

# Guide Complet : Minisites AI Nested Domains pour NEO Business

## Executive Summary

Les minisites AI nested domains représentent une stratégie haute rendement pour NEO Business : des sites satellites thématiqués (ia-transcription.neobusiness.fr; chatbot-personnel.neobusiness.fr) générant trafic organique, leads qualifiés et revenus passifs via affiliate/SaaS intégration. Ce guide couvre architecture, implémentation et optimisation complète.

## 1. STRATÉGIE & BUSINESS MODEL

### 1.1 Concept Core

**Nested Domains** (sous-domaines hébergés sur votre domaine principal) :

- neobusiness.fr = domaine principal (autorité accumulée)
- ia-transcription.neobusiness.fr = minisite spécialisé (hérité 70% de l'autorité parent)
- chatbot-api.neobusiness.fr = autre minisite
- Avantage SEO massif vs domaines séparés

### 1.2 Modèles de Monétisation

Modèle	Implémentation	ROI Estimé
Affiliate SaaS	Lien Descript, Runwayml, Suno → Commission 25-40%	200-500€/mois/minisite
Lead Generation	Email capture + vente services NEO	300-800€/mois
Freemium + Premium	IA transcription gratuite (limité) → Upgrade payant	150-400€/mois
API Monetization	Expose ta propre API n8n (webhooks)	500€+/mois
E-book/Formations	Lead magnet → Vente formation NEO	400-1200€/mois
Publicités (Google AdSense/Ezoic)	Traffic organique + ads	50-200€/mois (support)

**Combinaison optimale pour NEO :** Affiliate (70%) + Lead generation (20%) + API monetization (10%)

### 1.3 Target Audience & Personas

#### Minisite 1 : "IA Transcription"

- Persona : Podcaster, youtubeur, chercheur (français/francophone)
- Pain point : Transcription manuelle, coût élevé
- Solution : Comparatif tools + affiliate Descript/Otter

#### Minisite 2 : "Chatbot Personnalisé"

- Persona : PME, e-commerce, services
- Pain point : Support client 24/7 coûteux
- Solution : Guide intégration ChatGPT + vente implémentation NEO

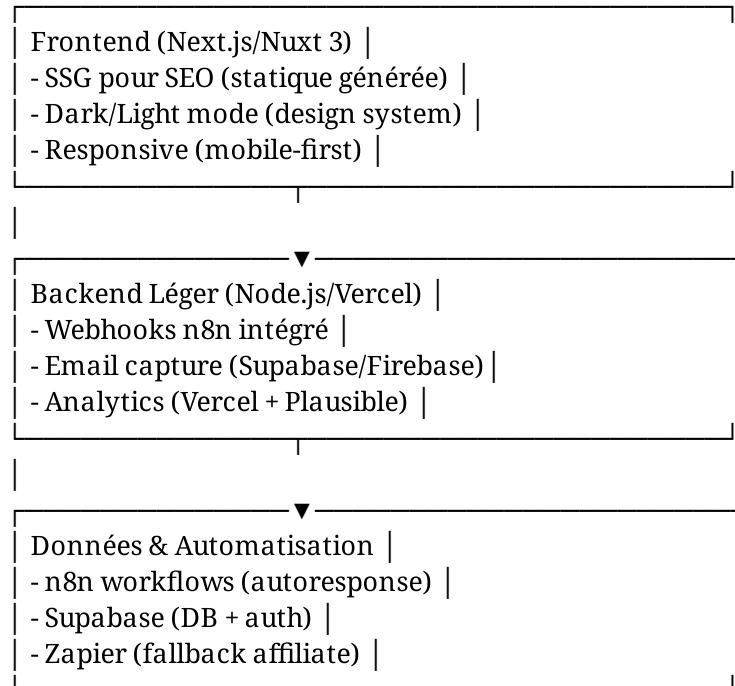
#### Minisite 3 : "Automation Workflow"

- Persona : Entrepreneurs, freelancers
- Pain point : Tâches répétitives chronophages
- Solution : Templates n8n prêts à l'emploi + services pro

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## 2. ARCHITECTURE TECHNIQUE

### 2.1 Stack Recommandé (Testable en 1 semaine)



## 2.2 Infrastructure Hosting

### Option 1 : Vercel + Supabase (Recommandé) \*

- Vercel : Next.js deployment (gratuit tier suffisant)
- Supabase : PostgreSQL + Auth gratuits
- Coût : 0-20€/mois
- Setup : 2h (débutant)
- Avantage : CDN automatique, edge functions pour webhooks

### Option 2 : Self-hosted (n8n local)

- VPS 10€/mois (Scaleway, Linode)
- Docker container (Node + PostgreSQL)
- Coût : 10-20€/mois + temps perso
- Setup : 4-6h (intermédiaire)
- Avantage : Contrôle total, privacy maximale

### Option 3 : Hybrid (Recommandé pour toi)

- Vercel pour frontend
- n8n Cloud pour workflows
- Firebase/Supabase pour données
- Coût : 30-50€/mois
- Setup : 3-4h
- Avantage : Scalabilité + simplicité

