ilaria
Digital School



SERVICES FOR ORGANISATIONS

WordPress and e-commerce with WooCommerce

Creating, optimising and securing your WordPress site or WooCommerce store: a fast, protected site that is easy to manage, with a buying process that converts.

3
strands: creation, optimisation, security

5
steps, from analysis to maintenance

On request
based on the scope of the project and the services required

01

WHAT'S AT STAKE

A site that sells, securely

WordPress is used to create all kinds of websites, from blogs to corporate sites. WooCommerce, its extension, turns a site into an online store: products, orders and payments are managed in one place.

We analyse your existing site, create or optimise your WordPress and WooCommerce site, strengthen its security and performance, then provide follow-up and maintenance.

We work on speed, responsiveness and usability, for smooth navigation and a simplified buying process.

What you gain

- More conversions through a simplified buying process
- Customers retained by a better experience
- Fast loading, which also helps your SEO
- A secure site that earns your customers' trust

02

THE FORMATS

A service for your starting point

You start from scratch or from an existing site. The scope is set with you once your needs have been analysed.

Custom creation

We create your WordPress site or WooCommerce store, from initial design to launch.

YOU GET

A personalised, scalable site that is easy to manage.

Optimising an existing site

We analyse your site's design, functionality and performance, then improve speed, responsiveness and usability.

YOU GET

Smooth navigation and a simplified buying process.

Security and maintenance

Secure connection (SSL), regular backups, updates of plugins and themes, security plugins.

YOU GET

A site protected against attacks that stays fast over time.

03

HOW IT RUNS

From analysis to maintenance

A standard site can be created in a few weeks. The time frame depends on its complexity and the functionality required. Here is how it typically runs.

1

Needs analysis

Your business goals and, if you have one, an assessment of your current site.

2

Implementation plan

Clear goals and a tailored strategy, defined with you.

3

Creation or optimisation

The site, the store, the buying process, speed and usability.

4

Security and performance

Secure connection, backups, updates, loading time.

5

Follow-up and maintenance

Adjustments based on results and user feedback.

What we look at in your site

We measure before we act: technical audits, performance monitoring and analysis of visitor behaviour, with tools such as Google Analytics.

Design: the experience offered to your visitors

Functionality: what the site lets them do

Performance: speed, responsiveness, security

04

WHO DOES WHAT

What we handle, what you bring

What you get

A working site, and the means to keep it fast and secure.

- The analysis of your site and the improvements identified
- The implementation plan
- Your secured WordPress site or WooCommerce store
- Ongoing support and maintenance

Our part

- The analysis of your needs and your existing site
- The implementation plan
- Creating or optimising the site and the store
- Security measures and performance optimisation
- Follow-up, support and maintenance

Your part

- Your business goals
- Access to your existing site, if you have one
- Your products and your content
- Feedback from your users during follow-up

05

THE OFFER

A quote sized to your site

We provide a personalised quote after an initial assessment of your needs.

On request

What shapes the quote

- The scope of the project
- The services required: creation, optimisation, security
- The complexity of the site and the functionality required
- Support and maintenance after launch

We send a personalised quote after the initial assessment of your needs.

Would you rather manage the site yourself?

The “WordPress” course prepares your team to build and run it.

ilaria-academy.com/en/course/wordpress-en

06

BEFORE YOU START

Questions to ask yourself

Are you starting from scratch or from an existing site?

What must your site do: present, sell, retain customers?

Where do your visitors drop out of the buying process?

Are your plugins and themes up to date, your data backed up?

Who will manage the site day to day after launch?

Next steps

01

Write to us

Your current site, your goals and your deadlines.

02

Consultation

A discussion to define a tailored strategy.

03

Quote

A personalised proposal, then the implementation plan.

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WORDPRESS AND E-COMMERCE WITH WOOCOMMERCE

Let’s talk about your site

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