



COOPERATION OFFER 2026

Next.js websites that understand AI

Win customers from conversations in ChatGPT, Gemini and Claude.
Start with a site that AI can read, understand and recommend - and
that people see open instantly.

Lighthouse **95+** in every package

No PHP plugins to patch

Quote in **24 h**, free consultation

River Media — Media Agency

Legnica

+48 732 600 333 · biuro@rivermedia.pl

“Created with passion”

Offer valid for 30 days · net prices

CUSTOMERS FROM AI CHATS

They ask AI. **Your site answers.**

Customers ask ChatGPT, Gemini and Claude whom to choose. AI recommends sources it can read, understand and trust. The first two conditions are your website's job.

01

It has to read you

A Next.js site has your services, prices and contact details in ready-made HTML - visible at once, without waiting for scripts.

02

It has to understand you

schema.org data describes your company and services and, in higher packages, your location and customers' questions.

03

It has to trust you

Trust is also built by brand mentions and expert content - a website alone can't do that. We work on it in the SEO + GEO subscription.

Honestly: a place in AI answers can't be bought or guaranteed. What we can do is significantly raise the chance that AI recommends you.

HOW AI READS A SITE

AI doesn't wait for scripts. It reads HTML.

The crawlers of ChatGPT (OpenAI), Claude (Anthropic) and Gemini (Google) read ready-made HTML. In tests their crawlers did not run JavaScript. Next.js sends the whole page with your full offer from the server, so the assistant gets the content straight away.

AI IN NUMBERS**80%**

of AI traffic in Poland is ChatGPT

900 m

people use ChatGPT every week

31%

of Poles online use ChatGPT

+68%

longer visits from an AI chat

Sources: Statcounter (PL, Sep 2026), OpenAI (Feb 2026), Gemius/PBI (Jun 2025), SE Ranking (Jan-Apr 2025 data, publ. Jun 2026; visits from AI chats vs search engines); OpenAI - crawler documentation; Vercel and MERJ - AI crawler test (Dec 2024).

WHY NEXT.JS

Fast for people. Readable for AI.

Next.js powers sites such as nike.com, openai.com, jobs.netflix.com, spotify.com/premium and notion.com (source: nextjs.org/showcase). The same technology - for your business.



The customer doesn't wait

Lighthouse 95+ in every package. Whoever arrives on ChatGPT's recommendation sees your offer at once, not a loading spinner.



Speaks the language of AI

Server content, clear headings and schema.org data. Google and AI assistants immediately see who you are, what you offer and where you operate.



No patching plugins

A Next.js site needs no PHP plugins - features live in the code. Security patches concern only the framework itself.



HTML from the server

The full page content in the HTML from the first byte - for Google, AI crawlers and visitors.

CORE WEB VITALS

Speed that Google measures

Core Web Vitals are part of how Google assesses pages. We design to their thresholds from day one, and a Lighthouse audit is a standing step of every project.

Metric	What it measures	Google threshold - our target
LCP - Largest Contentful Paint	Time to display the largest element (hero image, headline). Next.js renders HTML on the server, so the browser receives ready content.	≤ 2.5 s
INP - Interaction to Next Paint	How quickly the page reacts to clicks. Part of the interface is rendered on the server, so the browser has less JavaScript to run.	≤ 0.2 s
CLS - Cumulative Layout Shift	Visual stability - whether elements "jump" while loading. next/image reserves space for images, next/font eliminates font flicker.	≤ 0.1

Core Web Vitals thresholds: Google (web.dev/articles/vitals).

COMPARISON

An honest look: Next.js, WordPress and Wix

AI will read the HTML of any of these platforms. They differ in speed, plugins and control over the code.

Criterion	Next.js	WordPress	Wix
Loading speed	✓ Lighthouse 95+	• Depends on the build	• Depends on apps
HTML for AI crawlers	✓ From the server	✓ From the server	✓ From the server
Structured data	✓ In the code	• From plugins	✓ From the SEO panel
Security	✓ No PHP plugins	• Plugin patches	✓ Managed by Wix
Code ownership	✓ Full	✓ Full	• Per Wix terms
Hosting per year	✓ £115 net	• Per provider	• Per Wix plan
Editing content	✓ Optional CMS	✓ WP panel	✓ Wix editor

✓ - standard • - depends on the build, provider or plan.

from £775

What does a site that AI reads in full cost? Choose a package on the next page or order a free quote - we reply within 24 h.

PRICING

Choose a website **ready for AI**

Every package includes SSL, SEO with structured data, 14 days of fixes after launch and a 30-day warranty. One-off prices, net.

Landing Page

One-page / landing site

£775 net

Version with a CMS panel: **£970**

INCLUDED

- ✓ One-page / landing site
- ✓ Responsive, mobile-first design
- ✓ Scroll animations and micro-interactions
- ✓ Contact form
- ✓ SEO + schema markup for Google and AI
- ✓ Lighthouse 95+

MOST POPULAR

Company Site

A company showcase with a few subpages

£970 net

Version with a CMS panel: **£1,360**

INCLUDED

- ✓ Everything in Landing Page
- ✓ Up to 5 pages with individual layouts
- ✓ Blog / news section
- ✓ Google Analytics 4 + Search Console
- ✓ Google Map + LocalBusiness schema
- ✓ Technical support for 3 months

Business Site

An extensive offer, products and languages

£1,550 net

Version with a CMS panel: **£2,130**

INCLUDED

- ✓ Everything in Company Site
- ✓ Product / service cards
- ✓ Subcategories with filtering
- ✓ Framer Motion animations
- ✓ Multilingual (next-intl)
- ✓ FAQ with schema markup
- ✓ Headless CMS (Payload CMS)
- ✓ Technical support for 6 months

Corporate

Integrations, panels and web applications

£2,900 net

Version with a CMS panel: **£3,870**

INCLUDED

- ✓ Everything in Business Site
- ✓ API integrations (CRM, ERP)
- ✓ Calculators / configurators
- ✓ Client panel / login
- ✓ Edge Runtime + ISR
- ✓ A dedicated account manager
- ✓ SLA + 12 months of support

Next.js hosting is optional: £115 net per year. Work starts within 3 working days of receiving the complete set of materials.

