When you engage Liquid Purple for active website management, we don’t just start making changes. We follow a structured onboarding process that ensures we understand your infrastructure, have the access we need, and build a clear action plan before any work begins. Here’s exactly what that looks like.

Phase 1: Discovery & Access Setup

Before we touch anything, we need to understand what we’re working with and secure the access required to do the job properly.

Step 1: Add You to Our System

You get added to our client management system. This creates your account, tracks all communications, and gives you visibility into what we’re working on.

Step 2: Credential Verification

We collect and verify all login credentials:

- Hosting control panel (cPanel, Plesk, or provider dashboard)
- CMS administrator access (Joomla, WordPress, etc.)
- FTP/SFTP credentials
- Database access
- Any third-party service logins (CDN, email, etc.)

We verify every credential works before moving forward. Broken or outdated logins are flagged immediately.

Step 3: Analytics & Log Access

We request access to:

- Google Analytics (or your analytics platform)
- Google Search Console
- Server error logs & access logs
- Any existing monitoring tools

This gives us visibility into how your site is performing, where traffic comes from, and what errors are occurring behind the scenes.

Step 4: Create a Client File

We build a comprehensive client file documenting:

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- All credentials and access points
- Server environment details (PHP version, hosting type, resource limits)
- CMS version and installed extensions
- Known issues, pain points, and business goals

Phase 2: Infrastructure Setup

Once we have access confirmed, we set up the infrastructure needed to work safely and efficiently.

Step 5: Create Project Files

Your site gets its own project workspace with organized documentation, notes, and task tracking. Everything is structured so nothing falls through the cracks.

Step 6: Run a Full Backup

Before any changes, we take a complete backup of your production site — files and database. This is our safety net and baseline reference.

Step 7: Set Up Development Server

We install your backup on a dedicated development server. This gives us a mirror of your live site where we can:

- Test changes safely before deploying to production
- Reproduce and debug issues without risk
- Develop new features in isolation
- Validate updates and patches before they go live

Step 8: Configure SSH Keys

We set up SSH key-based authentication for direct, secure server access. This eliminates password-based login risks and enables efficient file management and deployment.

Step 9: Set Up "Git" Versioning (Recommended)

If requested (and we strongly recommend it), we initialize version control with Git:

- Track every change made to your site
- Roll back to any previous state instantly

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- Maintain a complete history of modifications
- Enable safe collaboration if multiple developers are involved

?Git isn’t required, but it’s the professional standard for managing code-based infrastructure. We recommend it for every client.

Phase 3: Analysis & Planning

With infrastructure ready, we analyze your site and build your roadmap.

Step 10: Run a Comprehensive Analysis

We run a full audit covering:

Performance
Page speed, Core Web Vitals, server response times

Security
Outdated software, known vulnerabilities, hardening gaps

SEO
On-page optimization, metadata, structured data, indexing issues

Accessibility
WCAG compliance, usability issues

Best Practices
Image optimization, caching, HTTPS, console errors

Content
Broken links, outdated information, missing pages

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Step 11: Define Priorities

Not everything needs to happen at once. We categorize findings into:

- **Critical** — security risks, broken functionality, major performance issues
- **High** — SEO gaps, significant UX problems, compliance issues
- **Medium** — optimization opportunities, content improvements
- **Low** — nice-to-haves, future enhancements

Step 12: Build an Action Plan

Based on priorities, we create a clear action plan with:

- Specific tasks and expected outcomes
- Timeline and sequencing
- Your input on business priorities (what matters most to you)

Phase 4: Active Management

This is the ongoing phase — where the real value lives.

Regular Site Work

We work on your site on a consistent schedule — applying updates, implementing improvements, optimizing performance, and addressing issues as they arise.

Status & Health Reports

You receive regular reports showing:

- What was completed
- Current site health scores
- Performance trends over time
- Upcoming priorities
- Any issues that need your input

No surprises. No mystery. You always know the state of your website.

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Ready to Get Started?

The onboarding process typically takes 1–2 weeks depending on access complexity. After that, your site is under active management and you can stop worrying about what’s quietly going wrong.

Contact Us to Begin Onboarding ?

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