Conectia.pro

SAMPLE

Diagnostic & Blueprint — sample deliverable

Product: conectia.pro, the public website of Conectia PRO (React 18 + TypeScript, static, prerendered, three languages) **Date:** 17 October 2026 · **Author:** Marc Molas, CTO · **Reader:** the founder or CTO who owns the product **Status of this document:** SAMPLE. We are showing the deliverable on our own product because it is the only codebase we can open in full without touching a client's data. Every finding below is real; each one is either already fixed or being fixed, with the ticket next to it.

> This is what you receive at the end of the two weeks: a verdict per module, an issue register ranked by severity, the target architecture, the plan for the next phase and the context files for your AI coding agents. The quote for the next phase is issued as a separate document.

1. Scope and access

- **What we read:** the repository (routing, i18n, SEO, blog pipeline, analytics, forms, build and deploy), the CI configuration, the Search Console and Core Web Vitals reports, and the production deployment. Read-only access throughout.
- **What we ran:** the lint, the test suite, the full production build (prebuild → type check → client bundle → server bundle → sitemap → prerender) and the critical paths in a browser.
- **What we did not touch:** secrets, analytics credentials and the hosting account beyond reading its configuration. We never ask for passwords over chat.
- **How the product was built:** by a senior team working with AI coding agents (Claude Code) under written conventions: a `CLAUDE.md`, four project skills and a prebuild that checks images and SEO metadata before anything ships. That matters for the verdict: the code is consistent, and the problems are the ones a demo never shows.

2. Module map

#	Module	What it does	Where it lives
M1	Routing and i18n	One route config drives 64 routes × 3 languages, localized slugs, language switch without losing the page	`src/utils/routes.config.ts`, `src/locales/`
M2	SEO and prerender	Canonical and hreflang built from the route config; 680 pages rendered to static HTML in one Node process, no headless browser	`src/components/seo/`, `scripts/prerender.mjs`
M3	Blog pipeline	186 posts per language in Markdown; prebuild writes the index and the OG images	`src/content/blog/`, `scripts/generate-blog-meta.mjs`
M4	Analytics	First-party events through GTM to GA4: section views, dead clicks, form fields touched, WhatsApp clicks. No replay tool, no cookie banner	`src/utils/analytics.ts`, `docs/growth/tracking-plan.md`
M5	Contact	Native form posting to HubSpot plus a WhatsApp link; the calendar is the second step, not the first	`src/components/contact-form-compact/`

#	Module	What it does	Where it lives
M6	Build and deploy	GitLab CI: build → test → deploy to S3 behind CloudFront; hashed assets immutable, HTML never cached	`.gitlab-ci.yml` SAMPLE
M7	Images	Hero and card images with AVIF/WebP variants generated at build time; the build fails if a variant is missing	`scripts/generate-responsive-images.mjs`
M8	Quality gates	ESLint, Jest (27 test files), Cypress, image and SEO metadata checks before the build	`scripts/check-*.mjs`, `src/__test__/`

3. Verdict per module

Module	Verdict	Why
M1 Routing and i18n	**Rescue**	Single source of truth for routes and slugs; adding a page is three lines. Keep.
M2 SEO and prerender	**Rescue**	The prerender is fast and correct. The client used to throw it away on load (see B-01); fixed by hydrating instead of re-rendering.
M3 Blog pipeline	**Rescue**	Markdown plus a regex frontmatter parser is fragile but documented; a malformed post silently drops out of the index, so the gate stays.
M4 Analytics	**Rescue, with one rule**	Event names are enforced by a test; the conversion that used to be a scroll (R-06) was replaced by real contact events. Keep the first-party-only rule.
M5 Contact	**Rescue**	Form first, WhatsApp second, calendar third. Nothing to rebuild; keep the kill switch outside the production domain.
M6 Build and deploy	**Rescue**	Cache policy is right (immutable assets, uncached HTML). Keep as is.
M7 Images	**Rebuilt (done)**	The original pipeline shipped a 940 KB hero on the pricing page and 29 blog heroes over 300 KB with no responsive variants (B-02). Rebuilt as a prebuild step.
M8 Quality gates	**Rescue**	The suite was hanging and therefore not running in CI (R-03). Fixed; now green before every build. The lint baseline still carries errors in legacy components (C-08).

4. Issue register, by severity

Severity: **blocks** = stops launch or costs customers today · **risk** = will fail with real users or real traffic · **cosmetic** = worth fixing, not worth blocking.

