

Blueprint + Specs

Domain: buildergelnails.com

Canonical format: <https://>

No social for MVP. Will add them later.

No contact for MVP. Will add them later.

1) Builder Gel Domination Blueprint — V4

You can paste this into a new doc and save as

Builder Gel Domination Blueprint v4.pdf.

BUILDER GEL DOMINATION BLUEPRINT — VERSION 4

(E-E-A-T + BIAB + Dev-Safe)

0. Mission

Dominate:

- builder gel
- builder gel nails
- what is builder gel
- BIAB / builder in a bottle
- how to use builder gel / how to use BIAB
- builder gel removal / BIAB removal
- builder gel vs acrylic / vs poly gel / vs BIAB
- builder gel problems (lifting, sticky, cracking)
- builder gel for natural/weak nails
- builder gel & BIAB nails near me

Goal: **Rank Top 3** for core terms within ~120–180 days.

Foundations:

- **E-E-A-T:** Author persona “Sara Kim” (licensed nail tech, 8+ years).
 - **Market reality:** BIAB fully integrated.
 - **Clean dev:** IDs compatible with JSON + SQL, safe visual fallbacks, global affiliate disclosure.
-

Phase 1 — Lean Launch (12 URLs Only)

Avoid the “100 low-quality AI pages” trap.

At launch you publish:

1. **Homepage** – “Builder Gel & BIAB Hub”
2. **10 SEO pages** (pillars + supporting):
 - a. Builder Gel & BIAB: Complete 2025 Guide
 - b. How to Use Builder Gel or BIAB
 - c. How to Remove Builder Gel or BIAB Safely
 - d. Builder Gel vs Acrylic vs BIAB
 - e. Builder Gel vs Poly Gel
 - f. Best Builder Gel & BIAB-Style Kits for Beginners
 - g. Why Builder Gel or BIAB Is Sticky or Lifts
 - h. Why Builder Gel or BIAB Cracks
 - i. Builder Gel & BIAB on Natural Nails
 - j. Builder Gel & BIAB Nails Near Me
3. **About & Editorial Standards page** – mandatory for E-E-A-T.

No other SEO URLs at launch. This keeps crawl budget focused and signals a tightly defined topical niche.

Phase 2 — Homepage Strategy (All Questions, Clear Hub)

Homepage must:

1. **Hit the head terms:** “builder gel” , “builder gel nails” , “BIAB” .
2. **Answer all major questions briefly:**
 - What is builder gel?
 - What is BIAB (Builder in a Bottle)?
 - How to use builder gel / BIAB?

- How to remove them safely?
- Builder gel vs acrylic vs BIAB?
- Builder gel vs poly gel?
- Use on natural/weak nails?
- Why sticky/lifting?
- Why cracking?
- Best brands/kits?
- How to find a good salon near me?

Each question gets a short, direct answer (150–250 words) plus a **“Read more”** link to the corresponding internal page.

3. Serve as the Hub:

- Section “Start Here” (New, DIY, Kits).
- Section “Problems & Fixes” (Lifting/Sticky + Cracking).
- Section “Brands & Kits” (Amazon kits + pro brands).
- Section “About Sara & Editorial Standards” .

This implements your friend’s “answer everything on homepage then link to internal pages” idea in a more structured, SEO-safe way.

Phase 3 — Pillar + Supporting Pages

Pillar 1

Builder Gel & BIAB: Complete 2025 Guide

Slug: `/guides/builder-gel-complete-guide`

Covers:

- What is builder gel?
- What is BIAB (Builder In A Bottle)?
- Builder gel vs BIAB vs regular gel polish.
- Builder gel vs acrylic vs poly gel (high-level).
- Types: bottle vs pot, HEMA-free vs standard, beginner vs pro.
- Safety, allergy, damaged nails.
- FAQs driven by Semrush questions.

This is your **mother page**, designed to rank for dozens of long tails.

Pillar 2

How to Use Builder Gel or BIAB: Step-by-Step

Slug: `/how-to/how-to-use-builder-gel`

- Detailed prep, slip layer, apex, curing.
 - Differences when using BIAB in a bottle (viscosity, brush control).
 - Visual placeholders (`<StepGif />` and `<VideoBlock />`) for each major step.
 - Troubleshooting in-line (bubbles, flooding the cuticle, under-curing).
-

Pillar 3

How to Remove Builder Gel or BIAB Safely at Home

Slug: `/how-to/how-to-remove-builder-gel`

- File vs soak-off.
 - When to see a pro.
 - Prevent peeling/splitting after removal.
 - How often to reapply.
-

Supporting Pages

4. Builder Gel vs Acrylic vs BIAB

Slug: `/comparisons/builder-gel-vs-acrylic-vs-biab`

Focus: differences only – cost, difficulty, flexibility, removal time, look.