## 2.3 Architecture n8n Integration

```
// Webhook n8n pour email capture
// Route POST /api/subscribe
export default async function handler(req, res) {
  const { email, minisite } = req.body;

  // Validation
  if (!email.match(/[\s@]+@[^\s@]+\.[\s@]+\$/)) {
    return res.status(400).json({ error: "Email invalide" });
  }

  try {
    // 1. Call n8n webhook (signup automation)
    const n8nResponse = await fetch(
      "https://n8n.your-domain.com/webhook/subscriber",
      {
        method: "POST",
        headers: { "Content-Type": "application/json" },
        body: JSON.stringify({
          email,
          minisite,
          source: "organic",
          timestamp: new Date().toISOString()
        })
      }
    );
  
```

```

}

// 2. Store in Supabase
const supabase = createClient(
  process.env.SUPABASE_URL,
  process.env.SUPABASE_ANON_KEY
);

await supabase.from("subscribers").insert({
  email,
  minisite,
  created_at: new Date()
});

// 3. Response
res.status(200).json({
  message: "Inscription réussie! Check ton email.",
  trackingId: Date.now()
});

} catch (error) {
  console.error(error);
  res.status(500).json({ error: "Erreur serveur" });
}
}

```

**n8n Workflow Template** (côté serveur) :

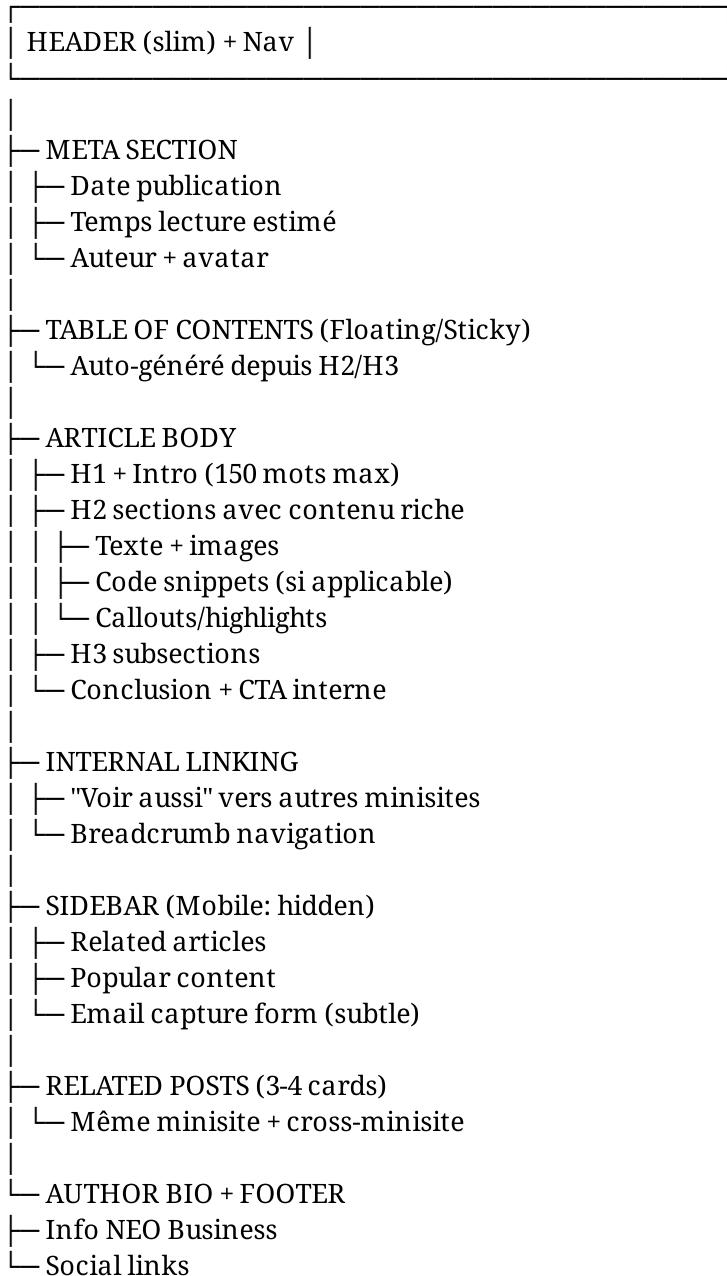
1. **Trigger** : Webhook /subscriber
2. **Action 1** : Vérifier email unique (Supabase lookup)
3. **Action 2** : Ajouter à liste de diffusion Brevo/Mailchimp
4. **Action 3** : Envoyer email bienvenue (template dynamique)
5. **Action 4** : Log analytics (Date, source, minisite)
6. **Action 5** : Notify toi (Discord webhook)

