

Reference

The website — gurbanisoul.com

Updated 26 October 2026

The public website gurbanisoul.com: DNS, SEO, Open Graph images, security headers, imagery policy, screenshots and its gates.

<https://docs.gurbanisoul.com/website/>

The public web property is one Astro static site (frontend/) served on the product domain **gurbanisoul.com**. It carries two distinct things, deliberately kept separate (see **Brand & domains**):

- **The Gurbani Soul pages** — /, /features, /watch, /learn and its articles, /privacy and /support — use the marketing layout (Marketing.astro): the product’s home, its policy pages and the Learn articles.
- **The Knowledge Base** — /library (its home), /search, /reader, /nitnem, /browse, /themes, /lineage, /trail, /analytics (Insights), /constellation, /raag-clock, /divergence — uses Base.astro: the **Sri Guru Granth Sahib Ji Knowledge Base**, the scholarly study site, with its own name, header and theme.

Both are built by astro build into frontend/dist/, synced to webapp/static/, and served by the stdlib Python server locally and by Vercel in production. There is no second site and no second copy of the policy pages — /privacy and /support are Astro pages under frontend/src/pages/, and they are the single source of truth for the App Store URLs.

Domains & DNS

Host	Role	Serves
gurbanisoul.com	canonical apex	the site (200, no redirect)
www.gurbanisoul.com	alias	308 → apex
sggs-knowledge-base.vercel.app	legacy Vercel alias	308 → apex

- **Registrar:** Hostinger (2-year term, auto-renew on, WHOIS privacy on).
- **DNS:** delegated to **Cloudflare** (account label *Company-Domains*), nameservers jamie.ns.cloudflare.com / luke.ns.cloudflare.com. The apex/www records are **CNAME → Vercel, DNS-only (grey cloud, not proxied)** — Vercel terminates TLS and issues the certificate, and HSTS is on. We do **not** proxy through Cloudflare (it would double-terminate TLS and hide Vercel’s own caching/headers).

- **Zone ID / Account ID / API tokens** live in the Cloudflare dashboard only — never in this repo.

Canonical rule. The apex is canonical. `<link rel="canonical">`, `og:url` and the sitemap all use bare `https://gurbanisoul.com/...www` and the old `*.vercel.app` alias 308-redirect to it, so there is exactly one indexable host. This is asserted at release time by `sggs-verify-prod` (a no-redirect guard on `/`, `/privacy`, `/support`) and continuously by `uptime.yml`.

Email

Mail for `gurbanisoul.com` is hosted by **Zoho Mail** (since 2026-09-26). `support@gurbanisoul.com` is an alias of the owner's mailbox, and a catch-all delivers any other address at the domain to it. DNS (Cloudflare, DNS only): MX `mx/mx2/mx3.zoho.com.au`, SPF `v=spf1 include=zohomail.com.au ~all`, DKIM selector `zmail`, and DMARC `v=DMARC1; p=none; rua=mailto:support@gurbanisoul.com` on `_dmarc` (move to `p=quarantine` after two weeks of clean reports). Do not add Cloudflare Email Routing's SPF include: it would break delivery. The address is the public contact in the App Store listing, the EU Digital Services Act trader declaration (verified 2026-09-26), SECURITY.md, and the privacy/support pages. See [runbook: support-inbox](#).

SEO

`frontend/astro.config.mjs` sets `site: 'https://gurbanisoul.com'`; `frontend/src/site.ts` holds `SITE_URL`, `SUPPORT_EMAIL`, `APP_STORE_URL`, `APP_STORE_ID`, the `APP_STORE_LIVE` switch, and the photo-credit list. The head SEO/social/PWA block is a shared component, **`frontend/src/components/Seo.astro`** (used by both `Marketing.astro` and the Knowledge Base's `Base.astro`). Every page emits:

- `<link rel="canonical">` and `og:url` built from `SITE_URL` + the path (bare apex host);
- `description`, `og:title/description/type/image/site_name`, `twitter:card=summary_large_image`;
- `theme-color` — always one meta that follows the *page* theme, never the OS. The Knowledge Base (`themeColor="page"`, the default) gets `id="kbThemeColor"`: the inline boot script in `Base.astro` sets it to the header's colour for the stored theme before first paint, and `scripts/core.ts` keeps it equal to `--chrome` afterwards; the light-first marketing shell (`themeColor="light"`) gets `id="themeColorMeta"`, pinned to paper and rewritten by `scripts/theme.ts` on toggle.
- `apple-mobile-web-app-title`, `<link rel="manifest">`, an `apple-touch-icon`, an SVG favicon, and — once the app is live (`APP_STORE_LIVE`) — the `apple-itunes-app` Smart App Banner.