Primary content element: **comparison table**, not definitions.

5. Builder Gel vs Poly Gel

Slug: `/comparisons/builder-gel-vs-poly-gel`

6. Best Builder Gel & BIAB-Style Kits (2025)

Slug: `/products/best-builder-gel-kits`

- “High-Low” mix: budget Amazon kits + prestige pro brands.
- Amazon: Beetles, Modelones, Makartt, Mia Secret.
- Pro: The GelBottle BIAB, Kokoist builder.
- Real-review tone: viscosity, self-levelling, brush, cure, HEMA / allergy flags.

7. Why Builder Gel or BIAB Is Sticky or Lifts

Slug: `/problems/builder-gel-sticky-or-lifting-fixes`

- Sticky after curing, uncured layers, popping off, lifting at sidewalls.

8. Why Builder Gel or BIAB Cracks

Slug: `/problems/builder-gel-cracking-fixes`

9. Builder Gel & BIAB on Natural Nails

Slug: `/guides/builder-gel-natural-nails`

10. Builder Gel & BIAB Nails Near Me

Slug: `/guides/builder-gel-nails-near-me`

Phase 4 — E-E-A-T & Compliance

To avoid “generic AI site” and to satisfy Amazon + Google:

1. Author Persona: Sara Kim

- Licensed nail tech, 8+ years experience, BIAB + structured manicures.
- Named author on all posts.
- Author bio box and author schema.

2. About & Editorial Standards Page

- Who Sara is.
- How products are evaluated.
- Affiliate disclosure (site-level).
- Policy on safety, allergy, and brand selection.

3. Global Affiliate Disclosure

- Component `<AffiliateDisclosure />` rendered at the top of every monetized article:
 - Text: “We independently review everything we recommend. When you buy through our links, we may earn a commission.”

4. On-Page Experience Cues

- Real “experience-sounding” language: “On real clients, Sara sees...” .
 - Mentions of trial & error, specific brands’ behavior, typical client issues.
-

Phase 5 — Technical Guardrails (Prevent Claude Crashes)

1. Author IDs = TEXT, not UUID

- Author primary key is a text ID (“sara-kim”) so your JSON spec and database schema align.
- `posts.author_id` is also text referencing `authors.id` .

2. Visual Components with Fallback

- `<StepGif />` and `<VideoBlock />` must gracefully degrade:
 - If gif/video not present, show a styled “Tip box” with short text (“Visual: Apply a thin slip layer over all surfaces here”).
 - Never render empty whitespace or broken image icons.

3. Programmatic Internal Linking

- `<InternalLinkCard slug="..." />` component: automatically fetches title + excerpt from DB.
 - Rule: every ~500 words in any article must include at least one internal link card.
-

Phase 6 — Expansion

Only after:

- All 10 SEO pages + Homepage are indexed,
- 3–4 URLs show impressions and rankings in Top 50,
- Early traffic behavior looks good (no massive pogo-sticking),

...then you expand with:

- Brand-specific reviews (The GelBottle BIAB review, Kokoist builder review, etc.).
- Nail-shape-specific content (shorties, almond, builder gel overlays).
- Advanced troubleshooting (heat spikes, allergic reactions, etc.).

Publish expansion slowly and consistently (4–6 posts/week) to look like **a growing expert site**, not a content mill.

2) Updated JSON Spec — `builder-gel-site-spec-v4.json`

Copy everything below into a file named exactly:

`builder-gel-site-spec-v4.json`

This incorporates:

- Author IDs as text.
- BIAB integration.
- About page.
- Pro brands.
- Additional note for the comparison page.

