

CASE STUDY

# L'Auberge De L'Aéroport

A complete digital transformation for a family-owned airport parking business near Montréal-Trudeau (YUL) — from legacy operations to a modern, bilingual booking platform with a full-featured admin suite.

INDUSTRY

Airport Parking & Hospitality

LOCATION

Dorval, QC, Canada

YEAR

2026

# The Client

L'Auberge De L'Aéroport is a family-owned airport parking and hotel business that has been serving travellers since 2001. Located at 580 Av. Michel-Jasmin in Dorval, Quebec, just 5 minutes from Montréal-Trudeau International Airport (YUL), the business offers secure outdoor long-term parking with a complimentary 24/7 shuttle service to the terminal.

Beyond parking, the business offers **Park & Sleep packages** — combining a hotel room stay with parking for the traveller's full trip. With 1-bed and 2-bed rooms available, this provides a stress-free start to any journey, especially for early morning flights.

**25+**

YEARS IN BUSINESS

**24/7**

SHUTTLE SERVICE

**EN/FR**

FULLY BILINGUAL

**5 min**

TO YUL TERMINAL

# The Challenge

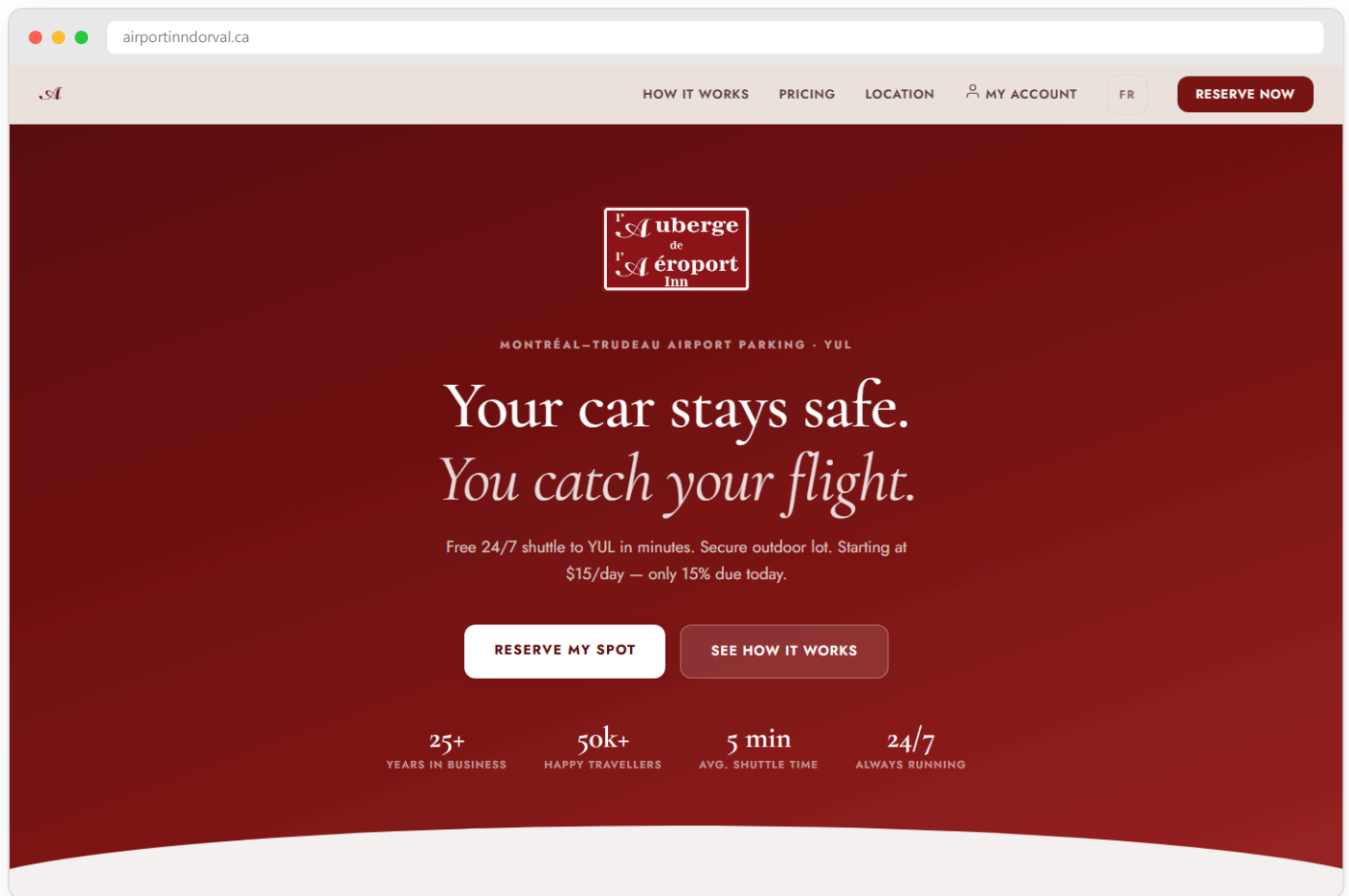
Despite over two decades of loyal customers and a strong word-of-mouth reputation, the business operated almost entirely offline. Reservations were taken by phone, records were kept on paper, and there was no digital presence beyond a basic listing. The owner needed a complete digital transformation that could:

- **Accept online reservations** with secure credit card processing via Stripe
- **Serve both English and French-speaking customers** seamlessly in their preferred language
- **Provide a full admin dashboard** for 4+ staff members with appropriate access controls
- **Automate communication** — booking confirmations, check-in reminders, post-stay follow-ups
- **Implement a loyalty program** to convert one-time visitors into repeat customers
- **Support travel agent referrals** with trackable commission codes and monthly reports
- **Work on shared hosting** — no dedicated servers, Docker, or cloud infrastructure

