

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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1 HOSTING SETUP

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



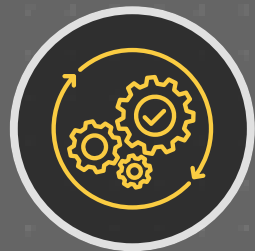
VERIFY THE SETUP

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.



Evolve Digital

Web Solutions Built for You

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.

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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