VIZABILITY.iO
Websites . Design . Apps

100 WAYS
WE SET YOUR SITE
FOR SUCCESS!

Download the report on how to do it right!

We do all this – so you don't have to!

1. Initial Planning & Strategy

- Initial consultation discovery sessions
- Competitor analysis
- Target audience analysis
- Brand identity alignment
- Web strategy based on objectives
- Logo and brand optimisation
- Keyword research

2. Design & Branding

- Custom design demo approval process
- Responsive design
- UX/UI design
- Custom logo placement
- Website colour scheme customisation
- Font selection
- Typography design
- Sitemap development
- Custom graphics
- Interactive elements
- Consistent URL Structure for SEO
- Lazy loading content setup

3. Content Creation & Management

- Content creation tools
- Copywriting assistance
- Content strategy
- Blog integration
- Content management system (CMS)
- Access to image library
- Stock photography integration
- Image optimisation
- Video embedding
- Image compression
- CTA optimisation
- Lead magnet development

4. Development & SEO Optimisation

- Mobile optimisation
- Tablet optimisation
- Desktop optimisation
- Cross-browser testing
- Fast hosting
- Secure hosting
- SSL certification
- SEO-ready code
- Local Schema markup
- Meta tag optimisation
- Alt text for images
- Page speed optimisation
- 301 Redirect testing

5. Interactive Features

- Customer reviews
- Newsletter signup
- Social media integration
- CRM integration
- Live chat integration
- Lead capture forms
- Booking system integration
- Event management integration
- Contact forms
- App downloads function
- Click to call
- Email Mailto
- Custom widgets

5–8 weeks

6. E-commerce	7. Performance, Analytics & Monitoring	8. Launch & Post-launch Support	9. Reporting & Future Growth
E-commerce setup	Google tools setup	Website migration	Monthly reporting
Payment gateway integration	Analytics reporting	Domain setup	Future scalability
Shopping cart functionality	Heat map integration	Soft launch	Local SEO optimisation
Product catalogue	Conversion rate optimisation	Beta testing	Email marketing integration
Inventory management	Sales funnel integration	Post-launch support	User feedback implementation
Customer login	Performance monitoring	Full ownership transfer gauranteed	User testing and refinement
Membership area	Uptime monitoring	Content update training	Multi-language support
Refund and Returns Policy	Security monitoring	Troubleshooting	Ongoing SEO audits
Shipping Policy	Malware protection	Retainer services for maintenance	Social proof integration (testimonials, reviews)
Privacy Policy	Firewall setup	Retainer services for regular updates	Google My Business Profile
Terms and Conditions (Terms of Service)	Site auto backups	CMS training	Google Search Console
Payment and Billing Information	GDPR compliance		free backlink sources
Cancellation Policy	Cookie consent banner		

01
Initial Planning & Strategy

Initial Consultation

An initial consultation is the first step towards a successful website. It provides clarity on goals, scope, and expectations. Including this step helps ensure everyone is on the same page and avoids misunderstandings that can lead to delays or extra work.

Business Discovery Session

A discovery session gathers detailed insights into your business operations and goals. This step ensures the website is tailored to your specific needs and stands out from the competition.

Competitor Analysis

Competitor analysis identifies strengths and weaknesses in your industry. This helps position your site more effectively and ensures it stays competitive in your market.

Target Audience Analysis

Understanding your audience ensures the site meets their needs and expectations. A website designed with your audience in mind leads to better engagement and results.

Brand Identity Alignment

Aligning the website with your brand identity strengthens recognition and builds trust with your audience. This ensures a cohesive and professional online presence.

Web Strategy Based on Objectives

A well-planned web strategy ensures the site aligns with business objectives, providing clear direction for design, development, and content creation.

Logo and Brand Optimisation

Optimising your logo and brand visuals ensures consistency and enhances recognition, making your business more memorable to visitors.

Keyword Research

Researching keywords helps identify terms your audience is searching for, improving your site's visibility and driving relevant traffic.

02
Design & Branding

Custom Design Demo Approval Process

The design demo approval process allows you to review and approve the layout and aesthetics before development begins, ensuring your satisfaction.

