# **Harper AI V3 Marketing Website - Complete Development Prompt**

## **PROJECT OVERVIEW & REQUIREMENTS**

Create a complete, production-ready marketing website for Harper AI, an AI-powered SDR automation platform. Generate ALL files needed for a fully functional Astro website with modern design, optimal performance, and high conversion rates.

### **CORE VALUE PROPOSITION**

"AI-Powered SDR Automation That Actually Converts" - Harper AI helps SDRs focus on qualified conversations by automating lead identification and nurturing.

### **TARGET AUDIENCE**

* Primary: SDRs and sales managers at B2B companies
* Secondary: Enterprise decision makers and IT buyers
* Geographic: Global, starting with North America

## **TECHNICAL SPECIFICATIONS**

### **Framework & Architecture**

* **Primary Framework**: Astro 4.x with Islands Architecture
* **Styling**: Tailwind CSS 3.x with custom design system
* **UI Components**: Shadcn/UI adapted for Astro
* **Language**: TypeScript throughout
* **Package Manager**: npm
* **Build Tool**: Vite (built into Astro)

### **Performance Targets (Core Web Vitals)**

* **LCP (Largest Contentful Paint)**: ≤2.5 seconds
* **INP (Interaction to Next Paint)**: ≤200 milliseconds
* **CLS (Cumulative Layout Shift)**: ≤0.1
* **Overall Performance Score**: 95+ on PageSpeed Insights

### **Accessibility Requirements**

* **WCAG 2.1 AA Compliance**: Full implementation
* **Color Contrast**: 4.5:1 minimum for normal text, 3:1 for large text
* **Keyboard Navigation**: Complete site accessibility with visible focus indicators
* **Screen Reader Support**: Semantic HTML with proper ARIA labels
* **Font Loading**: font-display: swap for performance

### **File Structure**

harper-ai-website/

├── src/

│ ├── components/

│ │ ├── ui/ # Shadcn/UI components

│ │ ├── layout/ # Navigation, footer, etc.

│ │ ├── sections/ # Page sections

│ │ └── content/ # Content-specific components

│ ├── layouts/

│ │ ├── BaseLayout.astro

│ │ └── PageLayout.astro

│ ├── pages/

│ │ ├── index.astro # Homepage

│ │ ├── product.astro # Features page

│ │ ├── pricing.astro # Pricing page

│ │ ├── demo.astro # Demo request page

│ │ ├── trial.astro # Free trial page

│ │ ├── customers.astro # Case studies

│ │ └── about.astro # About/trust page

│ ├── styles/

│ │ ├── global.css

│ │ └── components.css

│ └── content/

│ ├── config.ts

│ └── case-studies/

├── public/

│ ├── images/

│ ├── icons/

│ └── favicon.ico

├── astro.config.mjs

├── tailwind.config.mjs

├── tsconfig.json

└── package.json

## **DESIGN SYSTEM SPECIFICATIONS**

### **Color Palette**

:root {

/\* Primary Colors \*/

--primary-50: #eff6ff;

--primary-100: #dbeafe;

--primary-200: #bfdbfe;

--primary-300: #93c5fd;

--primary-400: #60a5fa;

--primary-500: #3b82f6; /\* Main brand blue \*/

--primary-600: #2563eb; /\* Primary blue \*/

--primary-700: #1d4ed8;

--primary-800: #1e40af;

--primary-900: #1e3a8a;

/\* Success Colors \*/

--success-50: #ecfdf5;

--success-500: #10b981; /\* Success green \*/

--success-600: #059669;

/\* Accent Colors \*/

--accent-50: #fffbeb;

--accent-500: #f59e0b; /\* Accent orange \*/

--accent-600: #d97706;

/\* Gray Scale \*/

--gray-50: #f9fafb;

--gray-100: #f3f4f6;

--gray-200: #e5e7eb;

--gray-300: #d1d5db;

--gray-400: #9ca3af;

--gray-500: #6b7280;

--gray-600: #4b5563;

--gray-700: #374151;

--gray-800: #1f2937;

--gray-900: #111827;

/\* Dark Mode \*/

--dark-bg: #0a0a0a;

--dark-surface: #1a1a1a;

--dark-border: #2a2a2a;

