CrownCoronado.com

Developer Build Specification

Goal: Become the #1 organic result for Coronado Island (San Diego) real estate searches.

What this PDF contains

This document describes the site architecture, SEO rules, components, integrations, and the exact copy/content structure (JSON) needed to build the first production version of CrownCoronado.com.

Version 1.0 | Last updated: 2026-02-12

Contents

1. Product and SEO goals

CrownCoronado.com is a Coronado-first real estate website designed to claim topical authority for Coronado Island and the highest-intent local queries.

Primary SEO targets (examples)

• Coronado real estate

• Coronado homes for sale

• Coronado condos for sale

• Coronado Shores condos for sale

• Coronado Cays homes for sale

• Coronado market report / Coronado housing market

Unique differentiators to communicate everywhere

• AI-driven market analysis (inventory, reductions, DOM, demand signals) to support better timing decisions.

• Off-market / pocket listing access when available (relationship-driven, not guaranteed).

• Wishlist-driven house hunting: the team previews, shortlists, and actively hunts for the right match.

• International buyer and investor email network (distribution + demand awareness).
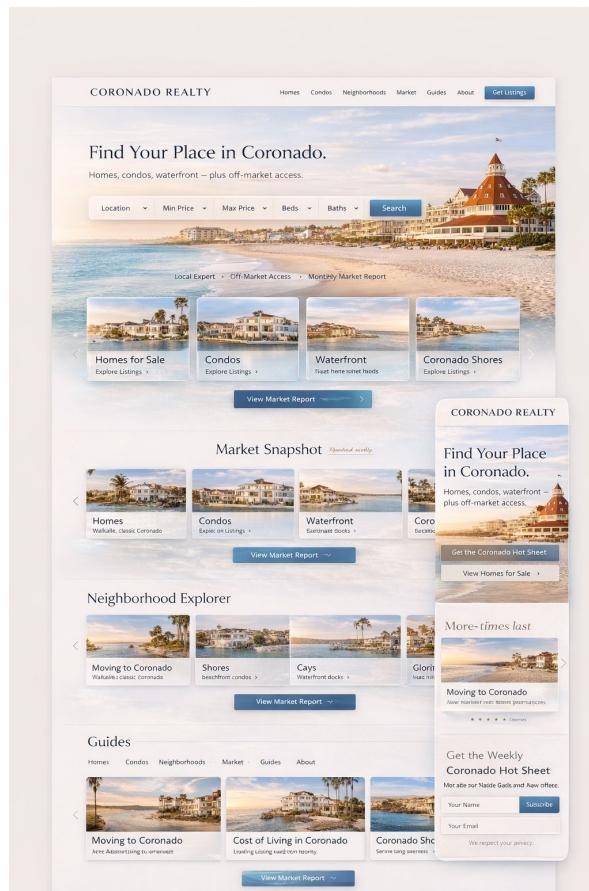
Compliance and claims

Avoid absolute promises like "best time guaranteed." Use careful language: "signals", "indicators", "help estimate", and include disclaimers on market-data pages.

2. Design system (Editorial Minimal, daytime coastal)

Design direction matches the provided mockup: clean, premium, high whitespace, calm coastal palette, and strong typographic hierarchy. Priorities: fast load, clarity on mobile, and claim-proof conversion elements (Hot Sheet, off-market request).

Reference mockup

Recommended UI tokens

Token	Value / guidance
Background	Warm off-white (#F8F5F0 or similar)
Primary text	Deep navy (#0B1F3B)
Secondary text	Slate (#233B5E / #374151)
Accent	Sand (#D6C3A5) + very subtle gold for tiny highlights
Buttons	Primary: navy filled; Secondary: outline navy
Radius	12-18px (cards), 10-12px (inputs)
Shadows	Minimal and soft (avoid heavy drop shadows)
Typography	Headlines: Serif; Body/UI: clean Sans; Code: Courier
Layout	Grid-based, generous spacing; avoid clutter; mobile-first

Homepage section order (must match)

• Sticky header (nav + Get Listings CTA)

• Hero (split: copy + image) + primary CTA (Hot Sheet)

- Search card
- Fast paths (Homes / Condos / Waterfront / Shores / Cays)
- Market snapshot (monthly updated KPIs + link to full report)
- Why Crown Coronado (3 value cards + proof line)
- Neighborhood explorer
- Guides grid
- Testimonials strip
- Final CTA (Hot Sheet signup) + footer

3. Information architecture and routing map

Routing is designed to build topical authority and avoid index bloat from infinite filter combinations. Only curated landing pages are indexable; filtered searches are noindex with canonical rules.

