

8.1 Web Development Services Overview

Unisoftwares builds custom websites, web applications, and e-commerce platforms tailored to business needs.

8.2 Website Development Packages

8.2.1 Brochure Website (Basic)

Best For: Small businesses, portfolios, landing pages

Features:

- 5-8 pages (Home, About, Services, Portfolio, Contact)
- Mobile responsive design
- Contact form integration
- Google Maps integration
- Basic SEO setup
- 3 rounds of revisions
- 1 month post-launch support

Technology: WordPress or HTML/CSS/JavaScript

Timeline: 2-3 weeks

Pricing: PKR 80,000 - 150,000 (\$280 - \$530)

8.2.2 Business Website (Standard)

Best For: Growing businesses, service providers

Features:

- 10-15 pages
- Custom design (based on brand guidelines)
- Blog functionality
- Lead capture forms
- Email newsletter integration
- SEO-optimized structure
- Social media integration

- Analytics setup (Google Analytics, Facebook Pixel)
- SSL certificate
- 2 months post-launch support

Technology: WordPress with custom theme or React/Next.js

Timeline: 4-6 weeks

Pricing: PKR 200,000 - 400,000 (\$700 - \$1,400)

8.2.3 E-commerce Website

Best For: Online stores, product-based businesses

Features:

- Unlimited products/categories
- Shopping cart and checkout
- Payment gateway integration (Stripe, PayPal, PayFast, JazzCash)
- Inventory management
- Order management system
- Customer accounts
- Discount/coupon system
- Shipping calculator
- Mobile responsive
- SEO-ready product pages
- 3 months post-launch support

Technology: WooCommerce, Shopify, or custom (Laravel + React)

Timeline: 6-10 weeks

Pricing: PKR 400,000 - 800,000 (\$1,400 - \$2,800)

8.2.4 Custom Web Application

Best For: SaaS products, enterprise systems, custom platforms

Features:

- Custom functionality (defined in scope)
- User authentication and roles

- Admin dashboard
- API development
- Database design
- Third-party integrations
- Scalable cloud architecture
- Security implementation
- Documentation
- 6 months post-launch support

Technology: Node.js, Python (Django/Flask), Laravel, React/Vue/Angular, PostgreSQL/MongoDB

Timeline: 10-20 weeks

Pricing: PKR 800,000 - 5,000,000+ (\$2,800 - \$17,500+)

8.3 Web Development Process

8.3.1 Phase 1: Discovery & Planning (Week 1-2)

Kickoff Meeting:

- Understand business goals and target audience
- Review existing branding/websites
- Discuss desired features and functionality
- Define success metrics

Deliverables:

- Project charter
- Site map (page structure)
- Wireframes (low-fidelity layouts)
- Technology recommendation
- Timeline and milestones
- Development contract

8.3.2 Phase 2: Design (Week 2-4)

Design Process:

1. Mood board creation (visual direction)
2. Homepage mockup (high-fidelity design in Figma)
3. Client review and feedback
4. Revisions (up to 3 rounds)
5. Internal page designs
6. Final design approval

Deliverables:

- Complete design mockups (desktop + mobile)
- Style guide (colors, fonts, UI components)
- Asset files (logos, icons, images)

8.3.3 Phase 3: Development (Week 4-10)

Frontend Development:

- HTML/CSS conversion from designs
- Responsive implementation (mobile, tablet, desktop)
- Interactive elements (menus, sliders, animations)
- Cross-browser testing (Chrome, Firefox, Safari, Edge)

Backend Development:

- Database setup
- Server-side logic
- API development
- CMS integration (WordPress, custom admin)
- Payment gateway integration
- Email functionality

Testing:

- Functional testing (all features work)
- Performance testing (page speed)
- Security testing (SQL injection, XSS)

- User acceptance testing (UAT)

Deliverables:

- Staging site for client review
- Test accounts and demo data

8.3.4 Phase 4: Launch & Deployment (Week 10-12)

Pre-Launch Checklist:

- Final content uploaded
- SEO metadata complete
- Analytics tracking installed
- Forms tested (submissions work)
- Payment processing tested
- SSL certificate active
- Backups configured
- DNS and domain configured
- 404 page customized
- Favicon and social share images

Launch Day:

- Deploy to production server
- Monitor for issues (first 24-48 hours)
- Submit sitemap to Google Search Console
- Test all critical paths

Deliverables:

- Live website
- Login credentials
- Documentation (user guide)
- Source code (if applicable)

8.3.5 Phase 5: Support & Maintenance (Post-Launch)

Included Support (varies by package):

- Bug fixes (non-feature requests)
- Minor content updates
- Security patches
- Backup monitoring

Optional Maintenance Plans:

- Monthly content updates
 - Plugin/theme updates (WordPress)
 - Performance optimization
 - Ongoing SEO updates
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8.4 Technology Stack

