

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 thématiques (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/Formation	Lead magnet → Vente formation NEO	400-1200€/mois
Publicités (Google AdSense/Ezoic)	Trafic 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"

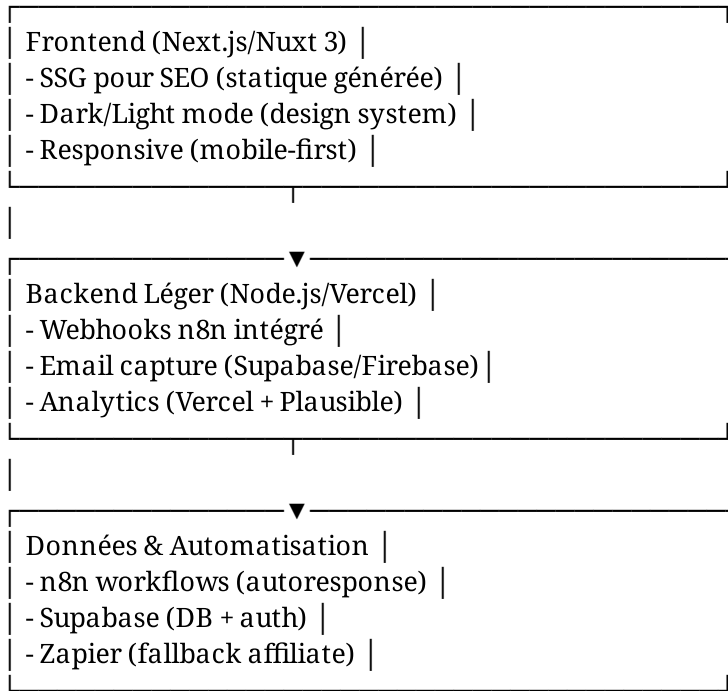
- Persona : PME, e-commerce, services
- Pain point : Support client 24/7 coûteux
- Solution : Guide intégration ChatGPT + vente implémentation NEO

Minisite 3 : "Automation Workflow"

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

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)

HEADER (slim) + Nav
META SECTION
└ Date publication
└ Temps lecture estimé
└ Auteur + avatar
TABLE OF CONTENTS (Floating/Sticky)
└ Auto-généré depuis H2/H3
ARTICLE BODY
└ H1 + Intro (150 mots max)
└ H2 sections avec contenu riche
└ Texte + images
└ Code snippets (si applicable)
└ Callouts/highlights
└ H3 subsections
└ Conclusion + CTA interne
INTERNAL LINKING
└ "Voir aussi" vers autres minisites
└ Breadcrumb navigation
SIDEBAR (Mobile: hidden)
└ Related articles
└ Popular content
└ Email capture form (subtle)
RELATED POSTS (3-4 cards)
└ Même minisite + cross-minisite
AUTHOR BIO + FOOTER
└ Info NEO Business
└ Social links

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

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)

Transcrivez 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 impressive

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€

7. CODE STRUCTURE (Next.js Blueprint)

7.1 Project Structure

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.');
```

```

// 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.');
```

```

};
```

```

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"
```

```

    >
    {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 composants lourds  
import dynamic from 'next/dynamic';  
  
const Testimonials = dynamic(  
  () => import('@components/Testimonials'),  
  { loading: () =>  
    Chargement...  
  }  
);  
  
// 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. Connector 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 → 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 (siloeing)

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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