Route	Purpose	Indexing
/	Homepage: brand + search + conversion	index
/coronado/	Coronado hub page (pillar)	index
/coronado/homes-for-sale/	Primary money page	index
/coronado/condos-for-sale/	Money page (condos)	index
/coronado/luxury-homes/	Money page (luxury)	index
/coronado/waterfront-homes/	Money page (waterfront)	index
/coronado/coronado-shores/	Micro-market pillar	index
/coronado/coronado-cays/	Micro-market pillar	index
/coronado/market-report/	Monthly market report (freshness)	index
/coronado/neighborhoods/	Neighborhood hub	index
/coronado/neighborhoods/[slug]/	Neighborhood guides (scalable)	index
/off-market/	High-conversion pillar (Hot Sheet)	index
/buyers/	Buyer process + CTA	index
/sellers/	Seller process + CTA	index
/guides/*	Long-tail SEO guides	index
/contact/	Lead capture	index
Search/filter URLs with query params	UI convenience only	noindex,follow + canonical

> **MVP scope**
>
> MVP recommendation: launch the homepage + 6 money pages + /off-market/ + /coronado/market-report/ + 10 neighborhood pages. Then scale neighborhoods to 20-60 with a strict template and QA.

4. Page templates and component inventory

Build reusable components so pages are composed by JSON. This enables rapid iteration and automated SEO QA.

Core components

• HeaderNav (sticky, compact on scroll, mobile drawer)

• HeroSplit (copy + image, primary + secondary CTA)

• SearchCard (fields, submit action, note)

• FastPathCards (5 cards, optional carousel on mobile)

• MarketSnapshot (KPI tiles, updated label, CTA)

• WhyChooseUs (3 cards + proof line)

• NeighborhoodExplorer (grid/carousel, CTA)

• GuidesGrid (3-6 cards, tag + excerpt)

• TestimonialsStrip (2-6 quotes, CTA to /reviews/)

• FinalCTA (Hot Sheet form)

• Footer (3 columns + disclaimer)

Page template rules

• Exactly one H1 per page. Align H1 with title tag and primary keyword.

• Above-the-fold: clear value prop + primary CTA + search.

• Include internal links to: Coronado hub, market report, and relevant micro-markets.

• Use FAQ sections on money pages and market report; output FAQPage schema.

• Avoid thin content: each indexable page should add unique local information.

5. Data layer and integrations

The site combines: (1) listing/search data, (2) internal market analytics, (3) lead capture + email distribution, and (4) optional CRM sync.

Data sources

• Listing feed / IDX provider: defines listing IDs, price, beds/baths, images, address rules, status, open house, etc. (provider TBD).

• Market analytics service: produces KPIs and time series (median price, DOM, inventory, reductions, sold count).

• Email list provider: Hot Sheet signup + segments (buyers, investors, international).

• CMS content: guides, neighborhoods, and editorial updates (JSON or headless CMS).

Required environment variables

Name	Purpose
LISTINGS_API_URL	Base URL for listing/search endpoint
LISTINGS_API_KEY	Auth token for listing/search endpoint
MARKET_API_URL	Endpoint for market KPIs/time-series
MARKET_API_KEY	Auth token for market analytics
EMAIL_PROVIDER_API_KEY	Email signup and list management
CRM_WEBHOOK_URL	Optional: post lead events to CRM
SITE_URL	https://crowncoronado.com (used for canonical + sitemap)
CMS_URL	If using a CMS: endpoint for neighborhoods/guides list

Performance

Cache listing and market endpoints. Recommended: server-side fetch with revalidate (ISR) and edge caching where possible. Do not block rendering on slow third-party calls; render a stable SEO shell.

6. SEO rules: indexing, canonical, schema, sitemaps

To rank #1, the site must avoid duplicate indexation while building topical authority through curated pages and fresh market content.