Responsive Design

Responsive design ensures the website works seamlessly across all devices, offering a smooth experience for mobile, tablet, and desktop users alike.

UX/UI Design

User experience (UX) and user interface (UI) design focus on usability and aesthetics. A well-designed website keeps visitors engaged and makes it easy for them to find what they need.

Custom Logo Placement

Strategically placing your logo reinforces your brand identity. This helps visitors remember your brand and builds trust.

Website Colour Scheme Customisation

Customising your colour scheme enhances visual appeal and ensures brand consistency, creating a professional and cohesive look.

Font Selection

Choosing fonts that match your brand personality improves readability and strengthens your visual identity.

Typography Design

Effective typography design ensures text is readable and visually engaging, complementing your site's overall design.

Sitemap Development

Creating a sitemap provides a clear structure for your site, making navigation intuitive for users and search engines.

Custom Graphics

Unique graphics enhance your site's visual appeal and make it stand out, leaving a lasting impression on visitors.

Interactive Elements

Adding interactive features keeps users engaged and encourages them to explore more of your site.

Consistent URL Structure for SEO

A consistent URL structure makes your site easier to navigate and improves its performance in search engine rankings.

Lazy Loading Content Setup

Implementing lazy loading ensures content loads quickly, improving site speed and user experience.

03
Content Creation & Management

Content Creation Tools

These tools simplify creating and managing website content, making updates easy and keeping your site fresh and relevant.

Copywriting Assistance

Professional copywriting ensures your website's messages are clear and compelling, helping you communicate effectively with your audience.

Content Strategy

A content strategy ensures your messaging aligns with your business goals, attracting the right audience and driving results.

Blog Integration

Blogs provide regular updates and boost SEO. They keep your audience informed and engaged while improving your site's visibility on search engines.

Content Management System (CMS)

A CMS makes it easy to update and manage your site's content without requiring technical expertise.

Access to Image Library

Having access to a library of high-quality images enhances your site's visuals and saves time on sourcing content.

Stock Photography Integration

Integrating stock photos provides professional imagery for your site, making it visually appealing and polished.

Image Optimisation

Optimising images ensures they load quickly without sacrificing quality, improving both user experience and SEO.

Video Embedding

Embedding videos adds dynamic content to your site, engaging visitors and conveying information effectively.

Image Compression

Compressing images reduces file sizes, speeding up your site while maintaining visual quality.

CTA Optimisation

Optimising calls-to-action encourages visitors to take desired actions, like signing up or making a purchase.

Lead Magnet Development

Developing lead magnets, such as downloadable guides, helps capture user information and build your email list.

04
Development & SEO Optimisation

Mobile Optimisation

Ensuring the site functions smoothly on mobile devices means more people can easily access and enjoy your site, no matter where they are.

Tablet Optimisation

Customising the site for tablets ensures a seamless experience across all devices, making your site accessible to more users.

Desktop Optimisation

Optimising for desktops ensures a polished experience for larger screens, supporting high-quality visuals and functionality.

Cross-Browser Testing

Testing ensures your site works perfectly across different browsers, providing a consistent experience for all visitors.

Fast Hosting

Fast hosting ensures your site loads quickly, improving user experience and reducing bounce rates.

Secure Hosting

Secure hosting protects your site and user data, building trust and ensuring compliance with regulations.

SSL Certification

An SSL certificate encrypts data, protecting user information and boosting your site's credibility.

SEO-Ready Code

Using SEO-friendly code ensures your site is easily indexed by search engines, improving its visibility.

Local Schema Markup

Adding local schema markup improves your site's performance in local searches, helping nearby customers find you.

Meta Tag Optimisation

Optimising meta tags ensures search engines display relevant information about your site, attracting more clicks.

Alt Text for Images

Using alt text improves accessibility and boosts SEO by describing images for search engines and visually impaired users.

Page Speed Optimisation

Optimising page speed ensures a smooth user experience, keeping visitors on your site longer.

301 Redirect Testing

Testing redirects ensures users and search engines are sent to the correct pages, avoiding broken links and errors.