代码块

```
1  {
2    "version": "builder-gel-site-v4-eeat-biab",
3    "authors": [
4      {
5        "id": "sara-kim",
6        "name": "Sara Kim",
7        "role": "Licensed Nail Technician & Educator",
8        "bio": "Sara Kim is a licensed nail technician with over 8 years of
salon experience specializing in builder gel, BIAB, and structured manicures.
She has worked with both professional brands and consumer builder gel kits and
focuses on nail health, safe removal, and allergen-aware product choices.",
9        "avatar_url": "/images/authors/sara-kim.jpg"
10     }
11   ],
12   "navigation": {
13     "main": [
14       { "label": "Home", "href": "/" },
15       { "label": "Guides", "href": "/guides" },
16       { "label": "How-To", "href": "/how-to" },
17       { "label": "Problems & Fixes", "href": "/problems" },
18       { "label": "Product Picks", "href": "/products" },
19       { "label": "Blog", "href": "/blog" },
20       { "label": "About & Editorial Standards", "href": "/about" }
21     ],
22     "footer": [
23       { "label": "About & Editorial Standards", "href": "/about" },
24       { "label": "Contact", "href": "/contact" },
25       { "label": "Privacy Policy", "href": "/privacy" },
26       { "label": "Terms of Use", "href": "/terms" }
27     ]
28   },
29   "articles": [
30     {
31       "slug": "builder-gel-complete-guide",
32       "title": "Builder Gel Nails & BIAB: Complete 2025 Guide (What They Are,
How They Work, Pros, Cons, and FAQs)",
```

```
33     "primary_keyword": "builder gel",
34     "secondary_keywords": [
35         "builder gel nails",
36         "what is builder gel",
37         "builder gel nails",
38         "builder in a bottle",
39         "biab nails",
40         "builder gel vs gel polish"
41     ],
42     "type": "pillar",
43     "category": "guide",
44     "author_id": "sara-kim"
45 },
46 {
47     "slug": "how-to-use-builder-gel",
48     "title": "How to Use Builder Gel or BIAB: Step-by-Step Tutorial for
Beginners",
49     "primary_keyword": "how to use builder gel",
50     "secondary_keywords": [
51         "how to use biab",
52         "how to apply builder gel",
53         "builder gel application",
54         "biab step by step"
55     ],
56     "type": "pillar",
57     "category": "how-to",
58     "author_id": "sara-kim"
59 },
60 {
61     "slug": "how-to-remove-builder-gel",
62     "title": "How to Remove Builder Gel or BIAB Safely at Home (Without
Damaging Your Nails)",
63     "primary_keyword": "how to remove builder gel",
64     "secondary_keywords": [
65         "how to remove biab",
66         "remove builder gel at home",
67         "builder gel removal"
68     ],
69     "type": "pillar",
70     "category": "how-to",
71     "author_id": "sara-kim"
72 },
73 {
74     "slug": "builder-gel-vs-acrylic-vs-biab",
75     "title": "Builder Gel vs Acrylic vs BIAB: Which Is Better for Your Nails
in 2025?",
76     "primary_keyword": "builder gel vs acrylic",
```



```
77     "secondary_keywords": [  
78         "builder gel vs biab",  
79         "biab vs acrylic",  
80         "builder in a bottle vs builder gel"  
81     ],  
82     "type": "supporting",  
83     "category": "comparison",  
84     "author_id": "sara-kim",  
85     "editorial_notes": "Focus strictly on differences (cost, removal time,  
flexibility, difficulty, learning curve), not long definitions. Use a  
comparison table as the primary content element."  
86 },  
87 {  
88     "slug": "builder-gel-vs-poly-gel",  
89     "title": "Builder Gel vs Poly Gel: Key Differences, Pros and Cons",  
90     "primary_keyword": "builder gel vs poly gel",  
91     "secondary_keywords": [  
92         "poly gel vs builder gel",  
93         "builder gel or poly gel",  
94         "builder gel vs polygel for beginners"  
95     ],  
96     "type": "supporting",  
97     "category": "comparison",  
98     "author_id": "sara-kim"  
99 },  
100 {  
101     "slug": "best-builder-gel-kits",  
102     "title": "Best Builder Gel & BIAB-Style Kits for Beginners and At-Home  
Use (2025)",  
103     "primary_keyword": "best builder gel kits",  
104     "secondary_keywords": [  
105         "best biab kit",  
106         "builder gel kit for beginners",  
