# 🚀 WELCOME TO SHIFT-PLUS

**The Elite Partnership Onboarding Guide**

Congratulations. By choosing **SHIFT.**, you haven't just bought a website; you've hired a dedicated engineering partner. This guide explains how we work together to turn your digital presence into a high-performance asset.

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## 1. THE DISCOVERY PHASE: Mapping Your Edge

Before we write a single line of code, we analyze your current digital presence to identify "user friction".

- **Demographic Targeting:** We map out a strategy tailored specifically to your exact customer base.
- **Goal Alignment:** We define exactly what "conversion" looks like for your brand—whether it's a lead form or a PayPal checkout.

## 2. THE QUEUE: Your Unlimited Engine

As a **Priority Elite Support** member, you have access to an unlimited queue of development requests.

- **One-Active-Task Rule:** To maintain our 24-48 hour velocity, we focus on exactly one request at a time.
- **Velocity Management:** Once a task is approved, we immediately "Shift" to the next item in your queue.
- **Task Splitting:** For complex requests like 3D components or custom logic, we break the work into milestones so you see constant progress.

## 3. THE "PLUS" FACTOR: Proactive Innovation

This is what separates **SHIFT.** from a standard agency.

- **Local Staging:** We frequently tinker with your site on our local servers to find UX improvements you didn't even ask for.
- **Zero-Downtime Updates:** We perfect these changes in our "lab" and send you a preview. If you love it, it goes live instantly.
- **Growth Consulting:** We provide minimal, high-impact marketing advice to ensure your technical speed matches your brand growth.

## 4. MAINTENANCE & ALL-INCLUSIVE CARE

Your **Priority Support** tier covers the "boring stuff" so you can focus on your business.

- **Hosting & Domain:** We handle all server maintenance and annual domain renewals at zero extra cost to you.
- **Security & Monitoring:** We provide 24/7 uptime monitoring and proactive security patches to keep your data safe.

## 5. FLEXIBILITY: The Opt-In/Opt-Out Path

We believe in partnerships, not traps.

- **The Open Door:** If you need to pause, you can transition to a £100/year "Hosting Only" plan to keep your site live.
- **Market-Rate Return:** You are welcome back anytime at the **current market rate.** A small "Re-Sync" fee ensures your site is upgraded to our latest engineering standards upon return.

Note: For clients not enrolled in the **Priority Support** tier, ad-hoc edits, content updates, and technical adjustments are available at a rate of £100.00 GBP per request.

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## 📬 NEXT STEP: Your First Request

To start your **2-Day Premium Build**, please send your brand assets (Logos, Copy, Photos) to the **SHIFT.** queue.

**"We shift your digital presence. You handle the growth."**

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