

linkok.com

Making a web app - the hard way

me@brunosutic.com

Topics

- About linkok.com
- Time duration
- Architecture
- Technology choices
- Mistakes
- Costs & expenses

About linkok.com

"Broken link checker"

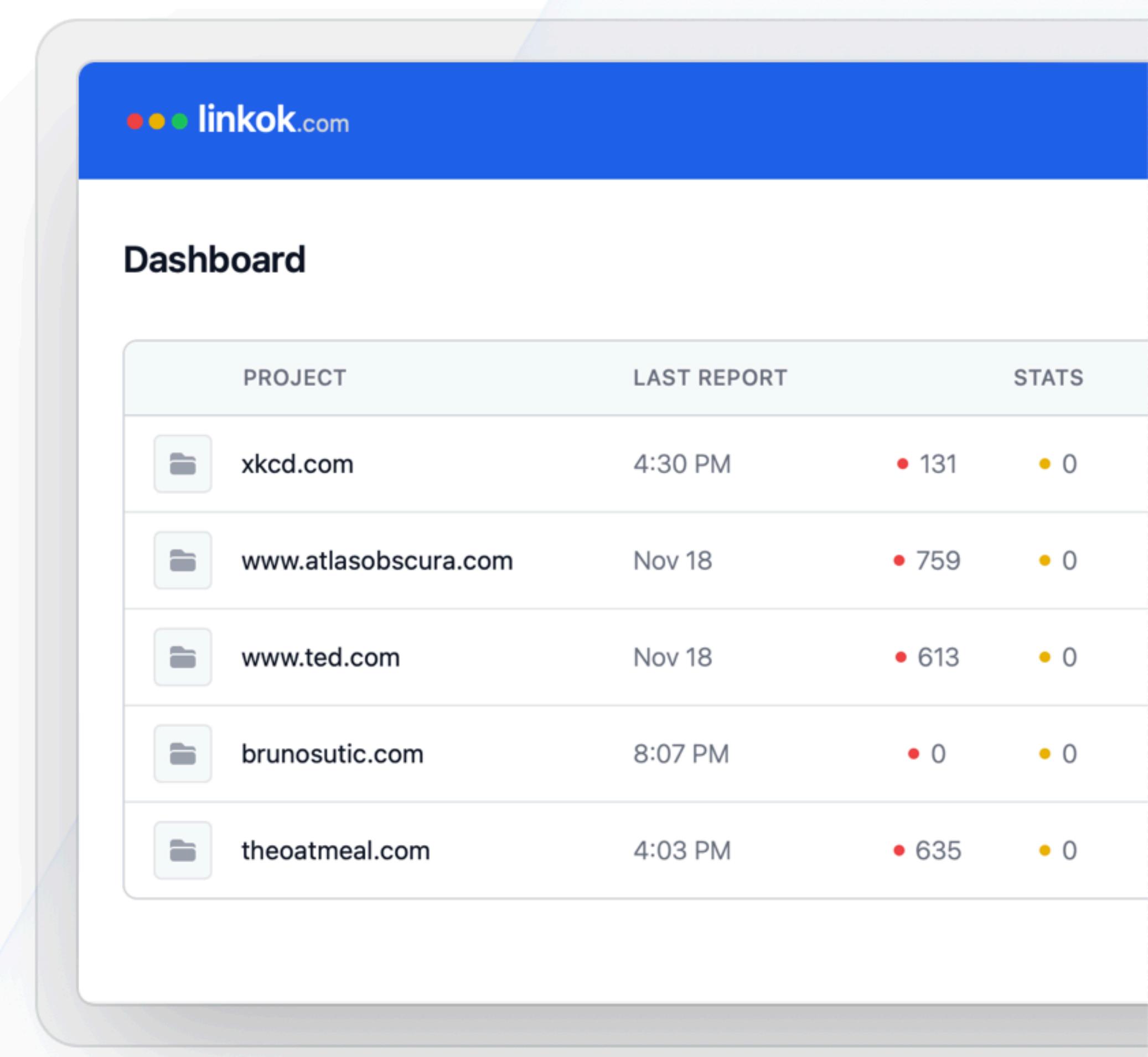
Screenshots, target users, competition

Break up with broken links

linkok.com is more than a broken link checker. From finding to fixing, we're your one-stop solution for all link errors. It's designed to deliver accurate results with ease, making link repair not a chore, but a breeze.