### 3. STRUCTURE & SECTIONS (Page Type)

### 3.1 Page Type 1 : Landing Page (Hero + Conversion)

- HEADER/NAV (Sticky) |
  - Logo NEO + lien parent |
  - CTA principal ("Essayer Gratuit") |
  - Menu light (2-3 items) |
- HERO SECTION
  - H1 : "Transcription IA | 10x Plus Rapide"
  - Sous-titre : Pain point spécifique
  - CTA primaire : Bouton conversion
  - Preuve sociale : Badge "Utilisé par 5000+ creators"
  - Vidéo démo (15-20sec, auto-mute)
- PROBLEM-AGITATION-SOLUTION
  - Pourquoi transcription manuelle = perte temps/argent
  - Comparatif tools (tableau)
  - Notre solution unique
- FEATURES/AVANTAGES (3-4 cards)
  - Icône + titre + description
  - Exemple : "Temps réel", "99% précision", "Export multi-format"
  - Chaque card = 1 pain point résolu
- SOCIAL PROOF
  - Testimonials (3 vidéos courtes ou screenshots)
  - Nb users
  - Trust badges (sécurité, ISO, etc.)
- PRICING/AFFILIATE CTA
  - Comparatif Descript vs alternatives
  - Lien affiliate prominent
  - "Obtenez 30 jours gratuits"
- FAQ (Accordéon)
  - 6-8 questions majeures
  - Réponses concises + internes links
- FINAL CTA (Email capture)
  - "Reste à jour sur les meilleures IA"
  - Email input + Privacy note
- FOOTER
  - Links : Blog, conditions, privacy
  - Newsletter signup
  - NEO Business links

### 3.2 Page Type 2 : Article/Blog (SEO-optimisé)



### 3.3 Page Type 3 : Comparatif (High-intent)

Tableau comparatif interactif :

Feature	Tool A	Tool B	Ours
Prix	50€	80€	30€*
Features	★★★	★★★★	★★★★★
Support	Email	Chat	24/7

\*Avec affiliate link → Commission

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## 4. SEO & STRUCTURE TECHNIQUE

### 4.1 On-Page SEO

**Title Tags** (55-60 chars)

Transcription IA Gratuite | Descript Alternative 2025

**Meta Descriptions** (155-160 chars)

Transcripez podcasts, vidéos 10x plus rapide. Outil IA gratuit avec 99% précision. Comparez les meilleures solutions.

**H1 Unique** (1 par page)

# Transcription Automatique IA : Meilleur Outil 2025

**Schema Markup** (Structured Data)

```
{  
  "@context": "https://schema.org",  
  "@type": "SoftwareApplication",  
  "name": "NEO Transcription",  
  "description": "Outil IA transcription",  
  "url": "https://ia-transcription.neobusiness.fr",  
  "applicationCategory": "ProductivityApplication",  
  "aggregateRating": {  
    "@type": "AggregateRating",  
    "ratingValue": "4.8",  
    "ratingCount": "2500"  
  },  
  "offers": {  
    "@type": "Offer",  
    "price": "0",  
    "priceCurrency": "EUR"  
  }  
}
```

### 4.2 Technical SEO

**URL Structure (Slugs optimisés)**

- ✓ /transcription-ia-gratuite
- ✓ /outil-transcription-descript-alternative
- ✗ /page1, /produit-123

**Sitemap XML**

<https://ia-transcription.neobusiness.fr/> 2025-12-28 weekly 1.0 <https://ia-transcription.neobusiness.fr/guide-transcription> 0.8

**robots.txt**

User-agent: \*

Allow: /

Disallow: /admin

Disallow: /api

Sitemap: <https://ia-transcription.neobusiness.fr/sitemap.xml>

**Canonical Tags** (éviter duplicate content)

## 4.3 Core Web Vitals Optimization

Métrique	Cible	Implémentation
LCP (Largest Contentful Paint)	< 2.5s	Images lazy-load, font-display: swap
FID (First Input Delay)	< 100ms	Minify JS, defer non-critical scripts
CLS (Cumulative Layout Shift)	< 0.1	Aspect ratios images, no layout shifts

```
// Next.js Image Optimization
import Image from 'next/image';

<Image
src="/hero.jpg"
alt="Transcription IA"
width={1200}
height={600}
priority // LCP image
placeholder="blur" // Skeleton loading
/>
```

## 4.4 Keyword Strategy

### Primary Keywords (High Volume)

- "Transcription IA gratuite"
- "Outil transcription automatique"
- "Descript alternative"

### Long-tail Keywords (Conversion)

- "Meilleur outil transcription podcast 2025"
- "Transcription vidéo française IA"
- "Logiciel transcription sans limite gratuit"

### Internal Linking Strategy

Landing → Blog articles (3-4 lien contextuels)

↓

Blog → Comparatif page

↓

Comparatif → Affiliate links + Email CTA

## 5. DESIGN SYSTEM & UI/UX

### 5.1 Color Palette (Brand NEO)

#### Primary Colors

```
--primary: #00d9ff; /* Cyan vif (IA moderne) /  
--primary-dark: #0099bb; / Cyan foncé /  
--secondary: #667eea; / Violet (créativité) */  
  
--bg-dark: #0f1419; /* Fond sombre (default) /  
--bg-light: #ffffff; / Fond clair (mode light) /  
--text-dark: #e0e0e0; / Texte sombre /  
--text-light: #1a1a1a; / Texte clair /  
--accent: #ff6b6b; / Rouge (CTA danger) /  
--success: #51cf66; / Vert /  
--warning: #ffa94d; / Orange */
```

