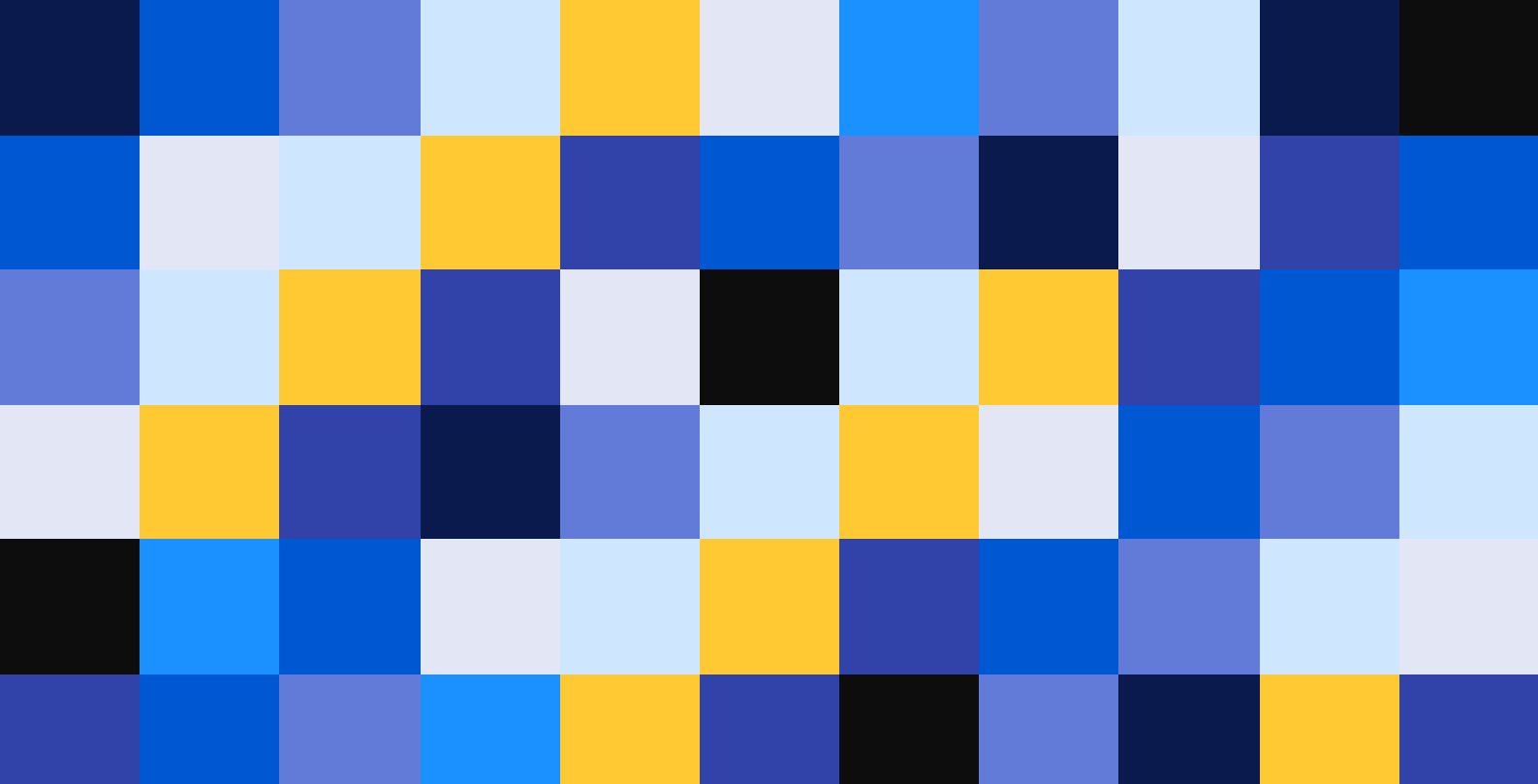




HUDACE GROWTH

Website development

A modern, fast, accessible website that earns demand and converts it.

SERVICE OVERVIEW & DELIVERABLES



Run Smarter. Grow Faster.

Contents

3 Why the website has changed

4 Our approach to web

5 What is in scope

6 Deliverables

7 The outcomes

8 The AI inside

9 Built for every role

10 In practice

11 Why Hudace

12 See it in your business

Why the website has changed

The website is where marketing meets the customer day to day. It has to be fast, accessible, on brand, and continuously improving. The teams that win treat the website as a living product, not a project.

Running on a static site costs you

- Pages that age between redesigns.
- Slow performance that erodes conversion.
- Accessibility gaps that limit reach.
- An experiment programme that lives in spreadsheets.

