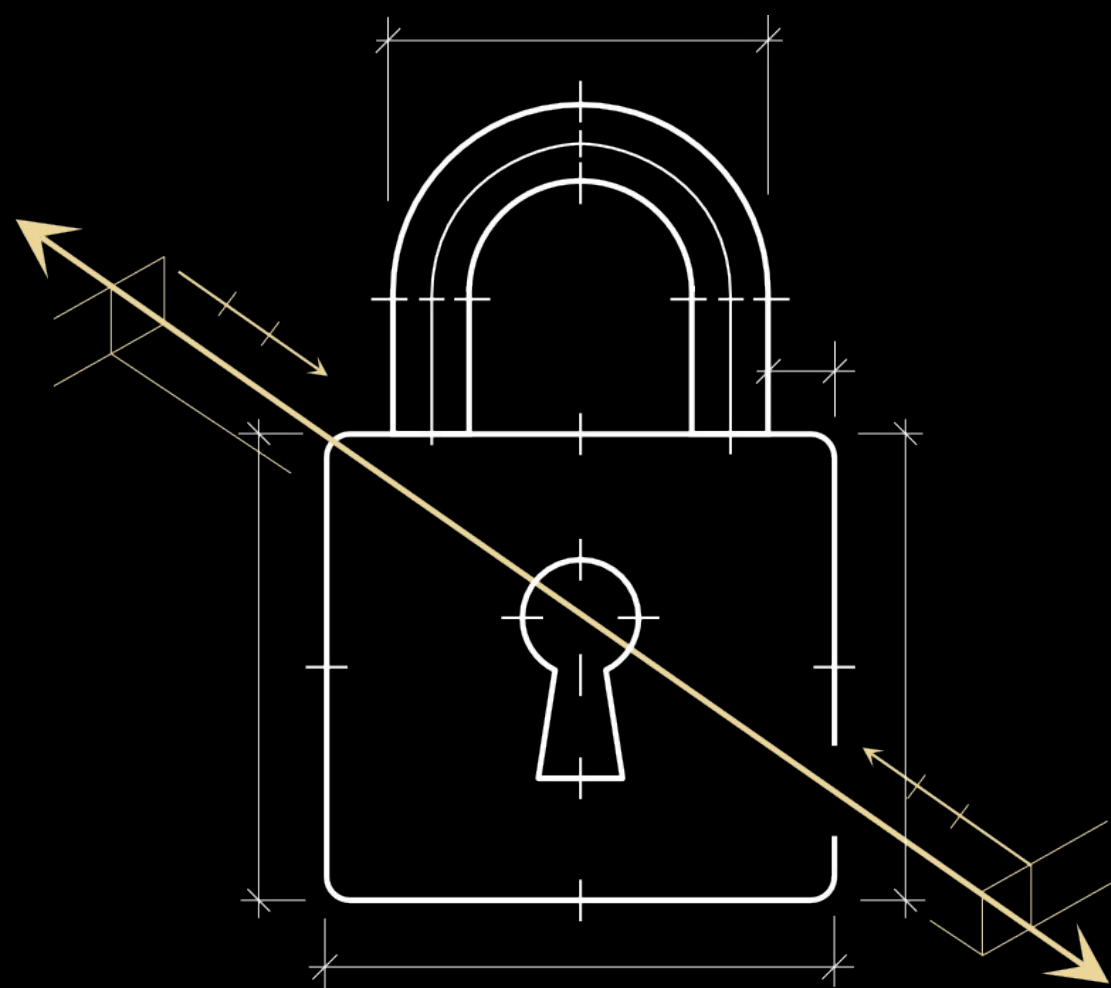




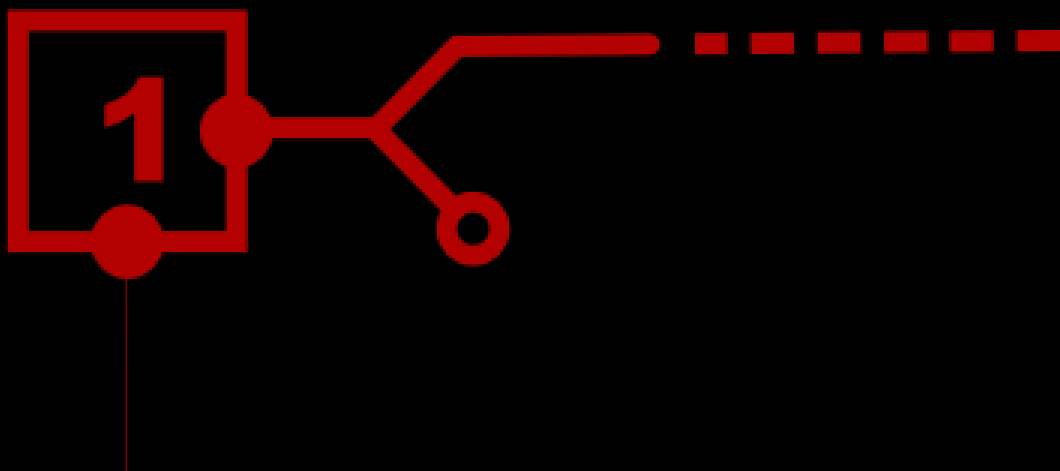
*“A client who visits your site and finds a security warning is a client you won’t meet.”*