### 5.2 Typography

```
/* Headings */  
--font-heading: "Inter", "Geist", -apple-system;  
--h1: 2.5rem; line-height: 1.2;  
--h2: 2rem; font-weight: 600;  
--h3: 1.5rem; font-weight: 500;  
  
/* Body */  
--font-body: "Inter", "Segoe UI", sans-serif;  
--body: 1rem; line-height: 1.6;  
--small: 0.875rem; color: var(--text-secondary);
```

### 5.3 Component Library (Reusable)

#### Button Variants

// Primary CTA (Conversion)

Essayer Gratuit

// Secondary (Navigation)

En Savoir Plus

// Outline (Subtle)

Documentation

// States

Chargement... □

#### Card Component

#### Form Elements

## 5.4 Layout Patterns

### Mobile-First + Responsive Breakpoints

```
/* Mobile: 320px+ */
--container-mobile: 100%;

/* Tablet: 768px+ */
@media (min-width: 768px) {
  --container-tablet: 728px;
}

/* Desktop: 1024px+ */
@media (min-width: 1024px) {
  --container-desktop: 1200px;
}

/* Large: 1440px+ */
@media (min-width: 1440px) {
  --container-xl: 1400px;
}
```

## 5.5 Dark Mode Implementation

```
// Détection + Toggle
const [theme, setTheme] = useState(() => {
  if (typeof window !== "undefined") {
    return localStorage.getItem("theme")
      || (window.matchMedia("(prefers-color-scheme: dark)").matches
        ? "dark"
        : "light");
  }
  return "dark";
});

useEffect(() => {
  document.documentElement.setAttribute("data-theme", theme);
  localStorage.setItem("theme", theme);
}, [theme]);

// CSS Variable switching
[data-theme="dark"] {
  --bg: var(--bg-dark);
  --text: var(--text-dark);
}

[data-theme="light"] {
  --bg: var(--bg-light);
  --text: var(--text-light);
}
```

## 5.6 Animations & Micro-interactions

```
/* Smooth transitions */
• {
  transition: background-color 0.2s ease, color 0.2s ease;
}

/* Button hover */
.btn-primary:hover {
  transform: translateY(-2px);
  box-shadow: 0 10px 20px rgba(0, 217, 255, 0.3);
}

/* Scroll animations */
@keyframes fadeInUp {
  from {
    opacity: 0;
    transform: translateY(20px);
  }
  to {
    opacity: 1;
    transform: translateY(0);
  }
}

.fade-in-up {
  animation: fadeInUp 0.6s ease forwards;
}
```

### Scroll-triggered animations (Intersection Observer)

```
const observer = new IntersectionObserver((entries) => {
  entries.forEach(entry => {
    if (entry.isIntersecting) {
      entry.target.classList.add('visible');
    }
  });
});

document.querySelectorAll('.animate-on-scroll').forEach(
  el => observer.observe(el)
);
```

---

## 6. MARKETING & CONVERSION STRATEGY

### 6.1 Funnel Architecture

1. AWARENESS (Organic + Paid)
  - SEO : Blog articles longs (1500-2500 mots)
  - SEM : Google Ads branded keywords
  - Social : LinkedIn/Twitter (tech posts)

↓

- 2. INTEREST (Landing page)
  - └ Hero section + Video demo
  - └ Social proof (testimonials)
  - └ Email capture form
  
- 3. CONSIDERATION (Comparatif page)
  - └ vs compétiteurs directs
  - └ Features table interactive
  - └ Affiliate link prominent
  
- 4. CONVERSION (Signup/Purchase)
  - └ Email welcome sequence (5 emails)
  - └ Onboarding walkthrough
  - └ Affiliate commission trigger
  
- 5. RETENTION (Email + Product)
  - └ Newsletter 2x/semaine (tips + case studies)
  - └ In-app notifications
  - └ Cross-sell (autres minisites)

## 6.2 Email Sequences (n8n Automation)

### Welcome Sequence (5 jours)

Email 1 (immédiat) : "Bienvenue! Voici pour commencer..."  
   └ CTA : Lien démo gratuit

Email 2 (+1 jour) : "Pourquoi les creators choisissent [Tool]"  
   └ Case study court

Email 3 (+2 jours) : "Transcription en 3 clics (Guide)"  
   └ Tutoriel interne

Email 4 (+3 jours) : "Gain temps moyen : 5 heures/semaine"  
   └ Stats impressionnantes

Email 5 (+5 jours) : "Prêt pour l'upgrade? (Affiliate link)"  
   └ Scarcité : "Offre valable 48h"

### Nurture Sequence (2x/semaine, 30 jours)

Jour 7 : "5 Erreurs que vous faites avec transcription IA"