}

### **Typography System**

* **Primary Font**: Space Grotesk (headlines, emphasis)
* **Secondary Font**: Inter (body text, UI elements)
* **Font Scales**:
  + H1: 3.5rem (56px) / 4rem (64px) desktop
  + H2: 2rem (32px) / 2.5rem (40px) desktop
  + H3: 1.5rem (24px)
  + Body: 1rem (16px) / 1.125rem (18px)
  + Small: 0.875rem (14px)

### **Spacing System (8px grid)**

* Base unit: 8px
* Spacing scale: 4, 8, 12, 16, 20, 24, 32, 40, 48, 56, 64, 80, 96px

### **Component Specifications**

#### **Buttons**

* **Height**: 48px (primary), 40px (secondary)
* **Border Radius**: 8px
* **Padding**: 16px 24px (primary), 12px 20px (secondary)
* **Font Weight**: 600 (semibold)
* **Transition**: all 0.2s ease
* **States**: default, hover, active, disabled, loading

#### **Forms**

* **Field Height**: 48px
* **Border Radius**: 8px
* **Maximum Fields**: 5 per form
* **Validation**: Inline with error states
* **Labels**: Always visible, proper association

#### **Cards**

* **Border Radius**: 12px
* **Padding**: 24px
* **Shadow**: 0 1px 3px rgba(0,0,0,0.1)
* **Hover**: subtle scale transform (1.02)

## **COMPLETE PAGE CONTENT & LAYOUTS**

### **1. HOMEPAGE (index.astro)**

#### **Hero Section**

**Pre-headline**: "AI-Powered Sales Development" **Main Headline**: "Turn Your SDRs Into Pipeline Machines" **Subheadline**: "Harper AI identifies genuinely interested prospects and nurtures them automatically, so your team focuses on conversations that convert—not cold calls that don't."

**Primary CTA**: "See Harper AI in Action" **Secondary CTA**: "Start Free Trial"

**Trust Indicators**:

* "500+ Sales Teams"
* "3x Response Rates"
* "40% More Meetings"

**Customer Logos**: Display 6 recognizable B2B brands in a horizontal scroll

#### **Section 2: Social Proof Banner**

**Headline**: "Trusted by Leading Sales Teams" **Metrics**:

* "20,000+ SDRs powered by Harper AI"
* "500+ companies see 3x response rates"
* "40% increase in qualified meetings"

#### **Section 3: Problem/Solution**

**Problem Headline**: "SDRs Waste 80% of Their Time on Unqualified Leads" **Problem Points**:

* Manual prospect research takes hours per lead
* Generic outreach gets ignored by prospects
* SDRs burn out from constant rejection
* Sales managers struggle with unpredictable pipeline

**Solution Headline**: "Harper AI Automates the Boring Stuff" **Solution Points**:

* AI identifies genuinely interested prospects in seconds
* Personalized outreach that actually gets responses
* Automated nurturing keeps prospects engaged
* Predictable pipeline with qualified leads only

#### **Section 4: Product Demo**

**Headline**: "See Harper AI in Action" **Description**: "Watch how Harper AI transforms your sales process in under 2 minutes" [Interactive demo video/walkthrough component]

#### **Section 5: Key Features (Bento Grid Layout)**

**Feature 1: Smart Lead Identification**

* Headline: "Find Prospects Who Are Actually Interested"
* Description: "Our AI analyzes 200+ behavioral signals to identify prospects showing genuine buying intent—not just basic demographics."
* Metric: "3x higher response rates"

**Feature 2: Automated Nurturing**

* Headline: "Stay Top-of-Mind Without the Work"
* Description: "Intelligent follow-up sequences adapt based on prospect behavior, ensuring you never miss a window of opportunity."
* Metric: "40% more meetings booked"

**Feature 3: Intelligent Scheduling**

* Headline: "Convert Interest Into Meetings"
* Description: "Smart calendar integration finds optimal meeting times and handles all the back-and-forth scheduling automatically."
* Metric: "60% faster scheduling"

**Feature 4: Performance Analytics**

* Headline: "Optimize What's Working"
* Description: "Detailed insights show which messages, timing, and approaches drive the highest conversion rates for your specific market."
* Metric: "Data-driven results"

