Funnel Audit Platform - Setup Guide & Project Structure

This document explains how to run the Funnel Audit Platform (React + Django) and provides an overview of the project structure.

# Prerequisites

- Python 3.10+  
- Node.js 18+  
- npm or yarn  
- PostgreSQL (or SQLite for local testing)  
- Stripe API keys  
- OpenAI API key  
- Playwright dependencies (for scraping)

# Backend Setup (Django)

1. Navigate to the backend folder:  
 cd backend  
  
2. Create virtual environment and activate:  
 python -m venv venv  
 source venv/bin/activate # Linux/Mac  
 venv\Scripts\activate # Windows  
  
3. Install dependencies:  
 pip install -r requirements.txt  
  
4. Set environment variables in .env file:  
 - DATABASE\_URL=postgres://...  
 - STRIPE\_SECRET\_KEY=...  
 - OPENAI\_API\_KEY=...  
  
5. Run migrations:  
 python manage.py migrate  
  
6. Start the server:  
 python manage.py runserver

# Frontend Setup (React)

1. Navigate to the frontend folder:  
 cd frontend  
  
2. Install dependencies:  
 npm install  
  
3. Create .env file with API URL:  
 REACT\_APP\_API\_URL=http://127.0.0.1:8000  
  
4. Start the React app:  
 npm start

# Features

- User Authentication & Credits  
- Stripe Payments & Pricing Page  
- Funnel Scraping (Playwright)  
- AI Analysis (AIDA, PAS, CRO insights)  
- Report Dashboard (Urgent Fixes, High-Impact Tests)  
- Referral System (viral unlocks)  
- Admin Analytics & Monitoring

# Project Structure

funnel\_audit\_react\_django\_full\_features/  
│  
├── backend/ # Django backend  
│ ├── audit/ # Core app (scraping, AI analysis)  
│ ├── payments/ # Stripe integration  
│ ├── referrals/ # Referral & credits system  
│ ├── users/ # Auth & user management  
│ ├── manage.py  
│ └── requirements.txt  
│  
├── frontend/ # React frontend  
│ ├── src/  
│ │ ├── components/ # UI Components  
│ │ ├── pages/ # Pages (Pricing, Dashboard, Reports)  
│ │ ├── services/ # API calls  
│ │ └── App.js  
│ ├── package.json  
│  
├── docker-compose.yml # Optional docker setup  
└── README.md