[Fix your site today](#)

Free forever for small sites. No credit card required.





Create a new project

Domain

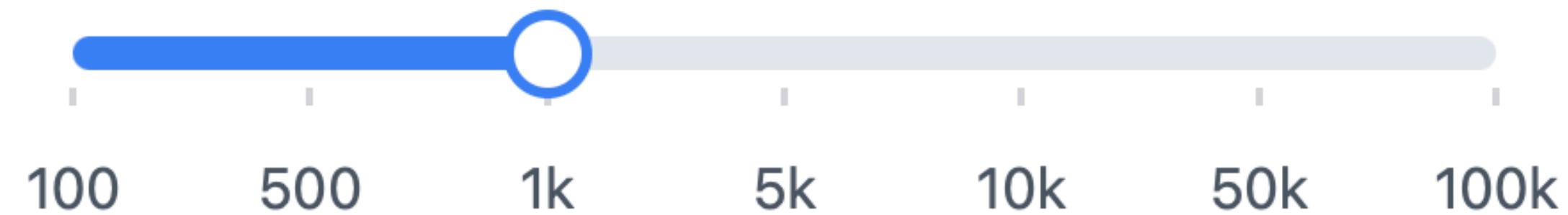
myshop.com

Payment interval — **2 months free** when paying yearly.

Monthly

Yearly

How many pages does your website have?



Monthly scans

Get monthly reports for a website with up to 1,000 pages.

Weekly scans

Most popular

Get advanced protection with weekly reports for a website with up

Daily scans

Get maximum protection with daily reports for a website with up to

*Taxes are added at payment: VAT for EU and UK customers. Companies can [contact support](#) to register a tax ID. All prices shown without taxes.

Need a bigger plan? [Contact sales](#)

Cardholder name

 Card number MM / YY CVC

Country

United States



By providing card information, you allow linkok.com to charge your card for future payments in accordance with our terms.

[Create project](#)

When you create a new project, you agree to our [Terms and Conditions](#), and [Privacy Policy](#).

backstage.tulasoftware.com report

Complete

Started on Nov 1, 9:45 AM, ended on Nov 1, 10:09 AM.

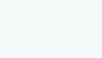
Errors 150

Warnings 0

All 10k

<https://backstage.tulasoftware.com>   127 links 108 unique links

 <https://backstage.tulasoftware.com/blog/2023/3>   404 Not Found 2 3 </> <a href> "AI-related feature we released last month" [Details](#)

</blog/?month=december-2018&view=calendar>   135 links 113 unique links

 <http://www.lokahsanghayoga.com/schedule.html>   404 Not Found 1 2 </> <a href> "Lokah Sangha Yoga"  [Details](#)

<https://tulasoftware.com/myc2019>  

"our 2019 yoga conference"

404 Not Found 12 6 </> <a href>

[Details](#)

https://www.yogsadhna.com/library/for_your_min  

404 Not Found 1 6 </> <a href>

[Details](#)

backstage.tulasoftware.com report

[← Back to report](#)[<< Previous link](#)[Next link >](#)

Link details

All the link information gathered during the scan.

URL <https://backstage.tulasoftware.com/blog/2023/3/23/new-feature-transcribe-your-classes-and-help-studetns-find-the>  

Status  404 not found

Found on page <https://backstage.tulasoftware.com>  

Link text AI-related feature we released last month

Last checked at Nov 1, 9:50 AM

This is the 1st occurrence of this link on the page.

This link appears 2 times on the current page.

