

3 VERSIONS DIED.

Blueprint: how this site was built with AI.

Every decision. Every tool. Every version we threw out.

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The 10 decisions that built this site

3 min

The 10 decisions

1. **Positioning in one sentence.** Who you are, for whom, why you. Three extra words and the lead goes cold.
2. **Write each language natively.** DE and EN apart. No parallel translation — the rhythm dies.
3. **One CTA per page.** Two equals none. Three is a dead end. Each section has exactly one exit.
4. **Editorial Swiss Grid.** Hard edges, quiet type, one accent yellow. Effects break the brand. Type builds it.
5. **Three services, not ten.** Audit · Workshop · Sparring. Anyone offering everything sells nothing.
6. **Pick the stack for speed, not hype.** React + Vite + prerender. Lovable would've worked — but we wanted 1.8s loads, not 8.
7. **SEO through substance.** Clean hreflang, full schema, locked sitemap. No tricks. Google indexes what's indexable.
8. **n8n as the backend, Swiss-hosted.** Webhooks, email, CRM sync — all through n8n on Infomaniak. No Lambda, no US host.
9. **The agent is a junior.** Claude Code with CLAUDE.md rules. Explicit bans. Browse-check before every commit. Otherwise it guesses.
10. **Weekly small PRs.** The market shifts fast. Three commits a week, minimum. Otherwise the site rots while you plan it.

Positioning in one sentence

3 min

Positioning in one sentence

"Who you are, for whom, why you." Three variables, one sentence. If you can't say it in one sentence, you haven't decided yet — and a visitor needs 3 seconds to feel that.

Our positioning: *"AI strategy first. Tools later."* Anti-shiny-object. We sell strategy to Swiss SMEs who are done with the tool-of-the-week churn. It's not for everyone. That's exactly why it sells.

Apply: Write your positioning raw. Cut until one sentence remains. Post it on LinkedIn before shipping it on your site. The responses tell you if it holds. If nobody reacts, it's too generic.

Editorial Swiss Grid: why this aesthetic

4 min

Editorial Swiss Grid: why this aesthetic

Three design languages tried. The first two are dead.

Version 1 was neumorphic — soft shadows, round corners, everything moulded from clay. Looked cool, read like fog. Contrast gone, hierarchy gone, conversion gone. Version 2 was playful — gradients, comic energy, three accent colors at once. Maybe great for a consumer product. For a Swiss SME practice: trust broken in the first second.

What stayed: Editorial Swiss Grid. Hard edges, quiet typography, one accent yellow (#FFCC00). Black text on a cream background. No shadows, no gradients, no effects. The brand emerges from the typography itself — through rhythm, hierarchy, whitespace — not from decoration. Concrete rules: max 65 characters per line, h1 at display size, accent only as a background block behind one word, never as text color on a light background (WCAG fail).

Three services, not four

3 min

Three services, not four

We had four. *Strategy · Custom Software · Integration · Training*. Four clean boxes, four dedicated landing pages, four dedicated CTAs. Looks professional. Sells poorly.

The problem: four services force the visitor to self-diagnose. *"Do I need Strategy or Integration? Am I Custom Software or Training?"* When the visitor has to diagnose before clicking, they don't click. We collapsed to three: **Audit · Workshop · Sparring**. Three commitment levels, each instantly readable. Audit = one session. Workshop = one day. Sparring = ongoing partner. The diagnosis happens on our side — the visitor picks an entry point, not a diagnosis.

Apply: What are the three commitment levels a client moves through with you? Low risk, medium risk, high risk. Most practices don't need more boxes than that. Anyone offering everything sells nothing.

The stack

4 min

The stack

React 19 + Vite 7 + Tailwind 3 + Playwright SSG + Azure Static Web Apps + n8n on Infomaniak. Sounds like overkill. It isn't.

Why not Lovable, v0, or Wix Studio AI? Three reasons. First, speed: we wanted 1.8s First-Contentful-Paint, not 8. Lovable renders client-side, we prerender with Playwright to static HTML. Google + AI crawlers see the finished page, no hydration delay. Second, Swiss hosting: anything that touches data (webhooks, CRM, emails) runs through n8n on an Infomaniak instance in Geneva. No Lambda, no US host. Third, control: we have a CLAUDE.md with project-specific rules, our own build scripts, our own quality gates. On Lovable you get none of that.

Apply: If you need a brand in 24 hours — Lovable or v0. If you're building a practice that should still perform and stay indexable in 24 months — invest two days in a React+Vite setup. The hours up front are the conversion points later on.

Hero, trust, offer, proof, CTA

3 min

Hero, trust, offer, proof, CTA

Five beats, in this order. Every page. No exceptions.