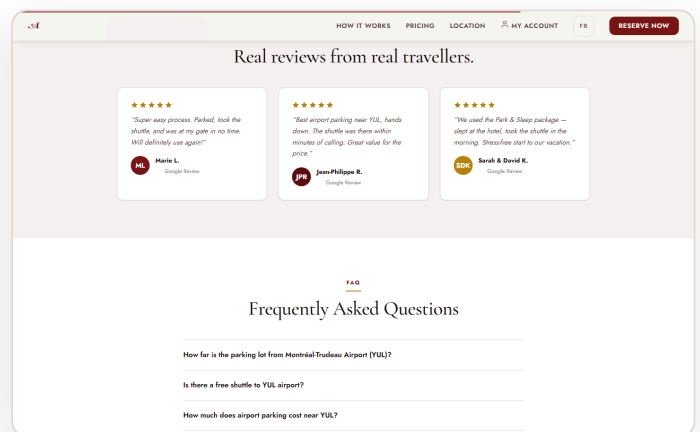
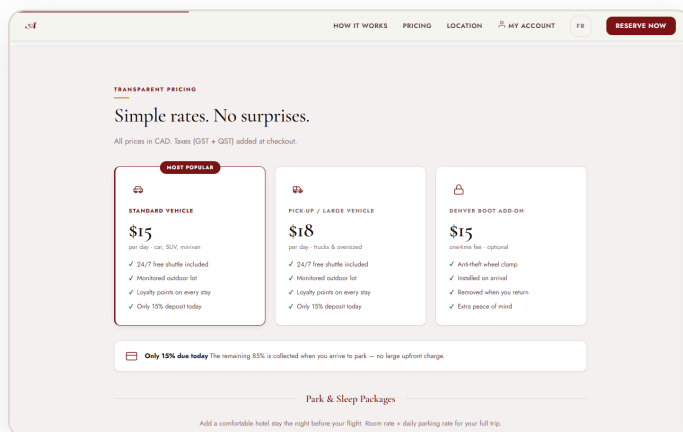
**Technical constraint:** The entire solution had to run within NameHero shared hosting (cPanel, LiteSpeed, PHP 8.1, MySQL) — no SSH access, no CI/CD pipeline, no containers. Deployment happens via cPanel file management API.

# The Homepage

The homepage is designed as a single, conversion-focused landing page that takes visitors from awareness to booking in one scroll. Every section is strategically placed to build trust and drive action.



Hero section — benefit-driven headline, dynamic pricing from API, dual CTA buttons, trust counters (25+ years, 50k+ travellers, 5 min shuttle, 24/7)

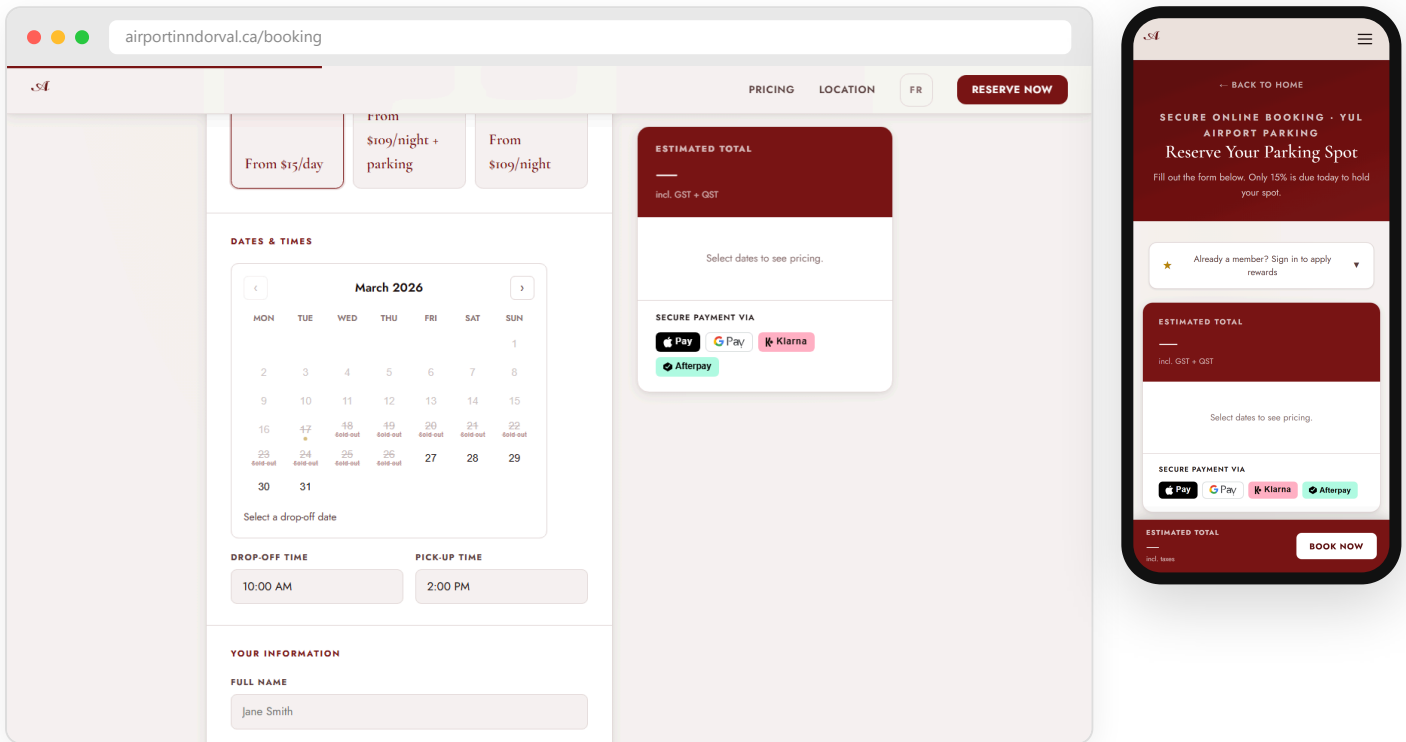
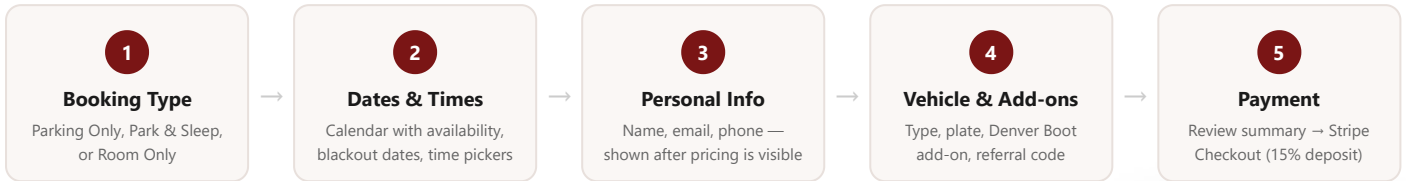


