

# KALYMA STUDIO | TECHNICAL OPERATION BLUEPRINT

## Standard operating procedures for agency partnership acceleration

This document outlines the strict technical workflows, code quality standards, and service level agreements (SLAs) enforced by Kalyma Studio when operating as an invisible, white-label technical infrastructure for scaling digital agencies.

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### 1. THE PRODUCTION PIPELINE (Design to Code)

We eliminate delivery friction by enforcing a highly predictable four-step integration framework for every WordPress build:

1. **Scope & handoff (Within 4 hours):** Your team drops the Figma, Adobe XD, or Sketch files into our shared workspace. Our engineering team audits the assets for responsive breakpoints, interaction states, and asset optimization, returning a locked production quote and timeline within 4 business hours.
2. **Staging & version control:** All development takes place on our private staging servers. We manage the source code using isolated GitHub repositories (<https://github.com>) with strict branching strategies (Main, Develop, Feature). Your internal team maintains real-time visibility through private inspection links.
3. **Quality assurance & performance audit:** Before any project is flagged for your review, it undergoes an internal QA protocol testing cross-browser

compatibility (Chrome, Safari, Edge, Firefox), device responsiveness, and native database optimization.

4. **Deployment & migration:** Upon your final approval, our team handles the migration to your client's live hosting infrastructure during off-peak traffic hours to ensure zero downtime.
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## 2. CODE QUALITY AND PERFORMANCE STANDARDS

We do not build generic WordPress sites; we engineer high-performance web infrastructure that protects your agency's reputation and search ranking parameters.

- **Performance benchmarks:** Every build is optimized from the server-level up to guarantee a minimum score of **90+ on Google PageSpeed Insights** for both mobile and desktop viewports, fully compliant with Core Web Vitals parameters.
  - **Development practices:** We write clean, semantic, and highly maintainable code. We strictly follow the official WordPress Coding Standards (<https://developer.wordpress.org/coding-standards/>). Whether utilizing advanced block editors (Gutenberg), custom fields (ACF Pro), or specific page builders requested by your agency, we completely avoid bloated third-party plugins that degrade site security and load times.
  - **Security hardening:** Every installation includes native security protocols, including database prefix customization, file permission hardening, XML-RPC disabling, and standard SSL/HTTPS optimization.
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### 3. SLA, PRICING AND WHITE LABEL MECHANICS

We protect your agency's operational margins and legal liabilities with enterprise-level compliance:

- **100% Invisible white-label infrastructure:** We sign a comprehensive, binding Non-Disclosure Agreement (NDA) prior to project kickoff. Kalyma Studio will never place attribution credits in the source code, metadata, or footer of the website. We will never showcase your client work in our public portfolio.
  - **Guaranteed delivery SLA:** Standard corporate marketing websites (5–10 pages) are delivered within a strict 7-day window post-design freeze. Any delay on our end triggers an automatic 15% credit on the project invoice.
  - **Transparent pricing model:** We operate on predictable, fixed-rate project pricing or dedicated monthly retainer hours, allowing your agency to accurately calculate and lock in a minimum 40% profit margin on every web build you sell to your clients.
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### CONTACT

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