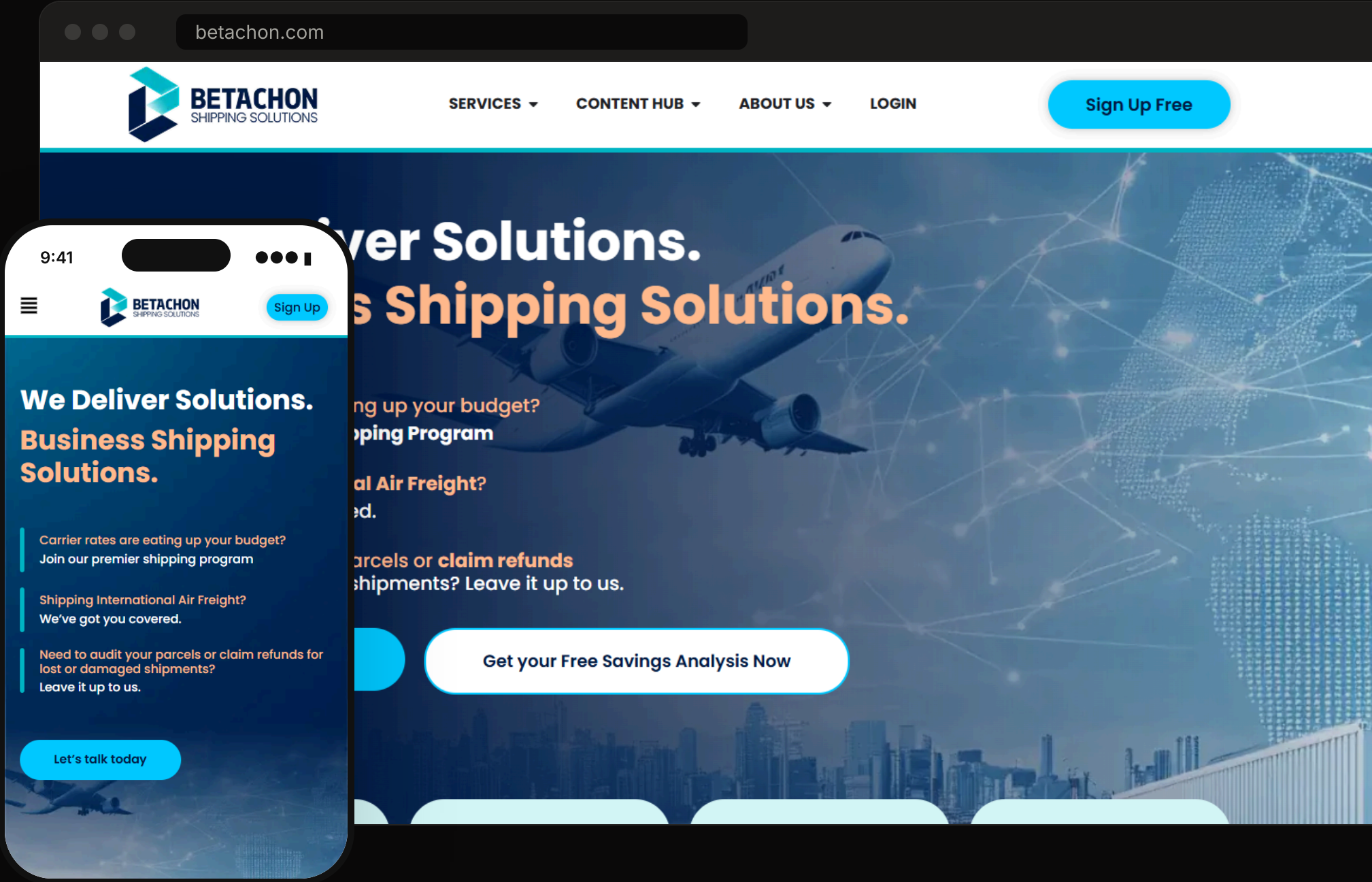


— BETACHON

Building a Better Digital Experience for Logistics.

Project Betachon
Category B2B Logistics · Web Development · Integrations
Presented by Orlin Agency



— PROJECT OVERVIEW

A Long-Term Digital Partner for a B2B Logistics Business

Betachon is a B2B logistics and shipping business that needs a clear digital experience to communicate its services and help customers navigate its offerings.

The project focused on website design and development, service presentation, custom functionality, and integrations supporting the site's business requirements.

10 years

Continuous client relationship

Website + CRM

Ongoing management of the site and the client's CRMs

End to end

From Figma design to development, integrations, and security

— THE CHALLENGE

Making Complex Services Easier to Navigate.

The website needed to present logistics services clearly while supporting business-specific workflows. The challenge involved creating a structured user experience and implementing the functionality required for forms, booking, checkout, and third-party integrations.

The site had also previously been compromised. Before building forward, it had to be recovered and placed on a secure foundation that could support the new experience.

— OUR APPROACH

Design, Development & Integration

A structured process that moved from approved design to custom development, integrations, and a hardened, secure launch.



PHASE 01

Design

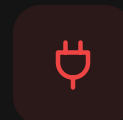
Two Figma design concepts. The client selected one, which was refined through revisions into the final design, with responsive layouts.



PHASE 02

Development

WordPress and Elementor build with custom PHP and JavaScript functionality and a custom plugin setup.



PHASE 03

Integration

Forms, booking, and checkout workflows, connected to third-party services and APIs.



PHASE 04

Security

Recovery of the previously compromised site and security hardening after the build.