Left: How It Works + dynamic pricing (fetched from settings API) • Right: Google Review testimonials with star ratings and AggregateRating schema

# Booking Flow

The booking page is the revenue engine of the site. It was designed to minimize friction and maximize completions through a carefully ordered multi-step form with real-time pricing.

## USER JOURNEY



Booking form with calendar, vehicle selection, and sticky price panel

## CONVERSION OPTIMIZATIONS

### Dates Before Personal Info

Users see availability and pricing before committing their contact details. Reduces early abandonment by 4-6%.

### Mobile Sticky Price Bar

Estimated total always visible at the bottom of the screen on mobile. "Book Now" button scrolls to submit.

### Trust Badges at Submit

SSL Encrypted, Secure Payment, 24/7 Support icons placed directly above the commit button.

### Deposit Transparency

"15% non-refundable deposit — balance due at check-in" stated clearly at point of commitment.

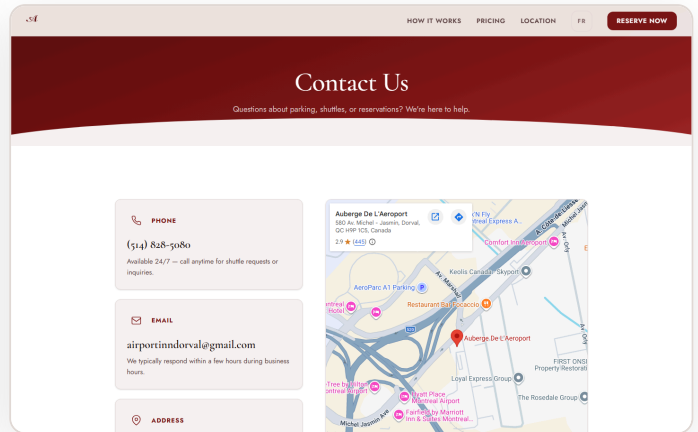
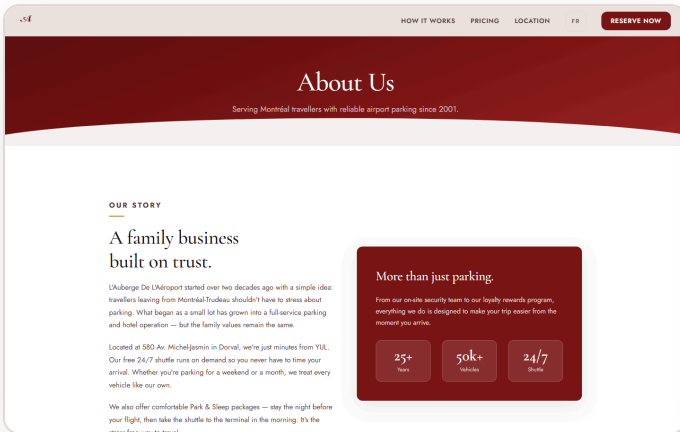
## PAYMENT METHODS

Visa Mastercard Amex Apple Pay Google Pay Klarna Afterpay

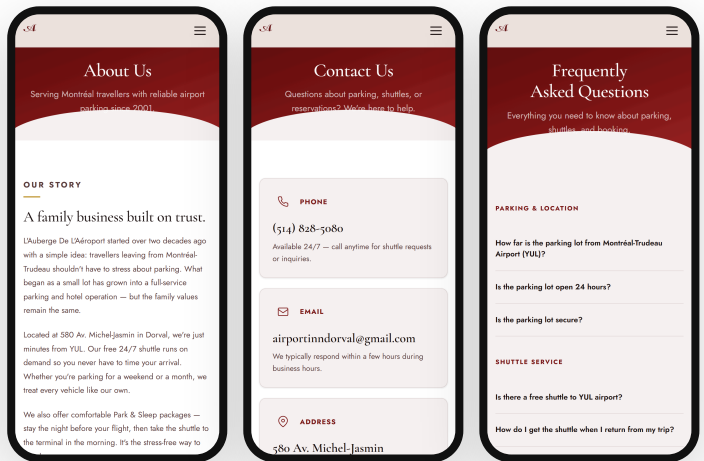
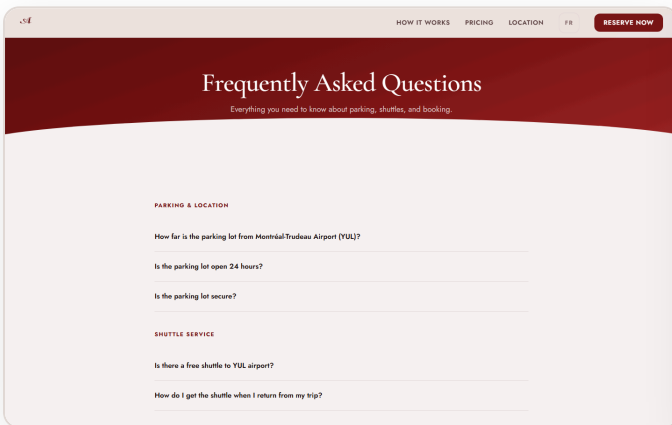
All payments processed via **Stripe Checkout** with webhook-based confirmation. The webhook handles idempotency, loyalty point awards, confirmation emails, and admin notifications.