`og:image` defaults to the page's OG card (`/og/<slug>.png`, see **OG images** below). `frontend/public/robots.txt` points crawlers at the canonical host and names `/sitemap.xml`, which is now **generated** (see **Routes, sitemap & RSS**). `Base.astro`

derives its canonical/OG from `Astro.url.pathname` so every Knowledge Base page is self-consistent without per-page props.

The `SeoInvariants` gate checks every built page's canonical/description/og:image(exists on disk)/theme-color, and that any hreflang alternate is `en/x-default` and self-referential (no `/pa/`).

Routes, sitemap & RSS

- **frontend/src/routes.ts** is the single manifest of public routes (`{ path, lastmod, changefreq, priority, og }`). It must list **exactly** the pages that build to HTML — the `SitemapInvariants` gate compares the sitemap's `<loc>` set to the built HTML route set. `lastmod` is a **fixed** ISO date (never `Date.now()`) so the sitemap is byte-deterministic.
- **frontend/src/pages/sitemap.xml.ts** emits `/sitemap.xml` over the manifest, each URL self-referencing its `en + x-default` hreflang alternates (no `pa` pages ship yet).
- **frontend/src/pages/rss.xml.ts** emits `/rss.xml` (“Gurbani Soul — Learn”): every non-draft Learn article, newest first. `RssInvariants` checks it parses and links to the site.
- The old `frontend/public/sitemap.xml` was deleted (Astro forbids a public file colliding with a page route).

OG images

`frontend/src/pages/og/[slug].png.ts` renders each 1200×630 card at build with **satori** (HTML/CSS → SVG) + **@resvg/resvg-js** (SVG → PNG): warm-ink background, a gold

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, the title in Source Serif 4, the “Gurbani Soul” wordmark, a thin gold rule.

`getStaticPaths` returns one card per distinct og slug in `routes.ts` (at least `home` and `knowledge-base`). `satori` needs **static** (non-variable) TTFs, so `frontend/src/og/fonts/` holds pinned instances (`*-og.ttf`) of Source Serif 4 and Sant Lipi with their OFL licences; only the single

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glyph is Gurmukhi (`satori` has no Indic shaping). Cards are byte-deterministic and each ≤ 150 KB. `public/og.jpg` remains a hero crop for any fixed-image use.

Analytics

`frontend/src/components/Analytics.astro` is an `is:inline` loader that injects `/_vercel/insights/script.js` **only** when `location.hostname` matches `/(^|\.)gurbanisoul\.com$/` — a true no-op on `serve.py`, `localhost` and `staging`. There is **no** `@vercel/analytics` import and no third-party host. Vercel Web Analytics must also be **enabled in the Vercel project** (owner action) for data to be collected; until then the loader simply fetches nothing. The `ExternalRequestAllowList` gate proves the marketing HTML/JS only references an approved host set and that the insights loader is always behind the hostname guard.

Structured data (JSON-LD)

Emitted through `frontend/src/components/JsonLd.astro`, which serialises the object and escapes `<` so the payload can never break out of its `<script type="application/ld+json">`.

- **Landing (/)** carries three nodes (`src/pages/index.astro` frontmatter): an **Organization** (“Algorythmos Pty Ltd”, logo `/icons/icon-512.png`, a customer-support contactPoint), a **WebSite** (“Gurbani Soul”) with a `SearchAction` targeting `/search?q={search_term_string}` on the canonical host, and a **SoftwareApplication** (“Gurbani Soul”, iOS, `ReferenceApplication`, `offers.price "0"`, publisher → the Organization by `@id`). There is deliberately **no aggregateRating** (we have no ratings). `installUrl/url` are added only once the app is live (`APP_STORE_LIVE`).
- **/support** carries a **FAQPage** generated from the same `faqs` array that renders the visible `<h4>` question / `<p>` answer block, so the structured data can never drift from the page. The `JsonLdInvariants` gate parses every block, checks the landing’s three types (and the `SearchAction` host), and checks that every `FAQPage` name is a visible `<h4>`.

