

driver



Premium websites designed for visionaries on a budget

Driver is designed for ambitious SMEs needing a website that empowers their vision,
resonates with their audience & converts visitors into leads
– without breaking the bank.

Your business deserves a better website

Your website is your digital sales machine. It needs to shine online without costing you your entire business.
Enter Driver – websites that punch way above their weight.

BENEFITS



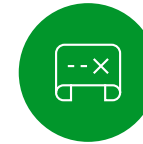
Strategy process that works

A step-by-step strategy process ensures you get a website that resonates with your audience & drives engagement.



Engagement focus

Driver is a web platform dedicated to boosting engagement through strategic and effective communication.



Guidance all the way

Unlike web builder tools that leave you to do all the heavy lifting, with Driver, Avenue manages & delivers everything for you.



Reach & connection

Through leading SEO & SEM campaign landing page standards, get your message to the right people.



Spotlight your unique value

Driver's designed to put your business in pole position through communicating why customers should choose you.



Great customer experience

Maximize conversions with a user-centric platform that integrates expertly designed UX & UI for optimal impact.



Flexibility with purpose

A multitude of purpose-driven content display modules & features allows engaging content presentation & huge flexibility.



The need for speed

Accelerate conversions with Driver's blistering fast 'headless' open source technology stack for rapid information delivery.



Effortless content editing

Transform your workflow by saying 'goodbye' to frustrating & 'hello' to effortless content editing & maintenance.

Tier-one quality that's cost effective & done for you

Versions

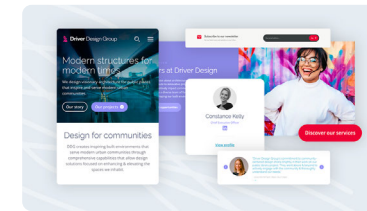
The Driver web platform comes in two models.

A super priced option that includes all the essential components you need to powerfully communicate online

Comprehensive model with extended templates & functionality allowing you to engage & convert further

TEMPLATES & FUNCTIONALITY	SLEEK	JAM-PACKED
1. Homepage template	✓	✓
2. Section Index template	✓	✓
3. Flexible Content template	✓	✓
4. Contact template (w/enquiry form)	✓	✓
5. Team Index template	✓	✓
6. Team Member Profile template	✓	✓
7. 404 template	✓	✓
8. Blog Index template		✓
9. Blog Article template		✓
10. Search (Blistering-fast & relevant experience)		✓
11. Campaign Landing Page template		✓
12. Gallery template		✓
Driver web platform investment (ex. GST)	\$8,950	\$14,950

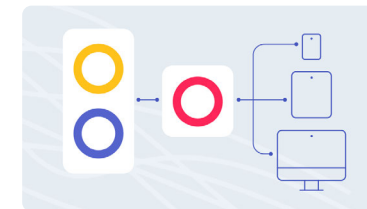
Investment notes: The Driver platform is designed for ease of use, allowing you to handle content entry/migration for your website launch independently. However, if you prefer, we offer a service to manage this for you at an additional cost. Please feel free to inform us of your preference, and we'll take care of the rest. Website hosting fees start at \$60 per month.



[Check out the templates >](#)

Templates & functionality

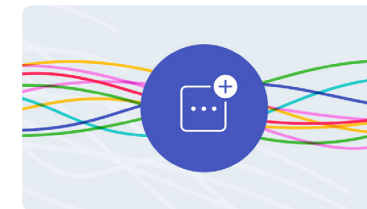
The Driver platform is designed to captivate. With its mobile-first user interface and a broad array of content modules and functionalities, it delivers a solution that's not only intuitive and versatile but also performs flawlessly across all major devices.



[Check out the technical stack >](#)

Technology powering Driver

Don't settle for an outdated website. With Driver, you get the latest in cutting-edge, open-source technologies and our 'headless' development model. Enjoy peace of mind with enhanced security, unbeatable page load speeds, and scalable solutions that grow with your business.



[Check out the inclusions >](#)

Additional inclusions

Driver goes beyond the basics to ensure your website excels. From securing broad compatibility to implementing 301 Redirects and providing essential analytics, every component is designed to optimize your site's performance and accessibility. Plus, we make it easy with user-friendly CMS guides, so you're always in control.

Turn your website into your cost-effective competitive edge

Best practice UX and UI design principles

At the heart of Driver, we uphold best practice UX and UI design principles, ensuring any brand style integrates effortlessly. This approach guarantees that each website not only mirrors your brand but also effectively communicates your organisation's essence.

The result? A unique design that delivers an engaging and exceptional user experience.

Seamless display across devices with Driver's mobile-first design

Experience an immersive and intuitive interface with Driver. Designed with a mobile-first approach, Driver captivates audiences across all major devices, offering a cutting-edge, user-friendly and highly flexible solution.