Indexing and canonical rules

URL type	robots meta	canonical
Curated landing pages (money pages)	index,follow	self
Neighborhood pages	index,follow	self
Guides	index,follow	self
Search pages with query params	noindex,follow	canonical to the nearest curated base page
Sort/pagination URLs	noindex,follow	canonical to page 1 (base)
Tag/author archives (if any)	noindex,follow (unless strategic)	self or base

Schema to implement

• WebSite + SearchAction (on homepage)

• RealEstateAgent or LocalBusiness (site-wide; fill legal brokerage details)

• BreadcrumbList (all inner pages)

• FAQPage (money pages, market report, off-market page)

• Optional: Residence/Offer schema on individual listing detail pages (if implemented)

Sitemap generator (concept)

Generate a dynamic sitemap that includes only indexable URLs. Exclude filtered search URLs.

```
// app/sitemap.ts (concept)
import { MetadataRoute } from "next";

export default async function sitemap(): Promise<MetadataRoute.Sitemap> {
  const base = process.env.SITE_URL!;
  const staticUrls = [
    "/", "/coronado/", "/coronado/homes-for-sale/", "/coronado/condos-for-sale/",
    "/coronado/market-report/", "/off-market/", "/buyers/", "/sellers/", "/contact/"
  ];
  const neighborhoods = await fetch(`${process.env.CMS_URL}/neighborhoods`).then(r => r.json());
  return [
    ...staticUrls.map(p => ({ url: `${base}${p}`, changeFrequency: "weekly", priority: 0.8 })),
    ...neighborhoods.map((n: any) => ({ url: `${base}/coronado/neighborhoods/${n.slug}/`,
changeFrequency: "monthly", priority: 0.7 }))
  ];
}
```

7. Content strategy to outrank Coronado competitors

Winning in Coronado requires information-gain pages: locally specific, data-backed, and regularly refreshed. Avoid generic lifestyle filler. Every indexable page must add something competitors do not.

Authority pillars

• Coronado hub page: an index of neighborhoods, micro-markets, and market report highlights.

• Market report: updated monthly with data snapshots and clear buyer/seller takeaways.

• Neighborhood guides: 20-60 pages built from a strict template, each with unique local intel.

• Off-market page: conversion pillar with clear process and trust framing.

Publishing cadence

• Monthly: update /coronado/market-report/ (metrics + commentary + last updated).

• Weekly: send Hot Sheet email (drives brand claim and repeat visits).

• Biweekly: publish 1-2 guides answering real buyer questions (HOA, parking, Shores vs Village, etc.).

• Quarterly: refresh top money pages with new FAQs, micro-area notes, and internal links.

Information gain guideline

Neighborhood pages should include 8-15 specific local details (streets, pocket feel, beach access points, parking patterns, school notes) and balanced pros/cons.

8. Implementation notes (Next.js App Router)

Recommended stack: Next.js App Router + TypeScript + Tailwind. Pages are composed from JSON content and server-rendered for SEO.

Suggested folder structure

```
app/
  page.tsx
  coronado/
    page.tsx
    homes-for-sale/page.tsx
    condos-for-sale/page.tsx
    luxury-homes/page.tsx
    waterfront-homes/page.tsx
    coronado-shores/page.tsx
    coronado-cays/page.tsx
    market-report/page.tsx
    neighborhoods/
      page.tsx
      [slug]/page.tsx
  off-market/page.tsx
  buyers/page.tsx
  sellers/page.tsx
  guides/
    moving-to-coronado/page.tsx
    cost-of-living-coronado/page.tsx
  contact/page.tsx
  sitemap.ts
  robots.ts

components/
  HeaderNav.tsx
  HeroSplit.tsx
  SearchCard.tsx
  FastPathCards.tsx
  MarketSnapshot.tsx
  WhyChooseUs.tsx
  NeighborhoodExplorer.tsx
  GuidesGrid.tsx
  TestimonialsStrip.tsx
  FinalCTA.tsx
  Footer.tsx

content/
  home.json
  off-market.json
  market-report.json
  neighborhoods/*.json
```

Filtered search metadata example

```
// Example for filtered search page metadata (Next.js)
export const metadata = {
  robots: { index: false, follow: true },
  alternates: { canonical: "https://crowncoronado.com/coronado/homes-for-sale/" }
};
```

9. QA and launch checklist

• Core Web Vitals: optimize images, avoid blocking JS, keep LCP fast (hero image optimized).

