

ZEST WEB SOLUTIONS • WHITE-LABEL PARTNERSHIP

THE SILENT DEVELOPMENT PARTNER FOR DIGITAL AGENCIES

Confidential profile for agency owners in the United Kingdom, United Arab Emirates, South Africa, and Asia. Scalable, secure, and completely invisible engineering.

PARTNER BRAND: Zest Web Solutions

REGIONS: UK • UAE • South Africa • Asia

CONFIDENTIALITY: 100% White-Label (Strict NDA Protected)

01 / FOUNDATION & BUSINESS MODEL

Company Overview

The Silent Engine Behind Leading Digital Agencies

Zest Web Solutions is an engineering-first white-label development agency. We operate as an invisible extension of your in-house team, building custom Shopify stores, optimizing performance, and handling technical SEO implementations without taking the credit. We eliminate the friction of recruiting, training, and managing developers, allowing you to focus on client acquisition, strategy, and creative direction.

Our Commitment to Quality

We believe in clean code, raw performance, and absolute reliability. Our engineers do not use templates, heavy page builders, or bloated plugins. We construct every line of code to conform to the highest industry standards, ensuring that the websites we build under your brand name are fast, secure, and ready to convert.

Engineering Integrity: All code is compiled and reviewed in-house. We do not sub-contract or outsource. When you partner with Zest, you access a stable, dedicated, and legally protected technical division.

02 / RANGE OF CAPABILITIES

Our Services

Custom E-Commerce, CMS, and Site Performance Engineering

Zest Web Solutions provides a comprehensive suite of development services designed to integrate into your agency workflows. We take care of technical execution, while you manage client relationships and strategy.

Development Service	Core Focus Area	Typical Delivery
Shopify Custom Builds	Theme/App Development, Checkout Extensibility, Migrations	2 – 4 Weeks
WordPress Platform Builds	Custom Gutenberg Blocks, Headless WP, Multi-site setup	2 – 3 Weeks
Core Web Vitals Tuning	INP Optimization, LCP Acceleration, script deferral	1 – 2 Weeks
Technical SEO Audit Fixes	JSON-LD Schema Graph, Hreflang, robots.txt routing	1 – 2 Weeks

03 / OPERATIONAL INTEGRATION

White-Label Partnership Model

Absolute Brand Invisibility & Confidentiality

We function as a seamless extension of your agency. Your clients will never see the Zest brand name. Every line of code written, every email sent, and every task completed is branded entirely under your agency's banner.

Our Partnership Protection Framework

- **Pre-Engagement Mutual NDA:** A legally binding, multi-year non-disclosure agreement is signed before we discuss any project files, client names, or codebases.
- **Anonymized Code & Commits:** We scrub developer profiles and Zest references from Git repositories, Liquid comments, and CSS source maps. Commits use your agency's template.
- **Non-Compete Assurance:** We are contractually prohibited from bypassing your agency to work directly with your clients. Any incoming requests are routed back to you.

Client-Facing Communication Channels

- **White-Label Email Aliases:** We communicate using email accounts on your domain (e.g., `developer@youragency.com`), maintaining a unified brand presence.
- **Slack & Teams Integration:** We join your internal communications workspace using your agency profile templates, interacting directly with your project managers.
- **Direct Project Management:** We assign, track, and update tasks inside your ticketing system (Jira, ClickUp, Asana, Monday.com) in real-time.

04 / PLATFORM SPECIALIZATION

Shopify Expertise

Enterprise-Grade Shopify OS 2.0 & Shopify Plus Development

We build enterprise-grade Shopify solutions tailored for high-growth D2C brands. Our team works strictly within the Shopify Online Store 2.0 framework, ensuring complete customizer control and editor flexibility for your clients' marketing teams.

- **Figma to Liquid Translation:** Pixel-perfect, responsive theme development compiled from your design files (Figma, Sketch, Adobe XD) with zero layout shifting.
- **Shopify Plus & B2B Solutions:** Configuring advanced Shopify Plus features, custom Checkout Extensibility (UI extensions), and multi-channel wholesale portals.
- **Custom App & API Integrations:** Building private Shopify apps to link storefronts with ERPs, CRMs, inventory systems, and localized payment gateways.
- **Re-platforming & Data Migrations:** Safely migrating stores from Magento, WooCommerce, BigCommerce, or custom platforms to Shopify, preserving structural integrity.

05 / PLATFORM SPECIALIZATION

WordPress Expertise

Gutenberg-First Corporate & Headless WordPress Development

For corporate sites and content-heavy platforms, we engineer fast, secure WordPress builds using native custom Gutenberg blocks. We avoid heavy page builders (like Elementor or Divi) to ensure clean code and maximum security.

- **Custom Gutenberg Blocks:** Building lightweight, editable block layouts using native WordPress APIs, giving clients an intuitive editing experience.
- **Headless WordPress (Decoupled):** Engineering decoupled builds utilizing WordPress as a headless CMS with Next.js or Astro frontends, connected via WP-GraphQL.
- **Plugin Engineering & API Hooks:** Developing custom plugins to handle complex business logic, user memberships, and multi-tenant databases.
- **Multi-Site & Enterprise Architecture:** Setting up network structures (multisite) for international operations or multi-brand setups sharing a single codebase.