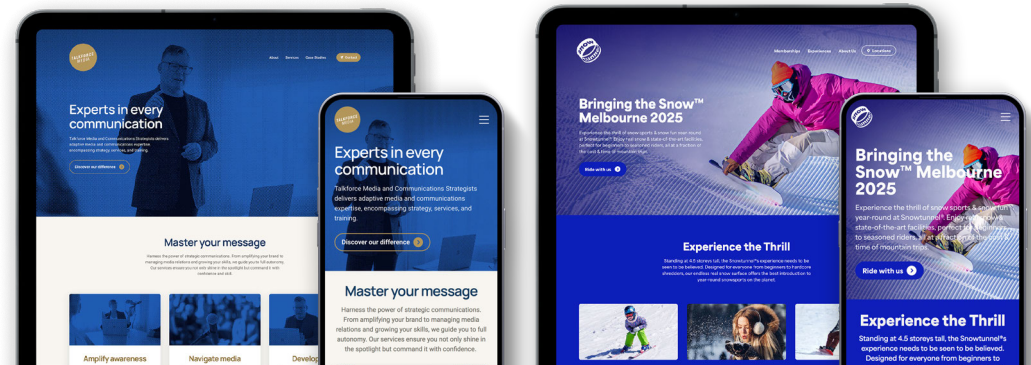
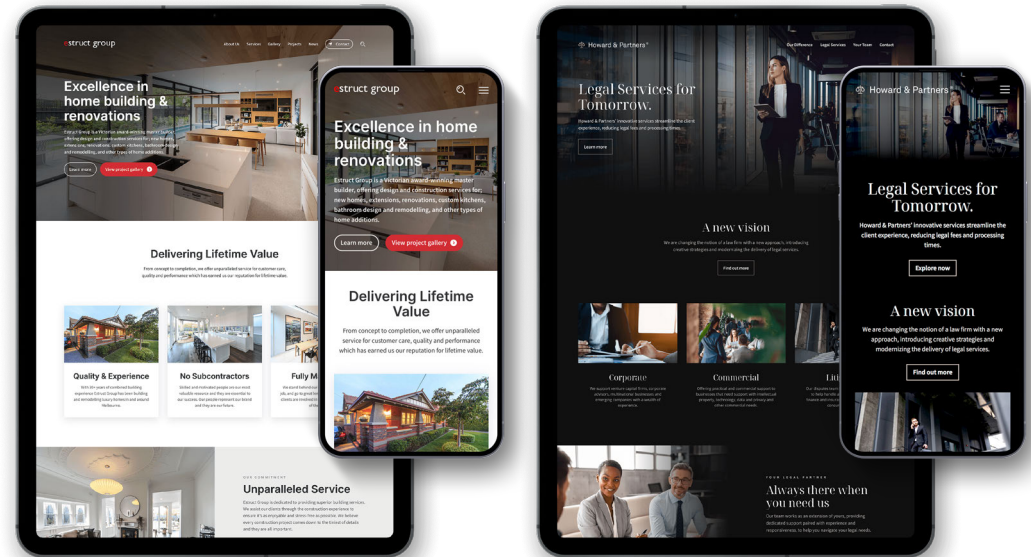
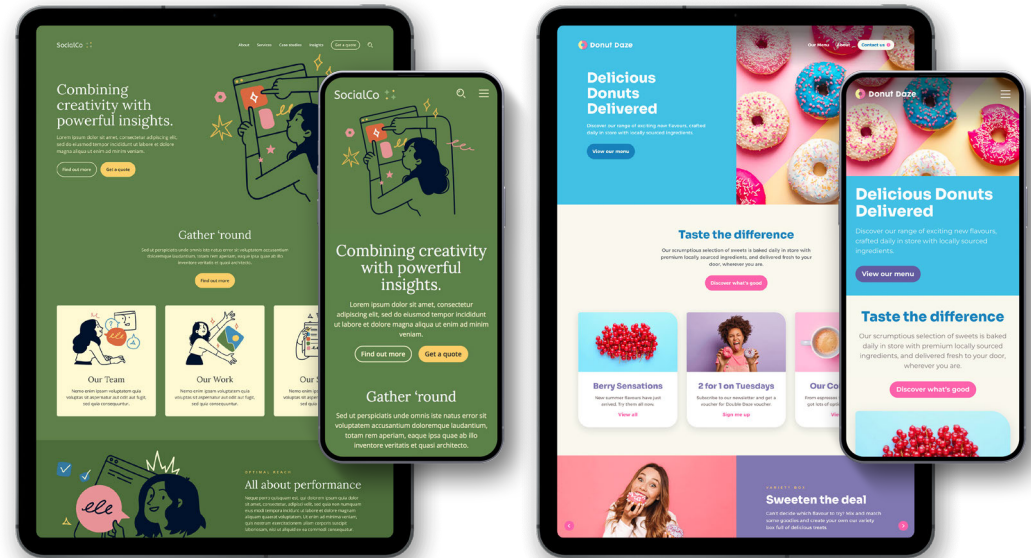
Driver effortlessly amplifies your brand voice

We're here to echo your brand's unique voice. By closely understanding your brand guidelines and characteristics, we skilfully weave these elements into the Driver website templates. The outcome is a distinctive, on-brand experience created just for you.