• Mobile-first: search card is usable on small screens; buttons are thumb-friendly.

• SEO: verify titles, H1, canonicals, robots meta; check sitemap contains only indexable URLs.

• Schema: validate JSON-LD with Google Rich Results Test (WebSite, FAQPage).

• Analytics: install GA4 and/or a privacy-friendly alternative; track form submits and CTA clicks.

• Forms: validate email capture; confirm CRM/email provider receives tags and timeline segment.

• Content QA: no placeholder lorem; no generic city text; review for compliance wording.

• Legal: privacy policy, terms, and listing-data disclaimer present site-wide.

Post-launch

After launch: monitor Google Search Console (coverage, indexing, queries) and iterate pages with the highest impressions but low CTR or low position.

Appendix A: Homepage JSON (complete)

Use this JSON as the single source of truth for homepage content. The rendering layer maps each section type to a React component.

```json
{
  "site": {
    "domain": "CrownCoronado.com",
    "brandName": "Crown Coronado",
    "tagline": "Coronado Island Real Estate - powered by data, guided by locals.",
    "primaryCTA": {
      "label": "Get the Coronado Hot Sheet",
      "href": "/off-market/"
    },
    "secondaryCTA": {
      "label": "View Homes for Sale",
      "href": "/coronado/homes-for-sale/"
    }
  },
  "navigation": {
    "items": [
      {
        "label": "Homes",
        "href": "/coronado/homes-for-sale/"
      },
      {
        "label": "Condos",
        "href": "/coronado/condos-for-sale/"
      },
      {
        "label": "Neighborhoods",
        "href": "/coronado/neighborhoods/"
      },
      {
        "label": "Market",
        "href": "/coronado/market-report/"
      },
      {
        "label": "Guides",
        "href": "/guides/moving-to-coronado/"
      },
      {
        "label": "About",
        "href": "/about/"
      }
    ],
    "headerCTA": {
      "label": "Get Listings",
      "href": "/coronado/homes-for-sale/"
    }
  },
  "pages": {
    "home": {
      "meta": {
        "title": "Crown Coronado | Coronado Island Homes, Condos & Off-Market Listings",
        "description": "Buy or sell in Coronado Island with a data-driven team. Explore homes & condos, get market timing insights, and request off-market opportunities.",
        "canonical": "https://crowncoronado.com/",
        "ogImage": "/images/og/home.jpg"
      },
      "sections": [

        {
          "id": "hero",
          "type": "heroSplit",
          "content": {
            "eyebrow": "Coronado Island - San Diego",
```

```
            "headline": "Find your place in Coronado - guided by local insight and AI-driven market
analysis.",
            "subheadline": "Homes, condos, waterfront, and off-market opportunities - with smarter
timing signals and hands-on house hunting tailored to your exact wishlist.",
            "primaryCTA": {
              "label": "Get the Coronado Hot Sheet",
              "href": "/off-market/"
            },
            "secondaryCTA": {
              "label": "View Homes for Sale",
              "href": "/coronado/homes-for-sale/"
            },
            "trustChips": [
              "Local expert team",
              "Off-market access",
              "Monthly market report",
              "International buyer network"
            ],
            "heroImage": {
              "src": "/images/hero/coronado-day.jpg",
              "alt": "Coronado Island beachfront and luxury homes"
            }
          }
        },
        {
          "id": "search",
          "type": "searchCard",
          "content": {
            "title": "Search Coronado listings",
            "fields": [
              {
                "key": "location",
                "label": "Location",
                "type": "select",
                "placeholder": "Coronado"
              },
              {
                "key": "minPrice",
                "label": "Min Price",
                "type": "select",
                "placeholder": "$"
              },
              {
                "key": "maxPrice",
                "label": "Max Price",
                "type": "select",
                "placeholder": "$"
              },
              {
                "key": "beds",
                "label": "Beds",
                "type": "select",

                "placeholder": "Any"
              },
              {
                "key": "baths",
                "label": "Baths",
                "type": "select",
                "placeholder": "Any"
              },
              {
                "key": "type",
                "label": "Type",
                "type": "select",
                "placeholder": "Homes / Condos"
              }
            ],
            "submit": {
```

```json
              "label": "Search",
              "action": "LISTINGS_SEARCH"
            },
            "note": "Tip: Want off-market options? Use the Hot Sheet - we send pocket listings when
available."
          }
        },
        {
          "id": "fastPaths",
          "type": "fastPathCards",