8.4.1 Frontend Technologies

- HTML5, CSS3, JavaScript: Core web technologies
- React.js: Modern, component-based UI
- Next.js: Server-side rendering, SEO-friendly
- Vue.js: Progressive framework for interactive UIs
- Tailwind CSS: Utility-first CSS framework
- Bootstrap: Responsive grid system

8.4.2 Backend Technologies

- Node.js + Express: Scalable JavaScript backend
- Python (Django/Flask): Rapid development, data-heavy apps
- PHP (Laravel): Enterprise-grade PHP framework
- Ruby on Rails: Rapid prototyping

8.4.3 CMS Platforms

- WordPress: Most popular CMS, great for blogs and business sites

- Shopify: Hosted e-commerce platform
- WooCommerce: WordPress e-commerce plugin
- Contentful/Strapi: Headless CMS for modern stacks

8.4.4 Databases

- MySQL/MariaDB: Relational database for structured data
- PostgreSQL: Advanced relational database
- MongoDB: NoSQL document database
- Firebase: Real-time database for apps

8.4.5 Hosting & Infrastructure

- AWS (Amazon Web Services): Scalable cloud hosting
 - Google Cloud Platform: Enterprise-grade cloud
 - DigitalOcean: Developer-friendly, cost-effective
 - Cloudflare: CDN and security
 - Vercel/Netlify: Frontend hosting (Next.js, static sites)
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8.5 Website Maintenance Plans

8.5.1 Basic Maintenance (PKR 15,000 - 25,000/month)

- Weekly backups
- Security monitoring
- Plugin/theme updates (WordPress)
- Uptime monitoring
- 2 hours of content updates/month
- Monthly performance report

8.5.2 Standard Maintenance (PKR 30,000 - 50,000/month)

- Everything in Basic, plus:
- Daily backups
- Advanced security (firewall, malware scanning)

- 5 hours of content updates/month
- Performance optimization
- SEO health monitoring
- Priority support (4-hour response)

8.5.3 Premium Maintenance (PKR 60,000 - 100,000/month)

- Everything in Standard, plus:
 - 10 hours of development/month (feature additions)
 - A/B testing and CRO
 - Advanced analytics reporting
 - Dedicated account manager
 - 1-hour response time
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8.6 Quality Assurance Checklist

8.6.1 Functional Testing

- All forms submit correctly
- Links go to correct destinations
- Navigation works (menus, breadcrumbs)
- Search functionality (if applicable)
- User registration/login (if applicable)
- E-commerce checkout process
- File uploads work
- Email notifications sent

8.6.2 Browser & Device Testing

- Chrome (latest 2 versions)
- Firefox (latest 2 versions)
- Safari (latest 2 versions)

- Edge (latest version)
- Mobile Safari (iOS)
- Chrome Mobile (Android)
- Tablet testing (iPad, Android tablets)

8.6.3 Performance Testing

- Page load speed < 3 seconds (desktop), < 5 seconds (mobile)
- Google PageSpeed score > 80
- Images optimized (WebP format where possible)
- CSS/JS minified
- Browser caching enabled
- CDN configured (if needed)

8.6.4 SEO Basics

- Unique title tags on all pages
- Meta descriptions present
- H1 tags on all pages
- Alt text on images
- XML sitemap generated
- Robots.txt configured
- Clean URL structure
- Mobile-friendly (Google test)

8.6.5 Security

- SSL certificate installed (HTTPS)
- Forms have CSRF protection
- SQL injection prevention
- XSS (cross-site scripting) protection
- Secure password storage (hashed)

-  Admin area protected (strong passwords, limited login attempts)
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8.7 Common Website Features & Pricing

Feature	Description	Additional Cost
Blog with CMS	WordPress blog functionality	Included in Standard+
Multi-language	2+ language support	PKR 50,000 - 100,000
Live Chat	Tawk.to, Intercom, Drift integration	PKR 20,000 - 40,000
Booking System	Appointment scheduling	PKR 80,000 - 150,000
Member Portal	User accounts with gated content	PKR 100,000 - 200,000
API Integration	Connect to third-party services	PKR 30,000 - 150,000
Custom Analytics Dashboard	Real-time business metrics	PKR 150,000 - 400,000
Email Marketing Integration	Mailchimp, SendGrid, ActiveCampaign	PKR 20,000 - 50,000

FAQs (Web Development)

Q1: How long does it take to build a website?

A: Brochure site: 2-3 weeks. Business site: 4-6 weeks. E-commerce: 6-10 weeks. Custom app: 10-20 weeks. (Source: Web_Development_Service_Documentation.pdf, Section 8.2)

Q2: What's included in post-launch support?

A: Bug fixes, minor content updates, security patches, backup monitoring (duration varies by package). (Source: Web_Development_Service_Documentation.pdf, Section 8.3.5)

Q3: Do you provide website maintenance?

A: Yes, we offer Basic (PKR 15-25K), Standard (PKR 30-50K), and Premium (PKR 60-100K) monthly maintenance plans. (Source: Web_Development_Service_Documentation.pdf, Section 8.5)