

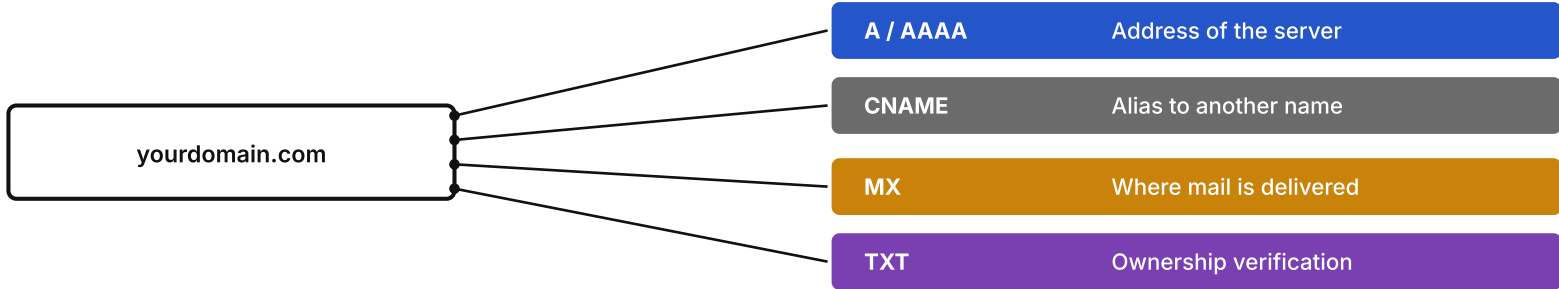
CORE WEBSITE COMPONENTS

A wall chart of the parts inside a modern small-business website, from the domain name to the dashboard that reports on it. Built for the desk or the wall, not for the trash.

LEGEND Structure Good / verified Caution Risk / blocking People-facing Neutral / ops

1 DOMAIN AND DNS

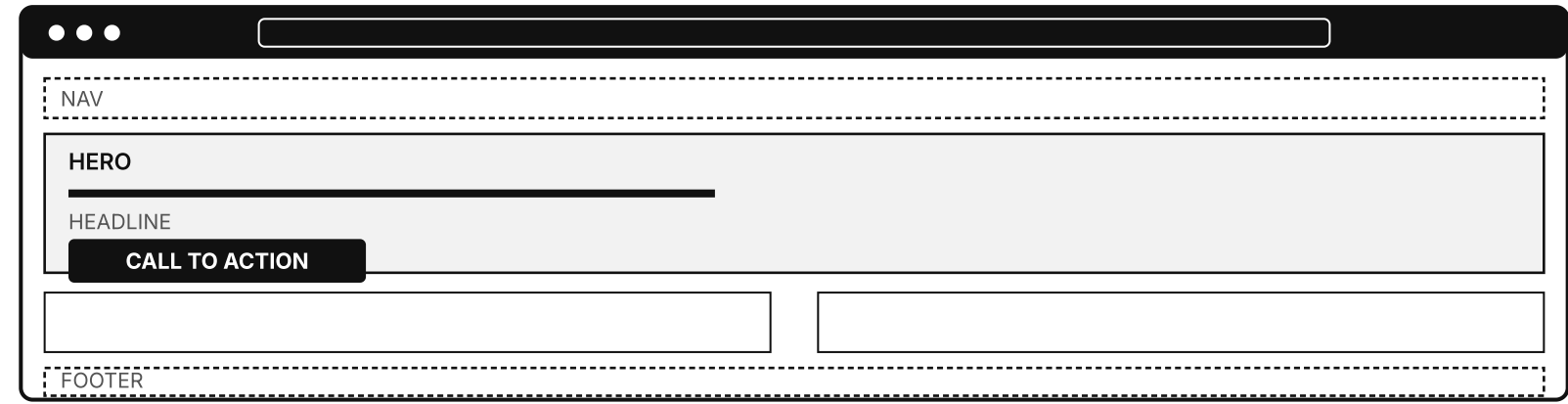
The internet's phone book. A name typed in a browser has to resolve to an address, a mailbox and proof of who owns it.



MX	Points mail at the right inbox provider.
SPF	Lists which servers are allowed to send as your domain.
DKIM	A signature proving the message was not altered.
DMARC	Tells inboxes what to do with fakes: none, quarantine or reject.

2 THE SURFACE (FRONTEND)

What a visitor actually sees and touches in the browser window.