          "content": {
            "title": "Start here",
            "cards": [
              {
                "title": "Homes for Sale",
                "subtitle": "Single-family homes and new listings",
                "href": "/coronado/homes-for-sale/"
              },
              {
                "title": "Condos",
                "subtitle": "Condos, townhomes, beachfront living",
                "href": "/coronado/condos-for-sale/"
              },
              {
                "title": "Waterfront",
                "subtitle": "Bayfront, beach access, views",
                "href": "/coronado/waterfront-homes/"
              },
              {
                "title": "Coronado Shores",
                "subtitle": "Beachfront condo community",
                "href": "/coronado/coronado-shores/"
              },
              {
                "title": "Coronado Cays",
                "subtitle": "Docks, channels, and waterfront homes",
                "href": "/coronado/coronado-cays/"
              }
            ]
          }
        },
        {
          "id": "marketSnapshot",
          "type": "marketSnapshot",
          "content": {
            "title": "Coronado Market Snapshot",
            "updatedLabel": "Updated monthly",
            "kpis": [
              {
                "label": "Median Price",
                "value": "{{median_price}}",
                "subtext": "All property types"
              },
              {
                "label": "Active Listings",
                "value": "{{active_listings}}",
                "subtext": "Current inventory"
              },
              {
                "label": "Avg Days on Market",
                "value": "{{avg_dom}}",
                "subtext": "Market pace"
              },
              {
                "label": "Price / Sq Ft",
                "value": "{{price_per_sqft}}",
                "subtext": "Trend indicator"
              }
```

```
            ],
            "supportingCopy": "We track inventory shifts, price reductions, days-on-market, and
demand signals to help buyers and sellers make better-timed decisions.",
            "cta": {
              "label": "Read the Coronado Market Report",
              "href": "/coronado/market-report/"
            },
            "disclaimer": "Market metrics are informational and may change; timing decisions depend
on your goals and risk tolerance."
          }
        },
        {
          "id": "valueProps",
          "type": "whyChooseUs",
          "content": {
            "title": "Why Crown Coronado",
            "subtitle": "A local team using data and fieldwork - not guesswork.",
            "cards": [
              {
                "title": "AI-Driven Market Timing",
                "body": "We analyze market signals to identify stronger entry windows and
negotiation leverage - and explain the why in plain language."
              },
              {
                "title": "Off-Market & Pocket Listings",
                "body": "We maintain relationships and an active network to surface off-market
opportunities when available - especially for high-demand micro-areas."
              },
              {
                "title": "Hands-On House Hunting",
                "body": "Tell us your wishlist, dealbreakers, and timeline. We preview, shortlist,
and actively hunt so you don't miss the right home."

              }
            ],
            "proofLine": {
              "left": "Trusted by buyers across the U.S. and abroad",
              "right": "International investor & buyer email network"
            }
          }
        },
        {
          "id": "neighborhoods",
          "type": "neighborhoodExplorer",
          "content": {
            "title": "Explore Coronado Neighborhoods",
            "items": [
              {
                "title": "Village",
                "subtitle": "Walkable, classic Coronado lifestyle",
                "href": "/coronado/neighborhoods/village/"
              },
              {
                "title": "Shores",
                "subtitle": "Beachfront condos and amenities",
                "href": "/coronado/neighborhoods/coronado-shores/"
              },
              {
                "title": "Cays",
                "subtitle": "Waterfront docks and channel homes",
                "href": "/coronado/neighborhoods/coronado-cays/"
              },
              {
                "title": "Glorietta Bay",
                "subtitle": "Bay views and peaceful pockets",
                "href": "/coronado/neighborhoods/glorietta-bay/"
              }
            ],
            "cta": {
```

```
              "label": "Explore all neighborhoods",
              "href": "/coronado/neighborhoods/"
            }
          }
        },
        {
          "id": "guides",
          "type": "guidesGrid",
          "content": {
            "title": "Guides & Local Intelligence",
            "subtitle": "Short, practical reads for buyers, sellers, and relocations.",
            "items": [
              {