# DIGITAL INFRASTRUCTURE

Egypt · Cyprus

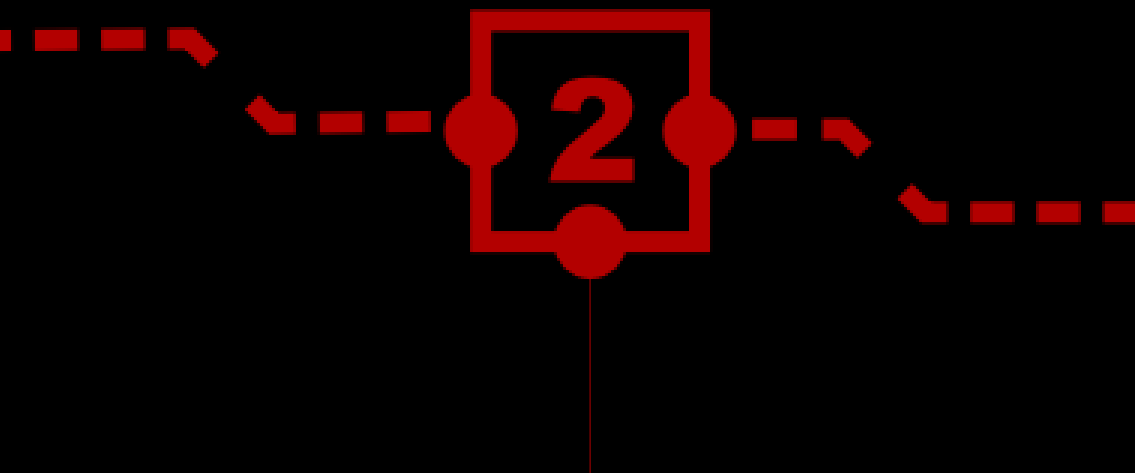
What we found when we looked.



## 1. Security

### *Warnings before the page loads*

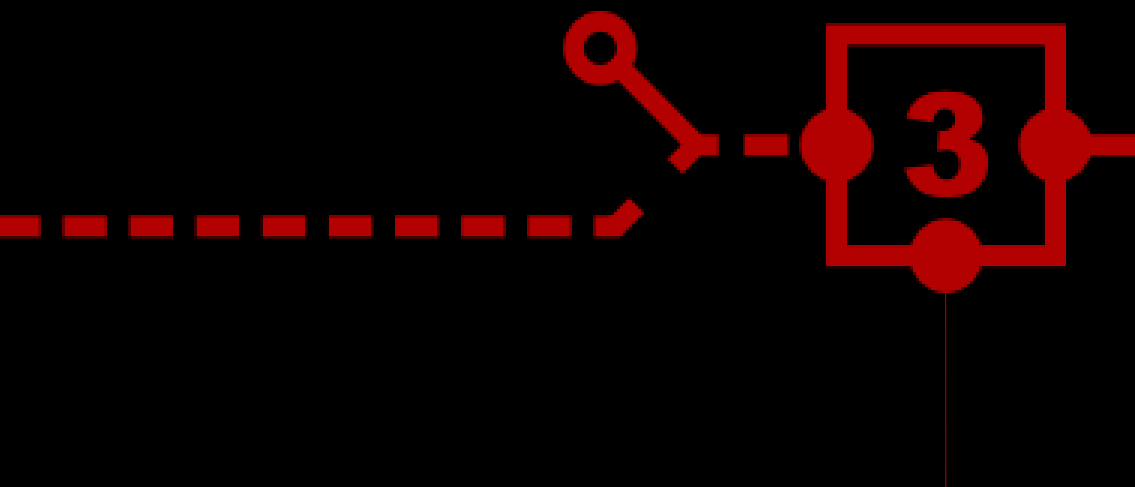
Server errors, PHP warnings, and expired or misconfigured SSL certificates appear as browser security alerts before visitors see any content. Most leave immediately. The ones who stay are questioning whether your business can manage its own infrastructure.



## 2. Performance

A slow site loses the visitor before it loads

53% of mobile visits are abandoned when a page takes more than three seconds. Long load times are a hosting problem — wrong server tier, no caching, un-optimised assets. A redesign without fixing the infrastructure produces a slower, better-looking failure.



## 3. Absence

No site means your competitor gets the search

Operating without a website — or relying only on a social media page — makes you invisible to anyone searching for your service. Search results don't index Facebook or Instagram pages. A competitor with a basic, functional site outranks you by default.

