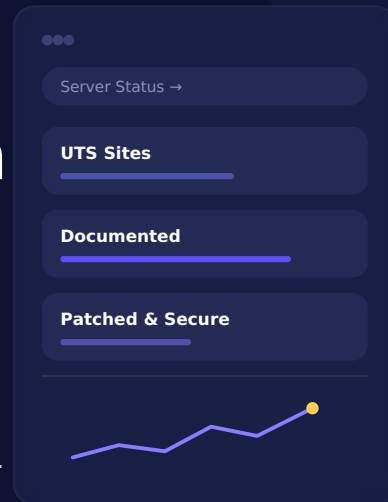


The Complete Guide to Building a Website You Can Outlive

A clear, honest look at how we build websites that are still standing, secure, and understandable years after launch day.



11

YEARS IN BUSINESS

6

SERVICES COVERED

100%

CODE IS YOURS

No

LONG-TERM LOCK-IN

Most Website Problems Show Up Two Years Later

They show up when the developer who built it is gone, an update breaks something nobody can explain, or a plugin nobody remembers installing turns out to be the reason the site got flagged for malware. Design decides what your website should look like. This is about what happens after that decision is made.

We build it that way from the start, documented, version-controlled, and handed over completely, because the real test of a website isn't how it looks on day one, it's whether you can still make sense of it on day one thousand. This brochure explains, plainly, what that actually takes.

1

WordPress Runs a Huge Share of the Web

Which makes its plugin ecosystem the most common attack surface. Most security problems trace back to plugins, not the platform.

2

Speed Is Decided in Code, Not Just Design

Server response time, caching, and image formats are what actually get a page loading inside the window Google measures.

3

AI Speeds Up Typing, Not Judgment

Coding tools move faster on the routine work. Architecture, security, and scaling decisions still take someone who's done this before.

4

Undocumented Code Is a Liability

A site only one person understands isn't really yours. It's a dependency waiting to become a problem.

11

YEARS BUILDING AND MAINTAINING WEBSITES

100%

OF CODE DOCUMENTED AND HANDED OVER

0

DEPENDENCY ON ANY ONE PERSON

None of this works without code built to be understood by someone other than the person who wrote it. That's exactly what the rest of this guide walks through.

Everything Your Website's Foundation Needs

A lot of agencies hand over a website and disappear. We don't work that way. Every project we build stands on all six pillars below, because skipping even one leaves the rest resting on borrowed time.



Custom Development & CMS Build

WordPress for most content-led sites, headless or custom when a business genuinely needs it, honestly assessed either way.



Performance Engineering

Server response time, caching, a content delivery network, and images compressed into modern formats.



Security & Hardening

Regular patching, careful plugin vetting, and monitored backups, where most real risk actually lives.



API & Third-Party Integrations

Payment gateways, CRMs, and marketing automation tools connected properly, not duct-taped together.



Progressive Web App Development

Installable, offline-capable websites that behave like an app, without an app store in the way.



Hosting, Scalability & Maintenance

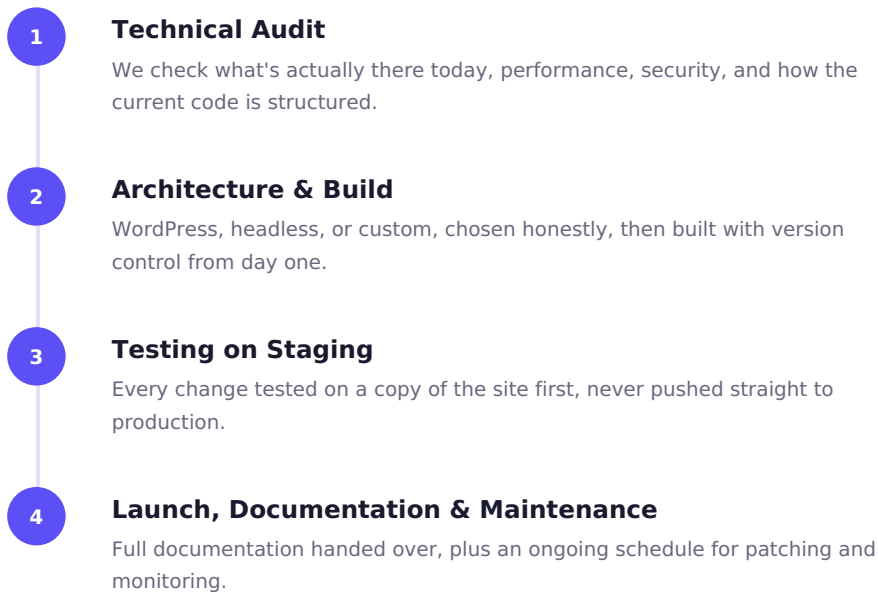
Hosting sized to your actual traffic, plus an ongoing schedule that catches small issues early.

