

# Reversal Web Agency

## Full-Stack Digital Infrastructure for Modern Businesses

Whitepaper v1.1

Core offerings: Website Design, Hosting, SEO, Branding, Growth Add-Ons, Accounting Suite, HR + Timeclock Suite, and Employee CRM.

## Executive Summary

Reversal Web Agency delivers end-to-end website design, hosting, branding, SEO, and growth infrastructure under a single accountable operating model. Unlike traditional agencies that split delivery across multiple vendors, Reversal centralizes ownership of build, hosting, security, and ongoing support so clients get speed, reliability, and a platform that scales.

In addition to web delivery, Reversal is expanding into operational software that compounds client value after launch: an Accounting Software Suite and an HR Suite that includes timeclocks and an Employee CRM. This enables Reversal to support not only a client's public web presence, but also their internal operations.

## The Problem

Most businesses face the same friction when going online and trying to operate efficiently: fragmented vendors, long timelines, and disconnected tools.

- Websites built without a scalable backend or clear ownership model
- Hosting and security handled by third parties with weak accountability
- SEO bolted on after launch instead of built into the foundation
- Growth channels (ads, creative, analytics) separated from the build team
- Internal operations run on spreadsheets because there is no cohesive accounting or HR system

## The Reversal Solution

Reversal reverses the traditional approach by delivering a unified stack: build, host, secure, optimize, and support. Then we expand client value with operational suites that integrate into the same ecosystem.

### Two layers of value:

- **External growth layer:** Websites, hosting, SEO, branding, traffic, and marketing add-ons.
- **Internal operations layer:** Accounting software suite plus HR suite with timeclocks and employee CRM.

# Core Service Stack

## 1. Custom Website Design & Development

- Custom-coded sites with modern UI/UX and mobile-first layouts
- Up to 5 pages in the core package, structured for expansion
- Conversion-focused sections and lead capture workflows
- Built to support future modules (CRM, payments, portals, dashboards)

## 2. Enterprise-Grade Hosting & Infrastructure

- 99.9% uptime target with monitoring and reliability focus
- Free SSL, daily automated backups, and performance tuning
- CDN integration options and ongoing maintenance support

## 3. Domain, Security, and Contact Systems

- Domain registration support (.com, .net, .org)
- Secure forms, spam protection, and email notification routing
- Security-first hosting posture and operational hardening options

## 4. SEO & Performance Optimization

- On-page SEO foundations (metadata, sitemap, indexing hygiene)
- Speed optimization and clean URL structure
- Analytics integration to track leads and growth over time

## 5. Branding & Visual Systems

- Logo creation or redesign included in core offerings
- Design elements like banners, sliders, and cohesive brand styling
- Optional monthly creative subscriptions for ongoing campaigns

# Accounting Software Suite

To increase client retention and expand the value of the Reversal ecosystem, Reversal offers an Accounting Software Suite designed for small businesses and operator-led teams. The goal is to replace spreadsheet accounting with a clean, consistent workflow that integrates with client websites and portals when needed.

## Primary modules

- Revenue tracking by customer, service, and plan
- Invoices and payment tracking (with optional integrations)
- Expense logging by category, vendor, and project
- Profit reporting dashboards and exportable summaries
- Role-based access for owners, admins, and staff

## Outcomes

- Clear monthly performance visibility without manual reconciliation
- A foundation for forecasting, budgeting, and operational decision-making
- Better reporting for taxes, lenders, and internal planning

# HR Suite: Timeclocks and Employee CRM

Reversal also provides an HR Suite that helps businesses manage people operations in the same system that supports their online presence. This suite is designed for service businesses with hourly staff, multiple locations, and a need for reliable time tracking.

## Timeclock and attendance

- Clock in/out tracking with audit-friendly logs
- Shift summaries, hours reporting, and overtime visibility
- Role-based controls for staff vs managers
- Optional location and device logging for operational integrity

## Employee CRM

- Employee profiles, roles, and permissions
- Training notes, compliance checkpoints, and documentation storage
- Performance notes and structured manager feedback
- Internal messaging and task assignments (optional add-on)

## Why this matters

- Reduces operational chaos by standardizing people workflows
- Improves accountability and transparency for payroll and staffing
- Creates a scalable foundation for multi-location growth

## Pricing Model

Reversal offers a core website package with optional add-ons that increase lifetime value and deliver measurable business outcomes.

### Core Website Package

- \$250/month or \$2,000/year (annual savings)
- Website design + hosting + foundational SEO + branding support
- 48–72 hour initial delivery target

### Growth Add-Ons

- Ads management (management fees, client pays ad spend directly)
- Brand and media subscriptions
- Premium performance hosting upgrades
- CRM and workflow integrations

### Operations Add-Ons

- Accounting Suite subscription (modules based on client needs)
- HR Suite with timeclocks and employee CRM
- Custom integrations between website, portal, and internal systems

## Conclusion

Reversal Web Agency is built to deliver fast, high-quality digital presence while expanding into operational software that keeps clients running efficiently after launch. By combining web delivery with accounting and HR infrastructure, Reversal becomes a long-term operating partner, not a one-time website vendor.