# Website

≠

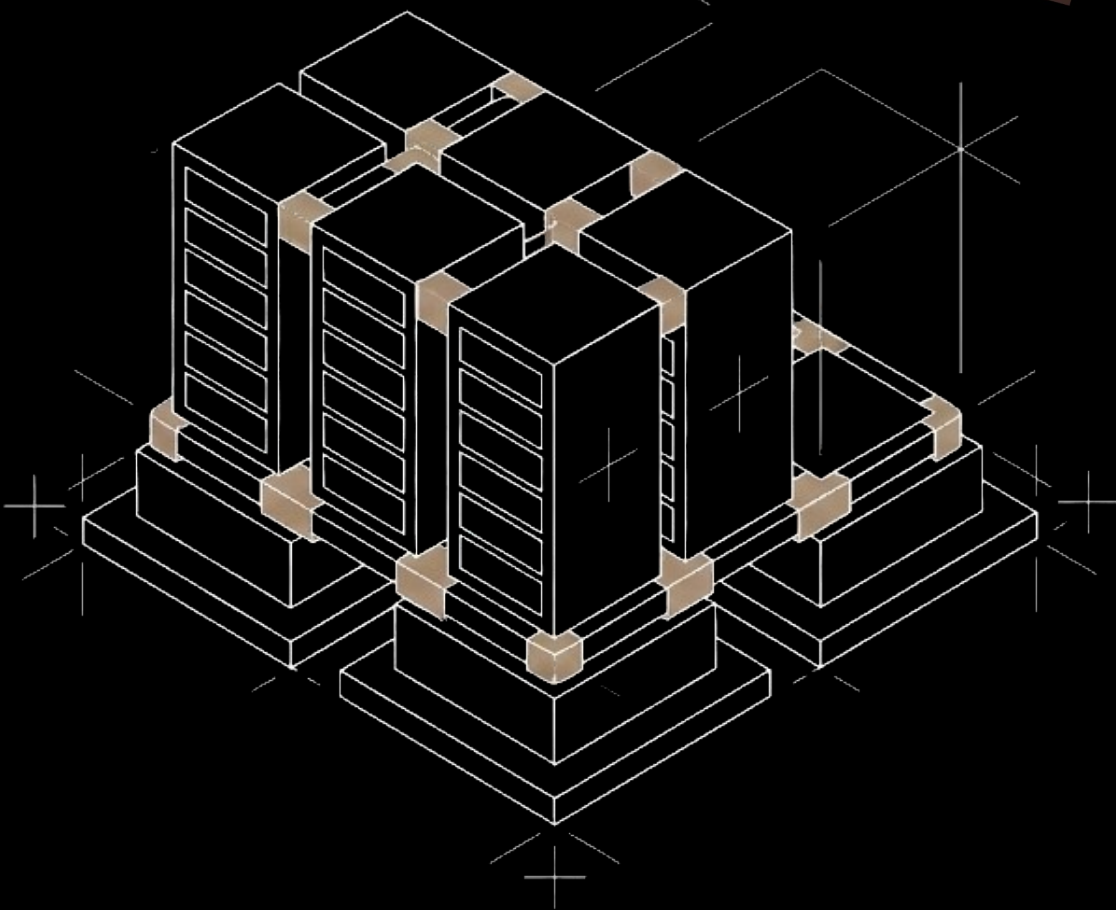
# Design

# Website

=

# System

hz-studio builds the website as a single system,  
not three separate bills.