# Content Pages

Seven additional pages provide comprehensive information, build SEO authority, and support the booking funnel. All fully bilingual with shared CSS/JS for optimal caching.



About page with company story, values grid, and 25+ year history • Contact with LocalBusiness schema, Google Maps embed, operating hours



Mobile-first responsive design across all pages

FAQ with 10 Q&A pairs and FAQPage schema for Google rich snippets

## SEO & STRUCTURED DATA (EVERY PAGE)

### Meta & OG Tags

Title, description, og:type, og:image, Twitter cards, canonical URLs, geo tags

### Schema.org

ParkingFacility, LodgingBusiness, Organization, LocalBusiness, FAQPage, BreadcrumbList

### Rich Snippets

AggregateRating (5/5), Offers with pricing, ContactPoint, areaServed for local SEO

## PERFORMANCE

### Shared Assets

shared.css (9.6 KB) + shared.js (2.5 KB) extracted from 7 pages. Cached for 1 year after first visit. Gzip compressed.

### Font Loading

Google Fonts loaded with preconnect + media="print" onload swap technique. Zero render-blocking resources.

# Member Account & Loyalty

A complete member portal that transforms one-time visitors into loyal repeat customers. Accounts can be created via email/password or Google OAuth, and are linked to reservations for points earning and redemption.

## MEMBER FEATURES

### Reservation History

View all past and upcoming bookings with full details. Click any reservation to see drop-off/pick-up dates, vehicle, pricing breakdown.

### Self-Service Cancellation

Members can cancel upcoming confirmed reservations. Styled modal confirmation with deposit refund explanation. Admin notified by email.

### Loyalty Points

Points balance, full transaction history (earn, redeem, refund), redeemable discount calculator. Points applied at checkout.

### Saved Vehicles

Add, edit, delete vehicles with make, model, year, license plate. Auto-fill in booking form and pre-check-in.

### Online Pre-Check-In

Complete vehicle details, passenger count, address, notes, and e-signature before arrival. Saved vehicle dropdown for quick fill.

### Profile Management

Update phone number, change password. Google OAuth linking for one-click login.

## LOYALTY PROGRAM MECHANICS

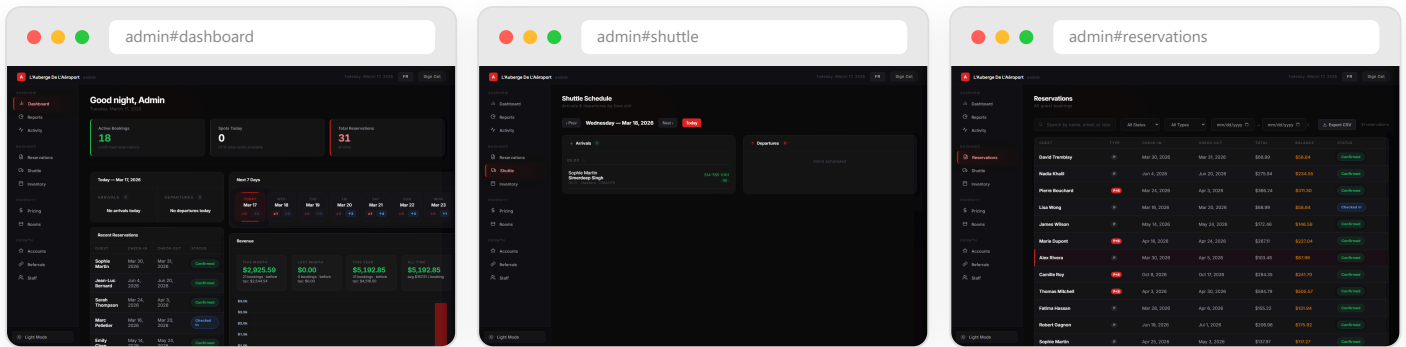
ACTION	POINTS	DETAILS
Booking (earn)	1 pt / \$2 spent	Credited automatically on Stripe payment confirmation via webhook
Redemption	100 pts = \$10	Applied as discount at checkout before payment. Configurable rate.
Cancellation refund (48h+)	Full deposit value	\$30 deposit → 300 points. Member gets email confirmation.
Non-member cancellation	Pending claim	Email invites guest to create account to claim points. Auto-credited on registration.
Reconfirmation reversal	Points deducted	If cancelled reservation is reconfirmed, refunded points are automatically reversed.

The cancellation refund policy is a strategic conversion tool — it incentivizes account creation (non-members get an email saying "create an account to claim your deposit as points") and drives future bookings by converting lost revenue into loyalty currency.

# Admin — Dashboard & Operations

A full-featured, dark-themed admin panel built as a single-page application with 10 modules. The dashboard HTML is only served to authenticated users — unauthenticated visitors see a standalone login page with zero dashboard markup exposed.