“ **Our design process is all about creating standout experiences. We blend cutting-edge, mobile-first interfaces with seamless brand integration to make every interaction not just intuitive & engaging, but also unmistakably on-brand.** ”

Check out live web examples →

driver



Increase your visibility & conversions through a lightning fast, SEO friendly website

Reach the right people with an SEO-friendly website that Google loves...

and comes equipped with a best practice SEO campaign landing page template!

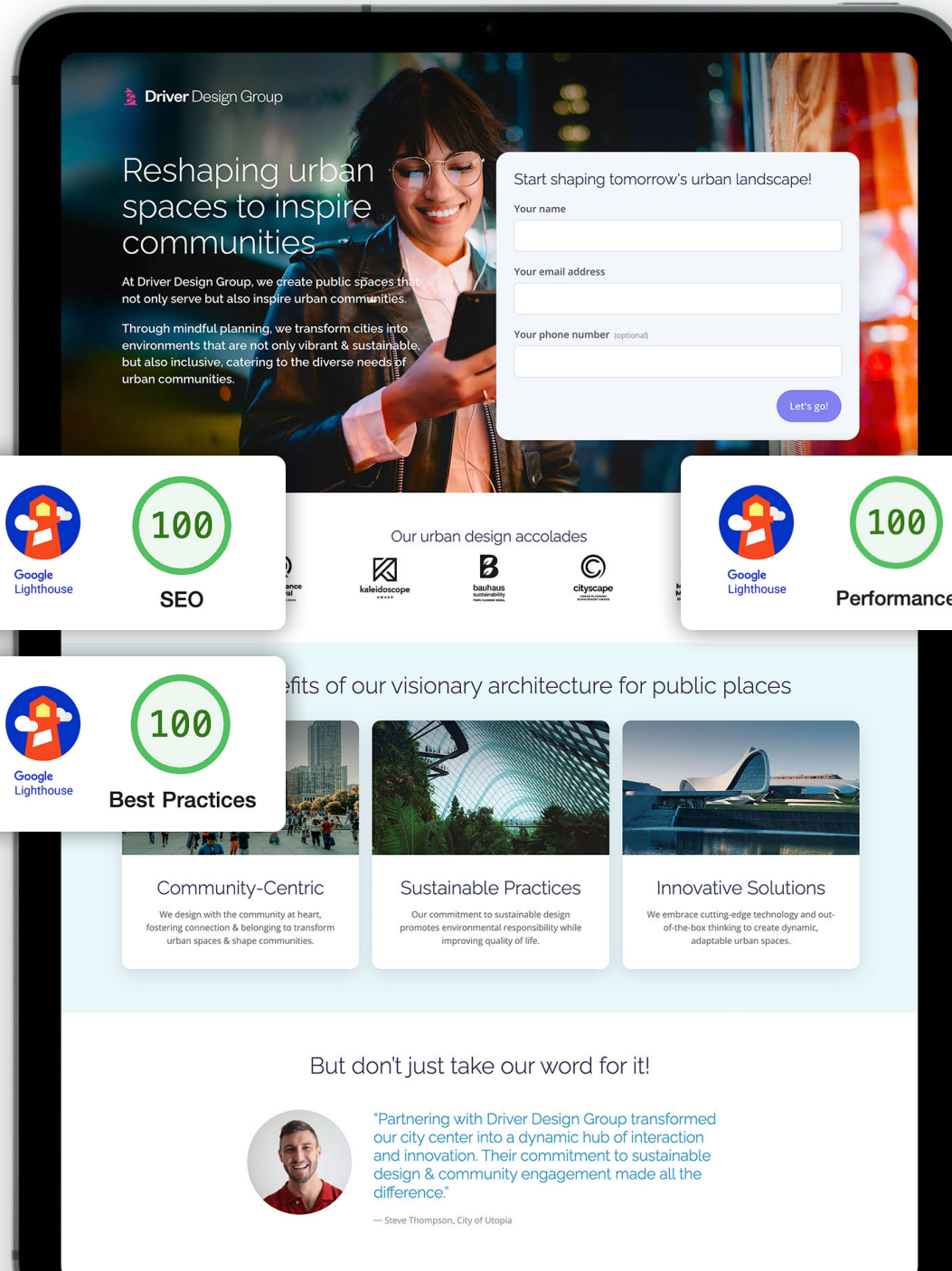
We get how crucial it is to stand out and connect with your audience in today's crowded digital space.

That's why Driver websites are strategically engineered with top-tier UX and UI design, powered by our innovative 'Headless' WordPress development approach to meet leading-edge industry standards.

We boost your online presence with super-fast page load times, best practice coding and flawless display on all devices — from desktops to mobile.

Choosing Driver means you're not just getting a website; you're getting a robust business tool designed to widen your reach and reshape how the world sees your business, all without straining your budget.

Dive into the premium side of web solutions where top-tier quality meets affordability. Let Driver show the world what your business is really about.