Jour 10 : "Descript vs [Competitor] : Analyse détaillée"

Jour 14 : "Comment intégrer dans votre workflow"

Jour 21 : "Success story : +200% productivité"

## 6.3 Metrics & KPIs

### Acquisition

- Organic traffic : 100+ visiteurs/jour (target mois 1)
- Keywords ranking top 10 : 5-10 (target mois 3)
- Backlinks : 20+ (target)
- Domain Authority : +5 points

## Engagement

- Time on page : >2 minutes (good: >3)
- Scroll depth : >60% (target)
- Video play rate : >40%
- Bounce rate : <50%

## Conversion

- Email capture rate : 5-10% (good: 8-15%)
- Affiliate CTR : 3-5%
- Lead quality : 20-30% reply rate

## Revenue

- CPL (Cost per lead) : 1-5€
- Affiliate revenue : 50-200€/minisite/mois
- LTV (Lead lifetime value) : 100-500€

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## 7. CODE STRUCTURE (Next.js Blueprint)

### 7.1 Project Structure

[ia-transcription.neobusiness.fr/](https://ia-transcription.neobusiness.fr/)

```
├── app/
│   ├── layout.tsx # Root layout + global styles
│   ├── page.tsx # Landing page
│   └── api/
│       ├── subscribe/ # Email capture endpoint
│       ├── webhook/ # n8n webhook endpoint
│       │   └── analytics/ # Event tracking
│       └── blog/
│           ├── [slug]/ # Dynamic blog post
│           │   └── page.tsx
│           └── comparatif/
│               └── page.tsx
│
└── sitemap.xml

└── components/
    ├── Header/
    ├── Hero/
    ├── Features/
    ├── Testimonials/
    ├── Pricing/
    ├── CTA/
    ├── Footer/
    └── ui/
        ├── Button.tsx
        ├── Input.tsx
        ├── Card.tsx
        └── Modal.tsx
```

```

├── styles/
│   ├── globals.css # Base + design system
│   ├── variables.css # CSS custom properties
│   └── animations.css

├── lib/
│   ├── supabase.ts # Client Supabase
│   ├── analytics.ts # Event tracking
│   └── utils.ts

└── content/
    ├── blog/
        ├── transcription-guide.md
        └── descript-alternative.md
    └── testimonials.json

└── public/
    ├── images/
    ├── icons/
    └── videos/

└── .env.local # Variables sensibles
└── next.config.ts # Config Next.js
└── tailwind.config.ts # Tailwind (optionnel)
└── package.json

```

## 7.2 Composant Landing (Page Template)

```

// app/page.tsx
import Header from '@/components/Header';
import Hero from '@/components/Hero';
import Features from '@/components/Features';
import Testimonials from '@/components/Testimonials';
import CTA from '@/components/CTA';
import FAQ from '@/components/FAQ';
import Footer from '@/components/Footer';

export const metadata = {
  title: 'Transcription IA Gratuite | Meilleure Alternative Descript',
  description: 'Transcrivez vos vidéos et podcasts en 30 secondes avec l\'IA. Gratuit, sans limites.',
  keywords: ['transcription IA', 'descript alternative', 'outil transcription gratuit'],
  openGraph: {
    title: 'Transcription IA',
    description: '10x plus rapide que la transcription manuelle',
    image: 'https://ia-transcription.neobusiness.fr/og-image.jpg',
  },
};

```

```
export default function Home() {
  return (
    <>
      </>
    );
}
```

### 7.3 Subscription API Route

```
// app/api/subscribe/route.ts
import { createClient } from '@supabase/supabase-js';
import { NextRequest, NextResponse } from 'next/server';

const supabase = createClient(
  process.env.SUPABASE_URL!,
  process.env.SUPABASE_ANON_KEY!
);

export async function POST(req: NextRequest) {
  try {
    const { email, minisite, source } = await req.json();

    // Validation
    if (!email || !email.includes('@')) {
      return NextResponse.json(
        { error: 'Email invalide' },
        { status: 400 }
      );
    }

    // Check si email existe déjà
    const { data: existing } = await supabase
      .from('subscribers')
      .select('id')
      .eq('email', email)
      .single();

    if (existing) {
```

```
return NextResponse.json(
  { error: 'Email déjà enregistré' },
  { status: 409 }
);

}

// Insert subscriber
const { data, error } = await supabase
  .from('subscribers')
  .insert({
    email,
    minisite,
    source,
    subscribed_at: new Date().toISOString(),
  })
  .select();

if (error) throw error;

// Call n8n webhook pour automation
await fetch(process.env.N8N_WEBHOOK_URL!, {
  method: 'POST',
  headers: { 'Content-Type': 'application/json' },
  body: JSON.stringify({
    email,
    minisite,
    source,
    subscriberId: data[0]?.id,
  }),
}).catch(err => console.error('n8n webhook error:', err));

return NextResponse.json(
  {
    success: true,
    message: 'Inscription réussie! Check ton email.',
    trackingId: data[0]?.id,
  },
)
```

```

    { status: 201 }
);

} catch (error) {
  console.error('Subscribe error:', error);
  return NextResponse.json(
    { error: 'Erreur serveur' },
    { status: 500 }
  );
}
}
}