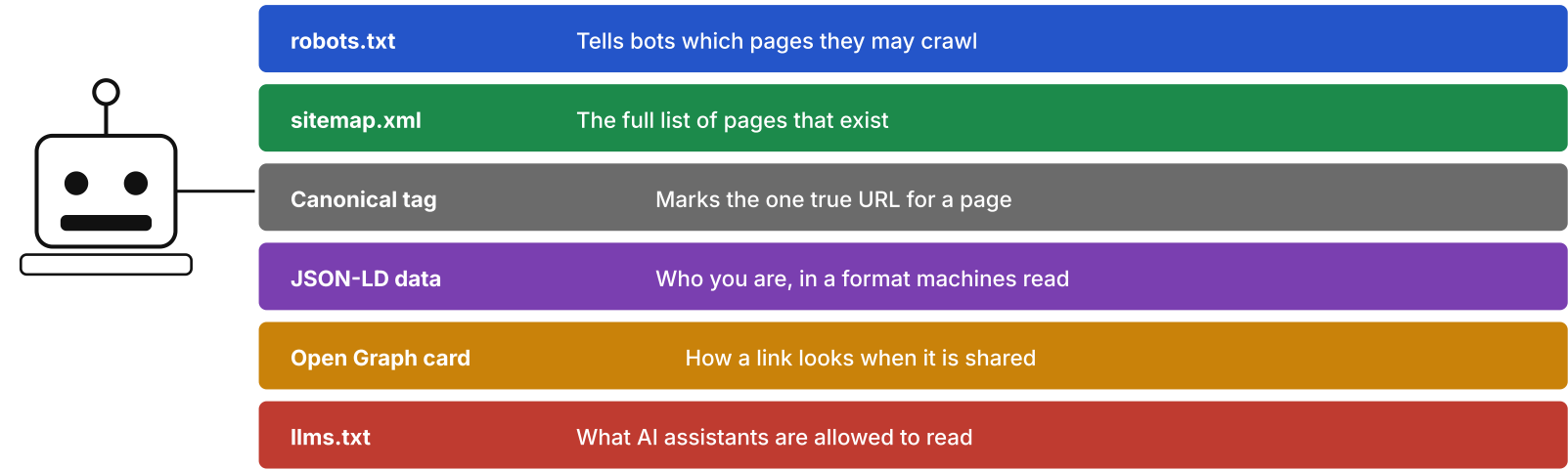


SSG	Built ahead of time. Fastest to load.
SSR	Built fresh on each request. Dynamic.
CSR	Built in the visitor's browser. Feels like an app.
ISR	Static, but refreshed on a timer.

Pages are assembled from small, reusable components rather than hand-built one at a time.

3 DISCOVERABILITY

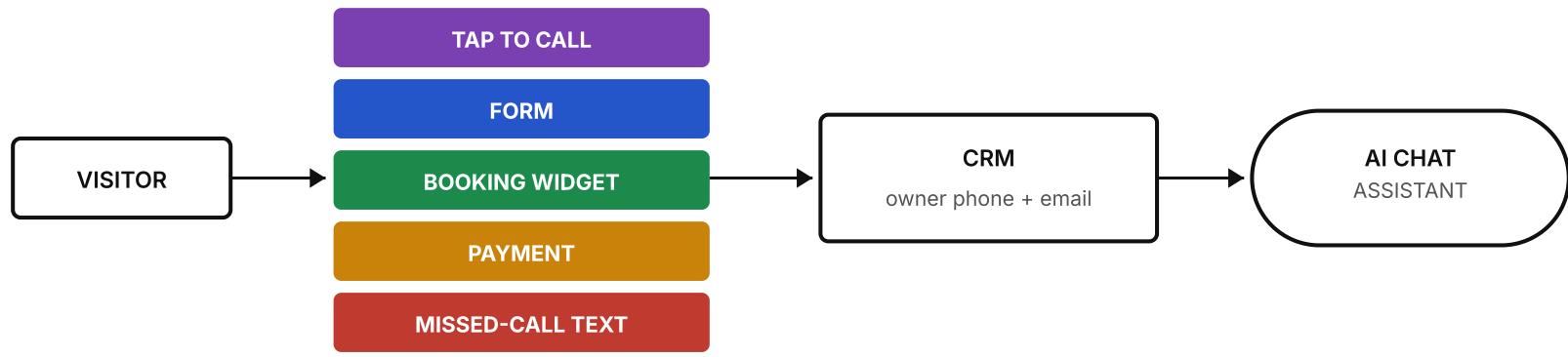
The files and tags that let search engines and AI tools read and represent a site correctly.



Note: Google removed FAQ rich results from search in May 2026.

4 CONVERSION

The path from a stranger on the page to a lead in the owner's hands.