Newsletter (launch notice) — env-gated

`frontend/src/components/Newsletter.astro` renders a quiet launch-notice sign-up **only** when the build-time env var `PUBLIC_NEWSLETTER_FORM_URL` (the Buttondown embed endpoint) is set. It is **unset in CI, locally, and in the current build**, so the section — and any Buttondown reference — is **absent from the built HTML**. When set, it renders a single `<input type="email" name="email" required>`, a ghost-gold submit, an off-screen honeypot (`hp_name`), an honest one-line note (“One short email when the app is on the App Store. No tracking, unsubscribe any time.”) and a `data-nl-status` live region. Progressive enhancement lives in `frontend/src/scripts/newsletter.ts` (wired by the idempotent `landing.ts init()`, view-transition safe): the honeypot short-circuits to a no-op; otherwise it POSTs **only** the email field with `mode: 'no-cors'` and shows an inline confirmation, or an offline/error hint. With JS off, the native POST reaches Buttondown’s own confirmation page. The URL is **never** a literal in `src` (`NewsletterPrivacy` gate); set it in the Vercel Production + Preview envs — see [runbook: newsletter](#).

Security headers

`frontend/vercel.json` adds, on top of the existing `nosniff/X-Frame-Options: DENY / Referrer-Policy:`

- **Content-Security-Policy — enforcing as of PR4.** Directive string: `default-src 'self', inline-script/style allowed, img-src 'self' data:, font-src 'self', connect-src/form-action add https://buttondown.com` (the launch-notice sign-up), `frame-ancestors 'none', base-uri 'self', object-src 'none'`. The flip from `-Report-Only` to enforcing was gated on proof: `frontend/e2e/csp.spec.ts` loads **every** route in `routes.ts` (marketing AND Knowledge Base, `/learn/*` included) under the enforced header — injected via `page.route` — and asserts

zero securitypolicyviolation events on load, after toggling the theme, and after opening the mobile menu (46/46 green, desktop + mobile). The directive string is unchanged from the Report-Only version; only the header key changed. If a future page needs a new origin, add it to the directive, re-run `csp.spec.ts` to zero, and only then ship.

- **Strict-Transport-Security** (2-year, includeSubDomains; preload), **Permissions-Policy** (camera=(), microphone=(), geolocation=(self), payment=()), and **Cross-Origin-Opener-Policy: same-origin**.
- Long-lived immutable Cache-Control for /og/, /icons/, /_astro/ and /fonts/.

Fonts & PWA

- **Sant Lipi** (SIL OFL 1.1) — the bundled Gurmukhi webfont, unicode-range-scoped, shared with the Knowledge Base; declared in `marketing.css` (rule copied from `styles/kb/tokens.css`).
- **Source Serif 4** (SIL OFL 1.1) — a Latin subset for headings (Brand.heading), regenerated by `frontend/scripts/subset-serif.sh` into `frontend/public/fonts/SourceSerif4-latin.woff2` (≤ 130 KB; licence at `/fonts/OFL-SourceSerif4.txt`). Declared in `marketing.css` and wired into the heading stack in PR2 (this PR keeps the page pixel-identical).
- **PWA:** `frontend/public/site.webmanifest` (name/short_name, warm-ink theme/background, display: standalone) and `frontend/public/icons/` (192, 512, maskable-512, apple-touch), regenerated deterministically by `frontend/scripts/gen-icons.mjs` (a gold



on warm ink).