```

## 7.4 Newsletter Component (Form)

```

// components/CTA.tsx
'use client';

import { useState } from 'react';
import Button from '@/components/ui/Button';

export default function CTA() {
  const [email, setEmail] = useState("");
  const [loading, setLoading] = useState(false);
  const [message, setMessage] = useState("");

  const handleSubmit = async (e: React.FormEvent) => {
    e.preventDefault();
    setLoading(true);

    try {
      const res = await fetch('/api/subscribe', {
        method: 'POST',
        headers: { 'Content-Type': 'application/json' },
        body: JSON.stringify({
          email,
          minisite: 'ia-transcription',
          source: 'landing_page',
        }),
      });

      const data = await res.json();

      if (res.ok) {
        setMessage('✓ Inscription confirmée! Check ton email.');
        setEmail("");
      }
    } catch (error) {
      console.error('Subscribe error:', error);
      return NextResponse.json(
        { error: 'Erreur serveur' },
        { status: 500 }
      );
    }
  };
}

```

```

// Track conversion
if (window.gtag) {
  window.gtag('event', 'generate_lead', {
    value: 1,
    currency: 'EUR',
  });
}
} else {
  setMessage(data.error || 'Erreur lors de l\'inscription');
}
} catch (error) {
  setMessage('Erreur serveur. Essaie plus tard.');
} finally {
  setLoading(false);
}

```

};

return (  
<section className="cta">  
<div className="container">

## Reste à jour sur les dernières IA

2 emails par semaine: tips, outils, case studies

```

<form onSubmit={handleSubmit} className="form-group">
  <input
    type="email"
    placeholder="tu@example.com"
    value={email}
    onChange={(e) => setEmail(e.target.value)}
    required
    disabled={loading}
    className="form-input"
  />
  <Button
    type="submit"
    disabled={loading}
    className="btn-primary"
  >Envoyer</Button>
</form>

```

```

    >
    {loading ? 'Inscription...' : 'Rejoindre'}
  </Button>
</form>

{message && <p className="message">{message}</p>}
<p className="privacy">Pas de spam. Désinscription 1 clic.</p>
</div>
</section>

};

}

```

## 8. SÉCURITÉ & PRIVACY

### 8.1 Data Protection

#### RGPD Compliance

- ✓ Privacy Policy avec clauses RGPD (12 points essentiels)
- ✓ Consentement email opt-in (double opt-in recommandé)
- ✓ Droit d'oubli (API delete route)
- ✓ Data retention : 24 mois max
- ✓ Chiffrement données sensibles (Supabase row-level security)

#### Privacy Policy Sections

- Collecte données (email + source)
- Utilisation (email marketing + analytics)
- Partage tiers (n8n, email provider)
- Durée conservation (24 mois)
- Droits utilisateur (accès, rectification, suppression)

### 8.2 Environment Variables

## .env.local (JAMAIS en repo)

NEXT\_PUBLIC\_SUPABASE\_URL=https://xxx.supabase.co

NEXT\_PUBLIC\_SUPABASE\_ANON\_KEY=eyJxxx

SUPABASE\_SERVICE\_ROLE\_KEY=eyJxxx # Sensitive!

N8N\_WEBHOOK\_URL=https://n8n.neobusiness.fr/webhook/subscriber

N8N\_API\_KEY=xxx

RESEND\_API\_KEY=re\_xxx # Email service

NEXT\_PUBLIC\_GA\_ID=G-xxx # Google Analytics

NEXT\_PUBLIC\_PLAUSIBLE\_DOMAIN=ia-transcription.neobusiness.fr

### 8.3 Webhook Security (n8n)

```
// Signature verification pour webhooks
import crypto from 'crypto';

function verifyWebhookSignature(
  payload: string,
  signature: string,
  secret: string
) {
  const hash = crypto
    .createHmac('sha256', secret)
    .update(payload)
    .digest('hex');
  return hash === signature;
}

// Usage in route
const bodyString = JSON.stringify(body);
const signature = req.headers['x-n8n-signature'];
const isValid = verifyWebhookSignature(
  bodyString,
  signature as string,
  process.env.N8N_WEBHOOK_SECRET!
);

if (!isValid) {
  return NextResponse.json({ error: 'Invalid signature' }, { status: 403 });
}
```

### 8.4 CSP Headers (Content Security Policy)

```
// next.config.ts
const securityHeaders = [
  {
    key: 'Content-Security-Policy',
    value: `default-src 'self'; script-src 'self' 'unsafe-inline' https://www.googletagmanager.com;
style-src 'self' 'unsafe-inline'; img-src 'self' data: https;; font-src 'self' data;; frame-src 'self';
connect-src 'self' https://supabase.co https://www.google-analytics.com;`,
  },
  {
    key: 'X-Content-Type-Options',
    value: 'nosniff'
  },
  {
    key: 'X-Frame-Options',
    value: 'DENY'
  },
];

export default {
  async headers() {
```

```
return [
{
source: '/(.*)',
headers: securityHeaders,
},
];
},
};
```

