

Complete website setup, review
checklist, and operational guide for
taking whitstable.shop from development
to production.

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1. Executive Summary

whitstable.shop is a comprehensive local business directory and community engagement platform for Whitstable, Kent. The codebase has been consolidated from multiple development branches into a unified, production-ready application.

What's Been Built

- **55 pages** - Complete Next.js 14 application with App Router
- **Shop Directory** - Full listings with categories, search, and map integration
- **User Authentication** - Supabase-powered accounts with profiles
- **Reviews & Ratings** - Community-driven shop reviews
- **Events Calendar** - Local events with filtering
- **Photo Competition** - Monthly photo contests with voting
- **Community Features** - Ask a Local, Reports, Leaderboards
- **Local Information** - Tide times, parking, community page
- **SEO Optimized** - Structured data, meta tags, sitemap

Technology Stack

Component	Technology
Framework	Next.js 14 (App Router)
Language	TypeScript
Styling	Tailwind CSS
Database	Supabase (PostgreSQL)
Authentication	Supabase Auth
Maps	Mapbox GL JS
Hosting	Vercel (recommended)

Current Status: Codebase consolidated and building successfully. Ready for infrastructure setup and deployment.

2. Infrastructure Setup

2.1 Vercel Deployment

Step 1: Connect Repository

1. Go to `vercel.com` and sign in with GitHub
2. Click "Add New Project"
3. Import the `george-itf/phonebook` repository
4. Select the `claude/update-whitstable-processor-KQ3d1` branch (or merge to main first)

Step 2: Configure Build Settings

Setting	Value
Framework Preset	Next.js
Build Command	<code>npm run build</code>
Output Directory	<code>.next</code>
Install Command	<code>npm install</code>

Step 3: Add Environment Variables

Add these environment variables in Vercel's dashboard:

```
NEXT_PUBLIC_SUPABASE_URL=https://your-project.supabase.co  
NEXT_PUBLIC_SUPABASE_ANON_KEY=your-anon-key  
SUPABASE_SERVICE_ROLE_KEY=your-service-role-key  
NEXT_PUBLIC_MAPBOX_TOKEN=your-mapbox-token
```

Important: Environment variables prefixed with `NEXT_PUBLIC_` are exposed to the browser.
The service role key should NOT have this prefix.

2.2 Supabase Setup

Step 1: Create Project

1. Go to `supabase.com` and create an account
2. Click "New Project"
3. Choose a name: `whitstable-shop`
4. Select region: `London (eu-west-2)`
5. Generate a strong database password and save it securely

Step 2: Get API Keys

In your Supabase dashboard, go to Settings > API:

- **Project URL** - Use as `NEXT_PUBLIC_SUPABASE_URL`
- **anon public key** - Use as `NEXT_PUBLIC_SUPABASE_ANON_KEY`
- **service_role key** - Use as `SUPABASE_SERVICE_ROLE_KEY`

Step 3: Configure Authentication

1. Go to Authentication > Providers
2. Enable Email provider (for email/password login)
3. Configure Site URL: `https://whitstable.shop`
4. Add redirect URLs: `https://whitstable.shop/**`

Step 4: Storage Setup

1. Go to Storage and create buckets:
 - `photos` - For photo competition entries
 - `avatars` - For user profile pictures
 - `shops` - For shop images
2. Set appropriate RLS policies for each bucket

2.3 Mapbox Setup

Step 1: Create Account

1. Go to `mapbox.com` and create an account
2. Verify your email address

Step 2: Get Access Token

1. Go to Account > Tokens
2. Copy your default public token OR create a new one
3. For production, create a token with URL restrictions to `whitstable.shop`

Free Tier Limits

Service	Free Limit
Map loads	50,000/month
Geocoding requests	100,000/month
Directions requests	100,000/month

These limits are generous for initial launch and should not incur costs.

2.4 Domain Setup

Domain: whitstable.shop

Ensure you have control of the `whitstable.shop` domain through your registrar.

Connect to Vercel

1. In Vercel project settings, go to Domains
2. Add `whitstable.shop` as a custom domain
3. Vercel will provide DNS records to add

2.5 Email Service (Optional - Phase 2)

For newsletters and notifications, consider:

Service	Free Tier	Best For
Buttondown	100 subscribers	Simple newsletters
Resend	3,000 emails/month	Transactional email
Postmark	100 emails/month	Delivery reliability

3. Environment Configuration

Required Environment Variables

```
# Supabase Configuration
NEXT_PUBLIC_SUPABASE_URL=https://[project-id].supabase.co
NEXT_PUBLIC_SUPABASE_ANON_KEY=eyJ...your-anon-key
SUPABASE_SERVICE_ROLE_KEY=eyJ...your-service-role-key

# Mapbox Configuration
NEXT_PUBLIC_MAPBOX_TOKEN=pk.eyJ=eyJ...your-mapbox-token

# Optional: Analytics
NEXT_PUBLIC_PLAUSIBLE_DOMAIN=whitstable.shop

# Optional: Email (Phase 2)
RESEND_API_KEY=re_...your-resend-key
```

Local Development

1. Copy `.env.local.example` to `.env.local`
2. Fill in your development credentials
3. Run `npm run dev`

Security: Never commit `.env.local` to git. The service role key has admin access to your database.

