Advisory Panel Review — Website Generation Pipeline

Date: February 8, 2026
Subject: Complete review of the Web Development pipeline, templates, and workflow
Requested By: Justice, Founder
In Response To: Vite Starter template, industry playbooks, `/build-site` workflow, and overall pipeline architecture

Panel Members Weighing In

Panelist	Expertise	Focus Area
Marcus Chen	Product / Growth	Workflow efficiency, scalability, client onboarding
Maya Chen	UI/UX Design	Visual quality, interaction design, accessibility
Victor Oduya	Full-Stack Engineering	Code architecture, performance, maintainability
Jasmine Taylor	Digital Marketing	SEO, conversion, industry positioning
Dr. Amara Okonkwo	Business Strategy	Pricing, competitive positioning, service packaging
Derek Simmons	Operations	Process optimization, delivery, QA

1. Overall Architecture — Marcus Chen

Verdict: Strong foundation, needs a few structural upgrades

> The three-lane approach (Vite / Next.js / Hybrid) is smart — it covers the full spectrum of client needs without overengineering. But I see two gaps:

Recommendations

#	Improvement	Why
1	**Add a `client-config.json` standard**	Instead of `{{PLACEHOLDER}}` find-and-replace, use a single JSON config file per build. A script reads it and hydrates all templates. Less error-prone, faster iteration.
2	**Add a `Drafts/` stage**	Before a build moves to `Builds/`, it should live in `Drafts/`. Only promoted to `Builds/` after client approval. This prevents half-finished sites from cluttering the deliverables folder.
3	**Version the templates**	Templates should have a version number (e.g., `v1.2`). When you improve the template, existing client sites can see what version they're on and decide whether to upgrade.
4	**Component library**	Extract reusable sections (pricing tables, FAQ accordions, team grids, gallery lightboxes) into a `Components/` folder that any template can pull from.

2. Design & Interactions — Maya Chen

Verdict: Premium interactions are excellent, but missing critical UX elements

> *The 13 interactive features are impressive — especially the custom cursor, card tilt, and gradient mesh. But premium design isn't just about effects. It's about the experience.*

What's Missing

#	Missing Element	Impact
1	**Accessibility (a11y)**	No `prefers-reduced-motion` media query. Users with vestibular disorders will get sick from all these animations. **Must add.**
2	**Focus states**	Keyboard users have no visible focus indicators. Every interactive element needs `:focus-visible` styles.
3	**Dark mode toggle**	The CSS supports dark mode but there's no toggle button in the HTML or JS to switch themes. Add a sun/moon toggle in the nav.
4	**Skip to content link**	Screen reader users need a skip link before the nav. This is basic accessibility.
5	**Image lazy loading**	No `loading="lazy"` on images. For media-heavy portfolio sites, this is critical for performance.
6	**404 page**	No error page template. Every site needs a branded 404.
7	**Favicon set**	Only one favicon referenced. Need `apple-touch-icon`, `manifest.json`, and multiple sizes.

Design Enhancements

#	Enhancement	Details
1	**Micro-interactions on form inputs**	Floating labels, subtle validation animations, character counters
2	**Scroll progress bar**	Thin gradient bar at top of page showing scroll position
3	**Back to top button**	Appears after scrolling past the hero, smooth scrolls back
4	**Image reveal effect**	Images slide in with a color overlay wipe (not just fade)
5	**Testimonial carousel**	Support multiple testimonials with auto-rotation + dots

3. Code Architecture — Victor Oduya

Verdict: Clean structure, but needs production hardening

> *The CSS is well-organized with BEM naming and the JS is dependency-free which is great. But a few things need attention for production:*

Technical Improvements

#	Issue	Fix
1	**No CSS minification**	Add a `vite.config.js` with CSS and JS minification. The template doesn't have one.

2	**`main.js` should be a module**	Use `<script type="module">` instead of regular `<script>`. This enables tree-shaking and modern JS features.
3	**CSS custom property fallbacks**	`--color-primary: {{PRIMARY_COLOR}}` will break if not replaced. Add fallback values: `--color-primary: var(--fallback, #3b82f6)`.
4	**Image optimization pipeline**	Add a script or Vite plugin for image compression (WebP conversion, responsive `srcset`). Portfolio sites with unoptimized images will fail Core Web Vitals.
5	**Meta tag template expansion**	Missing `twitter:card`, `canonical`, `robots`, and structured data (`JSON-LD` for local business).
6	**Contact form handler**	The HTML references a contact page but there's no form handler. Add a Formspree/Netlify Forms/Web3Forms integration pattern.
7	**Print stylesheet**	Service businesses print proposals. Add a `@media print` stylesheet.