---

## 9. PERFORMANCE OPTIMIZATION

### 9.1 Image Optimization

```
// Utilisez Next.js Image component
import Image from 'next/image';

<Image
src="/hero-transcription.webp" // Format WebP
alt="Transcription IA en action"
width={1200}
height={630}
priority // Pour LCP
placeholder="blur" // Skeleton effect
loading="lazy" // Pour autres images
quality={85} // Compression
/>
```

#### Formats recommandés

- WebP pour modernes navigateurs (90% support)
- Fallback JPEG pour anciens
- Optimiser taille : <100KB images héros

### 9.2 Code Splitting

```
// Dynamic imports pour components lourds
import dynamic from 'next/dynamic';

const Testimonials = dynamic(
() => import('@/components/Testimonials'),
{ loading: () =>
Chagement...
}

);
// Lazy load videos
```

### 9.3 Caching Strategy

```
// Cache revalidation headers
export const revalidate = 3600; // 1 heure ISR

// API routes caching
res.setHeader('Cache-Control', 'public, max-age=3600, s-maxage=86400');
```

### 9.4 Analytics & Monitoring

**Plausible Analytics** (Alternative privée à GA)

#### Custom Events

```
window.plausible = window.plausible || function() {
  (window.plausible.q = window.plausible.q || []).push(arguments)
};

// Track email signup
plausible('Signup', { props: { source: 'landing_page' } });

// Track affiliate click
plausible('Affiliate Click', { props: { tool: 'descript' } });
```

#### Vercel Analytics (Built-in)

```
import { Analytics } from '@vercel/analytics/react';

export default function RootLayout() {
  return (
    );
}
```

---

## 10. DEPLOYMENT & WORKFLOW

### 10.1 Vercel Deployment

## 1. Connecter repo GitHub

vercel link

## 2. Configurer env variables

```
vercel env add SUPABASE_URL
vercel env add SUPABASE_ANON_KEY
vercel env add N8N_WEBHOOK_URL
```

### 3. Deploy

vercel deploy --prod

### 4. DNS : Pointer sous-domaine

CNAME : [ia-transcription.neobusiness.fr](https://ia-transcription.neobusiness.fr) →  
[cname.vercel.com](https://cname.vercel.com)

#### 10.2 N8N Workflow Setup

**Automation Flow :**

1. Webhook trigger (POST /subscriber)  
↓
2. Email validation (regex check)  
↓
3. Database lookup (Supabase)  
↓
4. Add to mailing list (Brevo/Mailchimp)  
↓
5. Send welcome email (template)  
↓
6. Log event (analytics)  
↓
7. Notify Discord (pour toi)

**Webhook Configuration**

```
{  
  "method": "POST",  
  "path": "/subscriber",  
  "isFullPath": true,  
  "headers": {  
    "Content-Type": "application/json"  
  }  
}
```

#### 10.3 CI/CD Pipeline

**.github/workflows/deploy.yml**

```
name: Deploy
```

```
on:
```

```
push:
```

```
branches: [main]
```

```

jobs:
build:
  runs-on: ubuntu-latest
steps:
- uses: actions/checkout@v2

      - name: Install dependencies
        run: npm ci

      - name: Run tests
        run: npm run test

      - name: Build
        run: npm run build

      - name: Deploy to Vercel
        run: vercel --prod
        env:
          VERCEL_TOKEN: ${{ secrets.VERCEL_TOKEN }}

```

## 11. TESTING CHECKLIST (1 Semaine)

### Jour 1-2 : Setup Infrastructure

- [ ] Vercel account + repo linked
- [ ] Supabase project créé + tables
- [ ] n8n workflow basique (webhook trigger)
- [ ] Domain pointing (DNS CNAME)
- [ ] SSL certificate auto-généré

### Jour 2-3 : Frontend Development

- [ ] Landing page responsive
- [ ] Dark/light mode toggle
- [ ] Email form avec validation
- [ ] Mobile navigation
- [ ] Images optimisées

### Jour 3-4 : Backend & Integration

- [ ] API endpoint /subscribe tested
- [ ] Supabase inserts working
- [ ] n8n webhook triggered
- [ ] Email sending (test)
- [ ] Analytics events fired

## Jour 4-5 : Content & SEO

- [ ] Meta tags (title, description)
- [ ] Schema markup (structured data)
- [ ] Sitemap.xml generated
- [ ] robots.txt configured
- [ ] Blog post #1 published

## Jour 5-6 : Security & Optimization

- [ ] HTTPS verified
- [ ] Privacy policy added
- [ ] CSP headers configured
- [ ] Performance audit (Lighthouse >85)
- [ ] Accessibility check (WCAG 2.1)