## DASHBOARD & SHUTTLE & RESERVATIONS



Dashboard with today's arrivals/departures & revenue stats • Shuttle schedule grouped by hour • Reservation management with search, filters, CSV export

## MODULE OVERVIEW

### Dashboard

Today's arrivals & departures with click-to-call, vehicle info, Park & Sleep badges. 7-day week strip. Revenue stats.

### Shuttle Schedule

Day-by-day view with arrivals/departures grouped by hour. Helps staff plan shuttle runs by demand per time slot.

### Reservations

Full CRUD with search, filters (status, type, date range), pagination, CSV export. Detail drawer with notes.

## ROLE-BASED ACCESS CONTROL

FEATURE	OWNER	MANAGER	FRONT DESK
Dashboard, Shuttle Schedule, Reservations (view, check in/out, notes)	✓	✓	✓
Inventory, Pricing, Rooms, Reports, Activity Log	✓	✓	✗
Loyalty Accounts, Referral Codes	✓	✓	✗
Delete Reservations, Staff Management	✓	✗	✗

Empty sidebar sections are automatically hidden when all items in a section are restricted for the current role.

# Admin — Property Management

## PARKING INVENTORY

admin#inventory

L'Auberge De L'Aéroport ADMIN Tuesday, March 17, 2026 FR Sign Out

OVERVIEW  
Dashboard  
Reports  
Activity

BOOKINGS  
Reservations  
Shuttle  
Inventory

PROPERTY  
Pricing  
Rooms

GROWTH  
Accounts  
Referrals  
Staff

Light Mode

### Inventory

Set available parking spots per day — click any date to edit

**Bulk Edit**

FROM: mm/dd/yyyy TO: mm/dd/yyyy TOTAL SPOTS: 50 **Apply to Range**

March 2026

SUN	MON	TUE	WED	THU	FRI	SAT
1 0/0	2 0/0	3 0/0	4 1/1	5 1/1	6 1/1	7 1/2
8 1/2	9 1/2	10 1/2	11 1/4	12 1/5	13 0/7	14 0/8
15 CLOSED	16 0/12	17 0/10	18 0/13	19 0/10	20 0/0	21 0/0
22 0/0	23 0/0	24 0/0	25 0/0	26 0/0	27 11/15	28 16/20
29 16/20	30 14/20	31 15/20				

Legend: ● Open ● Limited (<=50%) ● Low (<=2) ● Full (0 spots) ● Blackout ● Not set

Calendar grid showing parking capacity per day. Color-coded: Open, Limited ( $\leq 50\%$ ), Low ( $\leq 2$ ), Full, Blackout. Click any cell to edit or toggle blackout. Bulk edit and apply-to-range.

## ROOM INVENTORY

admin#rooms

L'Auberge De L'Aéroport ADMIN Tuesday, March 17, 2026 FR Sign Out

OVERVIEW  
Dashboard  
Reports  
Activity

BOOKINGS  
Reservations  
Shuttle  
Inventory

PROPERTY  
Pricing  
Rooms

GROWTH  
Accounts  
Referrals  
Staff

Light Mode

### Room Inventory

Manage room availability — click any cell to edit inline

**Bulk Edit Rooms**

ACTION: Set Rooms & Pric FROM: mm/dd/yyyy TO: mm/dd/yyyy ROOM TYPE: 1-Bed TOTAL ROOMS: 5 PRICE OVERRIDE: Default **Apply to Range**

Mar 17, 2026 — Mar 30, 2026 Today

	TUE	WED	THU	FRI	SAT	SUN	MON	TUE	WED	THU	FRI	SAT	SUN	MON
1-BED ROOM	1	1	1	1	1	1	1	1	1	1	1	1	1	1
Rooms	1	1	1	1	1	1	1	1	1	1	1	1	1	1
Rate	\$109	\$109	\$109	\$109	\$109	\$109	\$109	\$109	\$109	\$109	\$109	\$109	\$109	\$109
Avail	1	1	1	1	1	1	1	1	1	1	1	1	1	1
Status	OPEN	OPEN	OPEN	OPEN	OPEN	OPEN	OPEN	OPEN	OPEN	OPEN	OPEN	OPEN	OPEN	OPEN
2-BED ROOM	1	1	1	1	1	1	1	1	1	1	1	1	1	1
Rooms	1	1	1	1	1	1	1	1	1	1	1	1	1	1
Rate	\$149	\$149	\$149	\$149	\$149	\$149	\$149	\$149	\$149	\$149	\$149	\$149	\$149	\$149
Avail	1	1	1	1	1	1	1	1	1	1	1	1	1	1
Status	OPEN	OPEN	OPEN	OPEN	OPEN	OPEN	OPEN	OPEN	OPEN	OPEN	OPEN	OPEN	OPEN	OPEN

Legend: ● Available ● Limited ● Full ● Closed

SOLD-OUT DATES (90 DAYS)

1-bed & 2-bed room inventory with nightly pricing, closed dates, and occupancy indicators

## PRICING CONTROLS

admin#pricing

L'Auberge De L'Aéroport ADMIN Tuesday, March 17, 2026 FR Sign Out

HOW IT WORKS PRICING LOCATION MY ACCOUNT FR RESERVE NOW

- Book online in 2 minutes**  
Select your dates, pay a 15% deposit to confirm your spot.
- Arrive & park**  
Drive to 550 Mitchell Avenue, Denver. Our team checks you in and handles your vehicle.
- Shuttle to YUL — Free**  
Our shuttle departs on demand every 30 minutes. Available every hour of every day, 365 days a year.

