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How we create websites

Welcome to our brochure where we outline our process for creating websites. We'll guide you through the steps we take to develop impressive, functional, and customized websites. Additionally, we'll showcase the powerful tools that are essential to our success.

Chapter 1: Hosting foundation

A robust website begins with a reliable hosting environment. We typically choose cPanel as the hosting platform. Our team of hosting experts custom configures a cPanel hosting account for each client. Understanding that each website is unique, we tailor the hosting environment to meet the specific requirements of the client. This includes allocating sufficient storage space, bandwidth, and other resources to ensure the website runs smoothly and can handle traffic spikes. Additionally, cPanel assists us with:

- **Server settings:** We can fine-tune server configurations to ensure optimal website performance. This includes aspects such as PHP settings, caching, and security protocols.
- **Email accounts:** We can configure and manage email accounts for the client, providing them with professional communication solutions tailored to their domain.
- **Implementing security measures:** cPanel offers security features such as firewalls, SSL certificate management, and access control. We can implement these measures to protect our clients' websites and data from threats.
- **Performing backups and recovery:** Regularly backing up data is vital for protecting the website against data loss. Thanks to cPanel, we can create backups and, if necessary, perform recovery processes.

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Chapter 2: The central CMS

In our web development process, WordPress plays a central and essential role. WordPress is the beating heart of most websites we create, providing us with a powerful foundation for building high-quality websites. The suitability of WordPress as a CMS is affirmed by the fact that over 40% of all websites on the entire internet use WordPress as their CMS. There are several reasons why we use WordPress:

- **User-friendly:** One of the most compelling reasons for using WordPress is its user-friendliness for clients. WordPress offers an intuitive and relatively easy-to-understand user interface, making it simple to manage pages, posts, images, and products.
- **Security:** Security is crucial, and WordPress is continually updated to enhance performance and patch security vulnerabilities.
- **SEO-friendly:** WordPress generates clean and structured code, which search engines appreciate, improving the ranking of our websites. WordPress also provides the ability to optimize websites for search engines, helping our clients achieve high rankings in search results.
- **Flexibility and customizability:** WordPress is known for its versatility and customizability. It offers an extensive library of themes and plugins that can be tailored to the specific needs of our clients. Whether it's a blog, a portfolio, or an e-commerce platform, WordPress provides the flexibility to meet all these requirements.

Chapter 3: Themes

WordPress themes are the visual and functional templates that determine the appearance, design, and layout of your website. They influence how your website looks and functions. In general, we work with WordPress themes to develop websites for various good reasons:

- **Ease of use:** WordPress themes are highly user-friendly, allowing us to quickly build and customize websites. They are designed with intuitive interfaces, enabling even individuals without in-depth technical knowledge to easily add, edit, and manage content.
- **Cost-effective:** WordPress themes significantly expedite the development process. Instead of coding every aspect of a website from scratch, themes provide a solid foundation with built-in features and design options. This saves time and resources.

- **SEO-friendly:** WordPress themes are typically optimized for search engines. They generate clean, structured code and use customizable permalinks, improving the website's discoverability in search engines.
- **Flexibility and customizability:** WordPress is renowned for its versatility, and themes contribute to this flexibility. With an extensive library of themes and plugins, WordPress allows us to tailor websites to the specific needs of our clients. Whether it's a blog, a portfolio, or an e-commerce platform, WordPress themes provide the adaptability to meet diverse requirements.

Chapter 4: Plugins

WordPress plugins are additional pieces of software that can be added to WordPress websites to achieve additional functionalities and capabilities. Here are some reasons why we use WordPress plugins and why they are crucial for your website:

- **Functionality extension:** WordPress plugins add extra features and capabilities to your website. This means we can implement specific functions such as contact forms, social media integration, e-commerce functionality, event calendars, search engine optimization, and more, without having to code these functionalities manually.
- **Cost and time savings:** Developing complex functions from scratch can be time-consuming. Plugins provide ready-made solutions that can be implemented immediately, reducing development time and allowing your website to be launched faster.
- **Regular updates:** Most plugins are regularly updated by developers. This ensures that the functionality remains compatible with new versions of WordPress and that any security vulnerabilities are promptly addressed. This contributes to the stability and security of websites.

Chapter 5: Online shops en e-commerce

To create online shops, we typically use WooCommerce. WooCommerce is a powerful and popular e-commerce plugin for WordPress. Through this software, we can efficiently create and manage fully-featured online stores. Additionally, it is relatively easy for end-users to understand and use. Here are some reasons why we use WooCommerce:

- **E-commerce functionality:** WooCommerce adds extensive e-commerce features to websites, allowing users to add, categorize, set prices, manage inventory, process orders, and accept payments.
- **User-friendly:** Designed with the user in mind, WooCommerce provides an intuitive interface that enables users to quickly and easily add products, customize store settings, and manage orders. This means users don't need technical expertise to run an online store.
- **Flexibility:** WooCommerce is relatively flexible and can usually be customized to specific needs. Users can set up different payment gateways, shipping methods, discounts, and tax rates, allowing us to tailor e-commerce activities fully to our client's business model.

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