CARE PLAN

A site that is always up to date - **no budget surprises**

After launch we take over maintaining your site. A fixed monthly fee covers updates, fixes and extending the site with new elements - up to 4 hours of developer work a month. You don't have to order and quote every change separately.

WEBSITE CARE

Next.js care plan

Updates, fixes and development at a fixed price

£95 net / month

A **24-month** contract · up to **4 h** of developer work a month

IN THE PLAN

- ✓ Updates
Next.js, libraries and security patches applied on an ongoing basis
- ✓ Fixes
changes to content and photos and small site modifications requested during the month
- ✓ Development and new elements
new sections, subpages and features - we grow the site together with your business

Why a care plan?

A website is a sales tool that should keep pace with your offer. Instead of one-off orders you have a standing team that knows your site and reacts to requests.

Predictable cost

One fixed amount every month for the whole contract - easy to plan into your marketing budget.

The site grows with the company

A new service, a promotion or an extra subpage? Within the 4 hours a month we add new elements with no separate orders or quotes.

HOSTING

£115

Next.js hosting - optional, net per year. The site has no PHP plugins to keep updated - security patches concern only Next.js itself and its libraries.

The care plan is an add-on to the one-off website build. Net prices (+23% VAT).

HOW WE WORK

From brief to a site **ready for AI**

The layout is created in code from the start, so you review a working site, not pictures.

1

Brief and AI audit

We learn about your business and competitors. We check your current site: speed, SEO and what Google and AI assistants see in it.

- ✓ Online brief
- ✓ Audit of the current site (CWV, SEO, accessibility)
- ✓ Competitor analysis
- ✓ Scope and schedule

2

Layout and UX/UI design

We design the layout directly in code - you see a working prototype, not a static picture.

- ✓ Live preview
- ✓ Mobile + desktop layout
- ✓ Iterations in the browser
- ✓ Your approval before finalising

3

Next.js and data for AI

Next.js, TypeScript and Tailwind CSS. Server-rendered content, schema.org data and a preview at every stage.

- ✓ React Server Components
- ✓ Core Web Vitals optimisation
- ✓ Structured data (schema.org)
- ✓ Headless CMS (if in the package)

4

Testing, launch and support

Lighthouse audit, tests on phones and in browsers. Deployment and CMS training.

- ✓ Lighthouse 95-100
- ✓ Core Web Vitals below Google thresholds
- ✓ Deployment on Vercel or a server
- ✓ Technical support per package

LEAD TIMES

Package	Approximate time
Landing Page	2-3 weeks
Company Site	3-5 weeks
Business Site with a CMS	5-8 weeks
Corporate	individual

Questions about Next.js and AI

Will a new site make ChatGPT recommend my company?

Nobody can honestly guarantee that - AI answers change from conversation to conversation. A Next.js site gives AI your full content and structured data. Brand mentions and expert content matter too - we work on those in the SEO + GEO subscription.

How does ChatGPT know what is on my site?

ChatGPT has its own crawler (OAI-SearchBot), and Perplexity and Claude have theirs. In tests their crawlers did not run JavaScript, so they read ready-made HTML. Next.js sends the whole page from the server, and schema.org data describes your company and services.

Why Next.js and not WordPress?

WordPress also sends HTML from the server and can be fast - usually thanks to plugins that must be updated constantly. In Next.js, server rendering and structured data are built into the code, with no PHP plugins.

How much do hosting and maintenance cost?

Next.js hosting is optional: £115 net per year. Updates, fixes and site development (up to 4 h of developer work a month) can be covered by a care plan for £95 net per month on a 24-month contract.

Can I move my existing site to Next.js?

Yes - we migrate sites from WordPress, Wix and other CMSs. We keep your content, URLs (301 redirects) and contact details to protect your Google rankings.

Can I change content without a developer?

Yes. In packages with a CMS you get a Payload CMS panel: you change texts, photos and your offer without touching code. The site doesn't slow down, because subpages are generated statically.

What if something doesn't work after launch?

Every package has a 30-day warranty. Higher packages also include technical support: 3 months in Company, 6 in Business and 12 with an SLA in Corporate.

How fast will I get a quote?

Send a short brief - we'll prepare a quote within 24 hours. The consultation is free and non-binding.



CONTACT

Let AI understand you

Customers are already asking ChatGPT. Send a short brief - you'll get a quote and a package proposal within 24 hours. Free consultation.

1

Brief

A few words about your business, current site and goals.

2

Quote in 24 h

A package proposal, scope and schedule.

3

Design in code

A working preview of the site from the second stage.

4

Launch and care

Deployment, warranty and an optional care plan.

PHONE

+48 732 600 333

Mon-Fri 8:00-18:00 (CET)

EMAIL

biuro@rivermedia.pl

rivermedia.pl

OFFICE

River Media — Media Agency

Legnica