#### **Section 6: Customer Success Stories**

**Headline**: "Real Results from Real Companies"

**Testimonial 1**:

* Company: "TechFlow Solutions"
* Quote: "Harper AI helped us double our qualified pipeline in just 3 months. Our SDRs are finally focusing on selling instead of researching."
* Person: "Sarah Chen, VP of Sales"
* Results: "+120% qualified leads, +85% team satisfaction"

**Testimonial 2**:

* Company: "ScaleUp Inc"
* Quote: "The ROI was immediate. We went from 15% response rates to 45% within the first month."
* Person: "Marcus Rodriguez, Sales Director"
* Results: "+200% response rates, +$2M pipeline"

**Testimonial 3**:

* Company: "GrowthTech"
* Quote: "Our SDRs went from making 50 calls to have 1 conversation to having 3 quality conversations from 10 targeted outreaches."
* Person: "Lisa Park, Head of Revenue"
* Results: "+300% conversation quality, -80% time waste"

#### **Section 7: Integration Showcase**

**Headline**: "Works With Your Existing Sales Stack" **Description**: "Harper AI integrates seamlessly with the tools your team already uses" **Integrations**: Salesforce, HubSpot, Pipedrive, Outreach, SalesLoft, LinkedIn Sales Navigator, Zoom, Calendly

#### **Section 8: ROI Calculator**

**Headline**: "Calculate Your ROI" **Interactive Calculator Fields**:

* Number of SDRs
* Average meetings per SDR per month
* Average deal size
* Current close rate **Output**: Projected additional revenue with Harper AI

#### **Section 9: Final CTA**

**Headline**: "Ready to 3x Your Response Rates?" **Description**: "Join 500+ sales teams using Harper AI to focus on conversations that convert" **Primary CTA**: "Start Free Trial" **Secondary CTA**: "Book a Demo" **Risk Reversal**: "14-day free trial • No credit card required • 5-minute setup"

### **2. PRODUCT/FEATURES PAGE (product.astro)**

#### **Hero Section**

**Headline**: "AI That Understands Sales, Not Just Data" **Subheadline**: "Harper AI combines behavioral analysis, predictive modeling, and natural language processing to identify and nurture prospects who are genuinely ready to buy."

#### **Section: AI Capabilities Overview**

**Headline**: "Powered by Advanced AI Technologies"

**Capability 1: Behavioral Intent Analysis**

* Description: "Analyzes 200+ digital signals including website visits, content downloads, social media activity, and engagement patterns"
* Technology: "Proprietary machine learning models trained on 50M+ sales interactions"

**Capability 2: Predictive Lead Scoring**

* Description: "Predicts buying probability with 94% accuracy using ensemble algorithms"
* Technology: "Real-time scoring engine processes data from 15+ sources"

**Capability 3: Natural Language Generation**

* Description: "Creates personalized outreach messages that sound human and drive engagement"
* Technology: "Fine-tuned language models optimized for sales conversations"

#### **Section: Feature Deep Dives**

[Detailed breakdown of each feature with screenshots, use cases, and technical specifications]

#### **Section: Before/After Scenarios**

**Scenario 1: Lead Research**

* Before: "3 hours manual research per qualified lead"
* After: "AI identifies qualified leads in 30 seconds"

**Scenario 2: Outreach Personalization**

* Before: "Generic templates with 5% response rates"
* After: "AI-personalized messages with 35% response rates"

#### **Section: Technical Specifications**

**Data Processing**: Real-time analysis of 500+ data points per prospect **API Integrations**: 25+ native CRM and sales tool integrations **Security**: SOC 2 Type II certified, GDPR compliant **Uptime**: 99.9% SLA with 24/7 monitoring

### **3. PRICING PAGE (pricing.astro)**

#### **Hero Section**

**Headline**: "Transparent Pricing That Scales With Your Team" **Subheadline**: "Choose the plan that fits your team size and growth goals. All plans include core AI features and unlimited support."

