

# SnowIT.ba SaaS Funnel MVP

# SnowIT.ba SaaS Funnel MVP — Production Runbook

## 1. Overview

### What was delivered:

- **Vercel Web Analytics + Speed Insights** instrumentation on production site (snowit.ba)
- **CTA consolidation:** mailto links reduced to 1 per page (footer only), hero CTA now anchors to #contact form with smooth scroll
- **Lead form notification pipeline:** Contact form → api/contact.js → SMTP relay via info@basicconsulting.no → info@snowit.ba → improvmx forwarder → enis@snowit.ba
- **Custom event tracking:** Form Submit + CTA Click events wired in code (2 custom events)
- **i18n expansion:** BS + EN locales for CTA labels and form placeholders

**Why:** CEO directive 2026-05-10 parallel to Bilko HR landing improvement session. snowit.ba was 108-line brochure with zero tracking, zero lead capture mechanism. MVP scope = establish funnel visibility (analytics) + lead capture (form + notification).

### Context:

- **MC:** #100302 (M priority, SnowIT project)
- **Commits live on main:**
  - [d17cc95](#) FlowForge — Vercel Web Analytics + Speed Insights scripts, custom events, UTM convention in BUILD-BLUEPRINT.md, dashboard URL in DEPLOY-MAP.md
  - [b6cf4a6](#) Vizu — mailto consolidation (1 per page footer), hero CTA #contact anchor, i18n keys, smooth scroll pre-existing
- **Vercel auto-deploy:** Both commits deployed to production automatically (Vercel GitHub integration active)
- **Proveo verdict:** PARTIAL — code correct, manual dashboard step required (see section 3)

# 2. Architecture

## Hosting & Deployment

- **Platform:** Vercel (team: johns-projects-4b43bfa9, project ID: prj\_6kWI33mxaX2PCIQwe1xt1OUbSxP6)
- **Domain:** snowit.ba (NS: AWS Route 53, CDN: Vercel Edge Network)
- **Branch mapping:** main → production (auto-deploy on push)
- **Pages:** index.html, portfolio.html, careers.html (all instrumented with analytics scripts)

## Analytics Stack

- **Platform:** Vercel Web Analytics (FREE tier) + Speed Insights
- **Instrumentation:** Both scripts injected in `<head>` of all 3 pages:

```
<script defer src="/_vercel/insights/script.js"></script>
<script defer src="/_vercel/speed-insights/script.js"></script>
```

- **Status (as of 2026-05-10):** Scripts return HTTP 404 until Analytics feature enabled in Vercel dashboard (see section 3)

## Lead Form Pipeline

```
????????????????????
? Visitor ?
? snowit.ba ?
????????????????????
? Fills form (name, email, message)
? index.html#contactForm
?
????????????????????
? api/contact.js ?
? (Vercel Serverless) ?
? • Honeypot validation ?
? • Email regex check ?
? • SMTP relay via ?
? send.one.com ?
????????????????????
? SMTP auth: info@basicconsulting.no
? To: info@snowit.ba
?
????????????????????
? improvmx.com ?
? MX forwarder ?
? mx1/mx2.improvmx.com ?
????????????????????
? Forward to
?
????????????????????
? enis@snowit.ba ?
? (Lead recipient)?
```

????????????????????

Parallel path (when Analytics enabled):

????????????????

```
? Form submit ??? window.va('event', {name: 'Form Submit'})
```

????????????????

?

????????????????????

? Vercel Analytics ?

? Dashboard ingestion?

????????????????????

## Custom Events

Event Name	Trigger	Payload	Location
Form Submit	Contact form successful submission	None (simple event)	index.html line ~1773 (success callback)
CTA Click	Click on .btn-primary, .btn-ghost, .nav-cta	{ label: string, href: string }	index.html line ~1869 (global listener)

**Code gating:** Both event fire calls wrapped in `if (window.va)` check — events will queue and fire once Analytics enabled, no code change needed.

## UTM Convention

Vercel Analytics auto-captures UTM params from URL query string. Recommended convention (documented in BUILD-BLUEPRINT.md):

Parameter	Purpose	Example Values
utm_source	Channel	linkedin, email, direct, referral, instagram, facebook
utm_medium	Format	social, email, organic, cpc, paid
utm_campaign	Campaign identifier	frizerski-landing-launch, bhtechlab-demo (kebab-case)
utm_content	Variant/placement	hero-a, footer-b, cta-variant-1

### Example campaign URL:

`https://snowit.ba/?utm_source=linkedin&utm_medium=social&utm_campaign=bhtechlab-demo&utm_content=hero-cta`

# 3. Post-Deploy: Enable Vercel Web Analytics (MANUAL STEP — ONE-CLICK)

## ⚠ CRITICAL MANUAL STEP REQUIRED

Analytics scripts return HTTP 404 until feature enabled in Vercel dashboard. This is a one-time, one-click operation (no payment required, FREE tier).

