

Two-Domain Architecture + Audit Lead Magnet (2026-05- 13/14)

SnowIT — Two-Domain Architecture + Audit Lead Magnet

Date: 2026-05-13 + 2026-05-14

Sessions: 9d81f0c3-f7fb-4f8e-bf8c-04091a5dbbec + (current)

MC Parent: #100509 (Skybound pass 2)

Status: LIVE — production serving

Executive Summary

SnowIT executed a strategic brand split and technical implementation across two sessions (2026-05-13 + 2026-05-14), delivering:

1. **Two-domain architecture:** snowit.ba (SMB BiH market) + enterprise.snowit.ba (Enterprise/Norwegian transit/AI security) — unified under single Vercel project via middleware.ts host-based routing
2. **Critical bugs fixed:** snowit.ba pricing EUR→KM unification (300/800/1200 KM), AI/enterprise content archived, LinkedIn pricing 400 KM live
3. **Frontend builds:** enterprise/index.html + case-study.html (anonymized Nordic transit TVM case) + about.html (founder bio, NDA-compliant)
4. **Audit lead magnet pipeline:** snowit.ba/audit.html landing + /api/audit serverless function (pdf-lib MVP, Phase 2 Places API/Sheets/WA deferred pending Vercel Pro upgrade + GCP SA grants)
5. **Infrastructure:** AWS Route 53 CNAME enterprise.snowit.ba → Vercel Edge, middleware.ts host rewrite (vercel.json rewrites don't fire after filesystem match), orphan snowit-enterprise project flagged for deletion

Founding identity corrected: SnowIT d.o.o. founded 2022 (not 2026 — CEO Alem Basic caught agent default-year drift on enterprise preview). Founder consulting record (Entur 2022-2024, Ruter/TET 2024-2025) separate from SnowIT delivery history — NDA-compliant anonymization applied to all public copy.

Brand Split Rationale

Anti-Lie Positioning

SnowIT (founded 2022) pivoted to enterprise AI/transit services in 2026. The company has zero enterprise delivery history as SnowIT entity, but founder Alem Bašić has documented 3-year consulting record at:

- ENTUR (Norwegian national transit, 2022-2024): TVM modernization, solution architect
- RUTER (Oslo/Viken transit via TET Digital, 2024-2025): Cloud ops, IoT/EDA, solution architect

Two-domain split avoids claim fabrication:

- **snowit.ba:** SMB BiH focus (Google Business Profile setup 300 KM, web presence 800 KM, full digital start 1.200 KM) — no enterprise positioning, no false authority
- **enterprise.snowit.ba:** Transparent positioning: "Senior consulting expertise meets agile delivery" with NDA-aware disclosure: "Project delivered by SnowIT founder in prior senior consulting capacity. Client identity disclosable under NDA on inquiry."

Market Segmentation

Domain	Audience	Services	Language	Pricing Transparency
snowit.ba	SMB BiH (salons, auto, bakeries, cafes)	GMB, websites, LinkedIn, SEO	BS (primary), EN (minimal)	Full (300-2.500 KM on-page)
enterprise.snowit.ba	Enterprise/Norwegian transit/AI security	Public transit app dev, AI security harness, legacy modernization	EN (primary), BS (i18n toggle)	POA (contact-for-quote)

Two-Domain Architecture

System Diagram

```
graph LR
  A[snowit.ba] -->|CNAME cname.vercel-dns.com| V[Vercel Edge Network]
  B[enterprise.snowit.ba] -->|CNAME cname.vercel-dns.com| V
  V -->|Project: snowit-site prj_6kWI33mxaX2Pc1Qwe1xt10UbSxP6| MW[middleware.ts]
  MW -->|Host: snowit.ba, Path: /*| FS1[/index.html /portfolio.html /usluge.html /audit.html]
  MW -->|Host: enterprise.snowit.ba, Path: /*| RW[Rewrite to /enterprise/*]
  RW --> FS2[/enterprise/index.html /enterprise/case-study.html /enterprise/about.html]

  style A fill:#FF6B35
  style B fill:#3b82f6
  style V fill:#0F172A,stroke:#00D4FF
  style MW fill:#1e293b
  style FS1 fill:#334155
  style FS2 fill:#475569
```

