



# reset

Growth doesn't always mean starting over.  
Sometimes, it simply means hitting **Reset**.

## OUR PHILOSOPHY

# We design for outcomes, not trends.

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We believe great websites should move your business faster. We measure success in conversions and execution, not complexity.

01

### **Business-First Design**

We believe great websites should move your business faster.

02

### **Outcome over Trends**

We don't design for trends – We design for tangible outcomes.

03

### **Simplicity in Execution**

We measure success in conversions and execution, not complexity.

04

### **Clean & Manageable**

Every build is clean, documented, and easy to manage long-term.

05

### **Transparent Pricing**

No retainers – unless you ask for them.

## OUR WORK

# Execution Experience Across Key Use Cases

Reset has delivered high-performance website design and platform implementation for leading brands across diverse industries.



## SaaS & Enterprise

Product websites, marketing sites, and structured CMS-driven platforms.

### KEY CLIENTS

Zenoti, Certa, Zuper, Trevonix



## Consumer Platforms

Performance-focused websites with scalable content architecture.

### KEY CLIENTS

Cult.fit, DrinkPrime, Reev, Party Passport



## HealthTech Platforms

Service-driven websites with conversion-oriented design.

### KEY CLIENTS

Allo Health



## Industrial & B2B

Corporate websites with structured information architecture.

### KEY CLIENTS

Cenik Chemicals



## Financial Services

Content-led platforms requiring structured information delivery.

### KEY CLIENTS

AasaanWill

## OUR TEAM

# A Multidisciplinary Team. 10+ Years Average Experience.

Reset engagements are delivered by specialists who understand both design execution and business outcomes.



### UI/UX Design Specialists

Design scalable user journeys aligned with business goals, ensuring every interaction drives value.



### Product Strategy Leads

Define website structure and content hierarchy to maximize user engagement and conversion rates.



### CMS & Architecture Experts

Develop structured, scalable content frameworks that make management easy for marketing teams.



### Webflow-Certified Developers

Implement clean, performance-optimized builds that score high on Core Web Vitals.



### Quality Assurance Engineers

Ensure platform stability across devices with rigorous testing protocols before every launch.



### SEO & Performance Consultants

Support visibility and continuity during builds, protecting rankings and organic traffic.

## OUR PROCESS

# Every Engagement Follows a Structured Delivery Process.



**PREDICTABLE TIMELINES. TRANSPARENT EXECUTION.**

# Why We Recommend Webflow for Scalable Website Builds

While our team has experience in delivering custom website builds and other no-code platforms like WordPress and Wix, we typically recommend Webflow for scalable enterprise solutions.

| CAPABILITY                                                                                                  | WHAT IT ENABLES                                                                                                                                                        |
|-------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|  <b>Content Updates</b>    | Enables teams to update website content such as text, images, or page sections independently – without requiring developer support.                                    |
|  <b>Structured CMS</b>     | Allows structured content management for blogs, case studies, and resources, while maintaining SEO performance and providing controlled access to internal teams.      |
|  <b>Design Consistency</b> | Establishes a centralized style guide and reusable components, ensuring consistency across pages as the website scales – allowing new pages to be created efficiently. |

## AI CAPABILITIES

# AI-Enabled Website Workflows

Modern websites are no longer static assets. Reset integrates intelligence into the core.

| AI CAPABILITY                                                                                          | WHAT HAPPENS                                                                                                                        | OUTCOME                                                                 |
|--------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------|
|  Content Optimization | When new pages or blogs are added, AI is used to generate SEO titles, meta descriptions, and improve readability before publishing. | Ensures content is optimized without requiring manual SEO intervention. |
|  Lead Qualification   | Website form submissions can be automatically reviewed and categorized based on user intent or input data.                          | Helps internal teams focus on relevant and qualified inquiries.         |
|  Interaction Analysis | AI reviews visitor interactions such as page visits                                                                                 | Supports improvements to page                                           |

**PREDICTABLE TIMELINES. TRANSPARENT EXECUTION.**

## LIFETIME SUPPORT

# Post Launch – Lifetime Technical Support

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We believe in delivering high-quality and stable websites. Reset provides lifetime technical support on implemented deliveries at no additional cost.

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COMMITMENT TO STABILITY

- Platform usage guidance
- CMS content update assistance
- Publishing support for new pages
- Help with managing site settings
- Assistance during internal transitions



## QUALITY ASSURANCE

# Every Reset Website Is Delivered With Pixel-Perfect Precision.

- ✓ Pixel-accurate implementation of approved designs
- ✓ Cross-device and responsive layout testing
- ✓ CMS content rendering validation
- ✓ Functional testing of forms and integrations
- ✓ SEO metadata and URL structure checks
- ✓ Page load and performance review (Core Web Vitals)
- ✓ Navigation and internal linking validation
- ✓ Analytics integration and tracking validation
- ✓ DNS configuration and deployment support
- ✓ CMS training for internal content teams

## USE CASES

# How Reset Helps

4 common website needs – fully covered with specialized execution models.



01

### Build a New Website

Starting from scratch? We deliver brand-first UX, design systems, and scalable Webflow builds ready to launch in weeks, not months.



02

### Landing Pages

Need campaign speed? We build modular landing page systems that let marketing teams ship experiments without engineering bottlenecks.



03

### Redesign & Rebuild

Outdated site? We handle safe migration with zero SEO loss, protecting your traffic while upgrading performance and aesthetics.



04

### Maintenance & Support

Websites are never done. We provide ongoing optimization, new page builds, and technical support to help you scale.

## PLATFORM COMPARISON

# Why Webflow

Webflow provides a scalable foundation for websites that require flexibility and independent content ownership.

| Capability              | Webflow    | WordPress  | Wix / Square | Framer     | HTML/CSS   |
|-------------------------|------------|------------|--------------|------------|------------|
| Design Flexibility      | ● Advanced | ● Advanced | ◐ Moderate   | ● Advanced | ● Advanced |
| CMS Scalability         | ● Advanced | ● Advanced | ◐ Moderate   | ◐ Moderate | ● Advanced |
| Ease of Content Updates | ● Advanced | ◐ Moderate | ● Advanced   | ◐ Moderate | ○ Basic    |
| Built-in SEO Controls   | ● Advanced | ◐ Moderate | ◐ Moderate   | ◐ Moderate | ◐ Moderate |
| Hosting Simplicity      | ● Advanced | ◐ Moderate | ● Advanced   | ● Advanced | ○ Basic    |
| Platform Stability      | ● Advanced | ◐ Moderate | ● Advanced   | ◐ Moderate | ○ Basic    |
| Team Independence       | ● Advanced | ◐ Moderate | ● Advanced   | ◐ Moderate | ○ Basic    |

PARTNER

Reset is the technology arm of this legacy.

# Goldmine



37+ Years of Brand Building



A 360° Advertising & Digital Solution



Ideas That Build Powerful Brands



And many more.

# If you're building something serious, your website should move as fast as your business.

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