ALSO INCLUDED IN EVERY PROJECT, NO EXTRA LINE ITEM

An honest read on whether your real problem is even technical, and full documentation so no part of your site depends on one person's memory.

Our Process, Start to Finish

No guesswork, no changes pushed straight to a live site, and no code that only makes sense to us. Every step below is visible to you as it happens.



CHOOSE YOUR PLAN

Starter

For businesses building or rebuilding a single, focused website.

- WordPress build
- Basic security setup
- Documentation handover

Growth

For businesses that need integrations and ongoing maintenance.

- Everything in Starter
- API & CRM integrations
- Ongoing maintenance plan

Enterprise

For larger sites, custom builds, or PWA development.

- Everything in Growth
- Custom or headless architecture
- PWA development

Why Businesses Trust Us With Their Development

Anyone can promise a working website. Here's what that promise actually needs to survive.

11 YRS

Eleven Years Doing This

Long enough to know which shortcuts always come back to cost more later.

NO LOCK-IN

No Long-Term Lock-In

A development relationship should keep earning its place, not rely on a contract to keep you.

YOURS

Every Line of Code Is Yours

Documented and version-controlled, handed over completely at project end.

HONEST

Honest When the Problem Isn't the Code

If the real issue is traffic, offer, or marketing, we'll say so instead of selling development you don't need.

HOW WE DEFINE SUCCESS

We don't measure a build by how it looks at handover. Every project is built around three things that actually matter: whether the code is documented well enough for someone else to maintain it, whether it's actually secure, and whether it's genuinely yours to keep. All three get handled the same way, every time.

Documented

ANY DEVELOPER CAN PICK IT UP

Secure

PATCHED AND MONITORED

Yours

EVERY LINE OF CODE, NO EXCEPTIONS

Built By People Who Actually Do The Work



UTS Sites started as a web design and development shop eleven years ago, and the same belief still runs the studio today: a website should still make sense to someone new long after the people who built it have moved on.

We design websites, build them, and run the marketing that drives people to them, for businesses across India, and we build every project the way we'd want our own built: documented, secured, and handed over completely, with nothing held back.

"The real test of a website isn't how it looks on day one. It's whether you can still make sense of it on day one thousand."

That philosophy runs through everything on the previous pages: the documentation, the patching schedule, the refusal to sell development work when the real problem is somewhere else. It's also why our client relationships tend to run for years, not months.

UTS Sites Team

Web Design, Development & Digital Marketing • India

COMMON QUESTIONS

Before You Get Started

Straight answers to what business owners ask us most often, before signing on for anything.

?

What's the difference between web design and web development?

Design decides what the experience should be. Development builds that approved design into a real, working website.

?

Do we need a custom-built website, or is WordPress enough?

For most content-led businesses, well-maintained WordPress is the right call. Custom or headless earns its cost when you genuinely need it.

?

How do you keep our website secure?

Mostly by not ignoring plugin updates. A tight patching schedule and monitored backups handle most of the real risk.

?

What happens if we want to switch developers later?

Everything is documented and version-controlled, so any competent developer can pick it up.

?

Can you connect our website to tools we already use?

Yes. Payment gateways, CRMs, and marketing automation tools all get connected properly.

?

Can I switch plans later?

Yes. Most clients start on Starter or Growth and scale up as their needs grow.

?

What if our current site is a mess but works, mostly?

We audit it first, then give you an honest read on what to fix versus what to rebuild.



READY TO TAKE THE NEXT STEP?

See What's Actually Happening Under the Hood

Get a free technical audit and a clear, honest picture of what's working and what isn't. No guesswork, and no pressure to sign anything.

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WEBSITE

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ALSO EXPLORE OUR OTHER SERVICES

Search Engine Optimization

Social Media Management

Pay Per Click

Digital Marketing

Content Marketing

Online Reputation Management

Web Design

Logo Design