06 / OPTIMIZATION CAPABILITIES

Technical SEO & Core Web Vitals

Search-Engine and Performance-First Code Modifications

We bridge the gap between high-level SEO strategy and complex codebase modifications. We handle the developer-level execution that standard SEO agencies cannot perform due to technical constraints.

- **Consolidated Schema Graphs:** Constructing unified JSON-LD graphs that link Organization, Website, Product, and Review entities, resolving GSC merchant warnings.
- **Crawl Budget & robots.txt Control:** Implementing custom crawling rules in robots.txt.liquid to block thin content paths and duplicate variant indexation loops.
- **Hreflang & Multi-Market Mapping:** Deploying clean international targeting tags across multi-lingual subdirectories, ensuring zero indexing errors.
- **Interaction to Next Paint (INP) Boost:** Debugging main-thread execution blocks, delaying non-essential tracking scripts, and keeping click latency under 200ms.
- **LCP & CLS Visual Stabilization:** Preloading hero assets and securing image layout dimensions to eliminate content shifts.

07 / ADVANTAGE & ROI

Why Agencies Partner With Us

The Business Case for Technical Outsourcing

Managing an in-house development team is costly, complex, and difficult to scale during peak project periods. Zest Web Solutions eliminates this friction. We provide senior, vetted frontend and backend developers who work directly under your brand name.

- **Financial Profitability:** Our wholesale partner rates allow agencies to maintain 50% to 70% gross margins on custom development and technical SEO packages.
- **Instant Scalability:** Instantly scale your technical headcount up or down based on your sales pipeline, without the overhead, recruiting lag, or tax liabilities of full-time hires.
- **Timezone Alignment:** We structure our operating sprints to ensure standard working hour overlap with partners in the United Kingdom, UAE, and South Africa.
- **No Client Hijacking Risk:** We are contractually prohibited from bypassing your agency to work directly with your clients. Any incoming requests are routed back to you.

Capacity Guarantee: We allocate dedicated resource packages for our regular agency partners. This ensures that your project queue is always handled by developers who are already familiar with your guidelines.

08 / EXECUTION FRAMEWORK

Our Delivery Process

Standard Project Delivery Lifecycle

We follow a structured engineering process to ensure projects are delivered on-schedule and bug-free:

- 1. Discovery & Scope Estimation:** Submit your design mockups or technical specification sheets. Our division reviews the files and returns a fixed-cost estimate and milestone timeline within 24 to 48 hours.
- 2. Milestone Sprint Setup:** Upon approval, we assign a lead engineer, create a dedicated development branch in Git, and schedule kickoff targets with your PMs.
- 3. Active Engineering:** Our developers build out the features. Code is structured logically, keeping files lightweight and compliant with the latest programming standards.
- 4. Rigorous Quality Assurance:** We run the staging site through cross-browser checks, mobile responsive layouts, and performance profiling before presenting it to your team.
- 5. Handover & Deployment:** Once your agency signs off, we handle database migrations, server DNS setups, and repository merges to launch the store live.

09 / EVIDENCE & PERFORMANCE

Case Studies & Client Results

Case Study 1: Magento to Shopify Plus Migration

Partner: Creative Branding Agency (London, UK)

The Challenge: An enterprise retail client was experiencing severe site performance issues on Magento 2, resulting in high shopping cart abandonment and slow mobile rendering.

Our Execution: We engineered a custom Shopify OS 2.0 theme from Figma wireframes, implemented checkout extensions, and integrated real-time stock sync with SAP ERP using a custom Node.js middleware wrapper.

- **Conversion Rate Lift:** Increase of 142% in average conversion rate during the first 30 days post-launch.
- **Speed Index Rating:** Mobile performance scores increased from 21 to 84 in Google Lighthouse.
- **Migration Integrity:** 100% of historical SEO URL structures were preserved via precise 301 mapping.

Case Study 2: Decoupled Headless CMS Implementation

Partner: Digital Performance Agency (Dubai, UAE)

The Challenge: A corporate enterprise site with heavy database requirements suffered frequent server crashes and high load times, dragging down organic search rankings.

Our Execution: We rebuilt the platform utilizing WordPress as a headless CMS, Next.js for static regeneration at edge nodes, and GraphQL API connections to pull localized content.

- **Page Load Speed:** Average Largest Contentful Paint (LCP) decreased from 4.8 seconds to 1.1 seconds.
- **Server Response Cost:** Server infrastructure overhead was reduced by 60% due to static CDN caching.

10 / PARTNER WITH US

Scale Your Agency Capacity Today

Let's build a profitable, frictionless engineering partnership.

We handle the backend code, custom themes, migrations, and Core Web Vitals optimization. Your agency maintains direct client relationships, gets the credit, and enjoys predictable, high-margin growth.

Next Steps for Partners:

- 1. Request Our Partner Rate Card:** Access our standard partner pricing sheet for dedicated developers and fixed-scope projects. Email: hello@zestwebsolutions.com
- 2. Submit a Design for Estimation:** Send us a Figma file or specification document. We will return a confidential fixed-cost estimate and milestone breakdown within 24 to 48 hours.
- 3. Schedule a Partner Kickoff Call:** Book a quick technical alignment call with our division leads to discuss your upcoming project pipeline: zestwebsolutions.com/contact/

Zest Web Solutions

Technical Partnerships Division

Email: hello@zestwebsolutions.com

Web: zestwebsolutions.com/partner/