107         "best builder gel for natural nails"  
108     ],  
109     "type": "commercial",  
110     "category": "products",  
111     "author_id": "sara-kim"  
112 },  
113 {  
114     "slug": "builder-gel-sticky-or-lifting-fixes",  
115     "title": "Why Builder Gel or BIAB Is Sticky or Lifts (and How to Fix  
It)",  
116     "primary_keyword": "builder gel lifting",  
117     "secondary_keywords": [  
118         "builder gel sticky after curing",  
119         "why does my builder gel lift",
```

```
120         "biab lifting",
121         "builder gel not curing"
122     ],
123     "type": "supporting",
124     "category": "problems",
125     "author_id": "sara-kim"
126 },
127 {
128     "slug": "builder-gel-cracking-fixes",
129     "title": "Why Builder Gel or BIAB Cracks and How to Stop It (Step-by-
Step Troubleshooting)",
130     "primary_keyword": "builder gel cracking",
131     "secondary_keywords": [
132         "biab cracking",
133         "builder gel cracks at free edge",
134         "builder gel breaking off"
135     ],
136     "type": "supporting",
137     "category": "problems",
138     "author_id": "sara-kim"
139 },
140 {
141     "slug": "builder-gel-natural-nails",
142     "title": "Builder Gel & BIAB on Natural Nails: How to Strengthen Without
Extensions",
143     "primary_keyword": "builder gel natural nails",
144     "secondary_keywords": [
145         "builder gel nails",
146         "biab natural nails",
147         "builder gel on short nails",
148         "builder gel for weak nails"
149     ],
150     "type": "supporting",
151     "category": "guide",
152     "author_id": "sara-kim"
153 },
154 {
155     "slug": "builder-gel-nails-near-me",
156     "title": "Builder Gel & BIAB Nails Near Me: How to Choose a Safe,
Reputable Salon",
157     "primary_keyword": "builder gel nails near me",
158     "secondary_keywords": [
159         "biab nails near me",
160         "builder gel salon",
161         "biab salon"
162     ],
163     "type": "supporting",
```

```
164     "category": "guide",
165     "author_id": "sara-kim"
166 },
167 {
168     "slug": "about-editorial-standards",
169     "title": "About Us & Editorial Standards",
170     "primary_keyword": "builder gel editorial standards",
171     "secondary_keywords": [
172         "nail content editorial policy",
173         "builder gel review methodology"
174     ],
175     "type": "page",
176     "category": "about",
177     "author_id": "sara-kim"
178 }
179 ],
180 "products": [
181     {
182         "id": "beetles-8in1-clear-builder",
183         "name": "Beetles Builder Gel for Nails, 0.51 oz 8 in 1 Clear Builder
Strengtheners Gel",
184         "brand": "Beetles",
185         "vendor": "Amazon",
186         "url": "https://www.amazon.com/dp/B08Y17L51L"
187     },
188     {
189         "id": "modelones-builder-kit-56g",
190         "name": "Modelones Builder Nail Gel Kit, Clear Builder Nail Gel 56g with
Brush and Forms",
191         "brand": "Modelones",
192         "vendor": "Amazon",
193         "url": "https://www.amazon.com/dp/B08ZJ9VBYN"
194     },
195     {
196         "id": "makartt-clear-builder-kit",
197         "name": "Makartt Clear Gel Builder Kit: Self-Levelling, Long Lasting
Extension Hard Gels",
198         "brand": "Makartt",
199         "vendor": "Amazon",
200         "url": "https://www.amazon.com/dp/B0DJSQ2NJ8"
201     },
202     {
203         "id": "mia-secret-formagel-kit",
204         "name": "Mia Secret Formagel Builder Gel Kit (Clear Kit)",
205         "brand": "Mia Secret",
206         "vendor": "Amazon",
207         "url": "https://www.amazon.com/dp/B01FZ061P8"
```

```

208     },
209     {
210         "id": "thegelbottle-biab-shop",
211         "name": "The GelBottle BIAB\u2122 Builder In A Bottle Range",
212         "brand": "The GelBottle Inc.",
213         "vendor": "The GelBottle US",
214         "url": "https://thegelbottle.us/biabtm-shop-all"
215     },
216     {
217         "id": "kokoist-excel-builder-clear",
218         "name": "Kokoist Excel Builder Clear 4g",
219         "brand": "Kokoist",
220         "vendor": "Kokoist USA",
221         "url": "https://kokoistusa.com/products/excel-builder-clear"
222     }
223 ]
224 }