A fast website leads to more conversions!

A lightning-fast website doesn't just deliver information quickly — it boosts customer engagement and keeps visitors coming back for more.

With Driver you'll enjoy:

- Rapid information delivery,
- Enhanced engagement, and
- A superior user experience,

All created to meet Google's speed requirements, helping your site soar in organic search rankings and ramp up lead conversions.

Remember, slow websites mean lost customers.

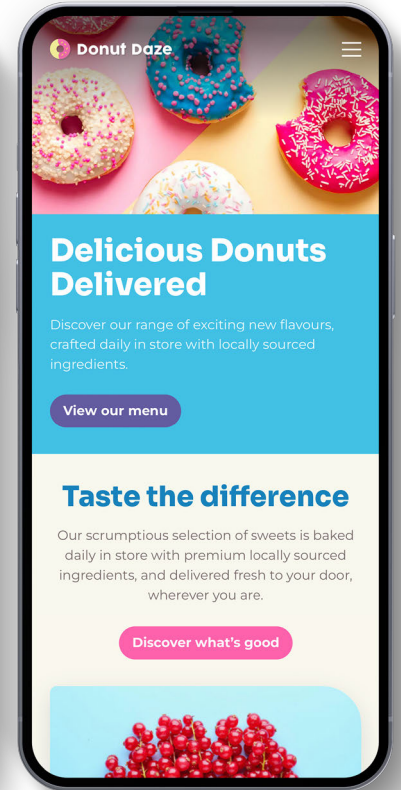
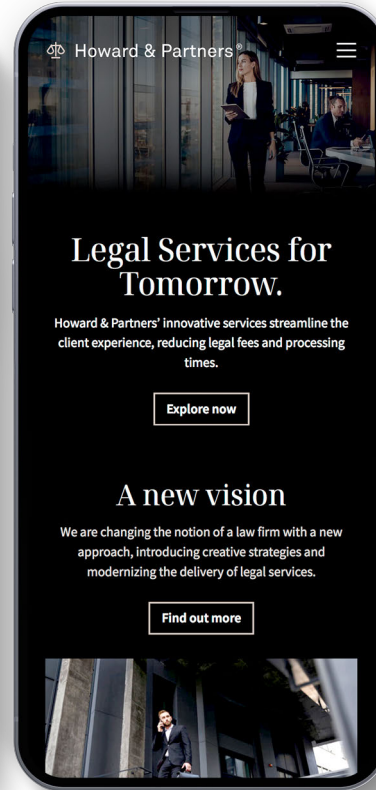
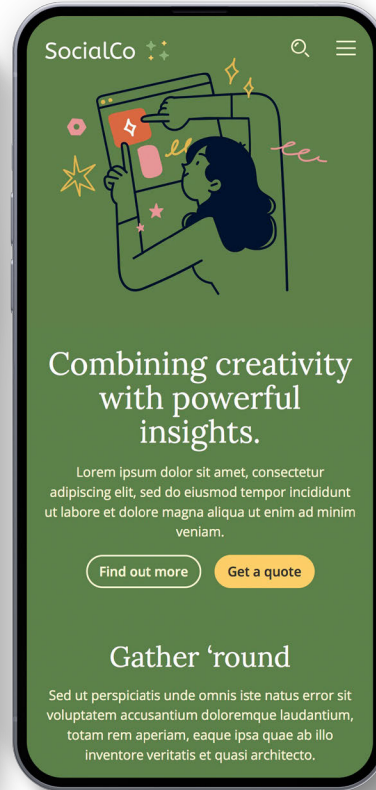
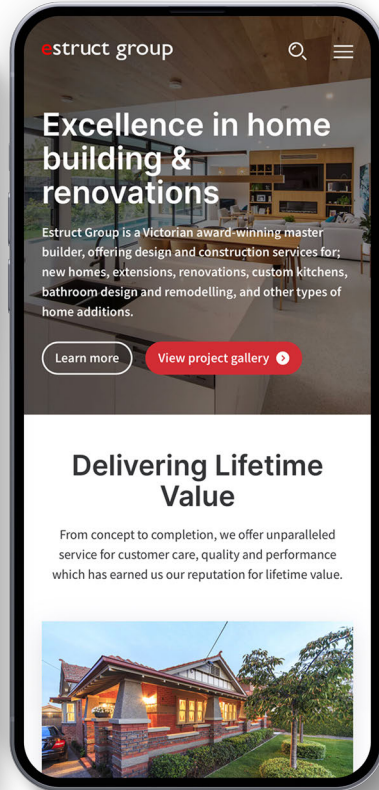
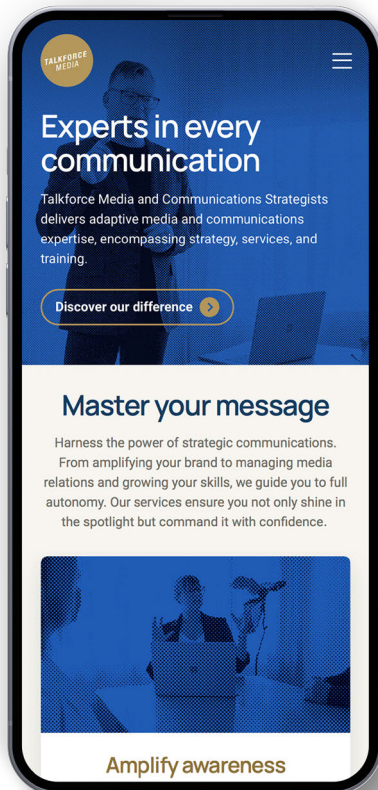
Don't let that happen to your business.

