

ReadyNest Real Estate

Website + SEO + Lead Generation Specification (Developer Hand-off)

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Purpose of this PDF. This document is a complete, build-ready specification for a lead-focused real estate website targeting growing families in **Southern California** (launch order: **San Diego**, then **Orange County**, then **Los Angeles**). It explains the business concept, brand positioning, information architecture, final page copy, design system, SEO plan, image generation prompts, and starter code so a developer team can deliver the production website from zero.

Business model in one sentence: We are a family-focused real estate agency (buyer + seller representation) that guides clients through the full transition: **sell (if needed) → buy → coordinate fast upgrades/renovations → move planning**, with an optional **accelerated 45-day pathway** after qualification.

Primary goal: generate high-intent leads for consultations via a single qualifying form (not generic contact).

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1. Concept & Positioning

Audience: families planning a child, pregnant couples, and new parents (0–12 months) in Southern California.

Key emotions: overwhelm, time pressure, fear of the wrong decision, desire for calm and safety.

Brand promise: A calm, clear housing plan for your family—so you can focus on health, baby, and life.

Differentiators (why clients choose us)

- **Family-first process:** needs-based search (layout, safety, schools, commute), not just listing tours.
- **High-trust coordination:** one point of contact coordinating mortgage partners, inspectors, contractors, escrow and moving tasks.
- **Speed capability:** an accelerated pathway for time-critical situations (up to 45 days) after qualification—without hype.
- **Network depth:** off-market reach + partner teams to start upgrades immediately after closing for fastest move-in readiness.
- **Sell + Buy transition planning:** for owners whose home is now too small, with strategy to reduce overlap and stress.

Brand voice

- Calm, reassuring, confident. Never pushy or salesy.
- Use plain language. Avoid jargon (escrow terms can be explained in FAQs).
- Understatement = premium. Express capability is positioned as competence, not as a loud guarantee.

Primary conversion action

A single qualifying form: “**Create My Family Home Plan**”. Secondary CTA: “**How our process works**” (scroll / page).

2. Requirements

2.1 Functional requirements

- Website must collect high-intent leads via a multi-step form (or single card with progressive disclosure).
- Form must route leads into CRM/email pipeline (e.g., HubSpot, Follow Up Boss, Salesforce, or a simple email+Zapier webhook).
- County coverage: San Diego at launch; pages for Orange County and Los Angeles are built and indexable from day 1.
- Each landing page must be SEO-ready: metadata, Open Graph, canonical, internal links, schema markup.
- Pages must load fast on mobile (Core Web Vitals target: LCP < 2.5s, INP < 200ms, CLS < 0.1).
- Accessibility: WCAG 2.1 AA baseline (contrast, focus states, form labels, keyboard navigation).
- Analytics: GA4 + Meta Pixel + conversion events for form submit and call click; server-side event support preferred.

2.2 Non-functional requirements

- Maintain premium look and calm tone; avoid clutter and aggressive popups.
- Mobile-first layout; form and CTA always visible within first screen or after minimal scroll.
- Modular components for fast iteration: Hero, TrustRow, Steps, ServiceCards, LeadForm, FAQ, Footer.
- Easy content updates (MDX/CMS optional): developer team can add city pages quickly.

2.3 Compliance notes (US real estate)

- Include brokerage/license disclosure in footer (exact wording depends on license + brokerage requirements).
- Do not promise guaranteed loan approval; phrase as “fast review / prioritized processing” with partner brokers.
- For renovation: position as coordination with trusted partners; contracts for work are between client and contractors.

3. Site Map & URL Structure

3.1 Top-level navigation (recommended)

Nav Item	URL	Purpose
Home	/	Primary conversion + brand story
How We Help	/how-we-help	Process overview + credibility
Buy a Home	/buy	Buyer-focused explanation + FAQs
Sell & Upgrade	/sell-upgrade	Owner upgrade transition leads
45-Day Express	/express	Time-critical qualified leads
Areas	/areas	County hubs + city pages (SEO)
Get Started	#lead-form	Scroll to form / open modal form

3.2 Area hubs and city pages (SEO)

Launch order is San Diego first, but build all three county hubs from day 1 to avoid a later SEO rework.