05
Interactive Features

Customer Reviews

Displaying reviews builds trust and credibility, helping visitors feel confident in your products or services.

Newsletter Signup

A newsletter signup option allows you to stay connected with your audience, keeping them informed about updates and offers.

Social Media Integration

Linking your site to social platforms increases your reach and encourages visitors to share your content, driving more traffic.

CRM Integration

Integrating customer relationship management tools helps you manage and track customer interactions, improving service and relationships.

Live Chat Integration

Live chat provides instant support to visitors, enhancing their experience and resolving queries in real time.

Lead Capture Forms

Adding lead capture forms helps you collect valuable user information, generating new business opportunities.

Booking System Integration

Integrating a booking system simplifies scheduling for your services, improving convenience for users.

Event Management Integration

Event management tools make it easy to promote and organise events directly from your site, streamlining the process.

Contact Forms

Contact forms provide an easy way for visitors to reach out, improving communication and lead generation.

App Downloads Function

Offering app downloads directly from your site enhances user accessibility and promotes engagement with your mobile application.

Click to Call

Click-to-call functionality makes it simple for users to connect with you directly, improving customer interaction.

Email Mailto

Adding email mailto links enables users to send emails with a single click, simplifying communication.

Custom Widgets

Custom widgets enhance functionality and allow you to add unique, engaging features to your site.

06

E-commerce

E-commerce Setup

Setting up e-commerce functionality enables you to sell products or services directly through your website, opening up new revenue streams.

Payment Gateway Integration

Secure and seamless payment options make it easy for customers to complete their purchases, building trust and boosting sales.

Shopping Cart Functionality

A user-friendly shopping cart simplifies the buying process, making it easy for customers to purchase multiple items in one go.

Product Catalogue

An organised and attractive product catalogue makes it easy for visitors to browse your offerings, encouraging purchases.

Inventory Management

Tracking inventory in real time helps you manage stock efficiently and avoid overselling or understocking.

Customer Login

Allowing customers to create accounts simplifies repeat purchases and improves their overall shopping experience.

Membership Area

Adding a membership area provides exclusive access to content or services, building loyalty and engagement.

Refund and Returns Policy

Clearly outlining refund and return policies builds customer trust and reduces disputes.

Shipping Policy

Providing transparent shipping information helps manage customer expectations and improves satisfaction.

Privacy Policy

A clear privacy policy ensures users understand how their data is handled, building trust and compliance.

Terms and Conditions

Clearly defined terms and conditions protect your business and help manage customer expectations.

Payment and Billing Information

Securely managing payment details ensures smooth transactions and customer confidence.

Cancellation Policy

Having a clear cancellation policy provides clarity and fairness for both you and your customers.

07
Performance, Analytics & Monitoring

Google Tools Setup

Integrating tools like Google Analytics and Search Console gives you valuable insights into how your site is performing and how visitors are interacting with it.

Analytics Reporting

Tracking user behaviour and site performance helps you understand what's working and where improvements are needed.

Heat Map Integration

Heat maps show how users interact with your site, highlighting areas that need improvement to enhance user experience.

Conversion Rate Optimisation

Improving how many visitors take desired actions, like making a purchase, ensures you're making the most of your site traffic.

Sales Funnel Integration

Building a sales funnel guides visitors towards desired actions, improving conversion rates and driving revenue growth.

Performance Monitoring

Monitoring site performance ensures everything runs smoothly and helps identify issues before they impact users.

Uptime Monitoring

Monitoring uptime ensures your site remains accessible, minimising downtime and keeping users satisfied.

Security Monitoring

Regularly monitoring security protects your site and user data from potential threats and breaches.

Malware Protection

Implementing malware protection safeguards your site from malicious attacks, ensuring a secure experience for visitors.

Firewall Setup

Setting up a firewall adds an extra layer of security, protecting your site from unauthorised access.

Site Auto Backups

Automated backups ensure your data is protected and can be quickly restored in case of issues.

GDPR Compliance

Ensuring GDPR compliance protects user data and keeps your site aligned with legal requirements.

Cookie Consent Banner

Adding a cookie consent banner informs users about data collection practices and ensures compliance with regulations.