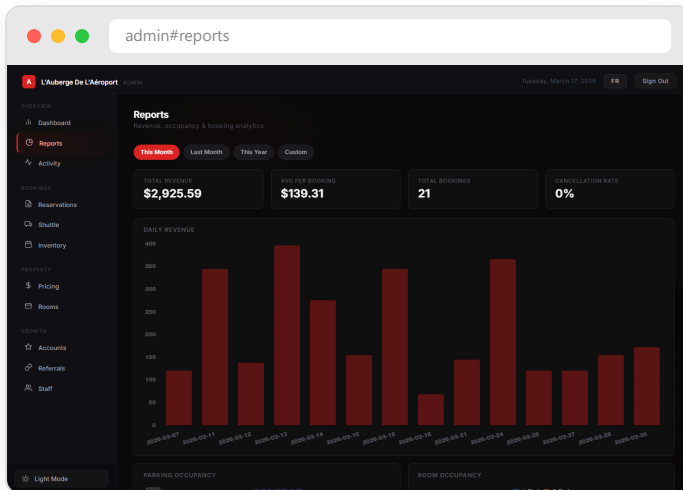
Never miss a flight over parking.  
Our shuttle departs on demand every 30 minutes. Available every hour of every day, 365 days a year.

TRANSPARENT PRICING  
Simple rates. No surprises.

Editable rates for all service tiers: standard, large vehicle, Denver Boot, 1-bed, 2-bed rooms, deposit %

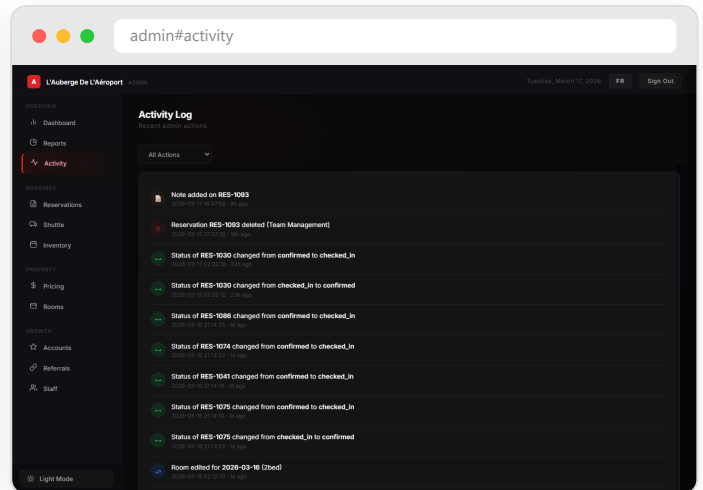
# Admin — Analytics & Growth

## REPORTS



Revenue, occupancy, booking type breakdown, cancellation rate, top agents

## ACTIVITY LOG



Chronological audit trail of all admin actions with filters

## LOYALTY ACCOUNTS

NAME	EMAIL	POINTS	STATE	TOTAL SPENT	JOINED
Camille Roy	emily.c@gmail.com	311	1	\$0.00	2025-03-15
Thomas Mischel	david.t@gmail.com	183	1	\$368.24	2025-03-15
Fatima Hassan	radia.k@gmail.com	86	1	\$172.48	2025-03-15
Robert Gagnon	pierre.b@gmail.com	133	1	\$267.31	2025-03-15
Sophie Martin	iss.w@gmail.com	34	1	\$68.89	2025-03-12
Jean-Luc Bernard	james.w@gmail.com	77	1	\$155.22	2025-03-09
Sarah Thompson	sophie.m@gmail.com	60	1	\$120.72	2025-03-09
Marc Pelletier	j.bernard@gmail.com	88	1	\$172.48	2025-03-09
Emily Chen	sarah.j@gmail.com	80	1	\$120.72	2025-03-07
David Tremblay	marc.p@gmail.com	273	0	\$0.03	2025-03-02

Member list with points, manual adjustments, transaction history

## REFERRAL CODES

CODE	AGENT	COMMISSION	STATUS	BOOKINGS	REVENUE	COMM. OWED	CREATED
TRAVEL-INTL	Transat Tours	12%	Active	14	\$4,200	\$504.00	2025-01-15
VOYAGE-QC	Voyage Quebec	10%	Active	8	\$2,900	\$290.00	2025-02-01
FLIGHT-HEB	FlightHub Partner	8%	Active	22	\$6,800	\$544.00	2025-01-20