- **County hubs:** /areas/san-diego-county, /areas/orange-county, /areas/los-angeles-county
- **City pages:** /areas/san-diego-county/san-diego, /areas/orange-county/irvine, /areas/los-angeles-county/santa-monica, etc.
- **Optional neighborhood pages:** /areas/{county}/{city}/{neighborhood} (only if you have content and internal link plan).
- Each area page includes family-focused narrative (schools, commute, lifestyle) plus a lead form CTA.

3.3 Supporting pages (optional but recommended)

- /reviews (embed Google/Zillow reviews + schema)
- /faq (structured FAQ for snippets)
- /contact (minimal; redirect to form)
- /privacy, /terms

4. Page Specifications & Final Copy

All copy below is final, production-ready English. Developers should implement it exactly as written (minor punctuation tweaks OK).

4.1 Home Page — / (Complete copy)

Page goal: convert high-intent visitors into a qualified lead via the “Create My Family Home Plan” form.

SEO metadata (Home)

```
<title>ReadyNest Real Estate | Family-Focused Buyer & Seller Agents in Southern California</title>
<meta name="description" content="Calm, family-first real estate guidance in San Diego, Orange County, and
<link rel="canonical" href="https://YOURDOMAIN.com/" />
```

Section: Top Navigation

Nav items: Home, How We Help, Buy a Home, Sell & Upgrade, 45-Day Express, Areas, Get Started (scroll-to form). Sticky on scroll.

Section: Hero (above the fold)

- **H1:** A Home That's Ready for Your Family — When It Matters Most
- **Subheadline:** We help growing families in Southern California find, sell, and prepare the right home — so you can focus on your health, your baby, and what really matters.
- **Primary CTA button:** Create My Family Home Plan
- **Secondary CTA link/button:** How Our Process Works
- **Trust row (small text under CTAs):** Buyer Agents • Family-Focused • Trusted Partners • SoCal Experts

Hero visual: warm, natural photo of an expectant couple or new parents at home (see Image Prompts section). Add a subtle dark overlay to guarantee text contrast.

Section: “Is this your situation?”

H2: Feeling the pressure of a growing family?

Starting or growing a family comes with excitement — and a lot of decisions. If housing is one of the biggest stressors right now, you're not alone. Our job is to bring calm, clarity, and a plan.

- Baby on the way — and your current home feels too small
- You need to buy or move within a few months
- Buying or selling feels overwhelming
- You're worried about making the wrong decision
- The home is right, but it needs quick, safe updates

Section: What we do (3 cards)

- **Buy (together):** We help you find the best home for your needs, budget, and timeline — not just the most popular listing.

- **Sell & Upgrade:** If your home is too small, we build a smart transition plan to sell strategically and move forward with confidence.
- **Prepare:** If the right home needs changes, we coordinate trusted partners to make it family-ready as quickly as possible after closing.

Microcopy under cards: One point of contact. One coordinated plan.

Section: Our process (timeline)

H2: A calm, clear plan — step by step

- **1) Family Strategy Call:** We learn your needs, timeline, and budget. We map options and next steps.
- **2) Mortgage & Readiness (if buying):** We align you with trusted mortgage partners for fast, realistic pre-approval.
- **3) Home Search (together):** On-market + off-market search with a short, decision-friendly list — no endless tours.
- **4) Offer to Close:** We coordinate inspections, escrow milestones, and communication so nothing slips.
- **5) Family-Ready Preparation:** Immediately after closing, we coordinate upgrades (paint, floors, safety, etc.) when needed.
- **6) Move Planning:** We help plan the move so the transition feels manageable — not chaotic.

Section: Time-critical option (quiet but clear)

H2: Need to move faster?

For time-critical situations, we offer an accelerated pathway available after qualification. In some cases, we can coordinate closing and preparation in as little as 45 days — without shortcuts or false promises.

CTA: Check Express Eligibility → links to /express

Section: Our network (credibility)

H2: You don't manage people. We do.

Real estate gets stressful when you're suddenly managing lenders, inspectors, contractors, escrow, and timelines. We coordinate trusted partners so you have one plan and one clear line of communication.

- Mortgage brokers and lending partners (fast review and prioritized processing when possible)
- Inspectors, escrow, and transaction partners
- Contractors and trades for quick family-ready upgrades
- Staging and prep partners for sellers

Section: Areas we serve

H2: Serving Southern California

We start in San Diego County and support families across Orange County and Los Angeles County.

