Mirkovic Electric — Developer Brief (Tailored for Third Voice Stack)

Context
This project follows the same performance-focused, modern web architecture used on thethirdvoice.ai and sipandsing.thethirdvoice.ai. The goal is a fast, clean, low-maintenance site built on Cloudflare-native infrastructure.

Target Stack

- Framework: Next.js (App Router) or Astro with React islands
- Styling: Tailwind CSS
- Hosting: Cloudflare Pages
- Server-side logic (if needed): Cloudflare Workers

Architecture Expectations

- Static-first rendering for all marketing pages
- Minimal JavaScript footprint; performance-first decisions
- Reusable components for service pages
- Clean, predictable URL routing

Content Integration

All copy is finalized and provided as PDFs. No CMS is required for initial launch. Content updates can be handled via code changes or markdown files if preferred.

Lead Capture

Embed GoHighLevel forms directly into pages or modal components. Preserve UTM parameters and tag leads by service page source.

Design Translation

Mockups are conceptual and define hierarchy, spacing, and tone. Pixel-perfect replication is not required; clarity and usability take priority.

Performance & SEO

- Mobile Lighthouse score target: 90+
- Semantic HTML and proper heading structure
- LocalBusiness schema for Mirkovic Electric

Definition of Done

- Site deployed to Cloudflare Pages
- All service pages live and linked
- GoHighLevel forms tested end-to-end
- Final review and approval completed