4. Database Setup

Running the Schema

1. Go to your Supabase dashboard
2. Open SQL Editor
3. Copy the full SQL schema from `database/engagement-schema.sql`
4. Run the SQL

Database Tables Overview

Table	Purpose
profiles	User profiles (extends auth.users)
shops	Business listings
events	Local events calendar
reviews	Shop reviews and ratings
photo_competitions	Monthly photo contest config
photo_entries	Photo submissions
photo_votes	Community votes on photos
reports	Community reports/suggestions
user_contributions	Gamification tracking
charities	Local charity listings
questions	Ask a Local questions
answers	Community answers
offers	Shop special offers
shop_weekly_stats	Engagement leaderboard data
shop_badges	Achievement badges for shops
campaigns	Seasonal marketing campaigns

Row Level Security

The schema includes comprehensive RLS policies:

- Public data (shops, events) readable by all
- User data (profiles, saved shops) restricted to owner
- User-generated content (reviews, photos) editable by creator
- Admin functions protected with service role

Initial Data Seeding

After running the schema, you'll need to seed initial shop data. Options:

1. Manual entry through Supabase dashboard
2. Import from CSV using Supabase import
3. Create admin tools to add shops

5. DNS Configuration

Vercel DNS Records

Add these records at your domain registrar:

Type	Name	Value	TTL
A	@	76.76.21.21	3600
CNAME	www	cname.vercel-dns.com	3600

Email Configuration (if using custom email)

For email at @whitstable.shop, add MX records per your email provider.

Verification

1. DNS changes can take up to 48 hours to propagate
2. Use `dig whitstable.shop` to check A record
3. Vercel dashboard will show domain status

SSL: Vercel automatically provisions and renews SSL certificates via Let's Encrypt. No manual configuration needed.

6. Legal & Compliance

Pre-Launch Requirements

- [] Privacy policy published at /privacy
- [] Terms of service published at /terms
- [] Cookie approach documented (using privacy-friendly analytics)
- [] ICO registration determined (check ico.org.uk/register)
- [] Domain ownership secured with auto-renewal

GDPR/UK GDPR Compliance

Requirement	Implementation
Lawful basis	Consent for marketing, legitimate interest for service
Data minimisation	Only collect necessary data
User rights	Account deletion via settings
Consent	Clear opt-in for newsletters
Breach procedures	Document incident response plan

Business Registration Options

Structure	Pros	Cons
Sole Trader	Simple, low cost	Personal liability
Limited Company	Liability protection	More admin, accounts

ICO Registration

If processing personal data for business purposes, registration costs **£40/year** for most small businesses.

Check exemptions at: ico.org.uk/for-organisations/register/

7. Launch Checklist

7.1 Week Before Launch

Technical Checks

- [] All pages loading correctly
- [] SSL certificate valid
- [] Analytics tracking working
- [] Email signup working
- [] Map loading properly
- [] Mobile tested on iOS and Android
- [] Forms submitting correctly
- [] Authentication flow tested

Content Checks

- [] All shop listings accurate
- [] No placeholder text remaining
- [] Images loading correctly
- [] All links working
- [] Contact information correct

Materials Preparation

- [] Social media graphics (5 variations)
- [] Launch email for newsletter
- [] Facebook/Instagram posts drafted
- [] Press release prepared
- [] Shop owner letters printed (optional)

7.2 Launch Day

Morning (8-9am)

- [] Final deployment verification
- [] Post announcement on Instagram
- [] Post announcement on Facebook
- [] Send email newsletter to subscribers
- [] WhatsApp interested shops

Mid-Morning (10-11am)

- [] Post in local Facebook groups (check rules first)
- [] Monitor for immediate issues
- [] Respond to any comments

Afternoon (2-4pm)

- [] Check analytics for issues
- [] Respond to all comments/messages
- [] Note any bug reports
- [] Thank people who share

Evening

- [] Post thank you on Instagram stories
- [] Capture initial metrics
- [] Team debrief

7.3 Launch Targets

Metric	Launch Day	Week 1	Month 1
Unique visitors	100+	300+	500+
Page views	500+	1,500+	3,000+
User signups	10+	30+	50+
Reviews	-	5+	20+
Shops claimed	-	2+	5+
Email subscribers	-	50+	100+

8. Post-Launch Operations

Daily Tasks

- Check analytics dashboard
- Respond to comments/messages within 24 hours
- Post social media content
- Fix any urgent issues
- Monitor error logs

Weekly Tasks

- Review metrics and trends
- Plan content for next week
- Shop owner outreach (2-3 shops)
- Review and moderate new content
- Check for spam or abuse

Monthly Tasks

- Full metrics analysis
- User feedback review
- Shop owner feedback collection
- Photo competition management
- Content performance review
- Infrastructure cost review