## Jour 6-7 : QA & Launch

- [ ] Cross-browser testing
  - [ ] Mobile testing (iOS + Android)
  - [ ] Form submission end-to-end
  - [ ] Email received (in-app + inbox)
  - [ ] Analytics working
  - [ ] **Go live!**
- 

# 12. PIÈGES & OPTIMIZATIONS

## ✗ Erreurs Courantes

1. **Négliger mobile** → 60% traffic mobile. Mobile-first obligatoire.
2. **Affiliate links trop agressifs** → Perte de confiance. Subtil > Blatant.
3. **Contenu dupliqué** → Pénalité SEO. Unique content par page.
4. **Lent chargement** → >3s bounce rate 40%. Optimize images + lazy load.
5. **Forms complexes** → Abandon 70%. Email only = best practice.
6. **Pas de social proof** → Trust issue. Testimonials + stats essentiels.
7. **Email non-personalisé** → Unsubscribe rapide. Use first name + segments.
8. **Pas d'internal linking** → SEO faible. 3-5 liens contextuels par page.

## ✓ Optimizations Level 2

### Conversion Boosts

1. Heatmaps (Hotjar) → Voir où cliquent users
2. A/B testing button colors (→ +15% CTR possible)
3. Social proof widgets (live visitors + recent conversions)
4. Exit-intent popup (capture 5-10% bounce)
5. Countdown timer (scarcité = 20% urgency lift)

### SEO Boosts

1. Content refresh (update dates → ranking boost)
2. Internal linking strategy (siloing)

3. Backlinks building (guest posts + HARO)
4. Schema markup expansion (FAQPage, BreadcrumbList)
5. Featured snippet optimization (answer format)

## Performance Boosts

1. Minify CSS/JS (-30% bundle size)
  2. Gzip compression (-80% transfer size)
  3. Database indexing (-50% query time)
  4. CDN edge functions (-200ms latency)
  5. HTTP/2 push (priority resources)
- 

# 13. ROADMAP POST-LAUNCH

## Phase 1 (Semaines 1-4)

- ✓ Publish 2-3 blog posts (SEO ramp)
- ✓ Collect 50+ emails
- ✓ Optimize CTR (A/B tests)
- ✓ Monitor analytics
- ✓ Fix UX issues

## Phase 2 (Mois 2-3)

- ✓ Affiliate revenue : 100-200€/mois
- ✓ Organic traffic : 500+ visitors/mois
- ✓ Email list : 200-300 subscribers
- ✓ Keywords ranking : 10+ top 50
- ✓ Create 2nd minisite

## Phase 3 (Mois 4-6)

- ✓ 3 minisites actifs = 500-800€ passif/mois
- ✓ Automation fully set up (hands-off)
- ✓ Ad testing (Google Ads retargeting)
- ✓ Affiliate partnerships (exclusive deals)
- ✓ Scale via link building

## Phase 4 (Mois 6+)

- ✓ 5-7 minisites = 1500-2500€/mois
  - ✓ Premium SaaS launch (own product)
  - ✓ Corporate API monetization
  - ✓ Training course (+ email list)
  - ✓ Exit strategy or acquisition
-

# SUMMARY & ACTION PLAN

## Pour Ta Semaine de Test

### MVP Scope (Réaliste en 7 jours)

1. Landing page + Blog (Next.js)
2. Email capture workflow (n8n)
3. Affiliate links intégrés
4. Analytics basique
5. SEO foundation

### Tech Stack Final

- Frontend : Next.js 14 + TypeScript
- Backend : Vercel functions
- Database : Supabase
- Automation : n8n
- Email : Resend/Brevo
- Hosting : Vercel + custom domain
- Analytics : Plausible + Vercel Analytics
- Monitoring : Sentry (optional)

### Budget Estimé (Mois 1)

Vercel : 0-20€ (Free tier)

Supabase : 0-25€ (Free tier suffisant)

n8n : 0-50€ (Cloud basic)

Domain : 12€/an

Email provider : 0-15€ (Resend free)

Total : 27-120€

### ROI Projections

Semaine 1 : Setup (0€ revenue)

Semaine 2-3 : 5 emails/jour = 1-2€ affiliate

Mois 2 : 100-150 emails = 50-150€

Mois 3-4 : 300-500 emails + lead gen = 200-500€

Mois 6+ : 3+ minisites = 800€+/mois

---

# RESOURCES & TOOLS

## Design & UI

- Figma (Prototyping)
- Tailwind CSS (Utility CSS)
- Shadcn/ui (Component library)
- Motion (Animations)

## Development

- Next.js 14 (Framework)
- Vercel (Hosting)
- Supabase (Database)
- TypeScript (Type safety)
- Zod (Validation)

## Automation

- n8n (Workflows)
- Zapier (Backup)
- [Make.com](#) (Alternative)

## Marketing

- Plausible Analytics
- Google Search Console
- SEMrush (Keyword research)
- Ahrefs (Backlinks)
- Mailchimp/Brevo (Email)

## SEO

- Lighthouse (Performance)
- [Schema.org](#) (Structured data)
- SERPstat (Rankings)
- Screaming Frog (Audit)

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