                "title": "Moving to Coronado: What to Know",
                "tag": "Relocation",
                "excerpt": "Neighborhood fit, lifestyle, commute, and what locals wish they knew
before buying.",
                "href": "/guides/moving-to-coronado/"
              },
              {

                "title": "Cost of Living in Coronado (Real Numbers)",
                "tag": "Planning",
                "excerpt": "Housing, taxes, utilities, and the hidden costs buyers overlook.",
                "href": "/guides/cost-of-living-coronado/"
              },
              {
                "title": "Coronado Shores vs Village: Which Fits You?",
                "tag": "Comparison",
                "excerpt": "Condo living vs single-family, walkability, parking, and value
drivers.",
                "href": "/guides/coronado-shores-vs-village/"
              }
            ],
            "cta": {
              "label": "Browse all guides",
              "href": "/guides/"
            }
          }
        },
        {
          "id": "testimonials",
          "type": "testimonialsStrip",
          "content": {
            "title": "Client Stories",
            "items": [
              {
                "quote": "We had a very specific wishlist and a tight timeline. The team brought
clarity, strong negotiation, and options we never saw online.",
                "name": "Verified Buyer",
                "context": "Coronado purchase"
              },
              {
                "quote": "The market timing insights were incredibly helpful. We understood when to
act and when to wait - with real data behind it.",
                "name": "Verified Buyer",
                "context": "Condo purchase"
              }
            ],
            "cta": {
              "label": "Read more reviews",
              "href": "/reviews/"
            }
          }
        },
        {
          "id": "finalCTA",
          "type": "finalCTA",
          "content": {
```

```
        "title": "Get the Weekly Coronado Hot Sheet",
        "subtitle": "New listings + price changes + off-market opportunities when available -
sent weekly.",
        "form": {
          "fields": [
            {
              "key": "name",
              "label": "Your Name",
              "type": "text",
              "placeholder": "Name"
            },

            {
              "key": "email",
              "label": "Your Email",
              "type": "email",
              "placeholder": "Email"
            },
            {
              "key": "buyingTimeline",
              "label": "Timeline",
              "type": "select",
              "options": [
                "0-3 months",
                "3-6 months",
                "6-12 months",
                "Just researching"
              ]
            }
          ],
          "submitLabel": "Subscribe",
          "successMessage": "You're in - watch for your first Hot Sheet email."
        },
        "privacyNote": "We respect your privacy. Unsubscribe anytime."
      }
    },
    {
      "id": "footer",
      "type": "footer",
      "content": {
        "columns": [
          {
            "title": "Explore",
            "links": [
              {
                "label": "Coronado Homes",
                "href": "/coronado/homes-for-sale/"
              },
              {
                "label": "Coronado Condos",
                "href": "/coronado/condos-for-sale/"
              },
              {
                "label": "Market Report",
                "href": "/coronado/market-report/"
              },
              {
                "label": "Off-Market",
                "href": "/off-market/"
              }
            ]
          },
          {
            "title": "Company",
            "links": [
              {
                "label": "About",
```

```
                "href": "/about/"
              },
              {
                "label": "Contact",
                "href": "/contact/"
              },
              {
                "label": "Reviews",
                "href": "/reviews/"
              }
            ]
          },
          {
            "title": "Legal",
            "links": [
              {
                "label": "Privacy Policy",
                "href": "/privacy/"
              },
              {
                "label": "Terms",
                "href": "/terms/"
              }
            ]
          }
        ],
        "disclaimer": "CrownCoronado.com is a real estate information and services site.
Listing data may be deemed reliable but is not guaranteed. Off-market availability varies."
      }
    }
  ],
  "schema": {
    "website": {
      "@context": "https://schema.org",
      "@type": "WebSite",
      "name": "Crown Coronado",
      "url": "https://crowncoronado.com",
      "potentialAction": {
        "@type": "SearchAction",
        "target": "https://crowncoronado.com/coronado/homes-for-sale/?q={search_term_string}",
        "query-input": "required name=search_term_string"
      }
    }
  }
}
}
}
```