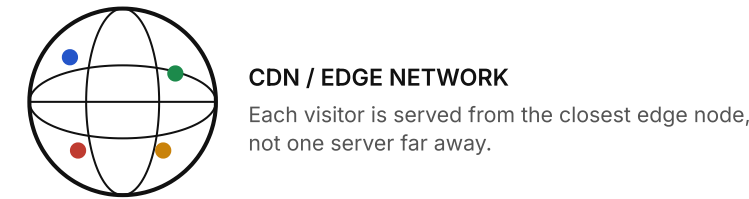
Form	Captures a lead's details on the visitor's schedule.
Booking	Lets a visitor grab an open slot without a phone call.
Payments	Takes a deposit or full payment on the spot.
Chat	Answers common questions while a human is unavailable.
Text-back	Auto-texts a missed caller so the lead is not lost.

5 PERFORMANCE

How fast a page becomes visible, usable and stable on the visitor's screen.



Critical rendering path, left to right



LCP	Largest content visible in under 2.5 seconds.
INP	Responds to a tap or click in under 200 milliseconds.
CLS	Layout shifts under 0.1, so nothing jumps while loading.

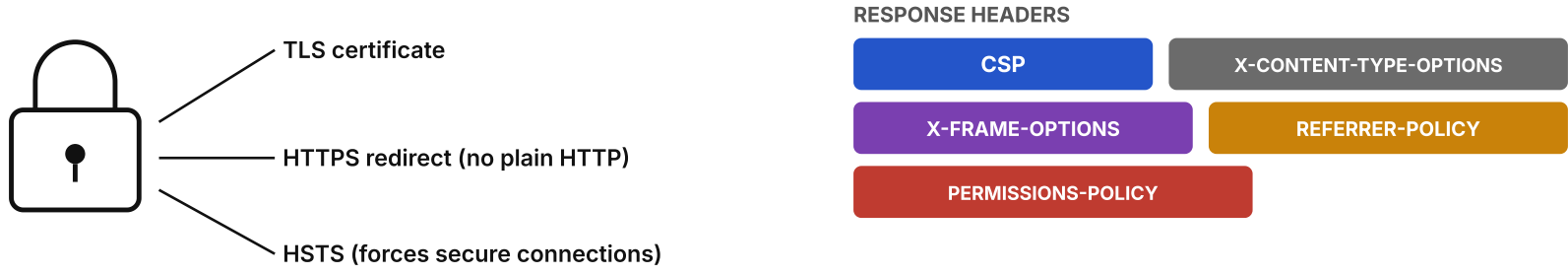
12 AT SCALE

- CI/CD pipeline
- Infrastructure as code
- State management
- APM and error tracking

Useful once an app has many engineers and many moving parts. Optional for a small-business site.

6 SECURITY

What protects the connection, the code and the data behind the page.

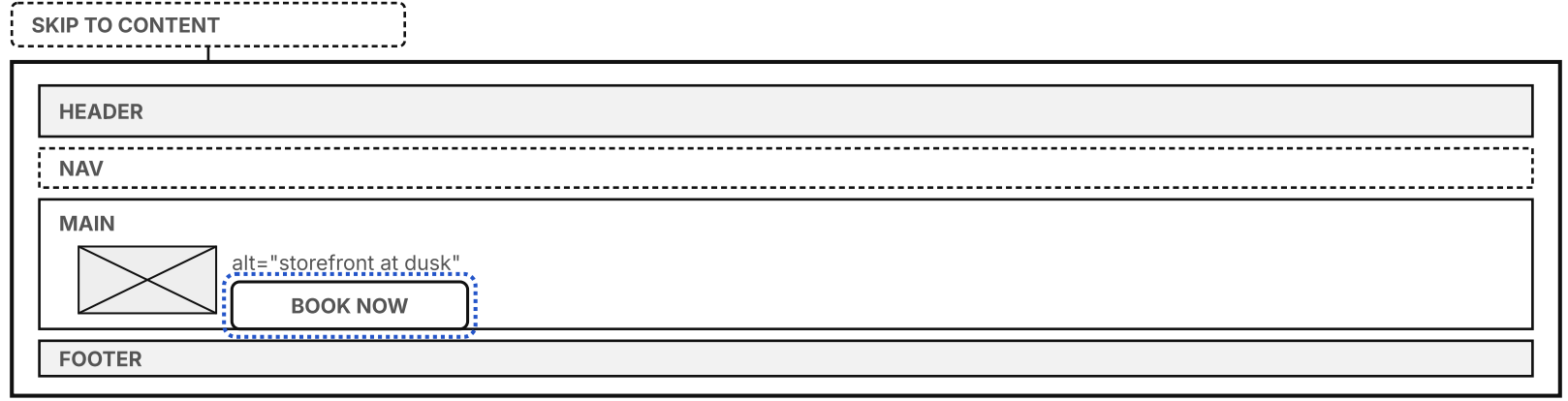


Input validation + parameterized queries block injection attacks.