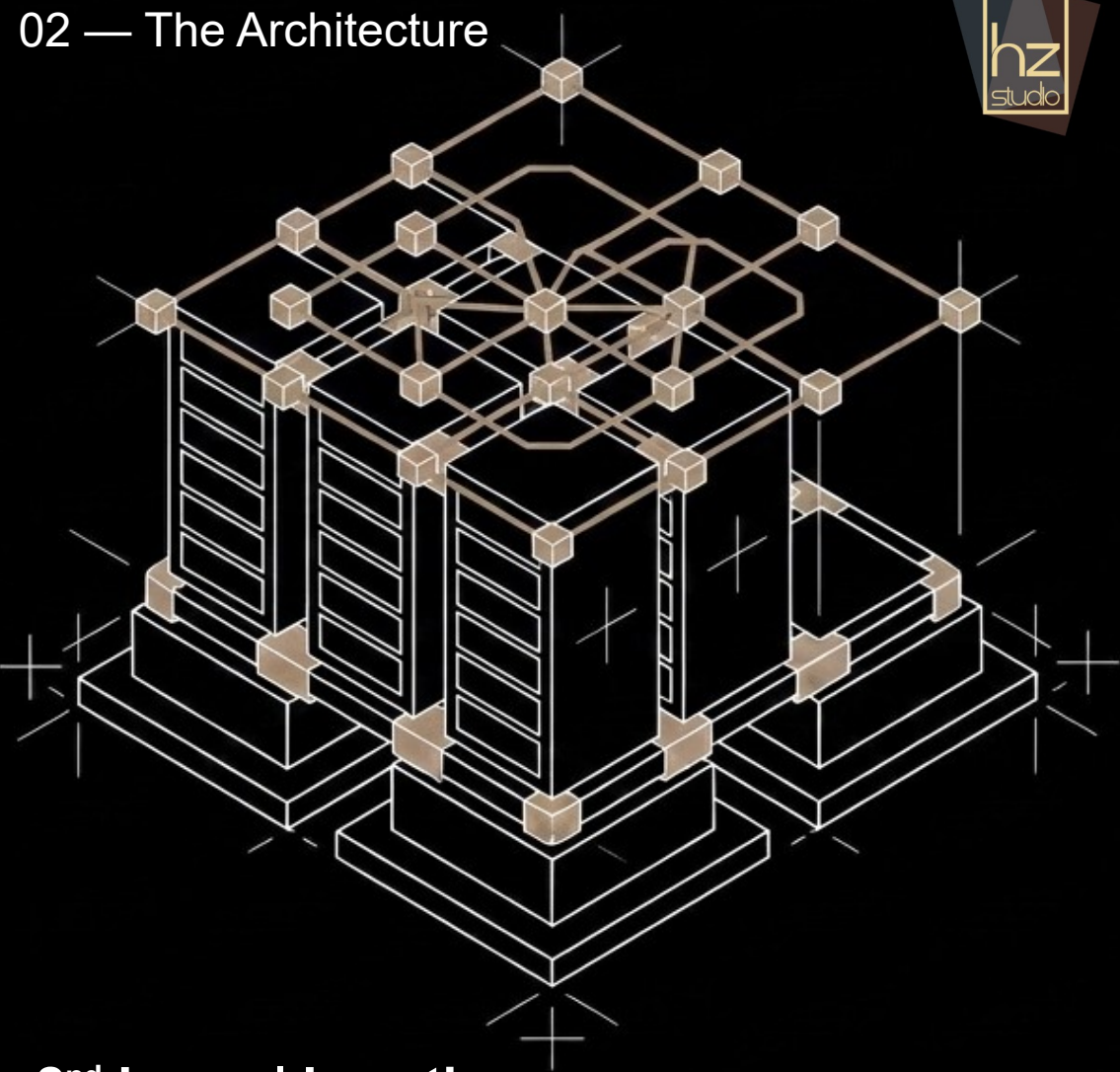


### 1<sup>st</sup> Layer | Infrastructure

— What it stands on

Domain, hosting, SSL, uptime monitoring, and backups. The layer that keeps the site alive, secure, and performing. A quote that doesn't include this isn't a discount — it's a site with no foundation.

*Includes: managed hosting, domain management, SSL, automated backups, uptime monitoring. Billed annually, disclosed in advance.*