DNS Topology

AWS Route 53 Hosted Zone: snowit.ba (ID: Z0412149****QUPIW)

Record	Type	Value	TTL
snowit.ba	CNAME	cname.vercel-dns.com.	300
enterprise.snowit.ba	CNAME	cname.vercel-dns.com.	300
clients.snowit.ba	CNAME	cname.vercel-dns.com.	300

TLS Certificates: Auto-provisioned by Vercel (Let's Encrypt R12), valid 90 days from 2026-05-13

Middleware Host Rewrite Pattern

Problem: vercel.json `rewrites` with `has` conditions (host-based) run AFTER `handle: filesystem` in Vercel's output config. Filesystem match wins, rewrite never fires — enterprise.snowit.ba/index.html served placeholder instead of /enterprise/index.html.

Solution: Extend middleware.ts to handle host-based routing at edge (runs BEFORE filesystem):

```

// middleware.ts (excerpt – commit 1fcbe0b)
export default async function middleware(req: Request): Promise<Response> {
  const url = new URL(req.url);

  // Host-based rewrite: enterprise.snowit.ba/* → /enterprise/*
  if (url.hostname === "enterprise.snowit.ba" && !url.pathname.startsWith("/enterprise")) {
    const destPath = "/enterprise" + (url.pathname === "/" ? "/" : url.pathname);
    const destUrl = new URL(destPath + url.search, req.url);
    return rewrite(destUrl);
  }

  // tim.html auth gate scoped to pathname === "/tim.html" (no regression)
  if (url.pathname === "/tim.html") { /* HMAC cookie check */ }

  return next();
}

```

Commit: 1fcbe0b (2026-05-13)

Path Structure

```

/Users/makinja/clients-external/snowit-site/
├─ index.html           (snowit.ba SMB landing)
├─ portfolio.html      (SMB portfolio)
├─ usluge.html         (SMB services, pricing 300-2500 KM)
├─ audit.html         (lead magnet landing, BS copy)
├─ /api/audit.js       (serverless function, pdf-lib MVP)
├─ /enterprise/
│  ├─ index.html       (enterprise landing)
│  ├─ case-study.html  (anonymized Nordic transit TVM case)
│  ├─ about.html       (founder bio, NDA-compliant)
│  ├─ /css/enterprise.css (dark theme, --ent-* tokens)
│  └─ /js/i18n.js      (EN+BS dictionaries)
├─ middleware.ts       (host rewrite + tim.html auth)
├─ vercel.json         (tim.html X-Robots-Tag headers)
└─ BUILD-BLUEPRINT.md

```

Audit Lead Magnet Pipeline

Flow Diagram

sequenceDiagram

participant U as User (SMB Owner)

participant L as /audit.html

participant A as /api/audit

participant PDF as pdf-lib

participant SMTP as nodemailer

participant E as Enis (info@snowit.ba)

participant GCP as Places API (Phase 2)

participant GS as Google Sheets (Phase 2)

participant WA as WhatsApp (Phase 2)

U->>L: Fill form (name, company, city, industry, contact, notes)

L->>A: POST {name, company, city, industry, email OR whatsapp, notes}

A->>A: Validate (honeypot check, required fields)

A->>PDF: Generate audit PDF (ref SNW-XXXXX-XXXX)

PDF-->>A: PDF buffer

A->>SMTP: Send email to info@snowit.ba + lead

SMTP-->>E: "Novi upit za audit: [company] u [city]"

A-->>U: {"ok":true,"ref":"SNW-XXXXX-XXXX"}

Note over GCP,WA: Phase 2 – blocked on Vercel Pro + GCP SA grants

A.-.->GCP: Fetch GBP data (if email)

GCP.-.->A: Profile + reviews + map position

A.-.->GS: Log lead (timestamp, ref, company, city, industry, contact, utm_*)

A.-.->WA: Send WA to lead "Vaš upit primljen, radim na auditu" (if whatsapp)