1st check



error

Nov 1, 9:45 AM

2nd check



404 not found

Nov 1, 9:50 AM

Target customer

"commercial blogger"

I may earn a commission from the affiliate links on this site. [Learn more](#)

Check out my favorite shavers from the 2023 Early Black Friday Deals!

The Best Electric Razors For Men (2023): A Definitive Guide



by [Ovidiu Nicolae](#) / Updated: November 16, 2023 / [794 Comments](#)



Popular Posts

[The Best Electric Razors For Men \(2023\): A Definitive Guide](#)

[What's The Closest Shaving Electric Razor \(2023\)?](#)

[Braun Series 9 Comparison: Which One Should You Buy?](#)

[What's The Best Electric Shaver For Sensitive Skin \(2023\)?](#)

[The 5 Best Body Groomers For Men In 2023](#)

[The Best Head Shavers For Men \(2023\): A Definitive Guide](#)

Homepage



**Food Choices
and Societal
Constructs:
Exploring
Veganism's
Role**

Jun 5, 2023 | Animal
rights, Health, Vegan



**Animals in
Children's
Literature:
Characters,
Companions,
and Friends**

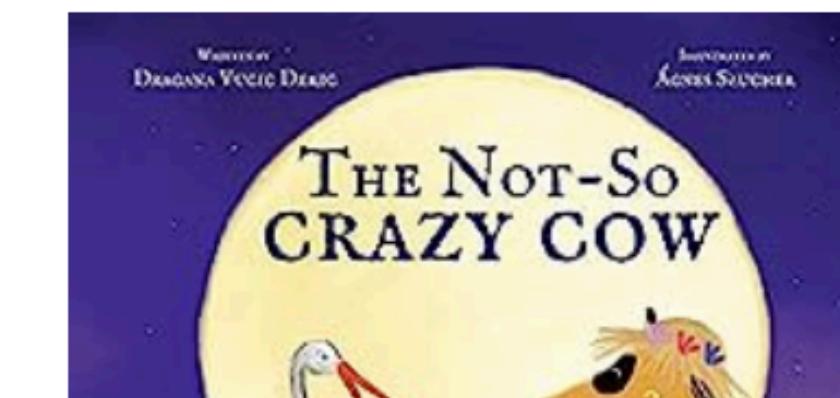
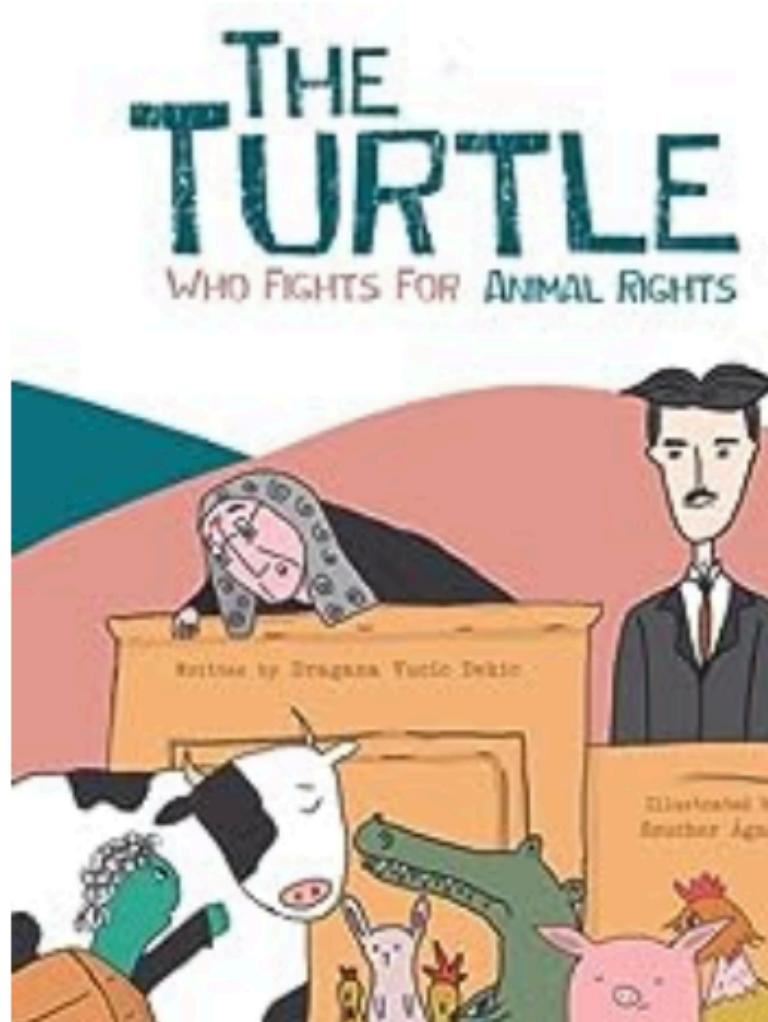
Jun 4, 2023 | Animal
rights, Vegan books



