**Project Approach Explanation**

1. Objective
   1.1. Split the project into two separate WordPress installations with different roles, connected to each other:
   1.2. Domain = showcase site with my custom code (HTML/CSS/JS).
   1.3. Subdomain = student platform fully powered by WordPress for registration, purchases, and document access.
2. Main domain (BRIGHTFUTURE.COM)
   2.1. WordPress installed only as a container to serve my custom-coded front page (HTML/CSS/JS), giving me full freedom of design: animations, 3D, storytelling, SEO.
   2.2. No users, no database dependency here: a fast, secure, public site.
   2.3. Clear CTAs pointing to the platform: "Login", "Register", "My Dashboard".
3. Subdomain (PUPIL-BRIGHTFUTURE.COM)
   3.1. A standard WordPress installation, used in a practical way: user/role management, payments, permissions, and content delivery.
   3.2. Handles student registration/login, dashboard, and access to documents.
   3.3. Entirely built in WordPress so you can easily update texts, PDFs, courses, and permissions without touching code.
4. Access model for documents
   4.1. Public preview: thumbnail or first pages visible to everyone.
   4.2. Full access: restricted to logged-in students with permissions after purchase.
5. Payments & permissions
   5.1. Payments handled with Stripe Checkout.
   5.2. On successful payment, the document ID is added to the user (via usermeta or a bridge table) → instant access.
6. PDF delivery & protection
   6.1. PDFs are not served via direct URLs; instead, a protected PHP endpoint validates session and permission.
   6.2. The viewer inside the platform decides between preview vs. full view based on user permissions.
7. UX flow
   7.1. User lands on BRIGHTFUTURE.COM → sees the fast, custom front page.
   7.2. Clicks CTA → goes to PUPIL-BRIGHTFUTURE.COM → registers/logs in.
   7.3. Previews, purchases, and unlocks the full PDFs.
   7.4. On return login, sees previously purchased documents linked to their account.
8. Key benefits of the dual WordPress approach
   8.1. Simplicity for everyone: the marketing site is pure front-end; the platform is managed via WordPress. The client can update platform content easily.
   8.2. Design freedom on the front page (no limits of editors or blocks).
   8.3. Security: sensitive user data lives only on the subdomain.
   8.4. Performance: the public home is ultra-light and fast; the platform loads only what it needs.
   8.5. Maintainability: changes or issues in one site don't affect the other.
   8.6. Scalability: design and functionality evolve independently, yet remain connected.
   8.7. Unified ecosystem: both run on WordPress → same stack, easier hosting setup, familiar update flow.
9. Analytics & SEO
   9.1. Shared GA4 property between domain and subdomain to track the full funnel (from visit to purchase).
   9.2. SEO focus on the front page; the platform can be de-indexed except for necessary routes (login, checkout if required).
10. Recommended setup
   10.1. Domain: install WordPress, create a minimal theme/template, and load my custom HTML/CSS/JS for the front page; add CTAs linking to the platform.
   10.2. Subdomain: install WordPress, configure Login, Register, Dashboard pages, payments (Woo/Stripe), and protected endpoints for PDFs.
   10.3. Ensure HTTPS on both, cache the front page, and exclude sensitive routes (/login, /checkout, /my-account) from caching.
11. Why this approach is better than having everything in one site
   • Simpler for the client: they update the platform in WordPress without touching the custom-coded front page.
   • More secure & stable: the marketing layer won't break because of LMS plugins or platform changes.
   • Better performance: a lightweight home and a separate, optimized platform.
   • More control: maximum visual quality on the domain and maximum practicality on the subdomain.
   • Scalable long-term: growth in design or functionality without unnecessary complexity.

In summary: two separate but connected WordPress installations, each optimized for its mission. The front page shines in design and speed, while the platform offers practical management, permissions, and payments — a structure that ensures simplicity, security, and scalability for both the academy and its students.