Phase 1 (LIVE — MVP)

- **Landing:** /audit.html (837 lines, BS copy, Proxima Marketing)
- **Backend:** /api/audit.js (1470 lines, pdf-lib ^1.17.1)
- **Payload schema:** {name, company, city, industry, email?, whatsapp?, notes, _honey}
- **Honeypot:** _honey field (hidden, rejects bots)
- **Email delivery:** nodemailer via one.com SMTP (SMTP_USER/SMTP_PASS env vars reused from /api/contact)
- **Reference ID:** SNW-{timestamp}-{random 4-digit} (e.g., SNW-17156-9384)
- **Cost:** \$0/audit (no external API calls)

Phase 2 (BLOCKED — Pending CEO actions)

Blocker	Status	Owner	Cost Impact
Vercel Pro upgrade (\$20/mo)	CEO manual action required (UI-only upgrade, no API)	CEO Alem Basic	+\$20/mo
Google Places API key (tribal-sign-487920-k0)	GCP Console enable + API key + HTTP referrer restriction	CEO or grant alai-cli-deployer SA permissions	~\$1.70/mo @100 audits
Google Sheets SA (snowit-leads-writer@tribal-sign-487920-k0.iam.gserviceaccount.com)	GCP Console create SA + download JSON key + share sheet	CEO or grant alai-cli-deployer SA permissions	\$0 (free tier)
WhatsApp auto-send	Meta WhatsApp Cloud API (24-72h approval) OR Twilio WA API	FlowForge (after above unblocked)	Free 1K/mo OR \$0.005/msg

CEO action path (Option A — manual, 15 min):

1. Vercel Pro: <https://vercel.com/johns-projects-4b43bfa9/settings/billing> → Upgrade to Pro
2. Places API: <https://console.cloud.google.com/apis/library/places-backend.googleapis.com?project=tribal-sign-487920-k0> → Enable → Create API Key → Restrict to snowit.ba
3. Sheets API: <https://console.cloud.google.com/apis/library/sheets.googleapis.com?project=tribal-sign-487920-k0> → Enable → Create SA "snowit-leads-writer" → Download JSON
4. Lead sheet: Create Google Sheet "SnowIT Leads — Audit Lead Magnet" → Share with SA email (Editor access) → Copy sheet ID

CEO action path (Option B — grant FlowForge gcloud access, automated): Run script `/Users/makinja/clients-external/snowit-site/scripts/setup-gcp-sa-grant.sh` (commit 07a7982) to grant `alai-cli-deployer@tribal-sign-487920-k0.iam.gserviceaccount.com` roles: `serviceUsageAdmin` + `serviceAccountAdmin` + `serviceAccountKeyAdmin`. Then re-dispatch to FlowForge.

Pricing Matrix (snowit.ba SMB)

Package	Price (KM)	Includes	Delivery
Google Business Starter	300 KM	GBP setup + verification + optimization	48h
LinkedIn Launch	400 KM	LinkedIn Company Page + 5 posts	5-7d
Web + GMB (card1)	800 KM	1-page website + GBP setup	7-10d

Full Digital Start (card3)	1.200 KM	Website + GBP + LinkedIn + SEO basics	14d
SnowIT PRO	2.500 KM	Full package + 3-month support	30d

Currency unification (commit 075ae2b): All "200 EUR" references replaced with "300 KM" across i18n.js (12 changes), index.html (32 changes), usluge.html (18 changes). LinkedIn 400 KM added (commit bef5820).

NDA Compliance Pattern

Public Copy (enterprise.snowit.ba)

- **Client names:** FORBIDDEN (Tet, Ruter, Entur, TET Digital) — verified via `grep -i "tet|ruter|entur"` on live HTML = 0 matches
- **Anonymization pattern:** "Major Nordic public transit operator (identity disclosable under NDA on inquiry)"
- **Disclosure box (case-study.html):** 3-paragraph amber-muted banner:
 - Project delivered by SnowIT founder in prior senior consulting capacity
 - SnowIT (founded 2022) is new to enterprise AI/transit services — founder's prior engagements separate
 - Client identity + specific project details available under NDA on inquiry
- **Founder bio (about.html):** "Norwegian public transit operators" (plural, anonymized), "Client identities available under NDA on inquiry", professional references subject to client approval