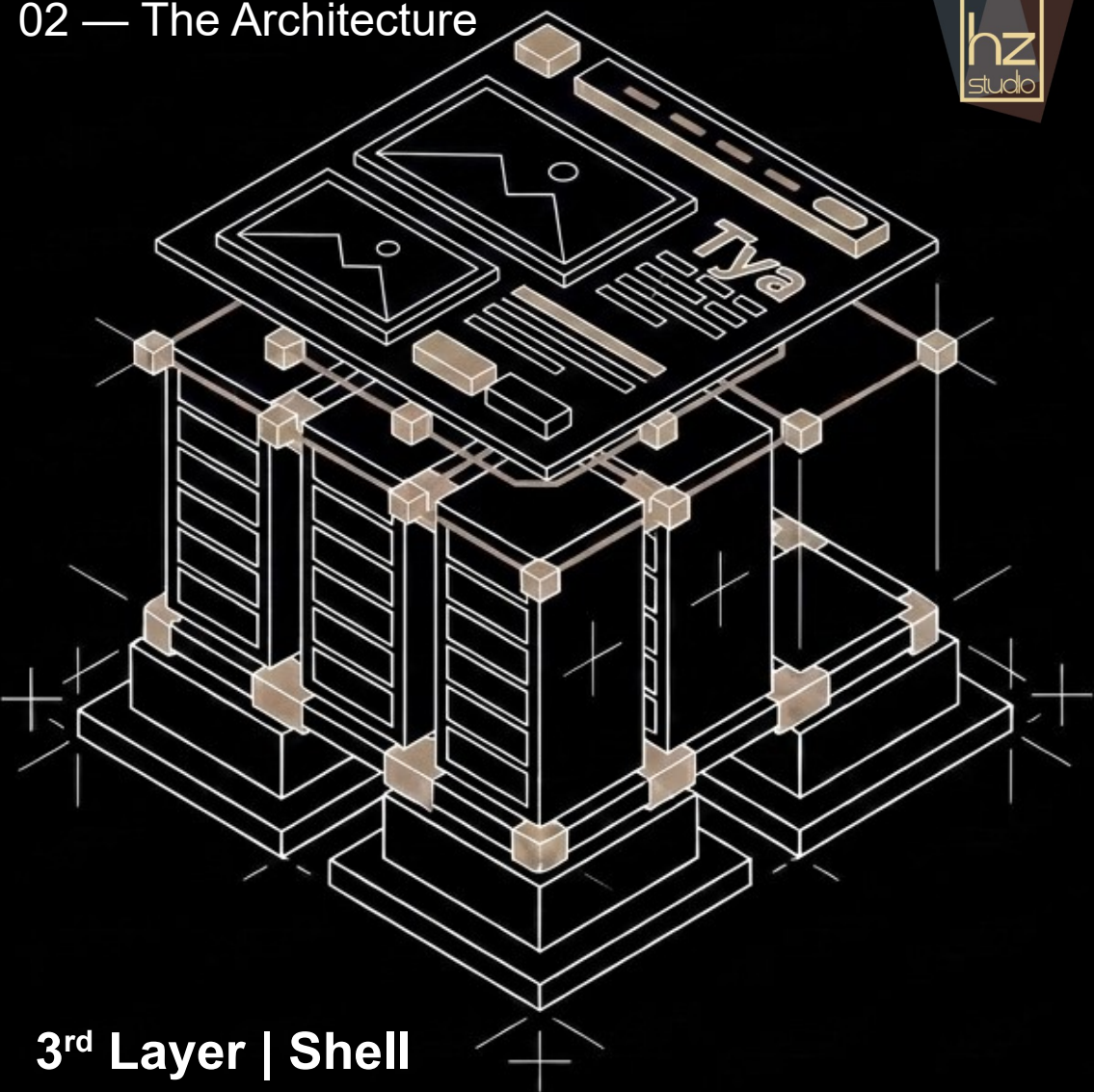


### **2<sup>nd</sup> Layer | Location**

— Whether anyone finds it

SEO, Google Business, AI search optimisation. A well-built, well-hosted site that nobody can find is a building with no address. The Location layer connects the site to the people actively searching for it.

*Includes: on-page SEO, schema markup, Google Business Profile, Core Web Vitals, Google Analytics & Search Console.*

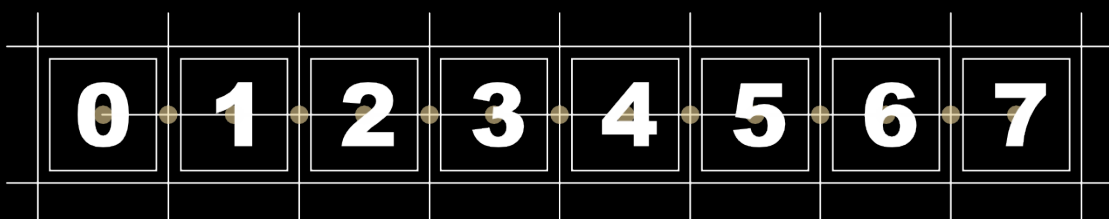


### **3<sup>rd</sup> Layer | Shell**

— What visitors see

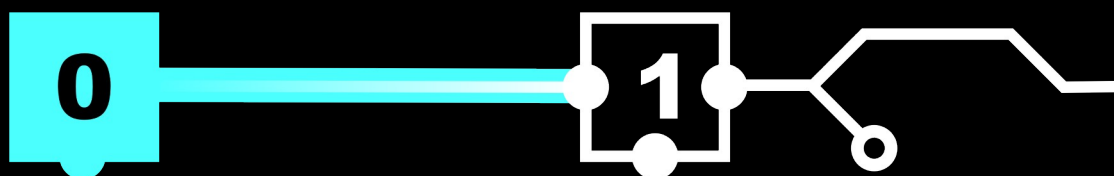
Design, layout, typography, and every element visitors interact with. This is what most quotes are pricing — and the part that breaks first when it's the only part that was paid for.

*Includes: visual design, front-end development, responsive layout, UX, content structure.*



Structured like  
architecture.

*\*Adapted from the RIBA Plan of Work. Eight defined phases, each confirmed before the next begins. Timeline is a commitment, not an estimate.*

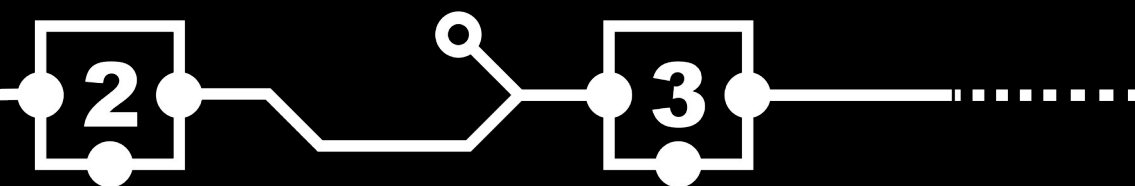


### **Stage 0** **Strategic Definition**

Objectives, audience, and success criteria — defined and agreed before anything is built or assumed.