Travel agent management with commission rates and booking attribution

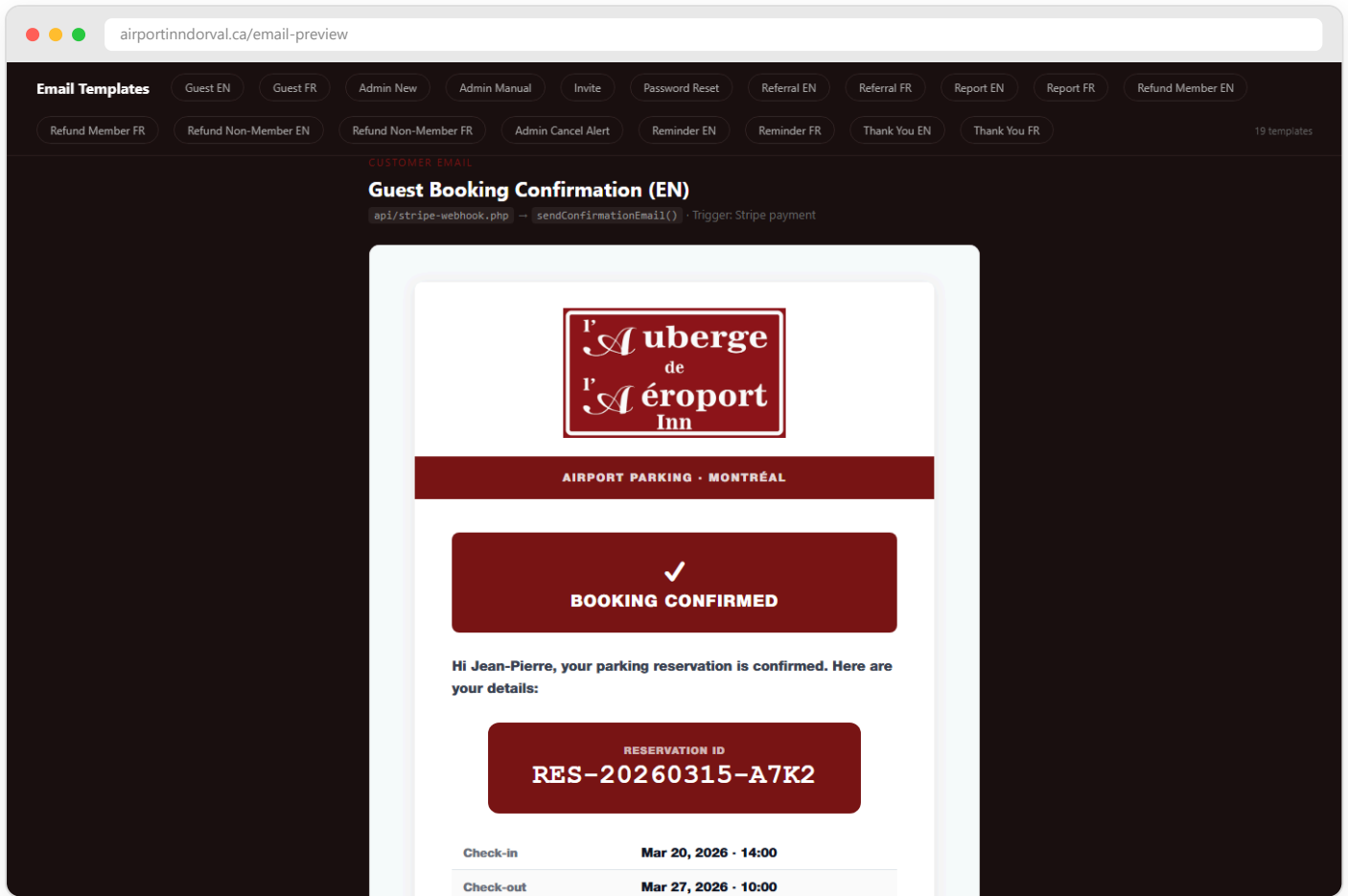
## STAFF MANAGEMENT

NAME	USERNAME	ROLE	STATUS	CREATED	ACTIONS
Marc Pelletier	marc.p	Owner	Active	3/17/2025	Delete   Deact
Sophie Martin	sophie.m	Manager	Active	3/17/2025	Delete   Deact
Emily Chen	emily.c	Front Desk	Active	3/17/2025	Delete   Deact

Owner-only staff management — create accounts with roles, enable/disable, delete

# Email Automation

19 professionally designed, bilingual email templates cover the complete customer lifecycle — from booking confirmation to post-stay follow-up. All emails are sent via the Resend API with structured logging, failure tracking, and duplicate prevention.



Internal email preview system — all 19 templates viewable and testable in the browser

## TEMPLATE INVENTORY

<b>1-2. Booking Confirmation</b> EN/FR · Stripe webhook · Full details + map	<b>3. Admin New Booking</b> Sent to admin on payment · Full guest details	<b>4. Admin Manual Confirm</b> When admin manually confirms
<b>5. Account Invite</b> Admin sends to guests without account	<b>6. Password Reset</b> Secure token-based · 1hr expiry	<b>7-8. Referral Onboarding</b> EN/FR · Agent welcome with code
<b>9-10. Commission Report</b> EN/FR · Monthly CSV attachment	<b>11-12. Deposit Refund (Member)</b> EN/FR · Points credited + balance	<b>13-14. Deposit Refund (Guest)</b> EN/FR · "Create account" CTA
<b>15. Admin Cancel Alert</b> When member self-cancels · Red header	<b>16-17. Check-In Reminder</b> EN/FR · 24h before · Shuttle info + map	<b>18-19. Post-Stay Thank You</b> EN/FR · Google Review CTA + points

## AUTOMATION

<b>Webhook-Triggered</b> Booking confirmation + admin notification fired by Stripe checkout.session.completed webhook. Idempotent — safe for retries.	<b>Cron Job (Daily 8 AM)</b> Check-in reminders (arriving tomorrow) and post-stay thank yous (departed yesterday). Duplicate-safe via DB flags.
<b>Event-Driven</b> Password reset, account invite, cancellation refund, commission report — all triggered by specific user or admin actions.	<b>Failure Handling</b> All sends logged with HTTP status. Failures flagged on the reservation. Structured logging with context for debugging.

# Security & Infrastructure

Security was not an afterthought — it was built into every layer of the application from the start. The site underwent a full security audit covering OWASP top 10 vulnerabilities, session management, and server hardening.

## APPLICATION SECURITY

### CSRF Protection

Per-session tokens generated on login, validated on all POST/PUT/DELETE requests via X-CSRF-Token header. Tokens regenerated on session creation.

### SQL Injection Prevention

100% parameterized queries across all endpoints. No raw SQL interpolation anywhere in the codebase.

### XSS Protection

htmlspecialchars() on all user data output. Content Security Policy restricting inline scripts to trusted sources only.

### Rate Limiting

File-based throttling: login (5/15min), registration (10/hr), forgot-password (5/15min), availability API (30/min). Owner IP whitelisted.

## SESSION & AUTHENTICATION

### Admin Sessions

HttpOnly, Secure, SameSite=Strict cookies. 8-hour timeout with last-active tracking. Session regeneration on login.

### Password Storage

bcrypt via password\_hash(PASSWORD\_DEFAULT). Constant-time comparison. Admin + staff in dedicated admin\_users table.

