Soliber.net
optimize your business

TWO DAYS ON THE RECORD: THE SOLIBER.NET LAUNCH

The agency site, built and launched 3–4 October 2026 by the method we sell — with the receipts for every claim, the failures on the record, and no numbers we can't back yet.

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DISCLOSURE FIRST

OUR OWN SITE. THE PRODUCT IS THE PROOF.

soliber.net is the website of Soliber Net Limited (CRO 503280) — the agency itself. This record describes us building our own site with the exact method we sell as the "Site that sells" package.

Drafted with AI assistance, edited and approved by the named author — the same rule as every page on the site, labelled per EU AI Act Article 50.

If the method is good, this site is the evidence. If it is not, this site is also the evidence. That is the point of publishing the record.

THE STARTING POINT

A 2011 PAGE PROMISING A 2021 RELAUNCH

Until 4 October 2026, www.soliber.net served a “Coming soon” placeholder that promised a relaunch “by January 2021”. It sat there for years, under a company that builds websites for a living now.

We archived it before replacing it — Wayback capture 20261004030631, taken the morning of the cutover, because a before/after without the before is an anecdote.

The physician, healing himself, kept the X-rays.

THE BUILD

3–4 OCTOBER. ONE PRINCIPAL, THREE AI AGENTS.

STACK	Astro 5, static, server-rendered — every page readable without JavaScript, because AI crawlers execute none.
SHAPE	12 routes: offer, work, team, research, audit tool, legal. Self-hosted fonts. Zero trackers.
DISCIPLINE	Claims live in one data file with source and date; a build gate fails on any bracketed placeholder; JSON-LD on every page.
WHO DID WHAT	AI drafts · the human edits and decides. The team page names all four, the AIs as AIs.

THE NUMBERS WE CAN SHOW

100 · 100 · 100 · 100

Lighthouse mobile, measured by Google PageSpeed Insights on launch day, 4 October 2026: Performance 100, Accessibility 100, Best Practices 100, SEO 100.

Live header checks: HTML uncached (always fresh), hashed assets immutable (cached for a year). All 12 routes serving. Our audit tool, run against our three sister sites from the live deployment: 7/7 checks pass on each.

Methods: every check in this record ran against the live site on 4 October 2026 and is reproducible — the audit tool is public at soliber.net/audit.

DECISIONS ON THE RECORD

WE KILLED OUR OWN PRICING, SAME DAY

On the morning of 4 October we ratified a stack of monthly marketing subscriptions. By the afternoon we had replaced it entirely: the evidence for selling by the month was weaker than the evidence for the two things we had actually demonstrated.

What ships instead: web builds (from €3,500 new, €2,500 migration, €95/mo maintenance) and evidence-publishing programmes (from €9,500; entry brief from €3,500). Every price public, every scope table on the page.

A positioning that cannot survive one afternoon of its own evidence standard should not reach a customer. It did not.

CAUGHT BEFORE LAUNCH, KEPT ON THE RECORD

1. Our cache-control header file looked correct and shipped wrong: the hosting platform merges matching rules, so “immutable” assets were also being marked uncacheable. Found by checking live headers, not the config; fixed before the domain cutover.

2. The services page promised “the button sits beside the price” — and no such button existed. An external reviewer caught a sentence our own placeholder gate could not: it was prose, not a placeholder. Buttons added the same day.

THE TWO THAT WOULD HAVE HURT LATER

3. Our own cutover runbook said to redirect www to the bare domain — backwards: the build's canonical URLs all say www. Caught by checking the instruction against the artefact it described. The redirect shipped the right way round.

4. The company mailbox rode on a DNS flattening quirk that the website cutover would have silently severed — mail would have died the moment the new site went live. Caught in pre-cutover DNS inspection; the mail path was pinned to its server directly before any domain was touched.

Four failures, zero reached production. The register is the method.

THE CUTOVER

ARCHIVE FIRST, MEASURE AFTER

ARCHIVED	Four Wayback captures before anything changed: the old placeholder (last chance), the press record, both sister sites.
PINNED	Mail, webmail and FTP re-anchored to their server before the domains moved. Verified on both authoritative nameservers.
ATTACHED	Both domains onto the new deployment; bare domain 301s to www, path preserved.
VERIFIED	Full acceptance battery against the live site, rendered checks at desktop and 375px, Lighthouse — all on launch day, all in the published build log.

THE REFUSALS

WHAT WE WON'T CLAIM

- No traffic, enquiry or ranking numbers: the site launched today. They will be added dated, as they accrue — or their absence will stay visible.
- No "faster than an agency" claim: we have no one else's denominator, only our own dates.
- No anonymous praise: the external review that improved the site was real, and stays unnamed rather than dressed up as a testimonial.
- No AI mystique: the AIs are named, disclosed as AIs, and edited by the human whose name is on this document.

THE SITE IS THE SAMPLE. THE METHOD IS FOR SALE.

Web builds from €3,500, with the acceptance battery this record describes. Start smaller: run our free audit — AI-assisted, labelled as such.

SOLIBER.NET/AUDIT

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