Let Driver power your online presence and watch your engagement — and sales — take off.

Google Lighthouse scores for the Driver Demo website

Ensure your website looks amazing on every device!

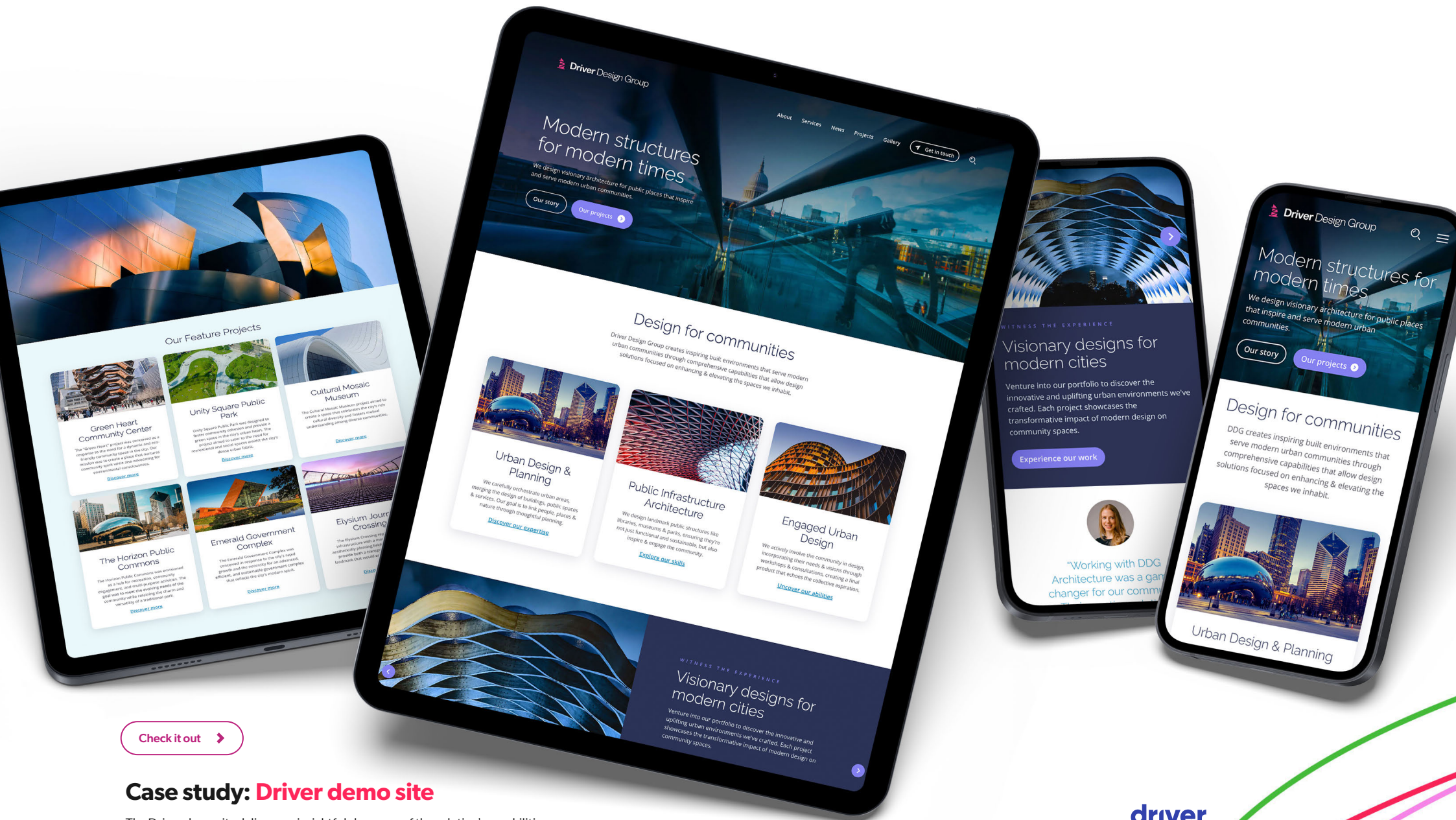
Embrace Driver's best practice responsive design, guaranteeing an exceptional user experience on all devices, every time.



So how does Driver stack-up against other website options?