- **San Diego County** (launch focus)
- **Orange County**
- **Los Angeles County**

Each county name links to its hub page under /areas/...

Section: Reviews / social proof

H2: What families say

Embed review cards (Google/Zillow/etc.). If reviews include family stories, prioritize those. Show 6–10 on the home page and link to /reviews.

Section: FAQ (home page)

FAQ	Answer
Do you represent buyers, sellers, or both?	Both. We represent families who are buying, selling, or doing a coordinated transition (sell + buy).
Do you offer rentals?	Primary focus is purchase and sell + buy transitions. If rentals are offered, add a rental page later.
Do you renovate homes?	We coordinate trusted renovation partners. Any construction work is contracted directly between the client and the partner.
Can you guarantee a 45-day move?	No. After qualification, we can offer an accelerated pathway and coordinate everything possible.

Section: Lead form (primary conversion)

H2: Create your Family Home Plan

This form is the main conversion element. It must be visible on the home page without hunting. Use a card with soft shadow, off-white background, and a clay CTA button.

- **Field 1:** Buying, Selling, or Both? (dropdown: Buying / Selling / Both)
- **Field 2:** How time-sensitive is your situation? (dropdown: 0–45 days / 2–3 months / 3–6 months / 6+ months)
- **Field 3:** Estimated budget range (dropdown; include 700k–900k, 900k–1.2M, 1.2M–1.5M, 1.5M–2M, 2M+)
- **Field 4:** Preferred area (dropdown; San Diego County / Orange County / Los Angeles County + optional cities)
- **Field 5 (optional):** Baby on the way or recent birth? (Yes / No)
- **Contact fields:** Name, Email, Phone (phone optional but recommended for faster conversion)
- **Consent:** checkbox for communication consent + link to privacy

Form CTA button: Create My Family Home Plan

Post-submit confirmation: “Thank you — we’ll reach out shortly to schedule your Family Strategy Call.”

Footer copy

ReadyNest Real Estate

Buyer & Seller Representation for Growing Families in Southern California
Serving San Diego County • Orange County • Los Angeles County

Add required brokerage/licensing disclosures here. Include Privacy Policy and Terms links.

4.2 Sell & Upgrade Landing Page — /sell-upgrade (Complete copy)

Page goal: capture owners who need a bigger home due to family growth. Higher-value, high-intent leads.

SEO metadata (Sell & Upgrade)

```
<title>Sell & Upgrade for Growing Families | ReadyNest Real Estate (SoCal)</title>
<meta name="description" content="Outgrown your home? We help families in San Diego, Orange County, and Los Angeles find the right home for their growing family.">
<link rel="canonical" href="https://YOURDOMAIN.com/sell-upgrade"/>
```

Hero

- **H1:** Your family grew. Your home didn't.
- **Subheadline:** If your current place feels too small, we'll build a smart sell + buy plan so you can upgrade without panic, overlap, or guesswork.
- **Primary CTA:** Build My Upgrade Plan
- **Secondary CTA:** See How Sell + Buy Works

Section: What makes this different

Most agents can list a home. What families need is a transition plan — timing, financing, and next-home readiness all aligned.

- Pricing and positioning strategy designed to protect your timeline (not just chase clicks).
- Parallel planning: we start the next-home search early so you don't feel trapped.
- Coordination of prep, staging, repairs, and showing schedule with your family life in mind.
- Clear scenario planning: Sell-first vs Buy-first, with pros/cons and contingency options.

Section: Sell + Buy timeline (steps)

- **1) Value & Options Review:** quick evaluation of your current home, goals, and timing.
- **2) Transition Strategy:** pick the right approach (Sell-first, Buy-first, or parallel) and map key dates.
- **3) Prep & Market:** coordinate light repairs, staging, and professional marketing to maximize outcome.
- **4) Find Your Next Home:** build a short list based on family needs, schools, layout and budget.
- **5) Close & Move:** coordinate escrow milestones and move planning.
- **6) Family-Ready Updates:** coordinate any fast upgrades after closing so you can settle quickly.

