

# CUSTOM WORDPRESS ROADMAP

**A detailed, purpose-driven guide to building a high-performance, future-proof WordPress website.**

Here's how we take your website from concept to a fully built, high-performing WordPress experience.

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A detailed, purpose-driven guide to building a high-performance, future-proof WordPress website.

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# 1 HOSTING SETUP

**Purpose:** Ensure a fast, stable, and hassle-free foundation.



## VERIFY THE SETUP

Confirm your hosting environment before any design or development begins.



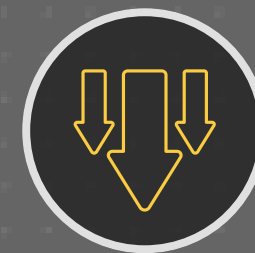
## STREAMLINE COLLABORATION

Set up a hosting environment that allows our team to work smoothly with your server.



## OPTIMIZE FOR WORDPRESS

Ensure the server is configured for speed, stability, and strong SEO performance.



## REDUCE TECHNICAL FRICTION

Eliminate preventable issues early so the entire project runs efficiently.

# 2 DISCOVERY PHASE

**Purpose:** Understand your business, goals, audience, and content needs.



## LEARN YOUR STORY

Who you are, what you do, and who you serve



## DEFINE YOUR GOALS

Awareness, conversion, lead generation, online sales, education, and more



## SPOT CURRENT CHALLENGES

Identify what's not working on your existing site



## EXPLORE COMPETITORS & INSPIRATION

Understand your market landscape



## DEFINE REQUIRED FEATURES

Booking tools, ecommerce, forms, integrations, and content structure

# TEAM BUILDING

Ensure the right experts are aligned with your project.



## **BUILD THE RIGHT TEAM**

Bring in specialists across design, branding, marketing, and development.



## **BALANCE EVERY AREA**

Prevent weak spots by making sure no part of your site is overlooked.



## **SUPPORT YOUR GOALS**

Match the right expertise to the features, content, and structure your project requires.



# 3 CONTENT PHASE

**Purpose:** Build the material that your site is ultimately built around.



## BRANDING OR REBRANDING

Logo, colors, and typography



## SITEMAPS & WIREFRAMES

A clear blueprint for content structure



## COPYWRITING & MESSAGING

Aligned with your brand voice and goals



## PHOTO & VIDEO PRODUCTION

Professional visuals for a polished look



## SEO-OPTIMIZED STRUCTURE

Built to support long-term search performance

# 4 DESIGN PHASE

**Purpose:** Translate goals and content into a visual identity and page layouts.



## BRAND EXPRESSION

A visual style that clearly represents your identity



## USER-CENTERED FLOW

Layouts that support intuitive navigation and goals



## RESPONSIVE DESIGN

Optimized for seamless viewing on desktop and mobile



## UI COMPONENT PREVIEWS

Buttons, menus, forms, and section patterns showcased clearly

# 5 MARKUP & PREVIEW

**Purpose:** Create a live, responsive, code-based preview of your design.



## CONVERT DESIGN TO MARKUP

Turn approved designs into clean, responsive HTML, CSS, and JavaScript.



## BUILD A LIVE PROTOTYPE

Create a coded, interactive preview that behaves like a real website.



## EXPERIENCE THE LAYOUT

Review the site's structure, flow, and responsiveness directly in the browser.



## REFINE VISUAL DETAILS

Adjust spacing, typography, and component behavior before full development begins.





# 6 WORDPRESS BUILD

**Purpose:** Develop a custom, scalable, block-based WordPress theme.



## BUILD YOUR CUSTOM THEME

Develop a lean, scalable WordPress theme without page-builder bloat.



## CREATE A TRUE BLOCK EXPERIENCE

Set up an intuitive block editor so you can update content easily and consistently.



## ADD REUSABLE CUSTOM BLOCKS

Build tailored blocks designed specifically for your site's structure and use cases.



## IMPLEMENT ADVANCED FEATURES

Add key functionality including bookings, CRM integrations, payments, ecommerce, and custom content types.



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# 7 DRAFT SITE

**Purpose:** Prepare the complete, content-filled version of your site for review.



## ASSEMBLE YOUR SITE

Combine your custom theme with all written and visual content.



## BUILD GLOBAL ELEMENTS

Set up menus, footers, and shared components across the site.



## CONFIGURE FORMS & INTEGRATIONS

Connect forms, plugins, and any required third-party tools.



## OPTIMIZE FOR PERFORMANCE

Apply initial speed, SEO, and technical enhancements.



## PREPARE THE STAGING SITE

Publish a fully working draft for you to review and test.

# 8 LAUNCH

**Purpose:** Release your new site into the world with confidence.



## CONFIGURE GO-LIVE SETTINGS

Set up DNS, finalize launch steps, and prepare your production environment.



## MIGRATE TO PRODUCTION

Move the fully tested staging site into its live environment.



## VERIFY SPEED & PERFORMANCE

Confirm caching, load time, and overall site stability after launch.



## TEST FORMS & INTEGRATIONS

Ensure all submissions, integrations, and analytics are functioning correctly.



## APPLY SECURITY & BACKUPS

Add protection layers and backups to keep your site safe and reliable.



# 9 UPDATES & SUPPORT

**Purpose:** Keep your website secure, evolving, and performing long term.



## ON-CALL DEVELOPMENT

Access expert support whenever you need updates or fixes.



## ADD NEW FEATURES

Enhance functionality as your business grows and evolves.



## TROUBLESHOOT & IMPROVE

Resolve issues quickly and refine the user experience.



## MONTHLY MAINTENANCE

Keep your site secure, updated, and performing at its best.



## UPDATE CONTENT

Refresh messaging, visuals, and pages to stay current.



## PLAN FOR SCALABILITY

Prepare your site for future growth, traffic, and capability needs.

# BUILD BETTER TODAY!

Let's make your tech work for you—not against you.

SEE HOW WE CAN FIX IT.



Start Building Today!



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