### **Stage 1** **Client Brief**

Scope, parameters, and constraints documented. What the client hopes for is separated from what's feasible — in writing.

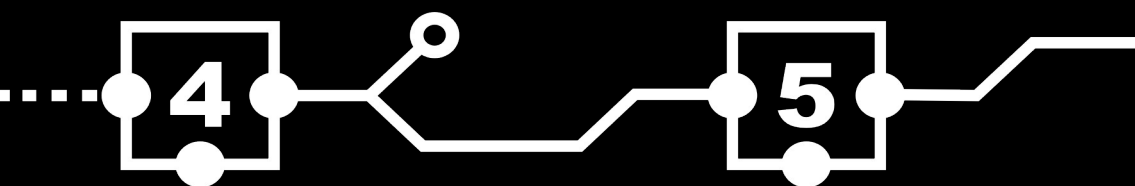


### **Stage 2** **Concept Design**

First visual direction — reviewed and refined collaboratively before development begins.

### **Stage 3** **Coordination of Services**

Front-end, back-end, databases, domain, hosting — confirmed and aligned before build. Infrastructure decisions are made before they're needed.

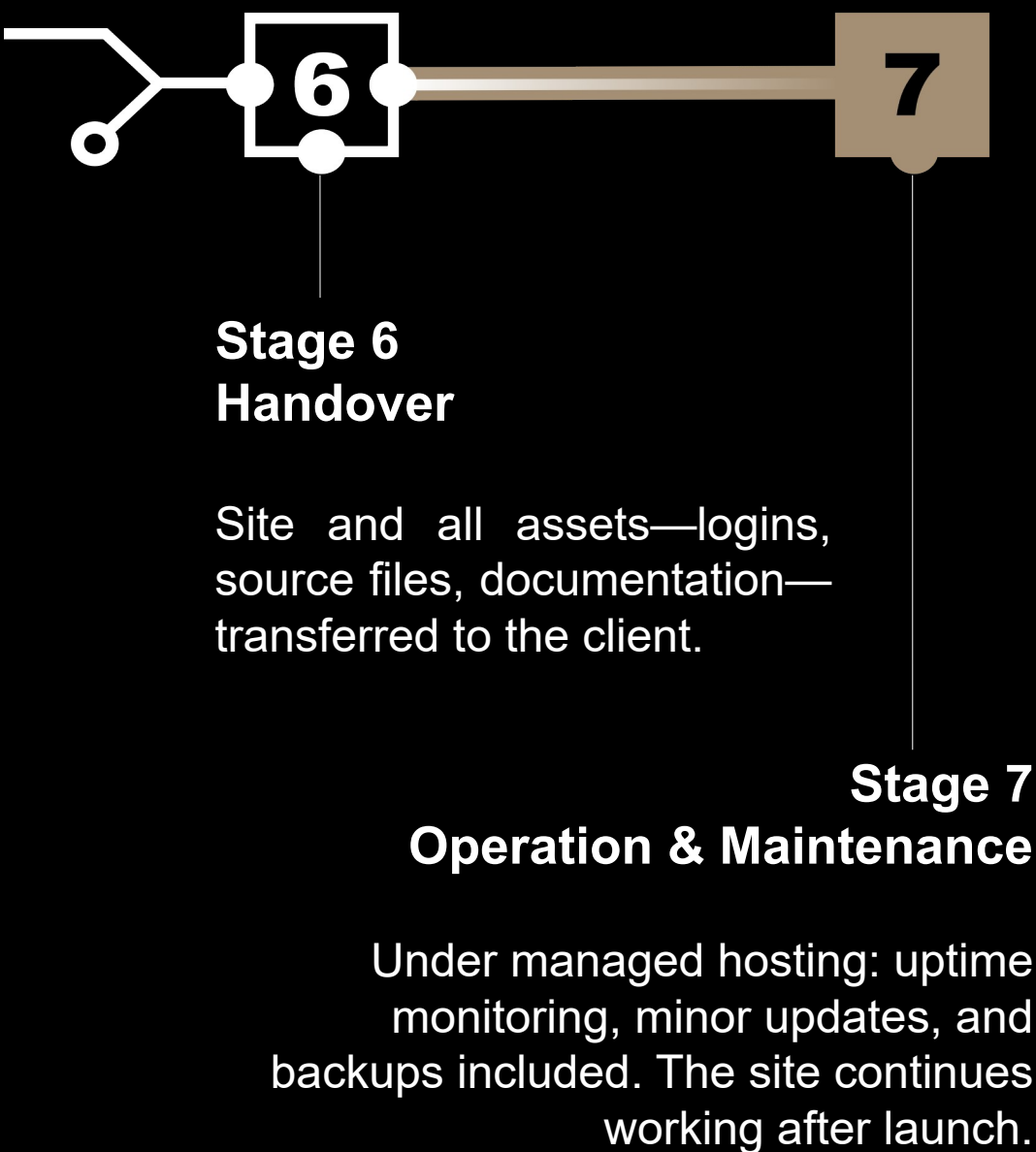


### **Stage 4** **Technical Design**

Fully functioning build —  
tested across devices  
and browsers before  
client review.