Section: FAQ (Sell & Upgrade)

FAQ	Answer
-----	--------

Should we sell first or buy first?	It depends on budget flexibility, risk tolerance, and how quickly we can find the right next home.
Do you provide staging?	We offer staging and prep coordination through trusted partners. We'll recommend the right level of staging for your needs.
Can you help if we need to move quickly?	Yes. If timing is critical, we can evaluate eligibility for the accelerated pathway and coordinate the move.

Lead form (Sell & Upgrade)

Reuse the same core form component, but change the heading and preselect “Selling” or “Both”.

- **H2:** Build My Upgrade Plan
- **Support text:** Tell us where you are today and what you need next. We'll map the calmest path forward.
- **Extra field (optional):** Current home type (Condo / Townhome / Single-family) + approximate value (range dropdown).

4.3 45-Day Express Landing Page — /express (Complete copy)

Page goal: capture time-critical leads without sounding salesy or unbelievable.

SEO metadata (Express)

```
<title>45-Day Express Home Plan (Qualified) | ReadyNest Real Estate SoCal</title>
<meta name="description" content="Time-critical move? After qualification, ReadyNest can coordinate a fast
<link rel="canonical" href="https://YOURDOMAIN.com/express"/>
```

Hero

- **H1:** A faster path — when time matters
- **Subheadline:** If you're approaching a due date or facing a time-critical move, we can coordinate an accelerated plan after qualification — with trusted mortgage and renovation partners ready to move fast.
- **Primary CTA:** Check Express Eligibility

Section: Who this is for

- Due date approaching and you need a stable housing plan
- Lease ending soon / unexpected relocation
- Family situation changed and you need a safer layout quickly

Section: What we mean by “45 days” (important)

We do not promise miracles. “45 days” means we coordinate every possible step with urgency: readiness, search, offer, escrow milestones, and immediate post-closing preparation when needed. Timelines depend on property, inspections, financing, and scope of work.

Section: Eligibility (transparent)

Express is typically possible when:

- Budget range is defined and decision-makers are available
- Geography is focused (1–3 target areas, not the entire county)
- Financing can be reviewed quickly with a qualified partner
- Scope of work is “fast upgrades” (paint, floors, safety, minor repairs) rather than permit-heavy remodeling

Express is typically not a fit when:

- You require major structural remodels or permit-heavy additions before move-in
- The search area is extremely wide and flexible decision-making is not possible

Section: The accelerated process

- **Days 1–2:** Express intake + readiness review (go/no-go).
- **Days 3–10:** Focused search + short list + fast tours.
- **Days 11–30:** Offer, inspections, escrow milestones coordination.
- **Days 31–45:** Closing coordination + immediate post-closing upgrades kickoff (as needed).

Lead form (Express)

Same base form, but include an additional field: “Due date / target move date” and preselect timeline = 0–45 days.

Form CTA: Check Express Eligibility

5. Design System

Design intent: premium, calm, family-safe. Understated confidence. No loud gradients or aggressive sales visuals.

5.1 Color palette (final)

Token	Hex	Usage
Primary / Coastal Blue	#1F3A4A	Headers, nav, footer, links
Background / Warm Off-White	#F7F5F2	Page backgrounds, section fills
Surface / White	#FFFFFF	Cards, form panels
Accent / Soft Sage	#9FB6A1	Icons, subtle highlights, badges
CTA / Muted Clay	#C96A4A	Primary buttons, important highlights
Text / Near Black	#1A1A1A	Body text
Muted Text	#666666	Secondary text, captions
Border	#E3E0DA	Dividers, card borders

5.2 Typography

- **Headlines:** Playfair Display (or Libre Baskerville) — conveys premium, editorial trust.
- **Body:** Inter (or Source Sans 3) — modern, readable, mobile-friendly.
- **Code / technical snippets:** JetBrains Mono or ui-monospace stack.

5.3 Layout & spacing

- Max content width: 1120–1200px; generous whitespace.
- Section padding: 72px desktop / 48px mobile.
- Card radius: 16px; shadow: soft (e.g., 0 12px 30px rgba(0,0,0,0.08)).
- Buttons: radius 12px, height 48px, medium weight.