Sessions use token auth with HttpOnly and SameSite cookies, so scripts on the page cannot read them.

7 ACCESSIBILITY

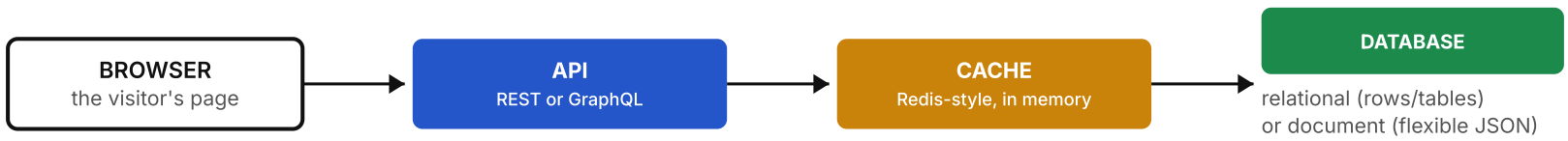
A page that works for a keyboard, a screen reader and a small screen, not only a mouse.



Text contrast at least	4.5:1
Tap targets at least	44 px
Form inputs at least	16 px
Heading structure	one H1
Page language set	lang attr
Published statement	a11y page
Overlay widgets	none used

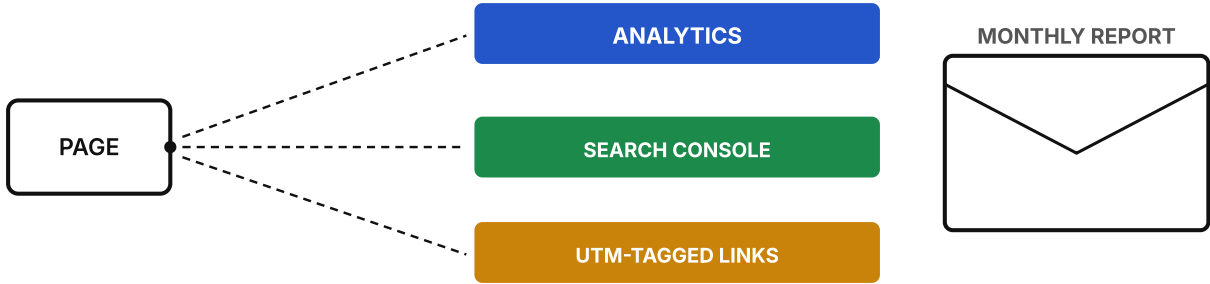
8 DATA AND BACKEND

Where information lives and how the page asks for it behind the scenes.



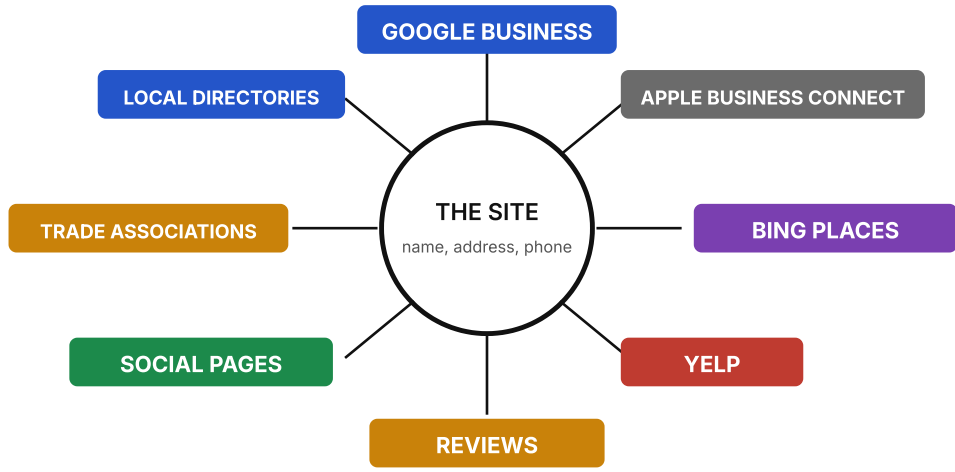
9 MEASUREMENT

Measured facts, never scores.



10 OFF-SITE PRESENCE

Same name, address and phone number everywhere the business is listed.



11 HOUSEKEEPING

The unglamorous items that keep a site safe, findable and legally sound.

- Backups
- Uptime monitor
- Custom 404 and 500 pages
- Privacy and terms pages
- Cookie consent
- Favicon set and web manifest
- Licensed fonts and photos