08
Launch & Post-launch Support

Website Migration

A smooth transition from your old site to the new one ensures minimal disruption and keeps your audience engaged.

Domain Setup

Securing a professional web address ensures your site is easy to find and adds credibility to your brand.

Soft Launch

Launching your site in a controlled environment helps identify and fix any issues before going live, ensuring a flawless launch.

Beta Testing

Gathering feedback from real users before the full launch helps refine the site and ensures it meets their needs.

Post-launch Support

Providing support after the launch ensures any issues are quickly resolved, keeping your site running smoothly.

Full Ownership Transfer Guaranteed

Ensuring full ownership transfer provides peace of mind, giving you complete control over your site.

Content Update Training

Training your team to update content ensures your site stays fresh and relevant without requiring external help.

Troubleshooting

Quick troubleshooting resolves issues efficiently, minimising downtime and maintaining a positive user experience.

Retainer Services for Maintenance

Offering maintenance services ensures your site remains up to date, secure, and fully functional.

Retainer Services for Regular Updates

Regular updates keep your site aligned with the latest trends and technologies, ensuring ongoing success.

CMS Training

Training on your content management system ensures you can easily manage and update your site without technical expertise.

09
Reporting & Future Growth

Monthly Reporting

Regular reports keep you informed about your site's performance and progress, helping you make informed decisions.

Future Scalability

Planning for future growth ensures your site can adapt to new needs, saving time and money in the long run.

Local SEO Optimisation

Focusing on local SEO helps you connect with your community and attract nearby customers to your business.

Email Marketing Integration

Integrating email marketing makes it easy to reach out to customers with updates, offers, and personalised messages, encouraging repeat visits and sales.

User Feedback Implementation

Gathering and acting on user feedback helps refine your site, ensuring it meets the needs of your audience.

User Testing and Refinement

Testing and refining the user experience ensures your site is intuitive and enjoyable for visitors.

Multi-language Support

Adding multi-language support broadens your site's reach, making it accessible to a global audience.

Ongoing SEO Audits

Regular SEO audits ensure your site stays optimised and competitive, driving consistent traffic and growth.

Social Proof Integration

Including testimonials and reviews builds trust and encourages new visitors to engage with your business.
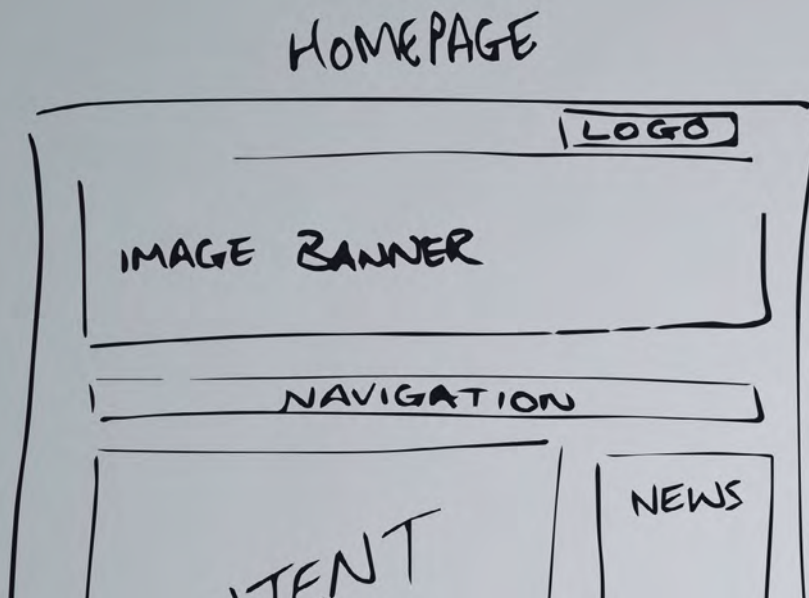
Google My Business Profile

Optimising your Google My Business profile improves local visibility and helps customers find your business easily.

Google Search Console

Using Google Search Console provides valuable insights into site performance and helps resolve indexing issues.

Free Backlink Sources

Building backlinks from reputable sources improves your site's authority and boosts search engine rankings.