NDA-Protected Facts (BookStack only, not public)

- ENTUR: 03.2022 - 02.2024 (23 months), TVM modernization, Kafka/KSQLDB/GCP/React
 - RUTER (via TET Digital): 09.2024 - 09.2025 (13 months), Cloud ops, AWS/IoT/MQTT/Kafka/EDA
 - CV evidence: /Users/makinja/personal/cv/Alem-Basic_no_2026-02-06T06-08-13Z.pdf
 - BookStack finance logs: RPG January 2026, KnowIT MinVei, timesheet January 2026
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Founder Identity

Name: Alem Bašić

Role: Founder + CEO (SnowIT d.o.o., founded 2022)

Background: 25+ years software engineering, solution architect, senior consulting record at Norwegian public transit operators (Entur 2022-2024, Ruter 2024-2025), expertise in Kafka/cloud/AI security/legacy modernization

Education: (not disclosed on public site — available under NDA)

Languages: BS/EN/NO (professional fluency)

Consulting vehicles: Everdeen partner status (Entur engagement), RPG-Kyndryl subcontractor (Ruter/TET engagement)

Distinction: SnowIT (founded 2022, pivoted to enterprise 2026, zero enterprise delivery history as entity) vs Founder (Alem Bašić, 3-year documented consulting record 2022-2025). Public copy transparent about this split — no claim fabrication.

MC Task Tree

MC ID	Title	Owner	Status	Evidence
#100509	SnowIT Enterprise Pass 2 (Skybound)	skybound	ready_for_review	/tmp/skybound-enterprise-evidence-pending.md
#100513	snowit.ba SMB cleanup (EUR→KM, AI archive)	codecraft	ready_for_review	/tmp/codecraft-snowit-cleanup-100513-evidence.md
#100510	enterprise.snowit.ba domain move + infra	codecraft	ready_for_review	/tmp/codecraft-domain-move-evidence.md + /tmp/codecraft-faza-b-infra-evidence.md
(child)	enterprise.snowit.ba case-study.html	frontend-builder	ready_for_review	/tmp/frontend-builder-case-study-evidence.md
(child)	enterprise.snowit.ba about.html	frontend-builder	ready_for_review	/tmp/frontend-builder-about-evidence.md
(child)	Audit lead magnet copy (Proxima)	proxima	done	/tmp/proxima-lead-magnet-snowit/_evidence.md
#100543	/api/audit backend (pdf-lib MVP)	codecraft	ready_for_review	/tmp/codecraft-audit-tool-evidence.txt
(child)	/audit.html landing page	builder	ready_for_review	/tmp/builder-audit-html-evidence.md
(child)	GCP SA permission grant script	builder	ready_for_review	/tmp/builder-gcp-sa-script-evidence.md

(child)	Vercel Pro + Places API (BLOCKED)	flowforge	BLOCKED (CEO action)	/tmp/flowforge-snowit-vercel-pro-places-evidence.md
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Outstanding Decisions

1. **Orphan snowit-enterprise project:** Vercel project prj_8fTtx2Z0UJY4kqdNJACKflpQamHi (served placeholder, domain now moved to snowit-site) — delete to avoid confusion? (CEO decision pending)
2. **Vercel Pro upgrade (\$20/mo):** Required for Phase 2 Playwright screenshots + real GBP data. CEO must upgrade via UI (Vercel API doesn't support billing changes).
3. **GCP Places API + Sheets SA:** Option A (CEO manual, 15 min) vs Option B (grant FlowForge gcloud access via scripts/setup-gcp-sa-grant.sh, automated).
4. **GA4 + Pixel + GSC tracking IDs:** Placeholders in index.html/enterprise/index.html — CEO provide actual IDs or remove placeholders?
5. **Audit delivery SLA:** Current copy promises "24h" — if Enis volume exceeds capacity, change to "48h" or hire VA?
6. **Follow-up cadence:** Email/WA sequence ends at 7 days — add 10-day or 14-day final nudge, or stick with 3d+7d?
7. **Free vs Paid audit gating:** All audits free (current) vs gate multi-location SMBs at 100 KM audit fee (credited toward paid service)?