Appendix B: Off-market page JSON (complete)

High-conversion page. This should be one of the first pages shipped.

```
{
  "meta": {
    "title": "Off-Market Homes in Coronado | Crown Coronado Hot Sheet",
    "description": "Request Coronado off-market and pocket listings. Get weekly updates, timing
insights, and a buyer wishlist call with our local team.",
    "canonical": "https://crowncoronado.com/off-market/"
  },
  "sections": [
    {
      "id": "hero",
      "type": "heroSplit",
      "content": {
        "eyebrow": "Off-market access",
        "headline": "Get off-market Coronado opportunities - plus weekly market signals.",
        "subheadline": "We share off-market listings when available and help you act with better
timing. Tell us what you want - we will actively hunt it.",
        "primaryCTA": {
          "label": "Join the Hot Sheet",
          "href": "#signup"
        },
        "secondaryCTA": {
          "label": "Talk to the Team",
          "href": "/contact/"
        }
      }
    },
    {
      "id": "howItWorks",
      "type": "steps",
      "content": {
        "title": "How it works",
        "steps": [
          {
            "title": "Share your wishlist",
            "body": "Budget range, beds/baths, must-haves, dealbreakers, and ideal neighborhood."
          },
          {
            "title": "We hunt + monitor signals",
            "body": "We combine active outreach with AI-driven market analysis (inventory,
reductions, DOM, demand)."
          },
          {
            "title": "You get the right alerts",
            "body": "Weekly Hot Sheet plus priority alerts for high-match listings (including
off-market when available)."
          },
          {
            "title": "We negotiate and close",
            "body": "Offer strategy, comps, timing, and closing coordination - built around your
goals."
          }
        ]
      }
    },
    {
      "id": "signup",
      "type": "leadForm",
      "content": {
        "title": "Join the Coronado Hot Sheet",
        "subtitle": "Weekly: new listings + price changes + off-market when available.",
        "fields": [
          {
            "key": "name",
```

```
            "label": "Name",
            "type": "text",
            "required": true
          },
          {
            "key": "email",
            "label": "Email",
            "type": "email",
            "required": true
          },
          {
            "key": "phone",
            "label": "Phone (optional)",
            "type": "tel",
            "required": false
          },
          {
            "key": "timeline",
            "label": "Buying timeline",
            "type": "select",
            "options": [
              "0-3 months",
              "3-6 months",
              "6-12 months",
              "Investor"
            ],
            "required": true
          },
          {
            "key": "budget",
            "label": "Budget range",
            "type": "select",
            "options": [
              "Under $2M",
              "$2-4M",
              "$4-8M",
              "$8M+"
            ],
            "required": false
          },
          {
            "key": "wishlist",
            "label": "Wishlist (neighborhoods, must-haves)",
            "type": "textarea",
            "required": false
          }
        ],
        "submitLabel": "Subscribe",
        "privacyNote": "No spam. Unsubscribe anytime."
      }
    },
    {
      "id": "faq",
      "type": "faq",
      "content": {
        "title": "FAQ",
        "items": [
          {
            "q": "Do you guarantee off-market inventory?",
            "a": "No. Off-market availability varies. When opportunities appear, we share them
based on fit and timing."
          },
          {
            "q": "Can you help international buyers?",
            "a": "Yes. We work with international buyers and investors and can coordinate remotely
when needed."
          },
          {
```

```
            "q": "How do you estimate the best time to buy?",
            "a": "We monitor inventory, price reductions, days-on-market trends, and comparable
sales context. Timing still depends on your goals and constraints."
          }
        ]
      }
    }
  ]
}
```

Appendix C: Market report JSON (template)

