

Lambda Web Development - Excellence Blueprint

1. Tech Stack: Modern & Scalable

- Frontend: React.js, Next.js, Tailwind CSS
- Backend: Node.js + Express, Next.js API routes, NestJS
- Database: PostgreSQL, PlanetScale (MySQL), MongoDB
- CMS: Sanity.io, Strapi, PayloadCMS, Headless WordPress

2. Design & UX: Beautiful + Functional

- Use atomic design systems
- Conduct UX audits and follow accessibility (WCAG)
- Design mobile-first with aesthetic harmony (Golden Ratio)

3. Performance & SEO

- Optimize Core Web Vitals
- Use SSR or SSG with Next.js for fast delivery
- Apply strong on-page SEO techniques

4. Security Standards

- Implement HTTPS, CSP headers, secure cookies
- Input validation, role-based access, dependency scans

5. DevOps & Hosting

- Use Vercel or Netlify for JAMstack
- DigitalOcean/Render/AWS for complex projects
- Set up CI/CD pipelines (GitHub Actions, etc.)

6. Analytics & Monitoring

- Google Analytics 4, Plausible
- Sentry, LogRocket, UptimeRobot

7. Customer Success & Communication

- Notion/ClickUp for collaboration
- Customer dashboards for transparency
- Monthly performance reports

8. Business Model & Value Adds

- Offer maintenance and performance guarantee packages
- Modular pricing with tiered services
- Include UX, SEO, and dev in premium bundles