Key Considerations	driver	Wix/Squarespace	WordPress Theme	Other Agencies
Web Strategy	✓	×	×	?
Conversion Focused	✓	×	×	?
Full Agency Experience	✓	×	×	✓
Senior UI Designers & Developers	✓	×	×	?
Expert UX & UI Design	✓	×	×	?
Mobile Responsive Display	✓	?	?	?
Leading-edge Technical Stack	✓	×	×	?
Effortless Content Editing	✓	×	?	?
Enhanced Security	✓	×	?	?
Blistering Page Load Speed	✓	×	×	?
Support & Maintenance Options	✓	×	×	?
Effective Project Management	✓	×	×	?
Low Investment Cost	✓	✓	✓	×

- ✓ Yes - it's included
 - ⊕ Maybe - it may, or may not be included
 - ×
- No - not included



[Check it out](#) >

Case study: Driver demo site

The Driver demo site delivers an insightful showcase of the solution's capabilities.

Through illustrating a fictional architectural design firm, it highlights Driver's versatile templates and effective communication tools. See how the platform turns complex ideas into seamless online experiences, empowering a business with strategic clarity and impactful design.

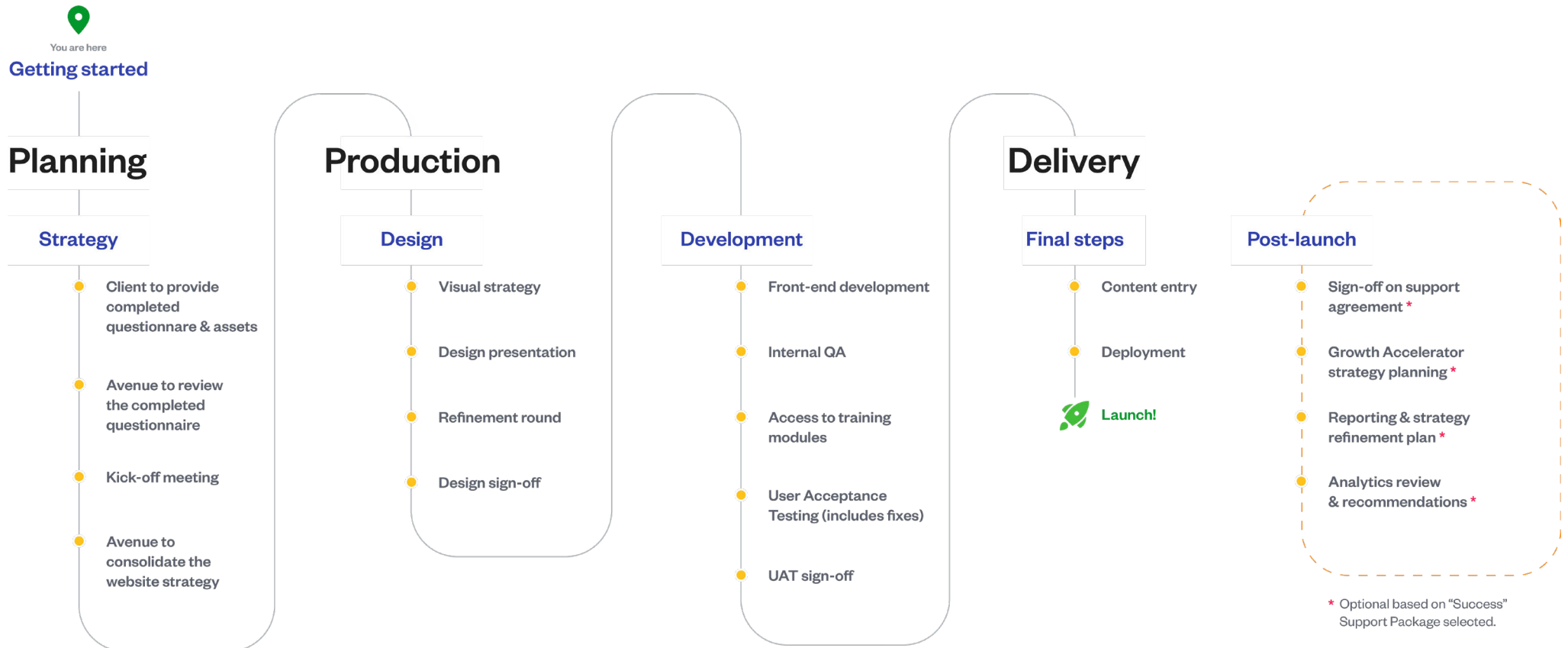
driver

Your website often is the first impression you make on customers

It's crucial to make it count... without counting the cost.

That's why we created Driver, where we combine cutting-edge technology with website design best practices for a cost-effective solution that empower smaller businesses like yours to stand out in a crowded online marketplace.

