

How we create high performing websites

Avenue



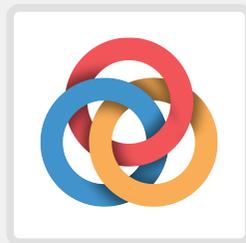
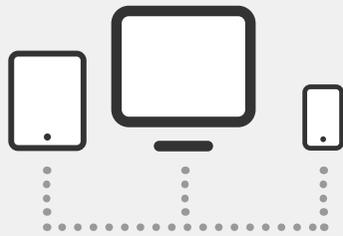
OUR PHILOSOPHY ON DESIGN

Design transforms chaos into clarity

[Click here to view our motion video](#)
explaining what design means to us.

We create websites utilising a leading-edge ‘headless’ development model that delivers significant benefits over the older, traditional web development build approach.

OLD ‘TRADITIONAL’ MODEL



Antiquated model

- Slower
- Less Secure
- Less Scalable
- More Expensive to Modify
- Less Flexibility
- Less Reliable

The term “headless” comes from the concept of removing the “head” (front-end) of the website from the “body” (the back-end CMS and the content repository).

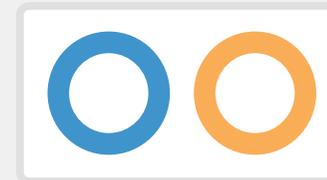
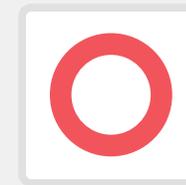
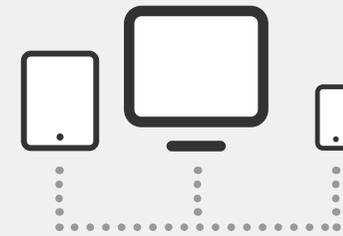
The headless approach delivers enormous benefits, specifically around page load speed and security.

The separation of the front-end from the back-end means it is significantly easier to change your back-end CMS and functionality platforms in the future. Similarly, if you want to update your front-end visual design, you can do this without impacting the back-end functionality and site content.

As websites using a traditional development model are so closely interconnected, you cannot make a change to either functionality or design without impacting the other major element. As such, they are more monolithic in their approach and far less flexible.

Avenue sets up all hosting as client owned accounts, giving clients ownership and control of the website’s hosting accounts, allowing full access and peace of mind.

NEW ‘HEADLESS’ MODEL



High-performing model

- 10x Faster Page Speed via CDN
- Faster speed assists SEO
- More Secure
- Highly Scalable
- Version Control
- More Flexibility
- More Reliable
- Easier to Update & Modify

Presentation Layer

Front-end HTML templates developed on either Gatsby or Next.js React frameworks.

Hosting Servers:

Flexible, next-generation web hosting with multiple servers via global CDN (Content Delivery Network).

Web-servers dynamically connected via Git to deploy content updates.

Back-end

Content Management System and Content.

Hosting Server:

Flexible, dedicated Cloud based Hosting on platforms such as Amazon AWS.

With the old, traditional development model, the Website Design (HTML templates), Content Management System and Content are all deeply interconnected together.

This approach tends to deliver slower websites with less flexibility.

We don't build traditional WordPress websites. We create custom, leading-edge websites that use WordPress as the CMS.

'Headless' website solution

In short, with headless solutions, the visual design ("front-end") is separated from the CMS functionality ("Back-end").

This provides significant advantages including allowing breakthrough user-experiences and innovation, blistering site speed and improved security.

Next.js React Framework

We develop sites using Next.js (a cutting edge performance-first React framework) to deliver significantly fast websites.

Version Control and Rollbacks

Every time some content is saved in the website CMS, a snapshot of the website is made. Since all the pages are built static HTML pages, it is extremely easy to rollback the website to a previous version.

Improved security

Headless websites dramatically improve website security. When a user requests a page from a static site, the server just sends them the file for that page, instead of building that page from various database requests each time.

This "no build" process means standard hacking attacks like scripting or database security exploits don't work.

Fastest page load possible

A static site hosted on a CDN is often 10 times faster time-to-first-byte than a site built with a traditional database served CMS.

The website is cached on a CDN that's distributed globally

If users are viewing your website in Sydney, the website will be served from a server in Sydney. Similarly, if users are in New York, their website will be served from a server in New York.



No template themes

All of our websites are **custom designed** to expertly communicate your brand values and meet **leading practice UX and UI Design**.

There's no cheap, slow and poorly coded WordPress themes around here.

No plug-ins

Too many WordPress websites utilise a tonne of cheap, poorly coded plug-ins to provide functionality. These are often extremely buggy, significantly slow down the speed of websites, and can cause security threats.

Accordingly, **we only utilise a very small, select range of essential, safe and proven, industry standard plugins**.

The above issues, combined with the fact that **a large majority of traditional WordPress plugins do not work in a headless website environment**, means that with an Avenue website, if you need functionality, we either build quality, custom coded solutions to deliver these needs for you, or integrate with 3rd party solutions via non-plugin methods. If you're expecting a cheap WordPress site with plugins, best to look elsewhere.

Our sites are Safe, Fast and Tested.



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