```

3) Updated Specs — “Specs v4” (for Claude Code)

You can paste this into a document and save as

`Specs v4 - Builder Gel Site.pdf`.

This is the **short, precise build spec** Claude Code should follow.

Specs v4 – Builder Gel / BIAB Site

A. Homepage & Global Layout

- Homepage H1:
 - “Builder Gel Nails & BIAB: Clear Guides, Tutorials, and Product Picks for 2025”
- Immediately under H1 in every monetized article, render:
 - `<AffiliateDisclosure />` with text:
 - “We independently review everything we recommend. When you buy through our links, we may earn a commission.”
- Homepage must include:
 - a. Hero (H1, subheading, primary + secondary CTA).
 - b. Short “What are Builder Gel & BIAB?” block.

- c. Question grid (10 cards linking to the 10 core articles).
- d. “Start here” 3-card path (New / DIY / Kits).
- e. Problems & Fixes block (lifting/sticky, cracking).
- f. Product picks preview (3–4 products from DB).
- g. Latest articles section.
- h. About & trust block (Sara Kim + editorial standards).

All article pages share a common `<ArticleLayout>` that includes:

- Breadcrumbs, title, author, date, `<AffiliateDisclosure />`, content, internal link cards, FAQ, and optional product blocks.
-

B. The 10 Core Articles + About Page

Implement the 11 pages defined in `builder-gel-site-spec-v4.json` with:

- H1 matching the JSON title.
- On-page structure consistent with the blueprint:
 - Pillars: long-form, 2000–3000+ words.
 - Supporting: 1200–2000+ words.
 - Comparison page uses a table as main element.
- Every article must include at least:
 - One FAQ section.
 - One internal link card (`<InternalLinkCard />`) every ~500 words.

About page (/about):

- Introduce Sara Kim and her credentials.
 - Explain editorial standards and review methodology.
 - Explain how affiliate links work (Amazon and others).
-

C. Navigation

Main nav:

- Home → `/`
- Guides → `/guides`
- How-To → `/how-to`

- Problems & Fixes → `/problems`
- Product Picks → `/products`
- Blog → `/blog`
- About & Editorial Standards → `/about`

Footer:

- About & Editorial Standards → `/about`
- Contact → `/contact`
- Privacy Policy → `/privacy`
- Terms of Use → `/terms`

Breadcrumb pattern:

- `Home > [Section] > [Article Title]`.
-

D. Components & Coding Rules

Tech stack:

- Next.js 14 (App Router) + TypeScript.
- Tailwind CSS.
- Supabase for data (Postgres).
- SSR for all content pages.

Key components:

1. `Navbar`, `Footer`, `Breadcrumbs`, `ArticleLayout`.
2. `AffiliateDisclosure`
 - Global component used inside `ArticleLayout` just after author/date.
3. `InternalLinkCard`
 - Props: `slug`.
 - Fetches title + excerpt from Supabase and renders a small card with a CTA.
 - Used at least once every ~500 words per article.
4. `StepGif`
 - Props: `step: string`, e.g. `"prep-nails"`, `"build-apex"`, `"flash-cure"`.
 - Has **fallback behavior**:
 - If a gif/video src is not yet configured, render a styled div with:

- Heading “Step: [Human-readable title]”
- A “💡 Tip” icon and short text description (provided via a steps map).

5. VideoBlock

- Props: `id: string`.
- Used for main how-to or demo videos.
- Fallback: if no `embedUrl`, render a “Video coming soon” card with short description.

Important:

Never render empty whitespace or broken media. Always show a visible, styled fallback.

E. Backend Schema & Database Setup (Fixed IDs)

Use Supabase (Postgres). Use these tables:

代码块

```

1  -- 1) Authors: TEXT ID to match JSON ("sara-kim")
2  create table public.authors (
3    id text primary key, -- e.g. 'sara-kim'
4    name text not null,
5    role text not null,
6    bio text,
7    avatar_url text,
8    created_at timestamptz default now()
9  );
10
11 -- Seed main author:
12 insert into public.authors (id, name, role, bio, avatar_url)
13 values (
14   'sara-kim',
15   'Sara Kim',
16   'Licensed Nail Technician & Educator',
17   'Sara Kim is a licensed nail technician with over 8 years of salon
experience specializing in builder gel, BIAB, and structured manicures. She
has worked with both professional brands and consumer builder gel kits and
focuses on nail health, safe removal, and allergen-aware product choices.',
18   '/images/authors/sara-kim.jpg'
19 )
20 on conflict (id) do nothing;
```

代码块

```

1  -- 2) Posts table
```

```

2  create table public.posts (
3      id uuid primary key default gen_random_uuid(),
4      title text not null,
5      slug text not null unique,
6      excerpt text,
7      content text not null,          -- markdown/MDX or serialized content
8      category text not null,        -- 'guide', 'how-to', 'comparison', 'products',
                                     'problems', 'about'
9      primary_keyword text,
10     secondary_keywords text[],
11     cover_image_url text,
12     author_id text references public.authors(id), -- TEXT, not UUID
13     created_at timestamptz default now(),
14     updated_at timestamptz default now()
15 );