Recommended `vite.config.js`

```js
import { defineConfig } from 'vite';

export default defineConfig({
  build: {
    minify: 'terser',
    cssMinify: true,
    rollupOptions: {
      input: {
        main: 'index.html',
        about: 'about.html',
        services: 'services.html',
        portfolio: 'portfolio.html',
        contact: 'contact.html',
      },
    },
  },
});
```

4. Marketing & SEO — Jasmine Taylor

Verdict: Playbooks are a unique differentiator, but need more depth

> *The industry playbooks are brilliant — I haven't seen another agency do this. But they need to go deeper to be truly "industry leading."*

Playbook Enhancements

#	Enhancement	Details
1	**Add 3 more playbooks**	E-Commerce, Creative/Artist, and Restaurant/Local were planned but not built. Build them.

2	**Sample copy in each playbook**	Don't just describe what to write — provide actual draft copy that can be customized. Give 3 headline variations, not just a framework.
3	**Competitor analysis section**	Each playbook should show 3-5 best-in-class example sites from that industry with notes on what makes them great.
4	**Google Business Profile setup**	For local businesses, this is more important than the website itself. Add a GBP checklist to relevant playbooks.
5	**Analytics setup**	Every playbook should specify which analytics events to track (e.g., "CTA clicks," "form submissions," "scroll depth").

SEO Template Additions

Tag	Template
Canonical	`<link rel="canonical" href="{{DOMAIN}}/{{PAGE}}" />`
Robots	`<meta name="robots" content="index, follow" />`
Twitter Card	`<meta name="twitter:card" content="summary_large_image" />`
JSON-LD	Local Business structured data block
Sitemap	Auto-generate `sitemap.xml` during build
OG Image	Generate per-page OG images

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5. Business Strategy — Dr. Amara Okonkwo

Verdict: This is a productizable service — package it properly

> You're building what agencies charge $5K-$15K for. The pipeline approach gives you a speed advantage — you can deliver in days what takes others weeks. **Package this as a standalone service offering.**

Pricing Framework

Tier	Includes	Suggested Price
Starter	Vite static site, 3-5 pages, 1 playbook, template design	$800 – $1,500
Professional	Vite or Next.js, 5-8 pages, brand kit integration, custom design	$2,000 – $4,000
Premium	Next.js full-stack, unlimited pages, custom features, retainer	$5,000 – $10,000+

Competitive Positioning

> Don't compete with Squarespace/Wix (DIY) or WordPress freelancers (commodity). Position as: **"Agency-quality websites, built in days, not months."**

> Your differentiator: industry playbooks + premium interactions + fast turnaround.

Service Add-Ons

Add-On	Price
Brand Kit Design (from scratch)	$500
Monthly Maintenance Retainer	$200/mo
SEO Optimization Package	$300
Photography Integration (your Setup Concierge photo service)	$400/session
Content Writing (from playbook frameworks)	$300/page

6. Process & QA — Derek Simmons

Verdict: Workflow is good, but needs a client approval gate and QA checklist

Process Improvements

#	Improvement	Details
1	**Client preview stage**	Before delivery, deploy to a preview URL (Netlify deploy preview or Vercel preview). Client reviews there, not on your machine.
2	**Sign-off document**	After client approves, create a delivery receipt noting: pages delivered, hosting details, what's included in maintenance, what costs extra.
3	**Browser testing matrix**	Test on Chrome, Safari, Firefox, Edge + mobile Safari, Chrome Android. Add to QA checklist.
4	**Performance budget**	Set targets: LCP < 2.5s, FID < 100ms, CLS < 0.1. Test with Lighthouse before delivery.
5	**Handoff documentation**	For each delivered site, create a `CLIENT_GUIDE.md` explaining: how to update content, how to request changes, how to contact support.

Consensus: Top 10 Priority Actions

Priority	Action	Owner	Difficulty
🔴 1	Add `prefers-reduced-motion` + focus states + skip link (accessibility)	Template update	Easy
🔴 2	Add `vite.config.js` with multi-page build + minification	Template update	Easy
🔴 3	Create `client-config.json` hydration system	Workflow update	Medium
🔴 4	Add dark mode toggle, back-to-top button, scroll progress bar	Template update	Easy
🟡 5	Build 3 remaining industry playbooks	New content	Medium

🟡 6	Add contact form handler pattern (Formspree/Netlify Forms)	Template update	Easy
🟡 7	Create a reusable `Components/` library (FAQ, gallery, pricing table, testimonial carousel)	New folder	Medium
🟡 8	Add SEO meta tags (canonical, twitter, JSON-LD, sitemap)	Template update	Easy
🟡 9	Create `Drafts/` stage and client preview workflow	Folder + workflow	Medium
🟢 10	Package pricing tiers and create a service page for Setup Concierge	Business strategy	Low

Panel review complete. Ready for implementation of priority items.