Photo Competition Operations

Phase	Duration	Tasks
Submissions Open	Days 1-20	Promote submission, moderate entries
Voting	Days 21-27	Announce voting, promote participation
Judging	Days 28-30	Select winner, contact for prize
Announcement	Day 1 of next month	Announce winner, start new competition

9. Growth Roadmap

Phase 1: Launch to Month 6 (Free)

Focus: Build trust, adoption, and content

- Complete shop database (80+ shops)
- Generate initial reviews (50+)
- Build brand awareness locally
- Establish trust with shop owners
- Gather feedback for premium features

Phase 2: Month 6+ (Premium Features)

Focus: Monetisation with shop owner premium

Tier	Price	Features
Enhanced Listing	£5/month	Featured badge, more photos, special offers
Analytics	£10/month	+ Dashboard, review response, weekly reports
Featured	£15/month	+ Top of category, homepage spotlight

Phase 3: Year 2+ (Partnerships)

- Tourism partnerships (Visit Kent, Canterbury Council)
- Media partnerships (local publications)
- Event partnerships (festivals, markets)
- Geographic expansion (Herne Bay, Canterbury, Margate)

10. Revenue Model

Revenue Projections

Conservative Scenario

Period	Claimed Shops	Conversion	MRR
Month 6	15	10%	£10
Month 12	30	20%	£48
Month 18	50	25%	£125
Month 24	60	30%	£180

Year 2 ARR: ~£2,160

Moderate Scenario

Period	Claimed Shops	Conversion	MRR
Month 6	20	15%	£24
Month 12	40	25%	£100
Month 18	60	30%	£180
Month 24	80	35%	£336

Year 2 ARR: ~£4,032

Cost Structure

Item	Monthly Cost
Hosting (Vercel)	£0-20
Database (Supabase)	£0-25
Domain	£1
Analytics (Plausible)	£9
Email (Buttontown)	£0-9
Maps (Mapbox)	£0-50
Total	£10-115

Break-Even Point

With £50-100/month in costs, need **5-10 premium subscribers** at £10/month.

Achievable by **Month 9-12** in moderate scenario.

11. Emergency Procedures

Site Down

1. Check Vercel status page: status.vercel.com
2. Check Supabase status: status.supabase.com
3. Review deployment logs in Vercel dashboard
4. If recent deployment caused issue, rollback to previous
5. Check domain DNS if custom domain not resolving

Database Issues

1. Check Supabase dashboard for connection issues
2. Review database logs for errors
3. Check if nearing connection limits
4. Contact Supabase support if needed

Security Incident

1. Rotate all API keys immediately
2. Review access logs in Supabase
3. Check for unauthorized data access
4. Notify affected users if data breach confirmed
5. Report to ICO within 72 hours if required

High Traffic / Performance Issues

1. Enable Vercel's DDoS protection
2. Check for expensive database queries
3. Consider upgrading Vercel/Supabase plan
4. Enable caching where possible

Key Contacts:

- Vercel Support: support.vercel.com
- Supabase Support: support.supabase.com
- Mapbox Support: mapbox.com/contact

Backup Procedures

Supabase automatically backs up your database. To create manual backups:

1. Go to Supabase Dashboard > Database > Backups
2. Download a backup before major changes
3. For code, ensure all changes are committed to GitHub

12. Appendix: Database Schema Summary

The full SQL schema is available in `database/engagement-schema.sql`. Key tables:

Core Tables

```
-- User profiles
profiles (id, email, display_name, bio, avatar_url,
           is_public, is_local, joined_at)

-- Shop listings
shops (id, name, slug, description, category,
         address, latitude, longitude, phone, email,
         website, opening_hours, is_active, is_featured,
         save_count, review_count, average_rating)

-- Events
events (id, title, slug, description, start_date,
        end_date, location, shop_id, price)

-- Reviews
reviews (id, user_id, shop_id, rating, content,
           is_verified_purchase, created_at)
```

Engagement Tables

```
-- Photo competition
photo_competitions (month, title, theme, prize_description,
                     submissions_open, submissions_close,
                     voting_open, voting_close, winner_id)

photo_entries (user_id, image_url, title, description,
                competition_month, status, vote_count)

-- Community Q&A
questions (user_id, question, context, status, answer_count)
answers (question_id, user_id, answer, upvotes, is_accepted)

-- Reports and contributions
reports (user_id, report_type, shop_id, title, description)
user_contributions (reports_submitted, reviews_written,
                     photos_submitted, contribution_score, badge)
```

Key Indexes for Performance

```
idx_shops_category ON shops(category)
idx_shops_slug ON shops(slug)
idx_events_start_date ON events(start_date)
idx_reviews_shop ON reviews/shop_id
idx_photo_entries_month ON photo_entries(competition_month)
```

RLS Policy Summary

Table	Select	Insert	Update	Delete
profiles	Public (is_public) or own	Own only	Own only	-
shops	All active	Admin	Admin	Admin
reviews	All	Own only	Own only	Own only
photo_entries	Approved or own pending	Own only	-	Own only
saved_shops	Own only	Own only	-	Own only

