Focus)

To expand NobleMart's capabilities beyond physical goods into services and property Prompt Context.

- **/listings/services**: Booking and appointment logic for local professionals.
- **/listings/real-estate**: Property listing modules with integrated map pins and agent contact flows.
- **/listings/booking**: Availability calendars for events or hotel reservations.
- **/listings/auctions**: Bargaining or limited auction features for specific categories 38.

Strategic Technical Note: All components must use **image lazy loading** and **code minification** to ensure performance on budget/mid-range smartphones, which account for over 82% of transactions in the target market 6, 39, 40.