The landing page (/)

- **Layout:** `frontend/src/layouts/Marketing.astro` (renamed from `Landing.astro` in the PR1 web-foundations pass) — its own shell, brand tokens as CSS variables in `frontend/src/styles/marketing.css` (mirrored, typed, in `frontend/src/theme.ts`, which the `WebThemeMatchesTokens` gate keeps equal to `docs/brand/tokens.json`), a **light-first** pre-paint theme script (no stored choice → light, whatever the OS; an explicit choice is shared with the Knowledge Base, which keeps its system default), the shared `MarketingFooter`, `<Seo>`, `<Analytics>`, Sant Lipi + a serif heading stack, a skip link, `lang="pa"` on Gurmukhi, and `prefers-reduced-motion` respected.
- **Page:** `frontend/src/pages/index.astro` — hero, the verse band, six feature cards, “Private by design”, a Knowledge Base card, and the App Store slot.
- **Brand rules are law** (`docs/brand/gurbani-soul-brand-book.md`): gold leads on warm paper/ink; `#FFBC0D` only as a **bordered** fill in light mode (free in dark); gold *text* only via `accentText` (`#8A6100`); **red never** on the landing; Gurmukhi always

ink-coloured Sant Lipi; **never a gold mark on a red square**. python3 scripts/brand/contrast_report.py must exit 0 after any colour change.

- **Scripture is never typed by hand.** The verse shown on / is generated from the verified DB by scripts/gen_landing_verse.py into frontend/src/generated/landing-verse.json, and the LandingPage gate compares the rendered lang="pa" line byte-for-byte to SELECT gurmukhi FROM lines WHERE ang=1 ORDER BY id LIMIT 1. Citation is always “Sri Guru Granth Sahib Ji · Ang N”.
- **Counts are never typed by hand either.** Every number the marketing pages quote (Angs, lines, characters, raags, Vaars, pauris, saloks, themes, voices) comes from frontend/src/generated/landing-facts.json, written by the same script from the DB and frontend/public/contributors.json, and read through frontend/src/facts.ts. The LandingPage gate checks the file against the pinned dataset and the roster.
- **Honest copy.** The listing lint’s forbidden list applies here too: no “AI” except “never AI-generated”, no “beta”, nothing the app does not do.

Image policy

The v2 site (2026-09) is **light-first** with warm-ink bands and three kinds of imagery: the owner’s **original artwork** (the hero), **Unsplash photographs** (photo bands, Learn covers), and **real app screenshots**. Everything is self-hosted through astro:assets — the CSP is img-src 'self' data:, so nothing is ever hot-linked from images.unsplash.com.

Unsplash photographs — licence facts

- Used under the [Unsplash License](#)¹: free for commercial and non-commercial use, modification permitted, no permission needed, attribution appreciated but not required — **we credit anyway**, on every marketing page and in NOTICE.md.
- The licence does **not** allow selling unaltered copies or compiling Unsplash photos into a competing service, and it carries **no model or property releases** — which is why faces and identifiable people are excluded below.
- Keep the photo’s Unsplash page URL in the PR description so the licence can be re-checked.

Respectful selection (owner approves every pick in the preview)

Briefs: Sri Harmandir Sahib at dawn / reflected at night · Gurdwara marble inlay detail · Nishan Sahib against the sky · Punjab wheat or mustard field · gold-leaf / brass texture · a single diya at dusk · an empty parikrama. Criteria:

- devotional light and architecture only; **no** saroop being handled, **no** identifiable faces, **no** crowds, **no** watermarks or text in frame;
- ≥ 2400 px wide originals, warm palette; treatment is a baked −10 % saturation + warm white balance only — on the page a warm-ink scrim, never a gold tint, grain or duotone;

- a photo **never** sits beside Gurmukhi (bands carry one serif statement ≤ 22 ch + one sub-line).

Where files live

- **Photographs + artwork:** frontend/src/assets/landing/ — unsplash-<handle>-<subject>.jpg (EXIF stripped, ≤ 2400 w). **Every file here is counted by the credit gate.**
- **Learn covers:** mapped slug $\rightarrow$ import in frontend/src/covers.ts (LEARN_COVERS), not site.ts (which every layout imports and the credit gate parses).
- **App screenshots:** frontend/src/assets/app/<device>-<screen>[-variant]-<appearance>.png, recorded in frontend/src/assets/app/SHOTS.md (see *Shot pipeline*).