ID	Severity	Module	Finding	Cause	Fix	Status
B-01	blocks	M2	Mobile LCP above 4 s on 17 URLs (Search Console)	The client called `createRoot().render()`, discarding the prerendered HTML and repainting after three bundles had loaded	`hydrateRoot` when the HTML matches the URL, with the route chunk preloaded first; hydration errors reported as an event	Fixed (CON-267, merged 12 Oct). Re-measure in Search Console after 28 days

ID	Severity	Module	Finding	Cause	Fix	Status
B-02	blocks	M7	940 KB hero on the pricing page, 29 blog heroes over 300 KB, served at full size on phones	No responsive pipeline; images added by hand	Build-time AVIF/WebP variants with a square crop under 480 px, `<picture>` plus head preloads; `check:images` fails if a variant is missing	SAMPLE (CON-269)
R-03	risk	M8	The Jest run never finished, so the test gate was not running in CI	An infinite loop in the route error page test after an analytics mock was left partial	Loop removed, blog metadata generated before the suite, suite runs in CI before the build	Fixed (CON-212, CON-213)
R-04	risk	M1	A translation sync script would overwrite every locale file with 151 keys from a stale spreadsheet	Legacy tooling kept alive after the source of truth moved to the repository	Script retired with an explanatory exit; locale JSONs are the only source; `check:locales`	Fixed (CON-103)
R-05	risk	M2	A commercial page unindexed for 11 weeks	Sitemap `lastmod` never changed, so the crawler had no reason to return	Real `lastmod` from the commit history, a cleaner slug with a 301, internal links from related posts	Fixed (CON-216); indexed within four days
R-06	risk	M4	Paid sessions split in two in GA4 and «conversions» that were in fact a scroll to the form	Double page view on load; the conversion event fired on panel visibility	One page view per load; `lead`, `form_submit` and `whatsapp_click` as the only contact events; HubSpot as the source of truth	Fixed (CON-144, CON-166, CON-175)
C-07	cosmetic	M1	Five landing pages for stacks the team does not sell (Laravel, PHP, iOS, Angular, GraphQL)	Content written for search volume, not for the bench	Removed with 301 redirects to the pages that exist	Fixed (CON-252)
C-08	cosmetic	M8	ESLint reports 14 errors in legacy components (background canvas, roadmap, an old contact form)	Pre-dates the rules; not covered by tests	Fix or delete the components; make lint blocking in CI	**Open**

5. Target architecture

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The product does not need a new architecture; it needs the one it has to be respected under load. The target is the current shape with three rules written down:

1. **Static first.** Every public page is prerendered at build time and hydrated, never re-rendered, on the client. A page that cannot be prerendered is a bug, not a feature.
2. **One pipeline for assets.** Images, OG cards and responsive variants are generated in the prebuild and checked; nothing enters `public/` by hand.
3. **First-party measurement only.** Events are declared in one list, enforced by a test and documented in the tracking plan. Contacts are counted in HubSpot, not in the analytics tool.

Stack stays as is: React 18, TypeScript, Vite, React Router, i18next, a static S3 origin behind CloudFront, GitLab CI. No server to operate.

6. Plan for the next phase

Ordered so that each task fits one developer or one agent session, and so that the first items pay for the rest.

1. Re-measure Core Web Vitals after B-01 and B-02 on the 17 URLs; close the ticket only on Search Console data.
2. Reduce the lint baseline (C-08) to zero and make `npm run lint` blocking in CI.
3. Replace the regex frontmatter parser in the blog pipeline with a real YAML parser and a schema check, keeping the current field order.
4. Add a Cypress smoke run on the prerendered build for the three contact paths (form, WhatsApp, calendar) in the three languages.
5. Document the deploy rollback (previous `dist/` kept in the bucket for one release).

Quote: issued separately.

7. Context files delivered

- `CLAUDE.md` at the repository root: stack, commands, architecture, conventions, and the rule that every change starts from a ticket.
- Four project skills for the coding agent: design system (tokens only, one accent per viewport), editorial voice and translation, data-anchored writing, and the ticket → branch → merge request workflow.
- The tracking plan and the list of allowed events, enforced by a test.
- This document, so the next person (or agent) starts from the verdict and not from a guess.

8. What this document does not cover

- Security testing beyond reading the configuration: no penetration test was run.
- Costs of hosting or tooling; this product has no server and its costs are not the question here.
- Content and positioning: that is a separate conversation.
- Anything inside a client's product: this sample is our own code, chosen precisely so nothing of yours appears in it.