**PRE-LAUNCH**

**TECHNICAL AUDIT REPORT**

AHKStrategies Website

Audit Date: 2025-10-23

**TABLE OF CONTENTS**

1. Executive Summary

2. Performance & Technical Audit

3. Content & Metadata Audit

4. Hosting & Security Audit

5. Issues & Recommendations

6. Asset Optimization Report

7. Action Items

**1. EXECUTIVE SUMMARY**

Project: AHKStrategies Corporate Website

Technology Stack: Next.js 16.0.0, React 19.2.0, Tailwind CSS

Pages Audited: 13 (1 Home, 5 Pillars, 1 Projects, 6 Divisions)

**Overall Status: READY FOR LAUNCH with minor optimizations recommended**

Key Findings:

✓ All pages functional with proper navigation

✓ Responsive design implemented

✓ Back navigation buttons on all sub-pages

✓ All division images present and loading

✓ Video backgrounds on pillar pages functional

⚠ Large images detected (>500KB) - optimization recommended

⚠ Missing robots.txt and favicon.ico

⚠ No page-specific metadata (titles, descriptions, OG tags)

**2. PERFORMANCE & TECHNICAL AUDIT**

**2.1 Server Performance**

Development server running on: http://localhost:3000

Framework: Next.js 16.0.0 with Turbopack

Status: ✓ All pages compile and render successfully

**2.2 Lighthouse Metrics (Manual Review)**

Note: Automated Lighthouse scan encountered permissions issues. Manual review performed.

Performance: ⚠ MODERATE - Large unoptimized images affecting load time

Accessibility: ✓ GOOD - Alt tags present on all images

Best Practices: ✓ GOOD - Modern React patterns, client-side rendering

SEO: ⚠ NEEDS IMPROVEMENT - Missing page-specific metadata

**2.3 Link Validation**

Status: ✓ All internal links validated

Navigation structure:

• Home (/) → Working

• Pillars → All 5 pillar pages accessible

• Projects (/projects) → Working

• Divisions → All 6 division pages accessible

• Back buttons → Functional on all pages

**3. CONTENT & METADATA AUDIT**

**3.1 Metadata Status**

Current Implementation:

✓ Root layout has basic metadata:

- Title: 'AHKStrategies'

- Description: 'Where Vision Meets Human Intelligence'

⚠ MISSING on individual pages:

- Page-specific <title> tags

- <meta name='description'> tags

- Open Graph tags (og:title, og:description, og:image)

- Twitter Card meta tags

Priority: HIGH - Impacts SEO and social media sharing

**3.2 Image Alt Attributes**

Status: ✓ EXCELLENT - All images have descriptive alt text

Division Images - All have detailed alt text:

• Automotive: 'Leading innovation in automotive technology...'

• Digital: 'Pioneering digital transformation...'

• MENA Export: 'Facilitating strategic trade partnerships...'

• And all others properly tagged

**3.3 Placeholder Content Check**

Status: ✓ CLEAN - No 'Lorem ipsum' or placeholder text found

All content appears to be production-ready.

**4. HOSTING & SECURITY AUDIT**

**4.1 robots.txt**

Status: ⚠ MISSING

Priority: HIGH

Recommendation: Create /public/robots.txt with:

User-agent: \*

Allow: /

Sitemap: https://ahkstrategies.com/sitemap.xml

**4.2 Favicon**

Status: ⚠ MISSING

Priority: MEDIUM

Recommendation: Add favicon.ico to /public/ directory

Also consider:

• apple-touch-icon.png (180x180)

• favicon-32x32.png

• favicon-16x16.png

**5. ISSUES & RECOMMENDATIONS**

**Priority Issues Matrix**

HIGH PRIORITY

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Issue: Missing robots.txt

Impact: Search engines may not properly index site

Fix: Create robots.txt in /public/ directory

Time: 5 minutes

Issue: No page-specific metadata

Impact: Poor SEO, bad social media previews

Fix: Add metadata exports to each page.tsx

Time: 30-45 minutes

Issue: Large unoptimized images

Impact: Slow page load times, poor performance scores

Files: 12 images over 500KB (largest: 2.3MB)

Fix: Use Next.js Image optimization, compress sources

Time: 1-2 hours

MEDIUM PRIORITY

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Issue: Missing favicon

Impact: Unprofessional appearance in browser tabs

Fix: Create and add favicon.ico + touch icons

Time: 15 minutes

Issue: No sitemap.xml

Impact: Search engines may miss pages

Fix: Generate dynamic sitemap

Time: 30 minutes

LOW PRIORITY

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Issue: Deprecated /pillars/projects page exists

Impact: Potential confusion, unused route

Fix: Remove or redirect /src/app/pillars/projects/

Time: 5 minutes

**6. ASSET OPTIMIZATION REPORT**

**Large Images Requiring Optimization**

CRITICAL (>1.5MB):

• ashraf kahoush photo.png 2,339.68 KB

• projects.png (AI pillar) 1,792.75 KB

• opening image.png (division) 1,674.51 KB

• MENA region export business.png 1,661.38 KB

HIGH (1MB-1.5MB):

• human-intelligence.png 1,490.56 KB

• innovation.png 1,453.21 KB

• people.png 1,307.67 KB

• legacy.png 1,280.65 KB

• vision.png 1,256.35 KB

MODERATE (500KB-1MB):

• trade.jpg 644.67 KB

• automotive.jpg 577.82 KB

• renewable.jpg 525.04 KB

Recommendation: Compress to WebP format, target <200KB per image

Potential savings: ~8-10MB total file size reduction

**7. ACTION ITEMS - PRE-LAUNCH CHECKLIST**

MUST DO BEFORE LAUNCH (HIGH PRIORITY):

□ Create robots.txt file

□ Add page-specific metadata to all 13 pages

□ Optimize/compress large images (12 files)

□ Add favicon.ico and touch icons

□ Generate sitemap.xml

RECOMMENDED BEFORE LAUNCH (MEDIUM):

□ Set up Google Analytics/tracking

□ Configure error pages (404, 500)

□ Test on multiple browsers (Chrome, Firefox, Safari, Edge)

□ Test on mobile devices (iOS, Android)

□ Set up SSL certificate for production domain

□ Configure CDN for asset delivery

POST-LAUNCH MONITORING:

□ Monitor Google Search Console

□ Track Core Web Vitals

□ Set up uptime monitoring

□ Implement error logging (Sentry, etc.)

□ Run full Lighthouse audit on production URL

TECHNICAL DEBT:

□ Remove deprecated /pillars/projects route

□ Consider implementing ISR for better performance

□ Add loading states for page transitions

□ Implement image lazy loading beyond fold

**ESTIMATED TIME TO LAUNCH READINESS**

Critical items only: 2-3 hours

With recommended items: 4-6 hours

**CONCLUSION**

The AHKStrategies website is functionally complete and ready for launch with minor optimizations. The core functionality is solid, all pages are accessible, and navigation works correctly. Addressing the HIGH priority items (metadata, robots.txt, image optimization) will significantly improve SEO and performance.

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