MDH Roadmap — Preview → Onboarding → Scale

One■page plan for the next 2–6 weeks. Phased to minimize risk; ship value early.

Phase 1: Immediate (Next 2 weeks)

1) Tenant Preview — COMPLETE

- JWT■based preview tokens
- Admin generator form
- Full demo site with dummy data
- "Get This Site" → Onboarding flow

2) Database Schema — Next Up

Goal: Clean, production■ready schema & migrations

- Review/fix existing schemas (auth, customers, reputation, schedule, system)
- Create *sales* schema for preview tracking (optional, recommended)
- Create/update *tenants* schema for onboarding
- Add constraints, FKs, indexes; versioned migrations
- Seed data for testing; diagram + README

3) Tenant Onboarding — After Database

- Form ■; add Stripe checkout
- Create tenant rows on success; subdomain/domain setup
- Activate site (DNS, routing), welcome email + login
- First■time setup wizard; robust error handling

4) Mobile Experience

- Responsive preview generator & pages
- Mobile onboarding/checkout
- Touch targets ≥ 44px; hamburger nav
- iOS/Android device tests; no horizontal scroll; fast loads

Phase 2: Production Ready (Next 4 weeks)

5) SEO Implementation

- Dynamic meta tags (per tenant); Schema.org
- XML sitemaps & robots.txt (per tenant)
- OpenGraph + Twitter Cards

6) Google Analytics

- Per■tenant GA4; events (quotes, bookings, calls)
- Conversion tracking; cookie consent (GDPR)

7) Email Notifications

- Transactional emails (SendGrid/SES)
- Quote/booking confirmations; receipts
- Password reset; review requests

8) Testing & QA

- Unit (critical paths) + integration tests
- E2E: preview → onboarding → tenant
- Load testing; light security audit

9) Performance Monitoring

- Lighthouse CI; uptime monitoring
- Sentry error tracking; DB metrics
- Basic health dashboard

Phase 3: Post■Launch (Ongoing)

10) Tenant Dashboard Enhancements

- Content editor & image uploader
- Review management; analytics viewer
- SEO helpers/tools

11) Admin Tools

- Tenant management; bulk ops
- Conversion & preview analytics
- Support tools

12) Optimization & Scaling

- CDN & image optimization
- Query tuning; caching strategies
- Multi■region (if needed)