Template for /coronado/market-report/. Replace placeholders with real KPI/time-series data from the market analytics service.

```
{
  "meta": {
    "title": "Coronado Real Estate Market Report (Updated Monthly) | Crown Coronado",
    "description": "Monthly Coronado market report with inventory, pricing, days on market, and
trend insights for buyers and sellers.",
    "canonical": "https://crowncoronado.com/coronado/market-report/"
  },
  "data": {
    "source": "Internal analytics + listing feed (define provider)",
    "updateFrequency": "monthly",
    "lastUpdated": "{{last_updated_iso}}"
  },
  "sections": [
    {
      "id": "hero",
      "type": "hero",
      "content": {
        "headline": "Coronado Market Report",
        "subheadline": "Fresh, data-driven insights for smarter buying and selling decisions.",
        "badges": [
          "Updated monthly",
          "Buyer and seller takeaways",
          "Micro-area notes"
        ]
      }
    },
    {
      "id": "kpis",
      "type": "kpiGrid",
      "content": {
        "kpis": [
          {
            "label": "Median Price",
            "value": "{{median_price}}"
          },
          {
            "label": "Active Listings",
            "value": "{{active_listings}}"
          },
          {
            "label": "New Listings (30d)",
            "value": "{{new_listings_30d}}"
          },
          {
            "label": "Avg Days on Market",
            "value": "{{avg_dom}}"
          },
          {
            "label": "Price / Sq Ft",
            "value": "{{price_per_sqft}}"
          },
          {
            "label": "Sold (30d)",
            "value": "{{sold_30d}}"
          }
        ]
      }
    },
    {
      "id": "trends",
      "type": "chartSection",
```

```
      "content": {
        "title": "Trends",
        "charts": [
          {
            "title": "Median price over time",
            "dataKey": "median_price_series"
          },
          {
            "title": "Inventory over time",
            "dataKey": "inventory_series"
          },
          {
            "title": "Days on market over time",
            "dataKey": "dom_series"
          }
        ],
        "buyerTakeaway": "When inventory rises and reductions increase, buyers often gain leverage
(property-specific factors still matter).",
        "sellerTakeaway": "When demand is tight, pricing and presentation remain critical;
overpricing can extend DOM and reduce leverage."
      }
    },
    {
      "id": "microAreas",
      "type": "microAreaNotes",
      "content": {
        "title": "Micro-area notes",
        "items": [
          {
            "area": "Village",
            "note": "Highlight monthly movement, notable reductions, and buyer demand signals."
          },
          {
            "area": "Coronado Shores",
            "note": "Track condo inventory, HOA considerations, and seasonal demand patterns."
          },
          {
            "area": "Coronado Cays",
            "note": "Track waterfront demand, dock factors, and listing absorption."
          }
        ]
      }
    },
    {
      "id": "faq",
      "type": "faq",
      "content": {
        "title": "Market report FAQ",
        "items": [
          {
            "q": "How often is this updated?",
            "a": "Monthly, with the last updated date shown at the top."
          },
          {
            "q": "Can I get alerts when conditions change?",
            "a": "Yes. Join the Hot Sheet for weekly updates and key changes."
          },
          {
            "q": "Do these numbers guarantee timing outcomes?",
            "a": "No. Claims depend on individual properties and your constraints; the report is
informational."
          }
        ]
      }
    }
  ]
}
```

Appendix D: Neighborhood content schema (template)

Neighborhood pages are the scalable long-tail engine. Enforce this schema and require 8-15 specific local intel points per neighborhood.

```
{
  "name": "Village",
  "slug": "village",
  "intro": "Short localized summary (90-140 words).",
  "highlights": {
    "bestFor": [
      "Walkability",
      "Classic Coronado lifestyle"
    ],
    "housingTypes": [
      "Single-family",
      "Condos (select pockets)"
    ],
    "parking": "Short note",
    "beachAccess": "Short note",
    "hoaNotes": "If relevant"
  },
  "localIntel": [
    "8-15 specific local details that are not generic (streets, pocket feel, access points,
shopping clusters, etc.)"
  ],
  "marketContext": {
    "priceRange": "Estimate band with disclaimer",
    "typicalDom": "Optional",
    "linkToMarketReport": "/coronado/market-report/"
  },
  "faqs": [
    {
      "q": "Is Village walkable?",
      "a": "Answer."
    }
  ],
  "internalLinks": [
    {
      "label": "Coronado Homes for Sale",
      "href": "/coronado/homes-for-sale/"
    }
  ]
}
```