The Driver website process

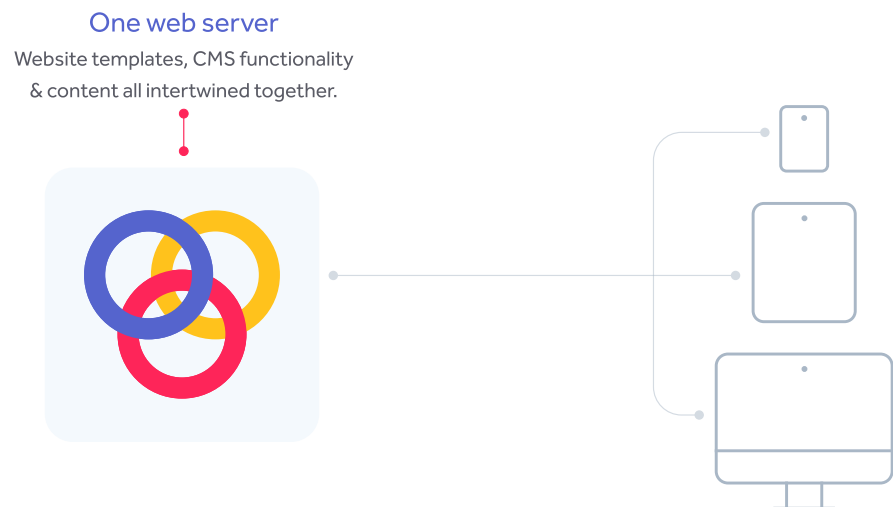


We know you're busy running and working within your organisation, so we've streamlined our proven product delivery process to achieve optimum results without consuming your valuable time.

Driver utilises a **leading-edge 'headless' development model** that delivers significant benefits over the older, traditional web development build approach.



Old 'traditional' web build model



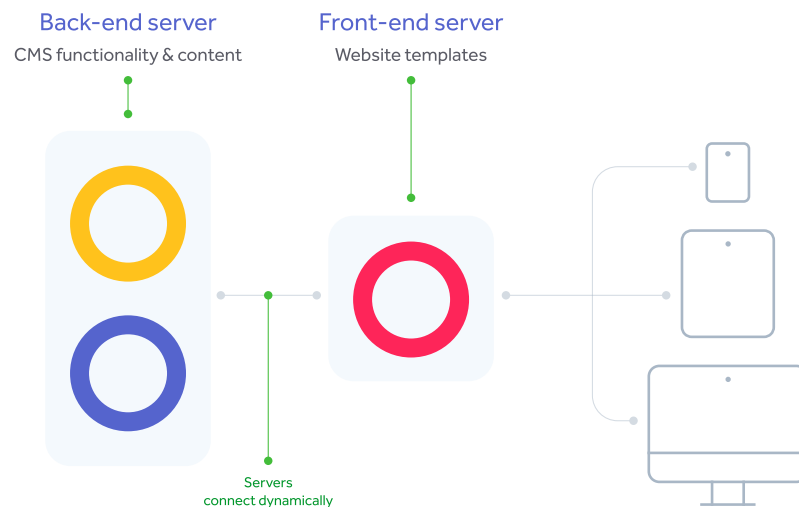
This is an antiquated website model

- Slower
- Less secure
- Less scalable
- More expensive to modify
- Less flexibility
- Less reliable



driver

Cutting-edge 'headless' web build model



This is a Tier-1 website model

- Significantly faster page load speed
- Faster speed assists SEO
- More secure
- Highly scalable
- Version control
- More flexibility
- More reliable
- More scalable: easier to update & modify

Driver isn't a traditional WordPress website. It's a leading-edge website that uses WordPress as the CMS.

'Headless' website solution

In short, with headless solutions, the visual design ("front-end") is separated from the CMS functionality ("Back-end").

This provides significant advantages including allowing breakthrough user-experiences and innovation, blistering site speed and improved security.

Next.js React Framework

Driver's developed using Next.js (a cutting edge performance-first React framework) to deliver significantly fast websites.

Version Control & Rollbacks

Every time some content is saved in the website CMS, a snapshot of the website is made. Since all the pages are built static HTML pages, it is extremely easy to rollback the website to a previous version.

Improved security

Headless websites dramatically improve website security. When a user requests a page from a static site, the server just sends them the file for that page, instead of building that page from various database requests each time.

This "no build" process means standard hacking attacks like scripting or database security exploits don't work.

Fastest page load possible

A static site hosted on a CDN is often 10 times faster time-to-first-byte than a site built with a traditional database served CMS.

The website is cached on a CDN that's distributed globally

If users are viewing your website in Sydney, the website will be served from a server in Sydney. Similarly, if users are in New York, their website will be served from a server in New York.



✘ No template themes

Driver websites are designed to expertly communicate your brand values and meet leading practice UX and UI Design.

There's no cheap, slow and poorly coded WordPress themes around here.

✘ No plug-ins

Too many WordPress websites utilise a tonne of cheap, poorly coded plug-ins to provide functionality. These are often extremely buggy, significantly slow down the speed of websites, and can cause security threats.

Accordingly, Driver utilises a very small, select range of essential, safe and proven, industry standard plug-ins.