Operational Scripts

Script	Path	Purpose	Usage
setup-gcp-sa-grant.sh	/Users/makinja/clients-external/snowit-site/scripts/	One-time GCP SA permission grant for Phase 2 backend	./scripts/setup-gcp-sa-grant.sh (or PROJECT_ID=X ./scripts/setup-gcp-sa-grant.sh)

Commit: 07a7982 (executable, bash -n verified, grants serviceUsageAdmin + serviceAccountAdmin + serviceAccountKeyAdmin to alai-cli-deployer@tribal-sign-487920-k0.iam.gserviceaccount.com)

Cost Breakdown

Phase 1 (LIVE — MVP)

- Vercel Hobby: \$0/mo
- AWS Route 53: ~\$0.50/mo (hosted zone)
- one.com SMTP: \$0 (existing email account)
- **Total:** ~\$0.50/mo

Phase 2 (Pending CEO Actions)

- Vercel Pro: \$20.00/mo
- Google Places API: ~\$1.70/mo @100 audits/mo (\$0.017 per Nearby Search call)
- Google Sheets API: \$0 (free tier, 60 req/min)
- WhatsApp API: \$0 (free 1,000 conversations/mo via Meta Cloud API) OR \$0.005/msg via Twilio
- **Total:** ~\$22/mo + \$0.017 per audit over 100/mo

Key Commits

SHA	Message	Files	Date
0b95bfb	snowit.ba SMB cleanup (AI archive, contact form)	_archive/usluge-ai-blocks-2026-05-13.html, index.html, portfolio.html, usluge.html	2026-05-13
075ae2b	EUR→KM unification (300/800/1200 KM)	i18n.js, index.html, usluge.html (62 changes)	2026-05-13
bef5820	LinkedIn 400 KM pricing	usluge.html	2026-05-13
1c4c1de + 6f4e98a	enterprise/index.html pass 1	enterprise/index.html, enterprise/css/enterprise.css, enterprise/js/i18n.js	2026-05-13
49cd8b2	feat(snowit-enterprise): case-study.html anonymized Nordic transit	enterprise/case-study.html (375 lines)	2026-05-13
0705d9a	feat(snowit-enterprise): about.html founder bio	enterprise/about.html, i18n.js, enterprise.css (392 insertions)	2026-05-13
9a7da92 + 7519bed	fix: founding date 2022 (not 2026)	enterprise/index.html, i18n.js (14 changes)	2026-05-13
1fcbe0b	fix: middleware.ts host rewrite (enterprise.snowit.ba)	middleware.ts	2026-05-13
f69e804	feat: /api/audit backend (pdf-lib MVP)	api/audit.js (1470 lines), package.json (+pdf-lib)	2026-05-13

cad6878c	feat(snowit-smb): /audit.html lead magnet landing	audit.html (837 lines)	2026-05-13
07a7982	chore(snowit): scripts/setup-gcp-sa- grant.sh	scripts/setup-gcp-sa- grant.sh (38 lines)	2026-05-13

Related Resources

- **Repo:** github.com/snowitba/snowit-site
 - **Local path:** `/Users/makinja/clients-external/snowit-site/`
 - **BUILD-BLUEPRINT:** `/Users/makinja/clients-external/snowit-site/BUILD-BLUEPRINT.md`
 - **ARCHITECTURE doc:** `/Users/makinja/clients-external/snowit-site/docs/ARCHITECTURE-2026-05-14.md` (to be created)
 - **Memory entry:** `~/.claude/projects/-Users-makinja/memory/project_snowit_brand_split_lead_magnet_2026-05-14.md` (to be created)
 - **MC parent:** #100509 (Skybound pass 2)
-

Last updated: 2026-05-14

Documented by: Skillforge (ALAI Knowledge Management)

Status: LIVE — production serving, Phase 2 blocked on CEO actions

Revision #2

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