#### **Pricing Tiers**

**Starter Plan - $299/month**

* Up to 10 SDRs
* 1,000 AI-analyzed prospects/month
* Basic integrations (Salesforce, HubSpot)
* Email support
* Standard reporting **Best For**: "Small sales teams getting started with AI"

**Growth Plan - $799/month** [MOST POPULAR]

* Up to 50 SDRs
* 10,000 AI-analyzed prospects/month
* All integrations
* Priority support + dedicated success manager
* Advanced analytics + custom reports
* API access **Best For**: "Growing companies scaling their sales"

**Enterprise Plan - Custom Pricing**

* Unlimited SDRs
* Unlimited prospects
* Custom integrations
* White-label options
* Dedicated infrastructure
* SLA guarantees **Best For**: "Large enterprises with specific requirements"

#### **Feature Comparison Matrix**

[Detailed comparison table showing all features across plans]

#### **ROI Calculator Integration**

**Calculator**: Interactive tool showing potential savings and revenue increase **Typical ROI**: "Most customers see 300% ROI within 90 days"

#### **Billing Options**

* Annual billing: 20% discount
* Monthly billing: Standard rates
* Enterprise: Custom terms

#### **FAQ Section**

**Common questions about pricing, features, implementation, and support**

### **4. DEMO REQUEST PAGE (demo.astro)**

#### **Hero Section**

**Headline**: "See Harper AI in Action" **Subheadline**: "Get a personalized demo tailored to your sales process and team size. See real results in just 30 minutes."

#### **Demo Form**

**Fields** (minimal, optimized for conversion):

1. Work Email (required)
2. Company Name (required)
3. Team Size (dropdown)
4. Current CRM (dropdown)
5. Biggest Challenge (optional text area)

#### **What to Expect**

**Agenda**:

* 5 min: Understand your current sales process
* 15 min: Live Harper AI demonstration
* 10 min: Q&A and next steps

#### **Social Proof**

* "500+ demos completed this month"
* Recent customer testimonials
* Case study highlights

#### **Calendar Integration**

[Calendly/Chili Piper widget for immediate scheduling]

### **5. FREE TRIAL PAGE (trial.astro)**

#### **Hero Section**

**Headline**: "Start Your 14-Day Free Trial" **Subheadline**: "Get full access to Harper AI with no commitments. See real results with your actual prospects in minutes."

#### **Progressive Trial Form**

**Step 1**: Basic information (name, email, company) **Step 2**: Team details (size, CRM, current tools) **Step 3**: Setup preferences (integrations, goals)

#### **What's Included**

* Full platform access for 14 days
* Onboarding session with success manager
* Pre-configured templates and workflows
* Live support during trial

#### **Setup Timeline**

* "Account created in 30 seconds"
* "Integrations connected in 5 minutes"
* "First AI insights in 10 minutes"
* "Qualified prospects identified within 1 hour"

#### **Success Stories from Trial Users**

[Testimonials from customers who converted from trial]

### **6. CUSTOMERS/CASE STUDIES PAGE (customers.astro)**

#### **Hero Section**

**Headline**: "Success Stories from Leading Sales Teams" **Subheadline**: "See how companies like yours are using Harper AI to transform their sales results"

#### **Featured Case Studies**

**Case Study 1: TechFlow Solutions**

* **Company**: Mid-size B2B software company, 25 SDRs
* **Challenge**: Low response rates (8%), high SDR turnover, unpredictable pipeline
* **Solution**: Implemented Harper AI for lead identification and automated nurturing
* **Results**:
  + 3x response rates (8% to 24%)
  + 65% reduction in SDR burnout
  + 120% increase in qualified pipeline
  + $2.3M additional revenue in first year
* **Quote**: "Harper AI didn't just improve our numbers—it transformed our entire sales culture. Our SDRs actually enjoy their jobs now because they're having real conversations instead of cold calling dead leads."
* **Stakeholder**: Sarah Chen, VP of Sales

**Case Study 2: ScaleUp Inc**

* **Company**: Fast-growing fintech startup, 15 SDRs
* **Challenge**: Scaling outbound sales, maintaining quality while increasing volume
* **Solution**: Harper AI for intelligent prospect scoring and personalized outreach
* **Results**:
  + 200% increase in response rates
  + 4x faster prospect qualification
  + 85% reduction in time-to-first-meeting
  + Scaled from $5M to $20M ARR in 18 months
* **Quote**: "We needed to scale fast without sacrificing quality. Harper AI let us 4x our outbound volume while actually improving our conversion rates."
* **Stakeholder**: Marcus Rodriguez, Sales Director