## Step-by-Step Procedure

### 1. Navigate to Vercel Analytics dashboard:

URL: <https://vercel.com/johns-projects-4b43bfa9/snowit-site/analytics>

### 2. Click "Enable Web Analytics" button

Located in center of page. Button text may vary (e.g., "Enable Analytics" or "Get Started").

### 3. Confirm FREE tier selection

No payment method required for FREE tier. Limits: 2,500 events/month, 7-day data retention.

### 4. Verify script now serves HTTP 200:

```
curl -sI https://snowit.ba/_vercel/insights/script.js | head -1
```

Expected output: `HTTP/2 200` (was `HTTP/2 404` before enable)

### 5. Generate test traffic:

- Visit <https://snowit.ba> in browser (incognito/private mode to avoid cache)
- Click hero CTA (triggers CTA Click event)
- Fill and submit contact form (triggers Form Submit event)

### 6. Confirm events appear in dashboard (5-10 min delay):

Return to [Analytics dashboard](#) and verify:

- Page view count incremented
- Custom Events section shows "Form Submit" and "CTA Click" with count  $\geq 1$

## Troubleshooting

Symptom	Diagnosis	Fix
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Script still 404 after enable	CDN propagation delay	Wait 5 min, hard-refresh browser (Cmd+Shift+R / Ctrl+Shift+F5)
Events not appearing in dashboard	Ingestion delay or ad blocker	Wait 10 min. Test in incognito without extensions. Check browser console for errors.
"Enable Analytics" button missing	Already enabled by another team member	Check if dashboard shows "Analytics enabled" status. Verify script HTTP 200.

## 4. Operations

### Dashboard Access

- **URL:** <https://vercel.com/johns-projects-4b43bfa9/snowit-site/analytics>
- **Team:** johns-projects-4b43bfa9
- **Current access:**
  - john@alai.no (Owner role)
- **Pending access:**
  - enis@snowit.ba (Viewer role — requires Vercel team invite, not yet sent)

### Lead Notification Flow

- **Destination:** enis@snowit.ba (CEO of SnowIT)
- **Relay chain:** api/contact.js → info@basicconsulting.no (SMTP) → info@snowit.ba → improvmx → enis@snowit.ba
- **Expected latency:** <5 seconds from form submit to inbox delivery
- **Format:** Plain text email with subject "Nova poruka sa snowit.ba" (BS) or "New message from snowit.ba" (EN), body contains name, email, message

### Auto-Reply to Submitter

**Status:** NOT IMPLEMENTED in v1 (MVP scope excluded this feature)

Lead submitter receives NO auto-reply confirmation email. Follow-on task opened to implement:

- Auto-reply template (BS + EN locales)
- Send via api/contact.js after successful SMTP relay
- Lexicon linguistic validation for Bosnian copy (per ZAKON)

*Note: Follow-on MC not yet created as of this runbook publication. Will be added when MC created.*

# 5. Custom Events Reference

## Adding New Custom Events

Custom events use Vercel Analytics `window.va()` API. Standard pattern:

```
if (window.va) {
  window.va('event', {
    name: 'Event Name Here' // Required – string, max 50 chars
    // Optional properties (max 5 total):
    // label: 'button-text',
    // value: 42,
    // category: 'engagement'
  });
}
```

## Current Events Implementation

**Form Submit event** (index.html line ~1773):

```
// Inside contactForm submit success callback:
if (window.va) {
  window.va('event', { name: 'Form Submit' });
}
```

**CTA Click event** (index.html line ~1869):

```
// Global event listener on DOMContentLoaded:
document.querySelectorAll('.btn-primary, .btn-ghost, .nav-cta').forEach(btn => {
  btn.addEventListener('click', function() {
    if (window.va) {
      const label = this.textContent.trim();
      const href = this.getAttribute('href') || this.getAttribute('data-href') || '';
      window.va('event', {
        name: 'CTA Click',
```

```
    label: label,  
    href: href  
  });  
}  
});  
});
```

## Viewing Events in Dashboard

1. Navigate to [Analytics dashboard](#)
2. Scroll to "Custom Events" section
3. Events shown with count, trend graph (7-day retention on FREE tier)
4. Click event name to see breakdown by label/value (if properties provided)

## 6. Verification Checklist

### Production Health Check

#### 1. Scripts deployed to all pages:

```
# Analytics script present in source  
curl -s https://snowit.ba | grep -c "_vercel/insights" # Expected: >= 1  
curl -s https://snowit.ba/portfolio.html | grep -c "_vercel/insights" # Expected: >= 1  
curl -s https://snowit.ba/careers.html | grep -c "_vercel/insights" # Expected: >= 1
```