5.4 Component inventory

- Header + sticky nav
- Hero (image background with overlay) + CTAs
- Trust row (short bullet separators)
- Service cards (Buy / Sell & Upgrade / Prepare)
- Process timeline
- Network list

- Area cards (counties)
- Review carousel/grid
- FAQ accordion
- Lead form card (multi-step optional)
- Footer with disclosures

5.5 Accessibility requirements

- Text contrast: $\geq 4.5:1$ for body; $\geq 3:1$ for large headings.
- All form inputs have labels; error messages are explicit.
- Keyboard navigation for menu, accordion, and form.
- Visible focus states (use subtle sage outline).

6. SEO Blueprint (Full-site)

SEO strategy: rank for family-intent + life-event keywords (pregnancy, outgrowing home) combined with location (San Diego / Orange County / Los Angeles). Build topical authority via county hubs and city pages.

6.1 Keyword clusters (examples)

Cluster	Intent	Target pages
Family buyer agent	High	/ (home), /buy, /areas/*
Buy a home while pregnant	High	/buy, /express, blog/guide pages
Sell and buy at same time	High	/sell-upgrade
Move to a bigger home with kids	High	/sell-upgrade, /areas/*
45-day / fast home buying	High	/express (careful tone)
Family-friendly neighborhoods	Medium–High	/areas/{county}/{city}, optional neighborhood pages
School district & commute	Medium	/areas pages + content sections

6.2 On-page SEO requirements

- One H1 per page; headings use keyword + family context naturally.
- Each page has unique title + meta description; keep titles under ~60 chars.
- Internal links: every page links to /areas hubs + the lead form CTA.
- Image alt text describes family/home context (not keyword stuffing).
- Add FAQ schema to pages with FAQ section to improve SERP visibility.

6.3 Structured data (schema)

- Organization + LocalBusiness (RealEstateAgent) schema site-wide.
- WebSite schema with SearchAction (optional).
- FAQPage schema on pages with FAQs.
- Review schema on /reviews if you can legally and accurately mark up.

6.4 Technical SEO

- Generate /sitemap.xml (dynamic) and /robots.txt.
- Use canonical tags; avoid duplicate content between county/city pages.
- Open Graph + Twitter cards for share previews.
- Fast image delivery: next/image with responsive sizes; use WebP/AVIF.
- Ensure clean 404 and redirect strategy.

- Add breadcrumbs on area pages (BreadcrumbList schema).

6.5 Internal linking map (minimum)

- Home links to: /sell-upgrade, /express, /areas/san-diego-county, /areas/orange-county, /areas/los-angeles-county
- County hubs link to 12–30 city pages each (start with top family markets).
- City pages link back to county hub + to /buy and /sell-upgrade + lead form anchor.
- /express links back to home and /buy; avoid orphan pages.

7. Content Plan (Templates)

Goal: scale SEO via repeatable templates while keeping content genuinely helpful for families. Start with county hubs and 10–20 city pages per county.

7.1 County hub template — /areas/{county}

- **Hero:** “Family-friendly homes in {County}” + calm CTA to Family Home Plan
- **Why families choose this county:** lifestyle overview + commuting patterns
- **Top cities for families:** grid of city cards (internal links)
- **How we help here:** local process and partner network
- **FAQ:** 5–7 location-specific questions
- **Lead form:** same core component

7.2 City page template — /areas/{county}/{city}

- **H1:** “Buying a family home in {City}, {County}”
- Short “What it feels like to live here” section (tone: calm, helpful).
- Family considerations: schools, parks, commute, safety, home layouts common in the area.
- Neighborhood snapshots (optional; only if you can keep accurate).
- CTA: “Create My Family Home Plan” + local lead form prefilled with city.
- Internal links: county hub + related cities.

7.3 Initial city list (suggested starting set)

Developer team should implement a data-driven approach later, but here is a reasonable starting set for initial SEO coverage.

- **San Diego County:** San Diego, La Jolla, Del Mar, Carlsbad, Encinitas, Oceanside, Chula Vista, La Mesa, Poway, Escondido, San Marcos
- **Orange County:** Irvine, Newport Beach, Costa Mesa, Huntington Beach, Laguna Niguel, Mission Viejo, Aliso Viejo, Tustin, Fullerton, Anaheim Hills
- **Los Angeles County:** Santa Monica, Culver City, Pasadena, Manhattan Beach, Redondo Beach, Torrance, Burbank, Glendale, Studio City, Sherman Oaks

8. Image & Media Prompts (for image generation)

Use these prompts to generate cohesive, non-cheesy imagery. Aim for natural light, warm neutrals, candid moments. Avoid exaggerated smiles and overly posed stock-photo vibes.