### **Stage 5** **Live Testing**

The site goes live in a controlled  
environment. Performance, SEO,  
and all functions verified against  
the original brief.





Experience delivering digital infrastructure across customer-facing, operational, and technical businesses.

## 04 — Recent Builds

### Precision diagnostics. Performance engineered.

Cyprus's leading authorized service centre — and the island's go-to specialist for ECU remapping, performance tuning and the diagnostic jobs other garages can't crack.

Explore Services →

WhatsApp

48+

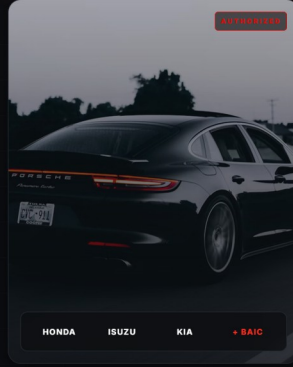
YEARS SERVING CYPRUS

11

DIAGNOSTIC RAMPS

700m<sup>2</sup>

MODERN WORKSHOP



HONDA

ISUZU

KIA

+ BAIC

CLEAN • ECU REMAPPING • DPf CLEANING • EGR DELETE • ADBLUE • ENGINE REBUILD • DIAGNOSTICS • MOT & SERVICE • PERFORMANCE

## YIOS Automotive

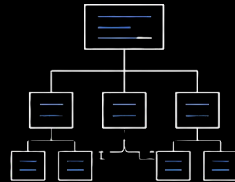
**Sector:** Automotive Distribution

**Scope:** Brand Presence, Product Catalogue, Search Presence

**Outcome:** Professional digital platform supporting distributor credibility and customer engagement.



Product Catalogue



Information Architecture



Search Presence



Brand Positioning

## 04 — Recent Builds

DOMENICA ART PHOTOGRAPHY

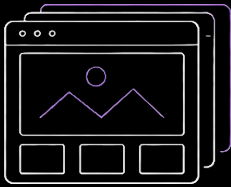
FROM A DIFFERENT  
POINT OF VIEW

01

## SERVICES

CHAT WITH US

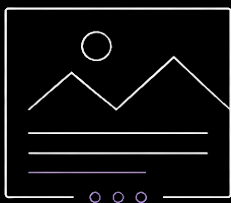
## Domenica Art

**Sector:** Art & Creative Industries**Scope:** Portfolio Platform, Collection Management, Visual Storytelling**Outcome:** Structured digital presence designed to showcase artwork, support discovery, and reinforce professional credibility.