**5 common
sense
arguments
against
competition**

May 1, 2023 | Health
Critiques of

BUY MY PICTURE
BOOKS AT
AMAZON:



Competition

- Many of apps
 - Website analysis
 - SEO tools (ahrefs)
- 6 direct competitors
 - Only one has modern design

Online Broken Link Checker

Summary of the features

- Checks your websites and blogs for **dead links**
- Can scan an unlimited number of web-pages*
- Tests both internal and external / outbound URLs
- Displays the location of bad links in your HTML
- Shows HTTP error codes (404, etc.) for reported URLs
- Runs on Windows, Mac OS, Linux, Android, and iOS

* The free version has a 3000-page limit, however, there are no limits on the number of hyperlinks within those webpages!

Free Check for broken links

Enter your URL below (e.g. www.example.com)

by entering your URL you agree to these [Terms & Conditions](#)

[Find broken links](#)

This service has been named One of the Best Web Tools as per WebHostingSearch.com! They commended:

"BrokenLinkCheck.com is a reliable and flexible tool. With this program, you don't need to manually search for dead links. Web

Our featured customers:

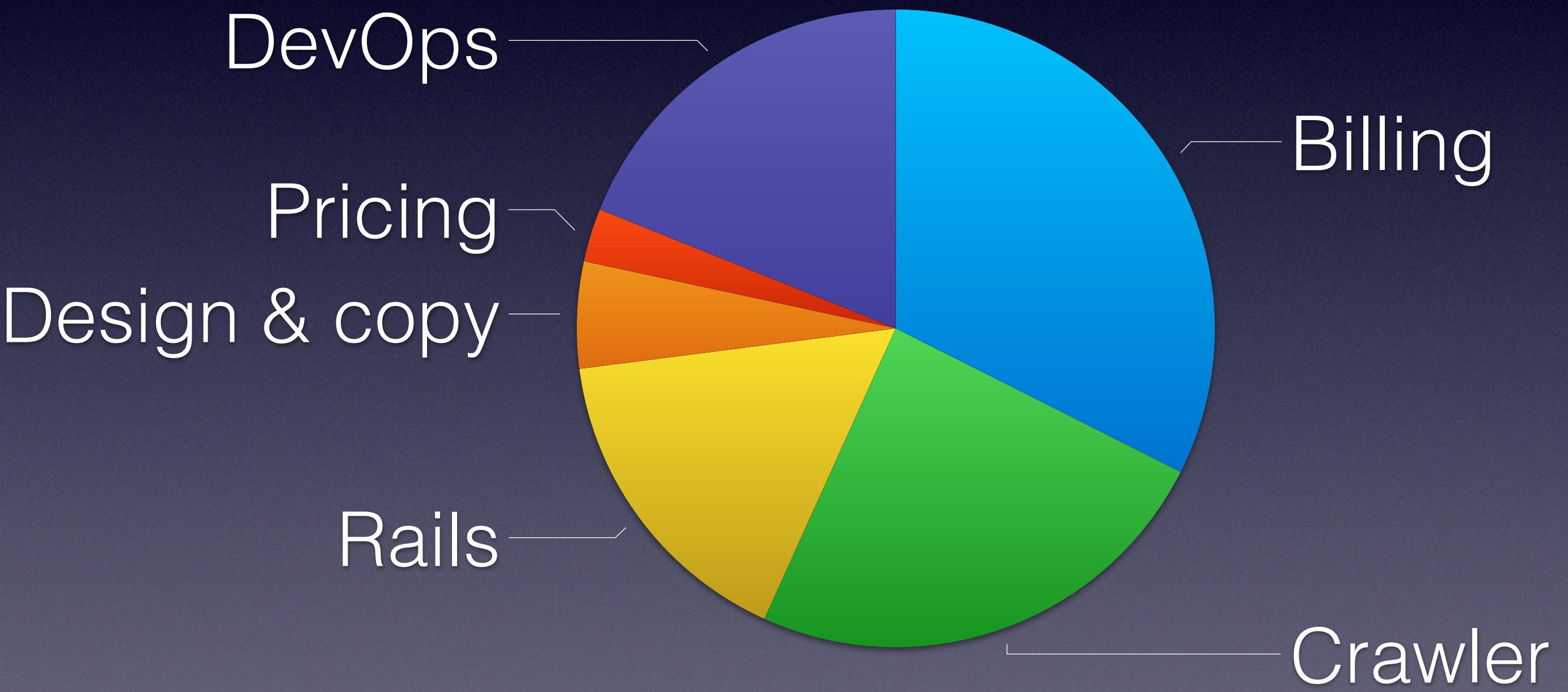


About linkok.com

- Existing market
(no need for MVP)
- Many competitors
- Handful of direct competitors
- One competitor with "modern look"