The above issues, combined with the fact that a large majority of traditional WordPress plugins do not work in a headless website environment, means that with a Driver website, if you need functionality, we either build quality, custom coded solutions to deliver these needs for you, or integrate with 3rd party solutions via non-plugin methods. If you're expecting a cheap WordPress site with plugins, best to look elsewhere.

Driver sites are highly secure & lightning fast.



Browser Compatibility: Driver browser compatibility applies to the current release & 1 immediate version prior of Chrome, Safari, Firefox, and Microsoft Edge browsers, as well as Android (Oreo) and iOS operating systems.

Note: 'Current release' refers to the browser or OS version at the start of User Acceptance Testing.

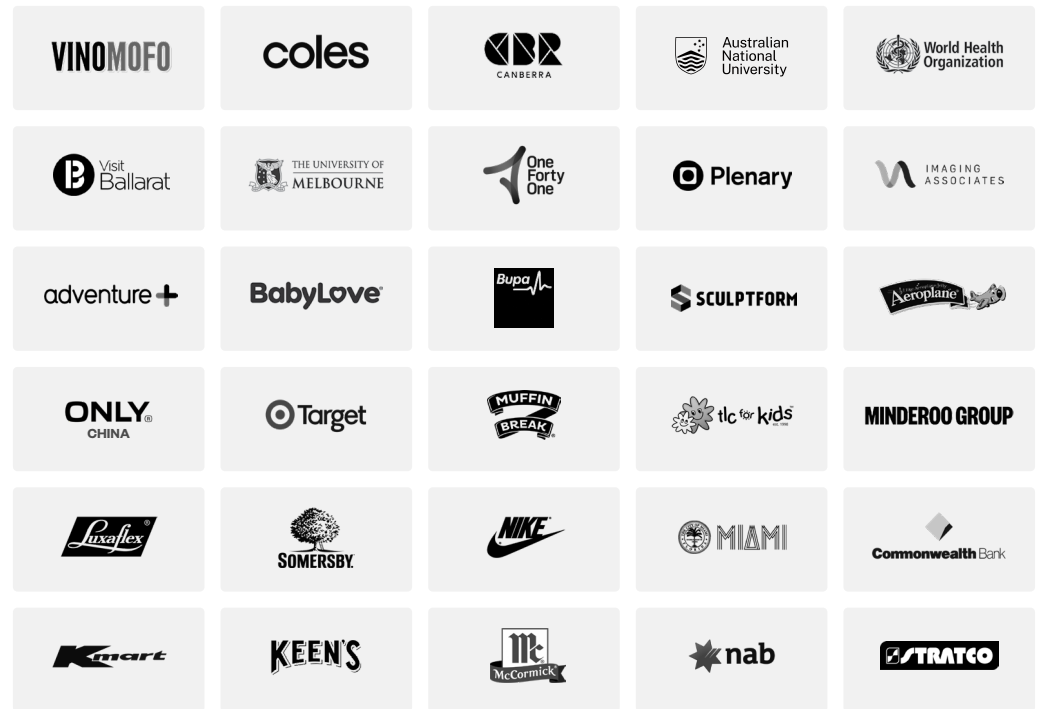
The people behind Driver

Avenue

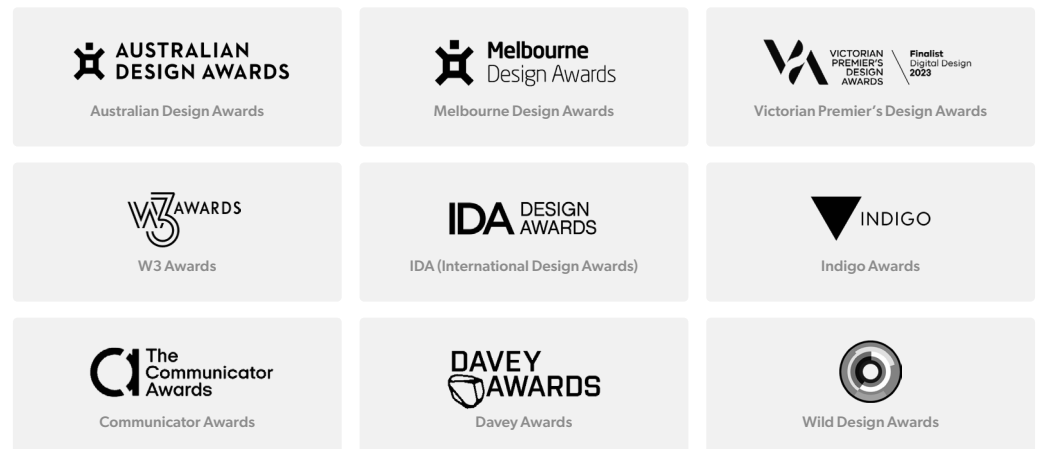
Backed by a website design powerhouse, Driver offers you the experience and expertise of top-tier digital minds at a fraction of the cost.

With the Driver platform, you're not just getting a website – you're strategically tapping into the collective genius of website industry leaders.

Our experience working globally with leading organisations



Avenue's awards & recognition



driver



Premium websites designed for visionaries on a budget

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