Hero: one sentence of positioning + one concrete outcome. Never deficit-language up top ("you don't know where to start" — dead). **Trust:** logo marquee, "direct line to the founder", real numbers. No awards, no stock photos. **Offer:** three services, three tiers, three prices. Clear enough that the client knows herself what she needs. **Proof:** case-study quotes with names + companies. No anonymous asterisks. **CTA:** one. One button, one destination, one exit. Two equals none. Three is a dead end.

We rolled this out across 8 pages — homepage, services, every industry page. Skip a beat, conversion drops. Reorder the beats, conversion drops. It isn't creative. It works.

SEO without tricks

3 min

SEO without tricks

Google indexes what's indexable. Sounds trivial. It isn't.

Concretely: prerendered HTML instead of client-side render (Googlebot gets the finished page, no hydration risk). Full JSON-LD @graph per page — TechArticle, HowTo, FAQPage, SoftwareSourceCode, Speakable, Breadcrumb. Hreflang managed centrally in one SLUG_PAIRS table, never per-page. Sitemap auto-generated with all locale variants + reciprocal alternates. robots: index, follow, max-snippet: -1 so AI Overviews can cite the full snippet. Auto-indexing workflow runs every 6h via GitHub Actions + Google Indexing API.

What we don't do: no lms.txt-specific tricks (Google's AI Optimization Guide, January 2026, says explicitly: not needed). No keyword-variation pages. No chunking tricks. Be indexable and write something unique — you get cited. End.

Two languages, no parallel translation

2 min

Two languages, no parallel translation

Most bilingual sites translate DE → EN word for word. Result: two mediocre versions. We do it differently.

Every headline is written twice — once natively in German, once natively in English. Never in parallel. Example from the homepage: DE *"MESSBARE WIRKUNG"* (adjective + noun, German cadence). EN *"IMPACT NOW"* (noun + adverb, English cadence). Both are correct. Neither is a translation of the other.

Technically: two flat JSON files (`de.json`, `en.json`), a custom `useTranslation` hook, no `i18n` library. A pre-commit hook checks key symmetry and blocks commits with `U+FFFD` umlaut corruption (the only meaningful defense against PowerShell encoding bugs on Windows).

How the agent works

4 min

How the agent works

Claude Code with project-specific rules in `CLAUDE.md`. The agent is a junior — competent, but it guesses when the rules are unclear. So we write the rules clearly.

Concrete rules in our `CLAUDE.md`: before any UI commit, run the `frontend-design` skill + a `browse-check` of the rendered page (prevents umlaut corruption + contrast bugs). Before any conversion copy, consult the `copywriter` skill (banned-phrases list). Never `git add -A` — always explicit file paths (prevents accidentally committing unrelated changes). PowerShell is the umlaut killer, so we use the `Write` tool directly.

Workflow: `spec` → `plan` → bundle-by-bundle execution with subagents. Each subagent gets a sharply scoped task + full context in the prompt (rather than reading files). Two-stage review after each bundle — spec compliance first, then code quality. If the reviewer finds an issue, the implementer fixes, we re-review. Only then does the next bundle start.

When the market turns

3 min

When the market turns

An AI-built site goes stale faster than you can plan it. If you spend six weeks preparing a re-launch, the model, the best practice, and the competitor have all moved three times.

Our answer: no re-launches. Weekly small PRs. Three commits a week minimum — a headline tweak, a new case study, a corrected schema, a faster hero. The "Living system" section on this page pulls the last three `feat/fix` commits live from `git log`. If you're reading this, you see proof rather than claim.

How the loop works: observe a market signal (LinkedIn, newsletter, a client call) → within 24h a concrete PR issue → small commit, small deploy. Pre-commit hook checks `i18n`, tests, design-lint. Azure SWA deploy runs automatically in 5 minutes. When your loop is shorter than a marketing sprint, you win the long game.

Three versions, one that stays

4 min

Three versions, one that stays

Version 1 — Neumorphic. Soft shadows, round corners, pastel-grey on pastel-grey. Looked great on Dribbble. Had 0% contrast hierarchy. The important words faded into the background. Conversion test: two weeks, zero audit bookings. Dead.

Version 2 — Playful. Gradients, comic-style typography on the headline, emoji badges (🚀 *Fast* · 🌞 *Friendly* · 💡 *Smart*), "Unlock your AI superpowers today!" as the H1. Every banned phrase on bingo. Maybe fine for a consumer app. For a Treuhand professional researching her firm's AI readiness: trust broken. Dead.

Version 3 — Editorial Swiss Grid. What stayed. Black text on cream. One accent yellow behind one word per headline. No shadows, no gradients, no emoji. Conversion: steady. The lesson: for an advisory brand, quiet is a trust signal. Loud isn't.