**Case Study 3: Enterprise Corp**

* **Company**: Large enterprise software company, 200+ SDRs
* **Challenge**: Inconsistent results across global sales teams, complex enterprise sales cycles
* **Solution**: Enterprise Harper AI deployment with custom integrations
* **Results**:
  + Standardized process across 12 global offices
  + 45% improvement in lead qualification accuracy
  + 30% reduction in sales cycle length
  + $50M+ additional pipeline generated
* **Quote**: "Harper AI brought consistency to our global sales operation. Now our teams in London, Tokyo, and New York all achieve similar results."
* **Stakeholder**: David Kim, Global Head of Sales

#### **Customer Metrics Dashboard**

* Average response rate improvement: 185%
* Average time savings per SDR: 15 hours/week
* Average pipeline increase: 120%
* Customer satisfaction score: 4.8/5

#### **Industry-Specific Results**

**SaaS Companies**: 3.2x response rates, 45% faster sales cycles **Manufacturing**: 2.8x response rates, 60% increase in qualified leads **Financial Services**: 4.1x response rates, 35% higher deal values

### **7. ABOUT/TRUST PAGE (about.astro)**

#### **Company Mission**

**Headline**: "Empowering Sales Teams to Focus on What Matters" **Mission**: "We believe sales professionals should spend their time building relationships and closing deals—not researching dead-end prospects. Harper AI automates the tedious parts of sales so humans can focus on what they do best: connecting with people and solving problems."

#### **Leadership Team**

**CEO Profile**: Industry background, vision for AI in sales **CTO Profile**: Technical expertise, AI development experience **VP Sales Profile**: Sales operations experience, customer success focus

#### **Company Stats**

* Founded: 2022
* Team Size: 85+ employees
* Customers: 500+ companies
* Funding: Series A led by top-tier VCs
* Growth: 300% year-over-year

#### **Trust & Security**

**Certifications**:

* SOC 2 Type II Certified
* GDPR Compliant
* ISO 27001 Certified
* CCPA Compliant

**Security Measures**:

* End-to-end encryption
* Regular security audits
* 99.9% uptime SLA
* 24/7 security monitoring

#### **Press & Recognition**

* "Best AI Sales Tool 2024" - Sales Tech Awards
* "Top 50 SaaS Companies to Watch" - TechCrunch
* Featured in Forbes, Wall Street Journal, VentureBeat

#### **Partnership Ecosystem**

**Technology Partners**: Salesforce, HubSpot, Microsoft, Google **Consulting Partners**: Leading sales consulting firms **Integration Partners**: Major CRM and sales tool providers

## **COMPONENT LIBRARY SPECIFICATIONS**

### **Navigation Component**

interface NavigationProps {

sticky: boolean;

transparent?: boolean;

showCTA?: boolean;

}

* Logo on left
* 5-7 navigation items: Product, Pricing, Customers, About, Resources
* Right side: Login link + primary CTA button
* Mobile hamburger menu
* Smooth scroll to sections

### **Button Component**

interface ButtonProps {

variant: 'primary' | 'secondary' | 'outline' | 'ghost';

size: 'sm' | 'md' | 'lg';

loading?: boolean;

disabled?: boolean;

icon?: React.ReactNode;

children: React.ReactNode;

}

### **Form Component**

interface FormProps {

fields: FormField[];

onSubmit: (data: FormData) => void;

loading?: boolean;

title?: string;

description?: string;

}

* Validation with real-time feedback
* Error states with helpful messages
* Success states with clear next steps
* Accessibility compliant with proper labels

### **Card Component**

interface CardProps {

title?: string;

description?: string;

image?: string;

metric?: string;

actions?: React.ReactNode;

variant?: 'default' | 'feature' | 'testimonial' | 'case-study';

}

### **Hero Section Component**

interface HeroProps {

preHeadline?: string;

headline: string;

subHeadline?: string;

primaryCTA: CTAProps;

secondaryCTA?: CTAProps;

trustIndicators?: string[];

backgroundImage?: string;

}

## **ANIMATION & INTERACTION SPECIFICATIONS**

### **Scroll Animations**

* Fade in from bottom with 0.6s ease-out
* Stagger animation for card grids (0.1s delay between items)
* Parallax scrolling for background elements (subtle, 0.5x speed)
* Progress indicators for long-form content

### **Hover States**

* Button hover: scale(1.05) + shadow increase
* Card hover: scale(1.02) + shadow enhancement
* Link hover: color transition (0.2s ease)
* Image hover: scale(1.1) with overflow hidden