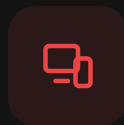
— KEY IMPLEMENTATIONS

Built Around Real Business Needs



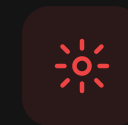
Service architecture

Service architecture and content presentation



Responsive experience

Responsive desktop and mobile experiences



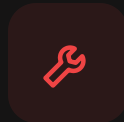
Custom functionality

Custom functionality tailored to project requirements



Conversion workflows

Form and conversion-related workflows



Integrations

Integration troubleshooting and technical improvements



Security

Site recovery and post-build security hardening

— TECHNICAL IMPLEMENTATION

The Technology Behind the Site

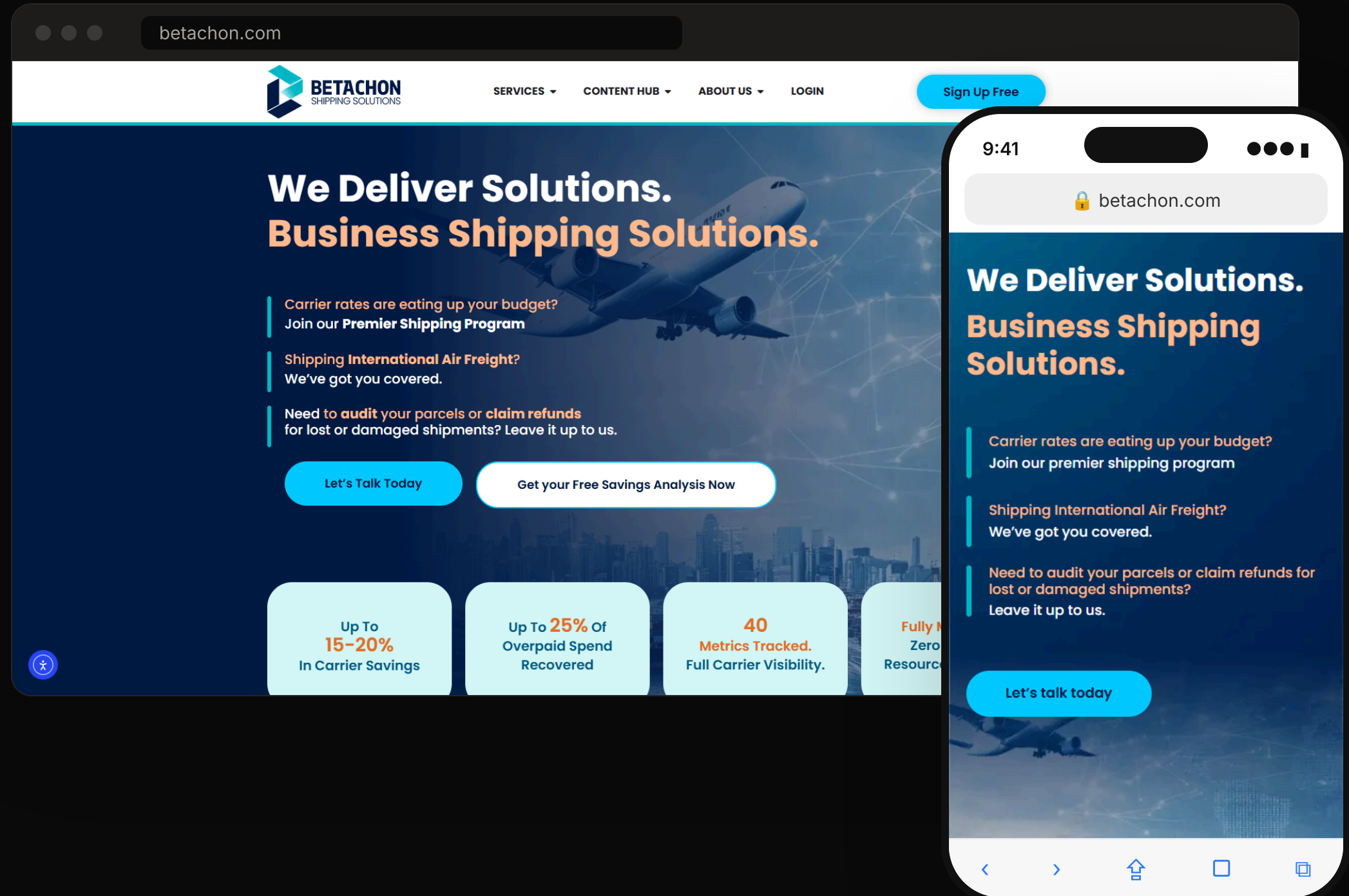
A WordPress foundation extended with custom code, a custom plugin setup, and third-party integrations, supported by ongoing technical care.

CMS	WordPress
Page development	Elementor
Custom development	PHP, JavaScript, custom plugin setup
Integrations	Third-party services and APIs
Security	Site recovery and security hardening
Additional work	Technical SEO, performance, maintenance, CRM management

— VISUAL SHOWCASE

Structure, Responsiveness, and Service Pages

Actual desktop and mobile screens from the live website, showing its structure, responsive design, and key service messaging.



— CONTRIBUTION AND OUTCOME

A Tailored Website Built Around Business Requirements

Our contribution covered design, WordPress and Elementor development, custom PHP and JavaScript, responsive layouts, forms, booking and checkout functionality, integrations, technical SEO, performance, and troubleshooting.

10 years.

The client has trusted us for a decade. We continue to manage their website and CRMs today.

Project relationship

Direct client

Ongoing services

Website and CRM management

Let's build your next project.

hello@orlin.agency · orlin.agency