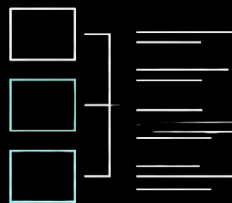
Portfolio Presentation

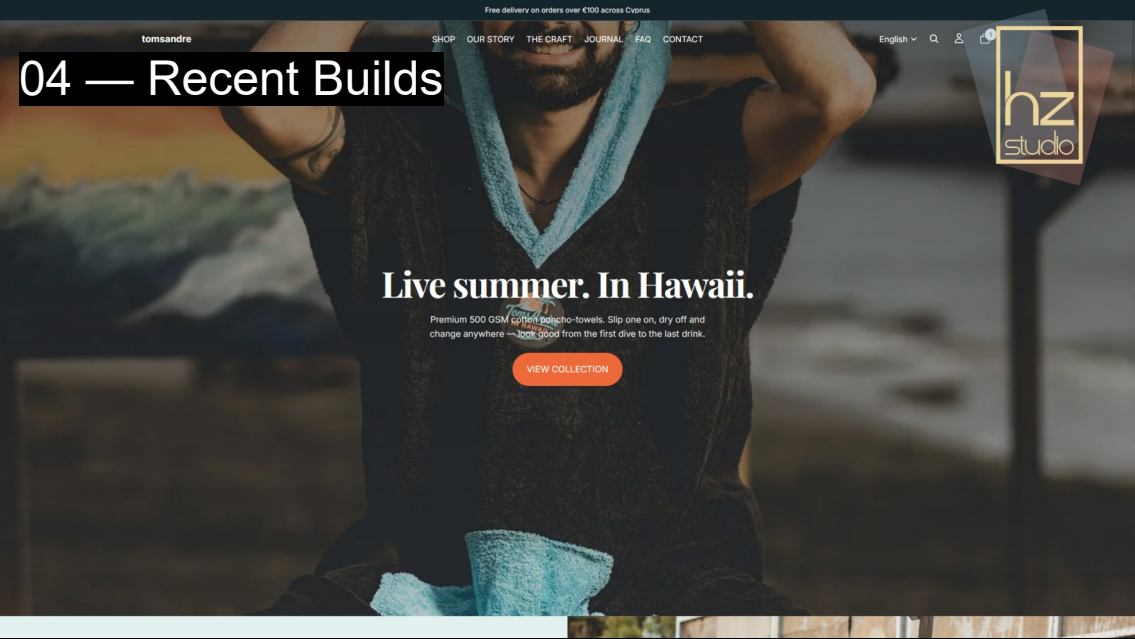


Collection Management



Visual Storytelling

Content  
Organization



# Toms Andre

**Sector:** Professional Services / Personal Brand

**Scope:** Personal Brand Platform, Content Publishing, Portfolio Presentation

**Outcome:** Integrated platform combining content publishing, e-commerce, and brand development within a single dynamic website.



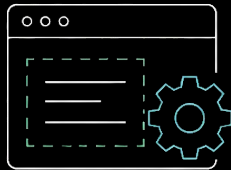
E-Commerce



Content Publishing



Personal Branding



Dynamic Content Management

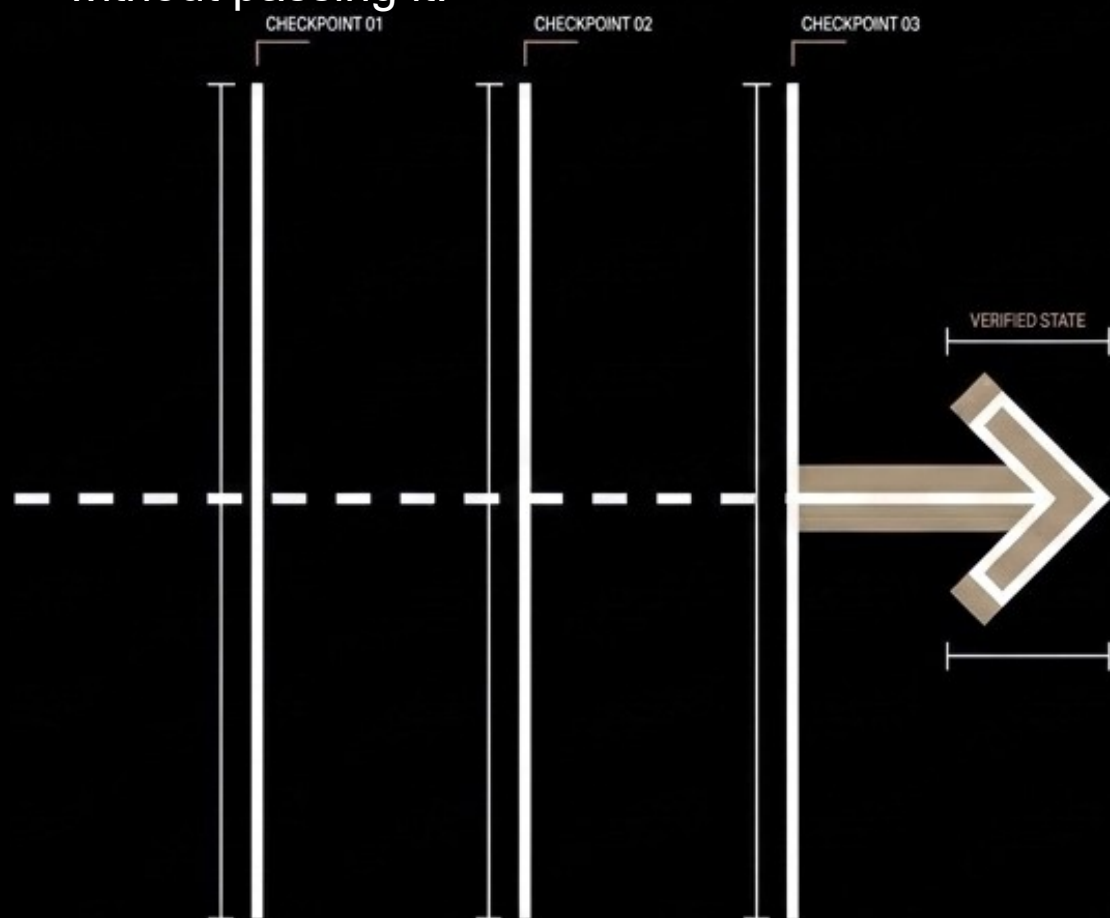


Two sides.  
One accountable point of contact.

## Quality Control



A systematic quality control process runs across every phase. Each deliverable is reviewed against the original brief before it advances to the next stage. Nothing ships without passing it.



## The Guarantee

The goal is not a site that looks correct at launch. It's a web presence that functions correctly over its lifetime — built, tested, and maintained as a system from the first session to the last.

## 06 — Next Step

Contact us for a quotation or scan  
the QR Code to **calculate**.



Email: [info@hz-studio.net](mailto:info@hz-studio.net) | Website: [wds.hz-studio.net](http://wds.hz-studio.net)