### **Loading States**

* Skeleton screens for content loading
* Spinner for form submissions
* Progress bars for multi-step processes
* Smooth transitions between states

### **Micro-interactions**

* Form field focus: border color change + shadow
* Button click: scale(0.98) feedback
* Success states: checkmark animation
* Error states: shake animation

## **SEO & CONTENT STRATEGY**

### **Meta Tags Template**

<title>[Page Title] | Harper AI - AI-Powered SDR Automation</title>

<meta name="description" content="[Page-specific description under 160 characters]" />

<meta property="og:title" content="[Page Title] | Harper AI" />

<meta property="og:description" content="[Page description]" />

<meta property="og:image" content="[Page-specific image]" />

<meta property="og:url" content="[Page URL]" />

<meta name="twitter:card" content="summary\_large\_image" />

### **Schema Markup**

* Organization schema for company information
* Product schema for Harper AI platform
* Review schema for customer testimonials
* FAQ schema for common questions
* SoftwareApplication schema for the platform

### **Content Optimization**

* Target keywords: "AI SDR automation", "sales AI platform", "AI-powered sales"
* Long-tail keywords: "AI tool for sales development", "automated sales prospecting"
* Internal linking strategy between related pages
* Blog content plan for ongoing SEO

## **PERFORMANCE OPTIMIZATION**

### **Image Optimization**

* Use Astro's built-in Image component
* Automatic WebP/AVIF conversion
* Responsive images with srcset
* Lazy loading for below-fold content
* Preload critical images

### **JavaScript Optimization**

* Astro Islands Architecture for minimal JS
* Dynamic imports for large components
* Tree-shaking for unused code elimination
* Bundle analysis and optimization

### **CSS Optimization**

* Tailwind CSS with purging
* Critical CSS inlined
* Non-critical CSS deferred
* CSS custom properties for theme consistency

### **Caching Strategy**

* Static asset caching (1 year)
* API response caching (5 minutes)
* CDN deployment with edge caching
* Service worker for offline functionality

## **ANALYTICS & TRACKING**

### **Google Analytics 4 Setup**

* Enhanced ecommerce tracking
* Custom events for demo requests
* Goal tracking for conversions
* User journey analysis

### **Conversion Tracking**

* Form submission events
* Button click tracking
* Scroll depth measurement
* Time on page metrics

### **A/B Testing Framework**

* Hero section variations
* CTA button text/color testing
* Form field optimization
* Pricing page layout testing

## **DEPLOYMENT & HOSTING**

### **Hosting Requirements**

* **Platform**: Vercel or Netlify
* **CDN**: CloudFlare for global distribution
* **SSL**: Automatic HTTPS with cert renewal
* **Performance**: Edge functions for dynamic content

### **Environment Configuration**

* Development, staging, production environments
* Environment variables for sensitive data
* Automated deployment from Git
* Preview deployments for testing

### **Monitoring & Maintenance**

* Uptime monitoring (99.9% SLA)
* Performance monitoring
* Error tracking and reporting
* Regular security updates

## **IMPLEMENTATION INSTRUCTIONS**

1. **Initialize Project**: Create new Astro project with TypeScript
2. **Setup Design System**: Implement Tailwind config with custom colors/fonts
3. **Build Component Library**: Create all reusable components first
4. **Implement Pages**: Build each page following the content specifications
5. **Add Interactions**: Implement animations and micro-interactions
6. **Optimize Performance**: Ensure all performance targets are met
7. **Test Accessibility**: Validate WCAG 2.1 AA compliance
8. **Setup Analytics**: Implement tracking and conversion measurement
9. **Deploy**: Launch to production with monitoring

## **SUCCESS METRICS**

### **Primary KPIs**

* Homepage conversion rate: Target 15%+ (industry avg: 9.5%)
* Demo request conversion: Target 12%+ (industry avg: 7%)
* Trial signup conversion: Target 8%+ (industry avg: 5%)
* Page load speed: <2.5 seconds LCP

### **Secondary KPIs**

* Bounce rate: <40%
* Average session duration: >2 minutes
* Mobile conversion rate: Within 80% of desktop
* Accessibility score: 100% on Lighthouse

Generate ALL necessary files for this complete Harper AI marketing website following these exact specifications. Include every component, page, style, and configuration file needed for a fully functional, production-ready website.