Credit shape

One IMAGE_CREDITS entry per file in frontend/src/site.ts (artwork entry first):

```
{ who: "Photographer Name", what: "Sri Harmandir Sahib reflected at dawn",
  url: "https://unsplash.com/@handle", file: "unsplash-handle-harmandir-dawn.jpg", source:
  "Unsplash" }
```

- url is the photographer's profile on the **bare host** https://unsplash.com/@<handle> (the ExternalRequestAllowlist gate allows unsplash.com, never images.unsplash.com).
- An entry **without** url is original artwork ("Artwork: ..., made for GurbaniSoul").
- MarketingFooter.astro renders the credits from this list on every marketing page: "Photographs: {who} / Unsplash, ... (Unsplash License)." appears only when photos exist.
- Add the same name + profile link to **NOTICE.md**² $\rightarrow$ "Website imagery".

The LandingPage.test_imagery_is_credited gate enforces all of it: exactly one credit per file in assets/landing/, every who in the built index.html **and** in NOTICE.md, an "Artwork" credit, and — once any photo has a url — "Unsplash" on the page and every url matching https://unsplash.com/@<handle>.photo-bands.spec.ts checks each .photo-band img has alt text and loads lazily, and that the footer names each linked photographer.

Rendering & budgets

- Components: PhotoBand.astro (full-bleed <Picture> AVIF+WebP 640–1600 w, sizes="100vw", q55, lazy, warm-ink scrim, data-theme="dark"); DeviceFrame.astro (kind="iphone" | "ipad", frame={false} for frame-less editorial shots, eager for the hero phone only).
- Home: at most **2** loading="eager" images (hero artwork + hero phone) and exactly **one** fetchpriority="high" (the artwork, the LCP); any hero preload must reuse the rendered AVIF srcset. Every other page: nothing eager. Everything

else lazy + decoding="async".

- Budgets (gate-enforced): Home / Features / The watch / Privacy / Support HTML ≤ **60 KB** each; each Learn page ≤ **48 KB**; no served AVIF/WebP variant > **340 KB**. Targets: hero ≤ 1920 w AVIF q55–60 ≤ 220 KB · photo bands ≤ 1600 w q55 ≤ 180 KB · iPhone frames WebP ≤ 80 KB · iPad AVIF+WebP ≤ 250 KB (drop to 1400 w rather than raise the gate).

Adding a photo

1. Download the approved Unsplash original into `frontend/src/assets/landing/` as `unsplash-<handle>-<subject>.jpg`; strip EXIF; resize to ≤ 2400 w.
2. Add its `IMAGE_CREDITS` entry (who, what, url, file, source: "Unsplash") and the photographer to `NOTICE.md`.
3. Use it through `PhotoBand / <Picture>` with an alt that names the place.
4. `cd frontend && npm run build:deploy` twice (byte-identical), then `python3 -m unittest discover -s webapp/tests` and `npx playwright test photo-bands landing`.

Shot pipeline (app screenshots)

Captured from the Simulator, never mocked; every file is recorded in `SHOTS.md` (raw SHA-256, device, iOS version, commit, deep link, environment).

1. Dedicated simulators ("SGGS iPhone 17 Pro", "SGGS iPad Pro 13"), one booted at a time; a Debug build with `-derivedDataPath` in the scratchpad.
2. The **public** DB swapped into a *throwaway copy* of the built `.app` — never into `ios/Resources`.
3. `xcrun simctl status_bar ... override --time 9:41, xcrun simctl ui ... appearance light|dark, SIMCTL_CHILD_SGGS_CLOCK_NOW=581 SGGS_CLOCK_MODE=fixed SGGS_CLOCK_NO_COORDS=1.`
4. Deep links (`sggs://ang/1, ang/712` on iPad landscape, `search?q=..., nitnem, bani/japji, clock, theme/naam`) — and **`sggs://shabad/<compId> for a deterministic Hukam`**, never the random `sggs://hukam`. Widgets come from the snapshot unit tests (`SGGS_WIDGET_SNAPSHOT_DIR`).
5. Honest state only: a sparse reading-journey grid is fine; fabricated progress never is.
6. Processing via `frontend/scripts/prep-shots.mjs` (sharp, lanczos3, palette PNG, metadata stripped, idempotent): iPhone → 900 w, iPad landscape → 1600 w, widgets 2×, accent crops 900×420.