What changes with Hudace

- A website built as a living product, sharpened every week.
- Performance-first engineering with strong Core Web Vitals.
- Accessibility built in to WCAG AA.
- Experiments at the page and component level.

The shift: from a static site between redesigns to a living product that earns demand and converts it, week by week.

Our approach to web

We treat the website as a product engagement: strategy, build, ship, learn. Every deliverable is built to be useful on the first day and improved over the next quarter.

1

Diagnose

Discovery, audience mapping, and a clear-eyed view of the IA, performance, and accessibility baseline.

2

Decide

Information architecture, content model, design system, and a roadmap with measurable targets.

3

Deliver

Build, launch, measure, and learn on a continuing rhythm with the team your business needs.

What is in scope

Four capability areas cover the whole of modern web work. We run them as one engagement, on one stack, with the team your business needs.

Strategy and UX

The thinking that shapes the build.

- Discovery and IA
- Audience and journey mapping
- Content model
- Wireframes and prototypes

Design and design system

The system the build runs on.

- Visual design
- Component library
- Design tokens
- Motion and interaction

Engineering and CMS

The build that lives in production.

- Headless or modern CMS
- Performance-first engineering
- Core Web Vitals
- Search and personalisation

Measurement and growth

The loop that sharpens the work.

- Analytics and attribution wiring
- Experiment programme
- Accessibility (WCAG AA)
- Maintenance and support

Deliverables

Here is what you receive as part of a website engagement with Hudace Growth, in the build phase and on a continuing improvement rhythm thereafter.

Strategy and build

- Discovery and IA (sitemap, content model)
- Wireframes and clickable prototypes
- Visual design system (Figma)
- Headless or modern CMS build
- Performance-first engineering
- Accessibility (WCAG AA)
- Analytics and attribution wiring
- Documentation and handover

Continuing improvement

- Experiment programme (page and component level)
- Personalisation against signals you choose
- Performance monitoring and tuning
- Maintenance and support package
- Quarterly roadmap and review

What you receive: a website that performs from day one and gets sharper every week, with the team and the platform set up to keep improving it.

The outcomes

When the website runs as a living product with AI accelerating experiments and content, the gains show up in conversion, reach, and revenue.

2x

more experiments
shipped per quarter

Earn demand

Fast, accessible, on-brand pages
that get found and read.

Weeks

to a launchable build

Convert with intent

Journeys that adapt to the visitor
and improve every week.

One

view of journey,
conversion, and pipeline

Measure to revenue

Attribution and pipeline tied to
page, component, and
experiment.

Illustrative outcomes based on running website development on Hudace Growth.

THE AI INSIDE

AI accelerates the work, your team owns the product

AI runs across the routine layer of web work so designers, engineers, and content leads focus on the parts that need their judgement.

Content drafting

Drafts copy and metadata on your brand voice profile for editor review.

Experiment suggestion

Surfaces next-best variants from live performance, ready for review.

Personalisation

Tailors pages and offers to the signals you choose, within brand and policy controls.

Plain-language reporting

Turns analytics into commentary, so reviews are about decisions.

Built to be trusted: AI works on your governed data, respects brand and policy controls, and keeps a human in control.

Built for every role

Each role on your team gets the view that fits the work, on one connected platform.

Chief marketing officer	One view of conversion, journey, and pipeline.	Head of web	Roadmap, experiments, and a website that improves week by week.
Head of brand	Design system and brand controls preserved at scale.	Engineering partner	Performance, accessibility, and clean handover.

In practice

Our website went from a redesign project to a living product. We launched in weeks, and it has been getting sharper every week since.

Marketing leader, growth-stage business

2x

more experiments shipped per quarter

Weeks

to a launchable build

1

view of conversion and pipeline

Illustrative outcomes based on running website development on Hudace Growth.

Why Hudace

What sets Hudace Growth apart for website development is not one feature, but the shape of the whole engagement: connected, intelligent, and built to fit how your team actually works.

- AI-native, not bolted on. AI runs across content, experiments, and personalisation.
- One stack across strategy, design, engineering, and measurement.
- Live in weeks, with a launchable build and a continuing improvement plan.
- Configurable to your brand system, your CMS, and your review process.
- Built for the accessibility, performance, and privacy standards modern marketing requires.
- Measured against pipeline and journey, not vanity, from day one.

See it in your business

Build a website that earns demand and converts it, on a stack and a rhythm that keeps it sharp.

Ready to see it on your marketing function?

Book a session and we will show Website development on the way your team actually runs, with the deliverables, the milestones, and the measurement laid out.

[Book a session](#) · hudace.com/products/website-development



Run Smarter. Grow Faster.