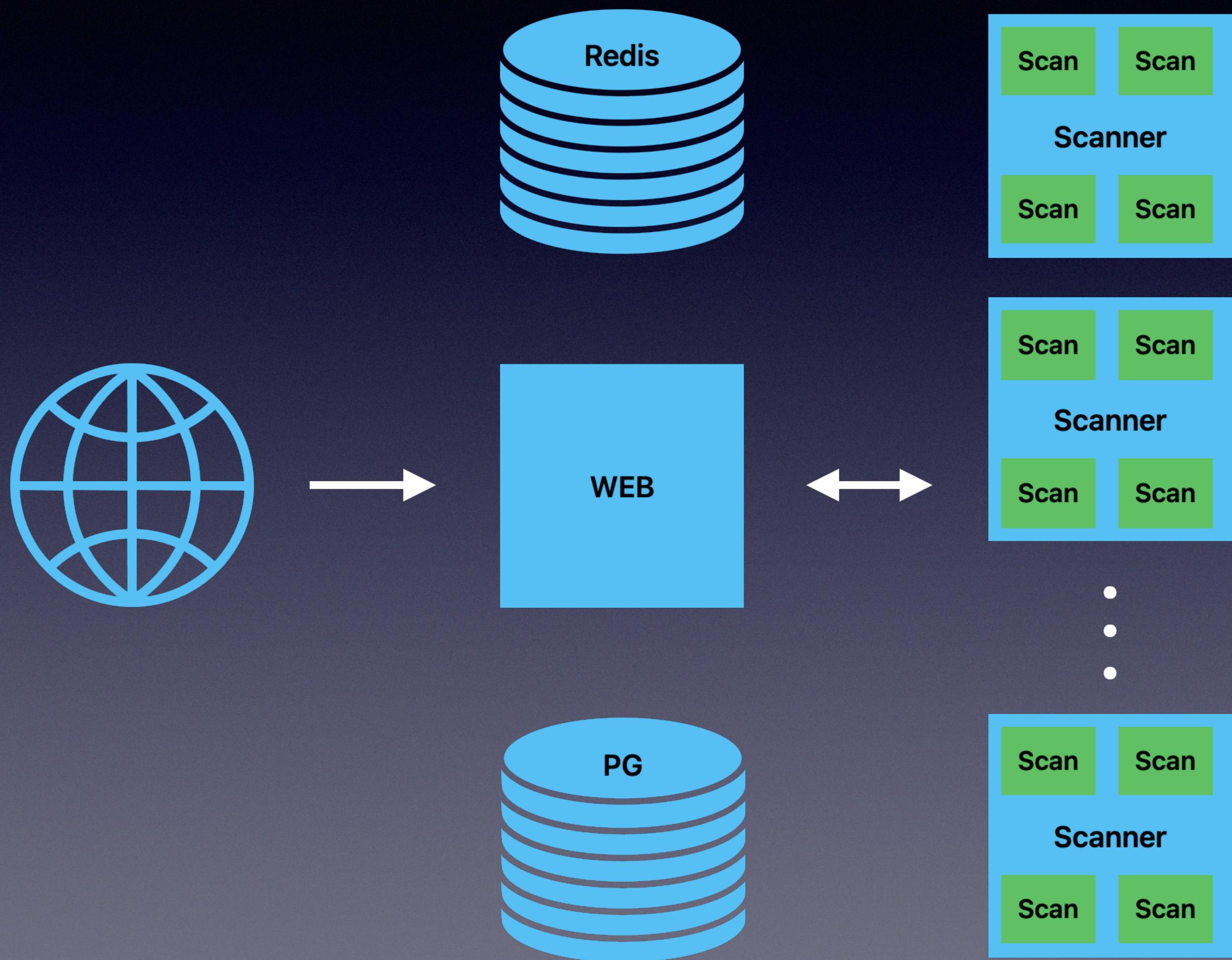
Time duration

- 3 years ! 😱
Full time effort.
3 kids.
- "Working on everything,
other than the app itself."



Architecture

- Simplified
- 3 apps
- High availability
- No microservices



Technology

- Web app 😐
Rails + vanilla JS
- Scanner app 😐
Rails API + `spawn(...)` Scan processes
- Scan 😊
Async Ruby, time consuming, but competitive advantage.

Time sinks - billing

- Stripe is the best, has most features.
- Very complex, "low level".
- Examples:
 - Charge immediately when upgrading \$5/mo -> \$100/mo.
 - \$0/mo -> \$100/mo upgrade is another scenario.
- Solutions:
 - Stripe no-code solutions ("Checkout", "Customer portal").
 - Paddle

Time sinks - High availability

- 2 or more servers for each role.
- Postgresql HA is hard: replication, backup, upgrades...
- Solutions:
 - Pay for managed DB (Amazon RDS)
 - Standalone Postgresql

Mistakes - hiring UX designer

- 🗑️: 💸 and ⏳
- Ok output, but no *real* value.
- You know your product best. No one will really think 🧠 for you.
- 💡 DIY
- 💡 First code, then UX

Mistakes - hiring copywriter

- 🗑️: 💸 and ⏳
- Native speaker, meh output.
- 💡 Chat GPT + your 🧠
- ❓ Spend \$\$\$\$

Mistakes - hiring designer

- 🗑️: 💸 and ⏳
- Mediocre output, he was "sick"
- 💡 TailwindUI
- ✖️ Agencies
- ❓ Spend \$\$\$\$ with high-quality individual

Costs & expenses

- Domain: high \$,\$\$\$ 
- UX designer: low \$,\$\$\$ 
- Copywriter: low \$,\$\$\$ 
- Designer: high \$\$\$ 
- TailwindUI: low \$\$\$ 
- Servers (Hetzner): mid €€€ (monthly) 
- Your time is the biggest expense!

Conclusion

- Web app from scratch =   
- Stripe is hard.
-  Consultants
-  DIY

Conclusion

- Try linkok.com (free forever plan)
- Beta
- 😅 Report bugs: me@brunosutic.com

Thank you!