The App Store switch (launch day)

`frontend/src/site.ts` commits Apple's real values — `APP_STORE_ID = "6812982384"` and `APP_STORE_URL = "https://apps.apple.com/app/id6812982384"` — but whether the site presents the app as available is a **build-time switch**: `APP_STORE_LIVE` is true only

when the build env sets `PUBLIC_APP_STORE_LIVE=1`. Every App Store render site keys on it:

Off (default)	On (<code>PUBLIC_APP_STORE_LIVE=1</code>)
hero chip <code>data-app-store="coming-soon"</code> , download band <code>coming-soon-foot</code> , nav <code>coming-soon-nav</code>	“Download on the App Store” / “Get the app” links to the product page in the hero, the download band, the nav and the mobile menu
no <code>apple-itunes-app</code> meta	the Smart App Banner on every page (<code>Seo.astro</code>)
no <code>installUrl</code> in the <code>SoftwareApplication</code> JSON-LD	<code>url + installUrl</code> = the product page

Why a switch and not a source edit: under the one-number policy the site must keep the version the App Store build carries, so launch day cannot be a new release. The flip is a Vercel project env var plus a redeploy of the **same** main commit — see `docs/process/runbooks/deploy.md` → “Launch-day App Store switch”. Set it only after Apple’s product page answers 200.

Gates: `AppStoreSwitch` (the flag comes only from the env; no render site keys on the URL/ID), `test_cta_state_is_consistent` (the built landing is wholly in one state) and the `@smoke spec` (`frontend/e2e/landing.spec.ts`, same two states; `SGGS_EXPECT_APP_STORE=live|soon` pins the state a deployment must serve). The CTAs are text links, not Apple’s badge artwork; if the badge is added later, self-host the official SVG unmodified per Apple’s App Store marketing guidelines.

Adding a page

Create `frontend/src/pages/<name>.astro` using `Base.astro` (Knowledge Base) or `Marketing.astro` (Gurbani Soul). Add its route to `frontend/src/routes.ts` (the sitemap and OG default derive from it — the `SitemapInvariants` gate fails if the manifest and the built HTML routes disagree). If it is a destination, add it to its place in `PLACES` in `Base.astro` (its path, and its entry in the place’s pages if it should appear in the second row), and give it a state in `frontend/e2e/kb-shell.spec.ts`. Build + sync.

What protects the site

- **Repo gates** (`webapp/tests/test_repo_gates.py`, run by the required python check): `LandingPage` (verse verbatim, honest copy, alt text, SEO head, page-weight budget), `SubmissionUrlsAreLive`, and `DocsHygiene` (this doc set is the only place the legacy `vercel.app` alias may be named); plus the PR1 web-foundations gates `SeoInvariants`, `SitemapInvariants`, `RssInvariants`, `ExternalRequestAllowlist`, `SmartBannerConsistency`, `NoSecretsInFrontend`, and `WebThemeMatchesTokens`; plus the PR4 growth/polish gates `JsonLdInvariants` (structured data on / and /support) and `NewsletterPrivacy` (no `Butttdown` literal in src; no `form/host` in the env-less build). `StaticRoutes` in `test_serve.py` covers `serve.py`’s static resolver + content types.

- **@smoke Playwright** (`frontend/e2e/landing.spec.ts`, run in the production deploy gate against `https://gurbanisoul.com`): landing renders, verse present, exactly one App-Store slot, canonical host, axe serious/critical = 0.
- **uptime.yml** (every 15 minutes): `/api/health` all-true, / (“Gurbani Soul”), `/privacy` (“Data Not Collected”) and `/support` (a `mailto:` link) on the canonical host, plus the wiki.
- **sggs-verify-prod**: after each release, proves the running commit and the no-redirect guard.

Links

1. <https://unsplash.com/license>
2. <https://github.com/Algorythmos-AI/sggs-platform/blob/integration/NOTICE.md>

Sri Guru Granth Sahib Ji — Knowledge Base wiki. Generated from commit c3d9360. Updated 26 October 2026. This copy may be out of date; the page is at <https://docs.gurbanisoul.com/website/>