8.1 Hero images (homepage / sell-upgrade / express)

- **Homepage hero (16:9):** “Photorealistic, warm natural light, premium modern Southern California living room, an expecting couple sitting on a neutral sofa, gentle candid laughter, subtle baby bump visible, coastal color palette (warm off-white, soft beige, muted wood), shallow depth of field, high-end editorial photography, no text, no logos.”
- **Sell & Upgrade hero (16:9):** “Photorealistic, premium family lifestyle photo in a bright SoCal home, parents with a toddler in a living room, moving boxes subtly in background, calm and hopeful mood, warm neutral tones, editorial style, no text, no logos.”
- **Express hero (16:9):** “Photorealistic, calm but urgent vibe, young couple reviewing a simple checklist on a tablet at a kitchen island, warm morning light, neutral palette, tidy modern home, subtle sense of planning, editorial photography, no text, no logos.”

8.2 Supporting section images

- **Process section (wide banner):** “Photorealistic, close-up of hands holding a simple home plan notebook and keys, warm tones, minimal, premium.”
- **Network section (subtle):** “Photorealistic, clean desk scene with a laptop, clipboard, and a single house key, warm neutral palette, soft shadows.”
- **Areas section (3 cards):** generate three subtle location visuals: “sunset coastal neighborhood street, San Diego feel”, “Orange County coastal suburb”, “Los Angeles modern neighborhood”, all warm, premium, no landmarks that create licensing issues.
- **Texture backgrounds:** “Minimal abstract off-white paper texture with subtle grain, warm neutral palette, premium editorial background.”

8.3 Icons

Icons should be simple line icons with rounded corners. If generating icons via AI, keep them monochrome (coastal blue or sage) and consistent stroke width.

- “Minimal line icon of a house with a heart inside, rounded corners, consistent stroke, monochrome, transparent background.”
- “Minimal line icon of a ‘for sale’ sign, rounded corners, monochrome, transparent background.”
- “Minimal line icon of a wrench and paint roller (home preparation), rounded corners, monochrome, transparent background.”

9. Implementation Guide + Starter Code (Next.js + Tailwind)

Recommended stack: Next.js (App Router) + TypeScript + Tailwind CSS + zod for form validation.
Deployment: Vercel. CMS optional (MDX or Sanity) for area pages.

9.1 Project structure (App Router)

```
/app
  /(marketing)
    page.tsx                # Home
    sell-upgrade/page.tsx
    express/page.tsx
    how-we-help/page.tsx
    buy/page.tsx
    areas/page.tsx
    areas/[county]/page.tsx
    areas/[county]/[city]/page.tsx
  /api
    lead/route.ts           # Form submission endpoint
  layout.tsx
  globals.css
/components
  Header.tsx
  Hero.tsx
  ServiceCards.tsx
  ProcessTimeline.tsx
  LeadForm.tsx
  FAQ.tsx
  Reviews.tsx
  Footer.tsx
/lib
  seo.ts                   # metadata helpers
  schema.ts                # JSON-LD builders
  areas.ts                 # county/city data
  crm.ts                   # webhook/CRM integration
```

9.2 Tailwind theme (colors + fonts)

```
// tailwind.config.ts
import type { Config } from "tailwindcss";

export default {
  content: ["/app/**/*.ts,tsx", "/components/**/*.ts,tsx"],
  theme: {
    extend: {
      colors: {
        coastal: "#1F3A4A",
        offwhite: "#F7F5F2",
        sage: "#9FB6A1",
        clay: "#C96A4A",
        border: "#E3E0DA",
        text: "#1A1A1A",
        muted: "#666666",
      },
      fontFamily: {
        heading: ["Playfair Display", "Georgia", "serif"],
        body: ["Inter", "system-ui", "Arial", "sans-serif"],
      },
    },
  },
}
```

```

    },
    borderRadius: {
      xl: "16px",
      "2xl": "20px",
    },
    boxShadow: {
      soft: "0 12px 30px rgba(0,0,0,0.08)",
    },
  },
  plugins: [],
} satisfies Config;

