# J Luxe Website Readme Guide

## J Luxe Medical Aesthetics Website

This project is the live marketing and conversion website for J Luxe Medical Aesthetics (Hackney, London). It is built with Next.js App Router and is designed to:
  - explain treatments clearly
  - build trust with policy, review, and location content
  - drive visitors to pricing and contact actions
  - grow organic traffic through treatment pages and blog content

## 1) Tech Stack
  - Next.js 16
  - React 19
  - TypeScript
  - Tailwind CSS 4
  - Framer Motion

## 2) Local Development
Install and run:

```
npm install
npm run dev
```

Local URL: http://localhost:3000

Production domain target: https://jluxemedicalaesthetics.com

## 3) Website Page Map (What Each Page Stands For)

### Core Business Pages
  - /

The primary conversion page. It introduces the brand, shows key services, trust signals, and pushes users to pricing/contact.
  - /about-us

The clinic story and authority page. It explains philosophy, standards, and why clients should trust the team.
  - /treatment

The treatment hub. This page helps visitors browse all treatment categories before going deeper.
  - /pricing

The main booking-intent page. Users compare services and pricing here before taking action.
  - /contact-us

Main enquiry page with direct contact paths and location guidance.
  - /refer-a-friend

Referral campaign page. Users can generate and share personal referral links.
  - /training

Academy offer page for education/training services.

### Treatment Pages
  - /facials

All facial options, outcomes, and suitability guidance.
  - /fillers

Dermal fillers services and consultation-led treatment information.
  - /anti-wrinkle-injection

Anti-wrinkle (Botox-style) treatment information and process.
  - /skin-boosters-mesotherapy

Hydration-focused injectable skin treatments and skin quality improvement.

- /prp-treatment

PRP treatment content for face/hair regenerative pathways.
- /body-sculpting-2

Body contouring page including fat dissolving coverage.
- /chemical-peels

Peel options, expectations, and aftercare guidance.
- /exosomes

Advanced regenerative exosome treatment content.
- /iv-vitamin-drip

IV infusion/wellness treatment page.
- /teeth-whitening

Smile-brightening and whitening services.
- /waxing

Face/body/intimate waxing service information.

## Content and SEO Pages

- /blog

Blog listing page with featured and category-based article discovery.
- /blog/[slug]

Individual article pages generated from markdown in content/blog.

## Legal and Compliance Pages

- /terms-of-use

Service terms, treatment expectations, and responsibilities.
- /privacy-policy

Data handling, consent, cookies, and GDPR-related policy.
- /complaints-policy

Complaint process, response timelines, and escalation routes.
- /booking-cancellation-policy

Deposits, cancellations, lateness, and booking rules.

## Utility Routes

- /robots.txt from src/app/robots.ts
- /sitemap.xml from src/app/sitemap.ts
- /api/referrals/track for referral analytics

# 4) Where to Edit Things

## Global Layout and Navigation

- src/app/layout.tsx

Global app shell, default metadata.
- src/app/Navbar.tsx

Header navigation and top CTAs.
- src/app/Footer.tsx

Footer links, legal links, contact details, socials.
- src/app/globals.css

Global styling, typography, and shared section styles.

## SEO Setup

- src/lib/seo/treatment-seo.ts

Treatment-specific metadata and keyword configuration.
- Route-specific metadata files:

Example: src/app/facials/layout.tsx, src/app/blog/layout.tsx, etc.

## Blog Content

- Blog source files: content/blog/*.md
- Blog parser and rendering: src/lib/blog.ts

- Blog template files should start with _ if they must stay unpublished.

## 5) Current CTA Behavior
- Main booking CTAs now route to /pricing (pricing-first conversion flow).
- Referral CTAs route to /refer-a-friend.
- Contact CTAs route to /contact-us.

## 6) SEO and Reporting Commands

Blog-only SEO scorecard:

```
npm run blog:seo-audit
```

Full-site SEO audit (JSON + PDF):

```
npm run seo:audit-pages
```

README PDF export:

```
npm run readme:pdf
```

Generated files are saved in:
- reports/

## 7) Deployment Notes
- Keep route slugs stable to preserve SEO history and indexing continuity.
- If replacing any old WordPress URL, ensure redirect mapping is maintained.
- Re-run SEO audits after major content or metadata edits.

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