#### 2. CTAs consolidated (1 mailto per page, in footer only):

```
curl -s https://snowit.ba | grep -c "mailto:" # Expected: 1  
curl -s https://snowit.ba/portfolio.html | grep -c "mailto:" # Expected: 1
```

#### 3. Analytics enabled (after manual step in section 3):

```
curl -sI https://snowit.ba/_vercel/insights/script.js | head -1 # Expected: HTTP/2 200
```

#### 4. Contact form functional:

- Visit <https://snowit.ba>
- Click hero CTA "Pošaljite upit" (BS) or "Send enquiry" (EN)
- Confirm smooth scroll to #contact (scrollY increases from 0 to ~3391px on desktop)
- Fill form: name, email, message
- Submit → expect success message in UI
- Check enis@snowit.ba inbox within 5 sec → expect notification email

#### 5. Custom events firing (after Analytics enabled):

- Open browser DevTools → Console
- Visit <https://snowit.ba>
- Click hero CTA → confirm no console errors
- Submit contact form → confirm no console errors
- Wait 5-10 min → check Analytics dashboard → confirm "Form Submit" and "CTA Click" events appear with count  $\geq 1$

## 7. Known Gaps

Gap	Impact	Status	MC ID
Auto-reply email to form submitter	User receives no confirmation after submitting form (UX gap)	Deferred to follow-on task	<i>TBD (not yet created)</i>
Vercel Web Analytics dashboard ingestion	Events fire in code but 404 on script load until manually enabled	BLOCKED on manual one-click enable (section 3)	MC #100302 (same task)
Vercel team access for enis@snowit.ba	SnowIT CEO cannot view analytics dashboard without team invite	Pending — requires manual Vercel invite from john@alai.no	<i>Not tracked (ops task, 2 min)</i>
7-day data review	Need data to decide if Vercel FREE tier sufficient or upgrade to Plausible (€9/mo) needed for richer attribution	Scheduled revisit 2026-05-17 (7 days post-launch)	<i>TBD (calendar task, not MC)</i>

## 8. Next Steps & Roadmap

### Immediate (0-7 days)

1. **Enable Vercel Web Analytics** (manual step, section 3) — **BLOCKER**
2. **Invite enis@snowit.ba to Vercel team** as Viewer (2 min task)
3. **Monitor lead volume** in enis@snowit.ba inbox (improvmx chain latency check)
4. **Collect 7 days of analytics data** (page views, custom events, referrers, Web Vitals)

## Week 2 (2026-05-17 onwards)

1. **Data review session** with CEO Alem + Enis:
  - Analyze traffic sources (UTM attribution)
  - Form conversion rate (page views → form submits)
  - CTA Click patterns (which CTAs drive most engagement)
2. **Decision point:** Keep Vercel FREE tier (2,500 events/mo, 7-day retention) OR upgrade to:
  - Vercel Pro (\$20/mo) — unlimited events, 30-day retention, advanced filtering
  - Plausible.io (€9/mo) — GDPR-friendly, no cookie banner, full event stream export, unlimited retention
3. **Implement auto-reply email** (if prioritized):
  - Template design (BS + EN locales)
  - Lexicon linguistic validation (Bosnian copy per ZAKON)
  - SMTP integration in api/contact.js

## Deferred (post-funding or high lead volume)

- Nurture email sequence (drip campaign for leads who don't convert immediately)
- A/B testing framework (hero CTA variants, form placement)
- Retargeting pixels (LinkedIn, Facebook) — requires cookie banner + GDPR consent flow
- CRM integration (HubSpot, Pipedrive) — auto-sync leads from form to sales pipeline

## 9. References

- **MC:** #100302 (M priority, SnowIT project)
- **Commits:**
  - [d17cc95](#) FlowForge — Vercel Web Analytics + Speed Insights scripts, custom events Form Submit + CTA Click, UTM convention in BUILD-BLUEPRINT.md, dashboard URL in DEPLOY-MAP.md
  - [b6cf4a6](#) Vizu — mailto consolidation (1 per page footer only), hero CTA #contact anchor on index.html, i18n keys grew bs+en, scroll-behavior smooth pre-existing
- **Mehanik gate:** /tmp/mehanik-cleared-100302
- **Proveo evidence:** /tmp/proveo-snowit-100302/proveo-evidence-100302.json
- **Project files:**
  - DEPLOY-MAP: /Users/makinja/clients-external/snowit-site/DEPLOY-MAP.md
  - BUILD-BLUEPRINT: /Users/makinja/clients-external/snowit-site/BUILD-BLUEPRINT.md
- **CEO genesis:** 2026-05-10 directive parallel to Bilko HR landing improvement session

- **Site repository:** [github.com/snowitba/snowit-site](https://github.com/snowitba/snowit-site) (client-owned repo)
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