```

9.3 Shared SEO metadata helper

```

// lib/seo.ts
import type { Metadata } from "next";

export function buildMetadata(opts: {
  title: string;
  description: string;
  canonical: string;
}): Metadata {
  return {
    title: opts.title,
    description: opts.description,
    alternates: { canonical: opts.canonical },
    openGraph: {
      title: opts.title,
      description: opts.description,
      url: opts.canonical,
      type: "website",
    },
    twitter: {
      card: "summary_large_image",
      title: opts.title,
      description: opts.description,
    },
  };
}

```

9.4 Lead API endpoint (webhook-ready)

```

// app/api/lead/route.ts
import { NextResponse } from "next/server";
import { z } from "zod";

const LeadSchema = z.object({
  intent: z.enum(["buying", "selling", "both"]),
  timeline: z.enum(["0-45", "2-3", "3-6", "6+"]),
  budget: z.string().min(1),
  area: z.string().min(1),
  babyStatus: z.enum(["yes", "no"]).optional(),
  name: z.string().min(1),
  email: z.string().email(),
  phone: z.string().optional(),
  consent: z.boolean().refine(v => v === true, "Consent required"),
});

export async function POST(req: Request) {
  const json = await req.json();
  const parsed = LeadSchema.safeParse(json);
}

```

```

if (!parsed.success) {
  return NextResponse.json({ ok: false, errors: parsed.error.flatten() }, { status: 400 });
}

// TODO: send to CRM / webhook
// Example: await fetch(process.env.CRM_WEBHOOK_URL!, { method: "POST", body: JSON.stringify(parsed.data) });

return NextResponse.json({ ok: true });
}

```

9.5 Lead form component (UI skeleton)

```

// components/LeadForm.tsx
"use client";

import { useState } from "react";

export function LeadForm({ defaultIntent }: { defaultIntent?: "buying" | "selling" | "both" }) {
  const [loading, setLoading] = useState(false);
  const [ok, setOk] = useState<null | boolean>(null);

  async function onSubmit(e: React.FormEvent<HTMLFormElement>) {
    e.preventDefault();
    setLoading(true);
    setOk(null);

    const form = new FormData(e.currentTarget);
    const payload = Object.fromEntries(form.entries());

    // normalize
    const body = {
      intent: (payload.intent || defaultIntent || "buying"),
      timeline: payload.timeline,
      budget: payload.budget,
      area: payload.area,
      babyStatus: payload.babyStatus || undefined,
      name: payload.name,
      email: payload.email,
      phone: payload.phone || undefined,
      consent: payload.consent === "on",
    };

    const res = await fetch("/api/lead", { method: "POST", headers: { "Content-Type": "application/json" } });
    setOk(res.ok);
    setLoading(false);
    if (res.ok) (e.currentTarget as HTMLFormElement).reset();
  }

  return (
    <form onSubmit={onSubmit} className="bg-white shadow-soft rounded-2xl p-6 border border-border">
      <h3 className="font-heading text-2xl text-coastal mb-2">Create your Family Home Plan</h3>
      <p className="text-muted mb-4">Tell us what you need. We'll reach out to schedule your Family Strategy Session</p>

      <div className="grid gap-3">
        <label className="text-sm">Buying, Selling, or Both?
          <select name="intent" defaultValue={defaultIntent || "buying"} className="mt-1 w-full border border-border">
            <option value="buying">Buying</option>
            <option value="selling">Selling</option>
            <option value="both">Both</option>
          </select>
        </label>