```

代码块

```

1  -- 3) Products table (affiliate targets)
2  create table public.products (
3      id text primary key,
4      name text not null,
5      brand text,
6      vendor text,
7      url text not null,
8      image_url text,
9      price_hint text,
10     rating_hint text,
11     created_at timestamptz default now(),
12     updated_at timestamptz default now()
13 );
14
15 -- 4) Join table between posts and products
16 create table public.post_products (
17     post_id uuid references public.posts(id) on delete cascade,
18     product_id text references public.products(id) on delete cascade,
19     position int default 0,
20     primary key (post_id, product_id)
21 );

```

RLS (Row-Level Security):

- Enable RLS on `posts`, `authors`, `products`, `post_products`.
- Create a policy allowing `SELECT` for all users; restrict writes to service-role/admin only.

That’ s all three files updated:

- Strategy / Blueprint (V4).
- JSON spec (v4).
- Specs (v4) with corrected SQL and implementation notes.

You can now:

1. Save them as three separate files.
2. Tell Claude Code: “Here are the three spec files (Blueprint, JSON spec, Specs). Build the site exactly according to these.”

F. Content Tone & Author Style (Mandatory for All Blog Content)

When generating Markdown/MDX content for any article on the Builder Gel / BIAB website, you must write in the voice of **Sara Kim**, the site’ s designated expert. Follow these rules strictly:

1. Author Persona Rules

You are writing as **Sara Kim**, a licensed nail technician with real-world experience. Sara has:

- 8+ years of salon experience
- specialization in gel systems, BIAB, HEMA-free products
- a safety-first philosophy
- knowledge of both budget and professional brands

Always write as if the advice is based on Sara’ s hands-on professional experience.

2. Tone Requirements

The tone must be:

- **Expert & Authoritative** — precise terminology, confident statements.
 - **Experience-Driven** — reference realistic observations (“In Sara’ s experience...”)
 - **Safety-First** — emphasize prep, curing, allergies, contamination risks.
 - **Clear & Step-Based** — especially for tutorials like “How to Use Builder Gel.”
 - **Non-Fluffy** — remove generic AI phrases; focus on facts, technique, and corrective insights.
-

3. Experience-Driven Language Patterns

Use phrases like:

- “In Sara’s experience...”
- “Professionally, I’ve found that...”
- “Based on years of working with builder gels...”
- “Most beginners struggle with this step, here’s why...”
- “Here’s what I see in the salon when this goes wrong...”

These create **E-E-A-T signals** that Google rewards heavily.

Avoid vague sentences like:

- “Some people say...”
- “Builder gel is very popular because...”
- “This is a great option if you want something nice.”

These sound like generic AI content and lower trust.

4. Product Commentary Requirements

When discussing products:

- Provide **practical differences**, not just lists.
- Reference viscosity, brush stiffness, self-leveling speed, curing requirements.
- Compare budget (Amazon brands) vs pro brands **fairly**.
- Mention real-world issues like **HEMA allergies** and **lifting causes**.

Example:

“Beetles builder gel typically needs a 120-second cure to eliminate the tacky inhibition layer, while The GelBottle usually polymerizes fully at 60 seconds under a 48W LED lamp.”

This creates *uniqueness*, increases trust, and avoids duplicate content flags.

5. Visual Component Integration

Where steps require visuals, include MDX components:

- `<StepGif step="prep-nails" />`
- `<StepGif step="build-apex" />`
- `<VideoBlock id="..." />`

Place them **exactly** where the step occurs.

If visuals are not available, write text that references what the visual would show.

Example:

```
<StepGif step="forming-apex" />
```

“(This visual shows how thick the center should be before self-leveling.)”

6. Mandatory Internal Linking

Within every 500–600 words:

- Insert an internal link
- Or an `<InternalLinkCard slug="..." />`

This supports the site’s silo structure and improves crawlability.

7. Safety & Allergen Guidelines

Always include warnings where relevant:

- Over-filing causes heat spikes
- Builder gels containing HEMA may cause allergic reactions
- Explain signs of improper curing
- Stress proper sanitation and dehydration steps
- Note when to seek a professional

This is essential for **credibility and compliance**.

8. Structure & Flow

Each article must follow this flow:

1. **Short authoritative intro**
2. **Key definitions**
3. **Practical experience insights**
4. **Step-by-step or comparison**
5. **Common mistakes and fixes**
6. **Recommended products** (with `<ProductCard />`)
7. **FAQs based on Semrush questions data**
8. **Bottom CTA + internal links**