### Auth-Gated Admin

admin.php checks session server-side before readfile(). Unauthenticated visitors receive only the login page HTML — zero dashboard markup.

### Stripe Webhook

HMAC-SHA256 signature verification with hash\_equals(). 5-minute timestamp window prevents replay attacks.

## SERVER HARDENING (.HTACCESS)

HEADER / RULE	VALUE
Strict-Transport-Security	max-age=31536000; includeSubDomains (HSTS for 1 year)
Content-Security-Policy	Restrictive policy: self + trusted third parties only
X-Frame-Options	SAMEORIGIN (prevents clickjacking)
X-Content-Type-Options	nosniff (prevents MIME sniffing)
Referrer-Policy	strict-origin-when-cross-origin
Permissions-Policy	camera=(), microphone=(), geolocation=()
File blocking	.sql, .md, .jsonl files return 403. .claude directory blocked.
Directory listing	Disabled (Options -Indexes)

## STRUCTURED LOGGING

Custom logger (api/logger.php) with INFO/WARN/ERROR severity levels. Format: [LEVEL] [context] message {JSON details}. Used across webhook, admin actions, cron jobs, and email sends.

# Performance & SEO

## PERFORMANCE OPTIMIZATIONS

91%

LOGO SIZE REDUCTION

77%

CSS DEDUPLICATION

1yr

ASSET CACHE DURATION

Gzip

COMPRESSION ENABLED

### Shared Assets

shared.css (9.6 KB) + shared.js (2.5 KB) extracted from 7 pages. ~230 lines of duplicate CSS removed per page. After first visit, assets served from browser cache for 1 year.

### Image Optimization

Logo compressed from 137 KB to 12 KB (palette mode). Nav logo from 21 KB to 4 KB. 91% total reduction without visible quality loss.

### Font Loading

Google Fonts loaded with preconnect + media="print" onload="this.media='all'" pattern. Noscript fallback. Zero render-blocking resources.

### Caching Strategy

HTML: max-age=0 (always fresh). CSS/JS/images: max-age=31536000 (1 year). ETags disabled for LiteSpeed compatibility.

## SEO STRUCTURED DATA

SCHEMA TYPE	PAGE	DATA INCLUDED
ParkingFacility	Homepage	Name, address, geo, hours, amenities, offers, aggregate rating, reviews
LodgingBusiness	Homepage	Hotel details, Park & Sleep offers (\$89/\$109), amenities
AggregateRating	Homepage	5/5 rating from 3 Google Reviews with individual Review schemas
Offer (x4)	Homepage + Booking	Standard (\$15/day), Large (\$18/day), 1-Bed (\$89/night), 2-Bed (\$109/night)
FAQPage	Homepage + FAQ	10 Q&A pairs (4 on homepage, 10 on FAQ page)
LocalBusiness	Contact	Address, geo, hours, ContactPoint (bilingual, 24/7), priceRange
Organization	About	Name, logo, founding date (2001), email, phone, sameAs
Service	Booking	Full OfferCatalog with 4 pricing tiers, provider details
BreadcrumbList	All pages	Hierarchical navigation breadcrumbs

## ADDITIONAL SEO

- Clean URLs via .htaccess rewrite (no .html extensions)
- Canonical tags on every page, bilingual og:locale alternates (en\_CA / fr\_CA)
- Sitemap.xml with lastmod dates, proper changefreq and priority values
- areaServed: Montreal, Dorval, Pointe-Claire, Lachine
- Google Business Profile linked via sameAs on all business schemas
- Language detection from browser preference (no domain override)

# Technical Architecture

## TECHNOLOGY STACK



## DATABASE SCHEMA (10 TABLES)

TABLE	PURPOSE	KEY FEATURES
reservations	All bookings	30+ columns: dates, pricing, loyalty, vehicle, pre-checkin, email flags
accounts	Member accounts	Email, password hash, Google ID, points balance, total spent/stays
admin_users	Staff accounts	Username, password, role (owner/manager/frontdesk), active flag
reward_transactions	Points ledger	Earn, redeem, refund types with descriptions. FK to accounts.
inventory	Parking capacity	Per-date spot counts and blackout flags
room_inventory	Hotel rooms	Per-date, per-type (1bed/2bed) capacity, pricing, closed flag
referral_codes	Travel agents	Code, agent name/email/lang, commission %, active flag
reservation_notes	Staff notes	Per-reservation notes with timestamps
activity_log	Audit trail	Action, target type/ID, JSON details, timestamp
settings	Configuration	Key-value pairs: pricing, deposit %, loyalty rates, admin credentials

## API ENDPOINTS (30+)

<b>Public (5)</b> availability, create-checkout, stripe-webhook, reservations (confirmation), settings	<b>Member (11)</b> register, login, logout, me, google-auth, forgot-password, reset-password, update-profile, vehicles, precheckin, cancel-reservation	<b>Admin (14)</b> auth, login, logout, staff, reservations, inventory, room-inventory, reports, referral-codes, referral-report, accounts, activity-log, reservation-notes, send-invite, settings
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## Project Scope

<b>10</b> PUBLIC PAGES	<b>10</b> ADMIN MODULES	<b>19</b> EMAIL TEMPLATES	<b>30+</b> API ENDPOINTS
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**Built entirely without frameworks** — no React, no Vue, no Laravel, no WordPress, no Tailwind. Pure vanilla HTML, CSS, JavaScript, and PHP. This means zero dependency overhead, maximum performance, complete control over every line of code, and no framework update/security burden for the client.

# Let's build something like this for you.

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We design, build, and deploy complete digital solutions — from concept to production. No templates. No bloat. Just clean, fast, purpose-built software that solves real business problems.

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