```

```

<label className="text-sm">How time-sensitive is your situation?
  <select name="timeline" className="mt-1 w-full border border-border rounded-xl p-3" required>
    <option value="">Select...</option>
    <option value="0-45">0-45 days</option>
    <option value="2-3">2-3 months</option>
    <option value="3-6">3-6 months</option>
    <option value="6+">6+ months</option>
  </select>
</label>

<label className="text-sm">Estimated budget range
  <select name="budget" className="mt-1 w-full border border-border rounded-xl p-3" required>
    <option value="">Select...</option>
    <option value="700-900">700k-900k</option>
    <option value="900-1200">900k-1.2M</option>
    <option value="1200-1500">1.2M-1.5M</option>
    <option value="1500-2000">1.5M-2.0M</option>
    <option value="2000+">2.0M+</option>
  </select>
</label>

<label className="text-sm">Preferred area
  <select name="area" className="mt-1 w-full border border-border rounded-xl p-3" required>
    <option value="">Select...</option>
    <option value="San Diego County">San Diego County</option>
    <option value="Orange County">Orange County</option>
    <option value="Los Angeles County">Los Angeles County</option>
  </select>
</label>

<label className="text-sm">Baby on the way or recent birth? (optional)
  <select name="babyStatus" className="mt-1 w-full border border-border rounded-xl p-3">
    <option value="">Prefer not to say</option>
    <option value="yes">Yes</option>
    <option value="no">No</option>
  </select>
</label>

<div className="grid md:grid-cols-2 gap-3">
  <label className="text-sm">Name
    <input name="name" className="mt-1 w-full border border-border rounded-xl p-3" required />
  </label>
  <label className="text-sm">Email
    <input type="email" name="email" className="mt-1 w-full border border-border rounded-xl p-3" required />
  </label>
</div>

<label className="text-sm">Phone (recommended)
  <input name="phone" className="mt-1 w-full border border-border rounded-xl p-3" />
</label>

<label className="text-sm flex gap-2 items-start">
  <input type="checkbox" name="consent" className="mt-1" required />
  <span>I agree to be contacted about my request. See Privacy Policy.</span>
</label>

<button disabled={loading} className="bg-clay text-white rounded-xl py-3 font-semibold">
  {loading ? "Sending..." : "Create My Family Home Plan"}
</button>

{ok === true && <p className="text-sm text-coastal">Thank you – we'll reach out shortly.</p>}
{ok === false && <p className="text-sm text-red-600">Something went wrong. Please try again.</p>}}

```



```

    </div>
  </form>
);
}

```

9.6 Sitemap + robots (minimal)

```

// app/sitemap.ts
import type { MetadataRoute } from "next";
import { counties, citiesByCounty } from "@lib/areas";

export default function sitemap(): MetadataRoute.Sitemap {
  const base = "https://YOURDOMAIN.com";
  const staticRoutes = ["/", "/buy", "/sell-upgrade", "/express", "/how-we-help", "/areas"];

  const areaRoutes = counties.flatMap((c) => {
    const hub = `/areas/${c.slug}`;
    const cities = (citiesByCounty[c.slug] || []).map((city) => `/areas/${c.slug}/${city.slug}`);
    return [hub, ...cities];
  });

  return [...staticRoutes, ...areaRoutes].map((path) => ({
    url: base + path,
    lastModified: new Date(),
    changeFrequency: "weekly",
    priority: path === "/" ? 1 : 0.7,
  }));
}

// app/robots.ts
import type { MetadataRoute } from "next";
export default function robots(): MetadataRoute.Robots {
  return {
    rules: [{ userAgent: "*", allow: "/" }],
    sitemap: "https://YOURDOMAIN.com/sitemap.xml",
  };
}

```

10. Launch Checklist & Acceptance Criteria

The build is considered complete when all items below pass.

10.1 Acceptance criteria (product)

- Home, Sell & Upgrade, Express pages match copy and include lead form.
- Areas: county hub pages exist for San Diego County, Orange County, Los Angeles County; at least 10 city pages per county are live.
- Lead form submissions succeed and reach CRM/webhook with correct fields.
- Thank-you messaging appears; errors handled; spam protection enabled (hCaptcha/reCAPTCHA or rate limiting).
- Mobile layout is clean: CTAs visible quickly; no layout shifts; text legible.
- Reviews display correctly and do not break layout.
- Footer contains licensing/brokerage disclosures and privacy/terms.

10.2 Acceptance criteria (SEO/technical)

- Each page has unique title/description + canonical URL.
- Open Graph tags render correct preview.
- sitemap.xml and robots.txt available and valid.
- Schema JSON-LD validates in Google Rich Results Test (Organization/LocalBusiness + FAQ where used).
- Core Web Vitals targets met on mobile for Home and primary landing pages.
- No broken links; 404 page present; redirects configured if needed.

10.3 Post-launch (first 30 days)

- Set up Google Search Console and submit sitemap.
- Run local keyword baseline report for: San Diego family buyer agent, sell and upgrade home with kids, 45-day home plan, etc.
- Add 2–4 new city pages per week to each county hub.
- Collect and add 3–5 family-focused testimonials (with permission) and publish /reviews page.