Engineer Brand

Generated 495 pages from a SQLite export

Generated 495 achievement pages across three languages from a read-only SQLite export, with the page address authored as data so that correcting a sentence no longer moved the page and broke the link.

August 2026

495

achievement pages generated
from a read-only export

Situation. The company's portfolio content is authored in a separate database — the same one that produces the CV — and the website has to publish it as pages, in three languages, without the two copies drifting apart. The naive approach, writing the pages by hand and keeping them in step, fails on the first correction.

Task. The website had to generate its content from the database as a build input, with page addresses that survive the sentences on them being rewritten.

Action. An exporter reads the database read-only and writes one page per achievement per language — 495 pages — plus the taxonomy and services data the templates need. It uses only the standard library, so the site's build has no dependency on the generator's environment, and the committed output means the site builds standalone. The single most consequential decision in it concerns addresses. The site used to derive a page's URL from the leading words of its English statement, so correcting a sentence silently moved the page and broke every link to it — a site whose argument for itself is that it corrects things, charging itself a dead link every time it did. The address is now authored as data: one row per address per achievement, the first is current and every later one is a retired address the site emits as a redirect. Two other traps are recorded from the same work. A period comparison against a text column silently matched all

thirty-two rows because of how the database assigns type affinity across a comparison. And the language list is now the single axis the write loop, the data files and the queries all derive from, so adding a fourth language is one map entry rather than a search.

Result. Four hundred and ninety-five pages generate from one source, correcting a statement costs nothing, and the addresses this site has ever published continue to answer. The exporter also owns exactly one presentation decision — how services group into themed sections — and that is deliberate: everything else it writes is the database's, and a group heading missing a language fails the export rather than rendering English over translated content.

Bring this experience to your project

Use "Generated 495 pages from a SQLite export" as a starting point for a similar challenge in your organisation. The services behind this work are available for your project. A name, a look and a website that turn up when somebody searches for what you sell, and read the same everywhere you appear.

Explore our services Get in touch →

Look behind the result

Read the situation, decisions and result in this example. We can discuss which parts transfer to your constraints and which need another approach. Generated 495 pages from a SQLite export — 495 achievement pages generated from a read-only export

Explore our services Get in touch →

Want your website built from your real data?

Talk through your project with the engineer responsible for delivery. We agree the scope, price basis and handover in writing before work begins.

Role context: Test and Quality Engineer. It draws on Frontend Engineering, Web Development, Databases, SQL, Data Pipelines (ETL/ELT), Python and Internationalization. And while you are here, we are rather good at Website Development & CMS, Internationalization & Localization, Data Pipeline Development (ETL/ELT), AI Data Readiness and Brand, Marketing & SEO.

Get in touch Explore our services

One piece of **a longer record** — and it is all on this site.

Every entry is written the same way: the situation, the task, what we did and what changed.

See the whole record

Define the improvement you need

Describe the audience, the message and the places your identity needs to appear. We can agree a practical set of assets, their delivery formats and the rights you will receive.

See what it costs Get in touch →

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welcome@engineer.company +45 50 10 61 84 Copenhagen, Denmark

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CVR 45969703 · Tagensvej 105C, 3. th, 2200 København N

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