

# Unit Converter Website - Full Plan

---

## 1. Project Overview

Build a **unit conversion website** where users can convert common measurement units (length, weight, temperature, currency, time, etc.). The website must be developed using **Next.js (latest stable version)** for SSR (server-side rendering) and **Tailwind CSS** for styling. It should be fast, mobile-responsive, SEO-optimized, and designed for Google AdSense approval.

---

## 2. Frontend Requirements

### 1. Framework & Styling

- Next.js with Tailwind CSS.
- Clean, modern UI; responsive design.

### 4. Homepage

- Hero section: "Free Online Unit Converter".
- List main converter categories: Length, Weight, Temperature, Currency, Time, Volume, Speed, Digital Storage.

### 7. Converter Pages

- Dropdowns/inputs for unit selection.
- Numeric input box with dynamic conversion.
- Instant results.
- Copy results button.

### 12. UI/UX Details

- Navbar with links to all categories.
- Footer with Privacy Policy, About Us, Contact.
- Tailwind styling: `grid`, `flex`, `rounded-2xl`, `shadow-lg`, `p-4`.

### 16. Blog Section

- `/blog` page listing SEO-friendly articles.
  - H1 titles, meta descriptions, H2/H3 headings.
  - Example titles:
    - "How to Convert Centimeters to Meters"
    - "Why SI Units Are Important"
-

### 3. Backend Requirements

#### 1. Conversion Logic

2. Reusable functions in `/lib/conversions.js`.

3. Example: `cmToM(value) { return value / 100; }`

#### 4. API Endpoints

5. `/api/convert?from=cm&to=m&value=100` → returns JSON.

#### 6. Blog Data

7. Markdown files in `/content/blog`.

8. Use `getStaticProps` for static generation.

#### 9. SEO & Performance

10. Use `next-seo` for meta tags.

11. Unique title & meta for each page.

12. Sitemap `/sitemap.xml` and `robots.txt`.

13. Lazy-load non-critical components.

14. Use `next/image` for optimized images.

---

### 4. Must-Have Pages

- Homepage `/`
  - Category pages `/length/`, `/weight/`, etc.
  - Individual converter pages `/length/cm-to-m`, `/temperature/celsius-to-fahrenheit`, etc.
  - Blog section `/blog/`
  - About Us `/about-us`
  - Contact Us `/contact-us`
  - Privacy Policy `/privacy-policy`
  - Terms of Service `/terms-of-service`
- 

### 5. AdSense & Monetization

- Placeholder ad slots in homepage, converter pages, and blog pages.
  - Ensure content-to-ad ratio is healthy.
- 

### 6. Additional Features

- Dark mode toggle.
- Search bar to find converters.

- Copy-to-clipboard button for results.
  - Future multi-language support.
- 

## 7. Technical Requirements

- Next.js latest version.
  - Tailwind CSS with JIT mode.
  - ESLint + Prettier setup.
  - Deployment-ready for Vercel.
- 

## 8. Deliverables

- Full Next.js project with Tailwind setup.
  - Reusable components: `ConverterCard`, `BlogCard`, `Navbar`, `Footer`.
  - At least 3-5 working converters.
  - Blog section with 3 example Markdown articles.
  - SEO setup with `next-seo`.
  - Ads placeholders integrated.
  - Sitemap + robots.txt generated automatically.
- 

## 9. Sitemap & URL Structure

### Main URLs

- `/` → Homepage
- `/length/` → Length Converter
- `/weight/` → Weight Converter
- `/temperature/` → Temperature Converter
- `/currency/` → Currency Converter
- `/time/` → Time Converter
- `/volume/` → Volume Converter
- `/speed/` → Speed Converter
- `/digital/` → Digital Storage Converter

### Individual Converter Pages

- `/length/cm-to-m`
- `/length/m-to-feet`
- `/temperature/celsius-to-fahrenheit`
- `/weight/kg-to-lb`
- `/currency/usd-to-eur`
- `/digital/gb-to-mb`

### Blog Section

- `/blog/` → All blog posts

- Example Topics:
- How to Convert Centimeters to Meters
- Celsius vs Fahrenheit: What's the Difference
- The History of SI Units
- Quick Guide: Pounds to Kilograms
- Top 5 Everyday Unit Conversions
- How to Convert Liters to Gallons
- Why We Use Kilobytes, Megabytes, and Gigabytes
- Best Online Currency Converters
- Speed Conversions Explained
- Common Mistakes in Unit Conversions

## Utility Pages

- [/about-us](#)
- [/contact-us](#)
- [/privacy-policy](#)
- [/terms-of-service](#)

## SEO Enhancements

- Sitemap [/sitemap.xml](#)
- Robots.txt
- Schema markup for articles and FAQ
- Unique meta tags per page

## AdSense Placement Plan

- Homepage: banner below hero + sidebar
- Converter Pages: ad below input + ad in FAQ
- Blog Pages: ad after first paragraph + mid-article + end

# 10. Privacy Policy

**Title:** Privacy Policy – Free Online Unit Converter

**Introduction:** Welcome to [YourWebsiteName.com] ("we," "our," "us"). We value your privacy and are committed to protecting your personal information while providing a free online unit conversion service.

**Information We Collect:** - Personal Information: none. - Automatically Collected Data: browser type, IP, device, pages visited.

**Cookies & Tracking:** - We use cookies for user experience and Google AdSense.

**Google AdSense & Third-Party Services:** - Google may use cookies to serve personalized ads. - We do not share personal info.

**How We Use Your Information:** - Improve website performance. - Analyze traffic. - Serve relevant ads.

**Data Security:** - Standard security measures.

**Third-Party Links:** - Not responsible for external websites.

**Children's Privacy:** - Not intended for children under 13.

**Changes to This Policy:** - Updates will be posted with latest revision date.

**Contact Us:** - Email: [YourEmail@example.com] - Website: [YourWebsiteName.com]

**Last Updated:** [Insert Date]

---

## 11. About Us

**Title:** About Us – Free Online Unit Converter

**Who We Are:** Welcome to [YourWebsiteName.com], your number one source for free online unit conversions.

**Our Mission:** Make unit conversions simple, accessible, and free.

**Why Choose Us:** - Accuracy: standard formulas. - Ease of Use: beginner-friendly. - Comprehensive: length, weight, temperature, currency, time, volume, speed, digital storage. - Free Forever: no charges.

**Future Goals:** Expand converters, add blog content, multi-language support.

**Contact Us:** - Email: [YourEmail@example.com] - Website: [YourWebsiteName.com]