CONTINUITY

Your Website Shouldn’t Depend on the Power Staying On

When a customer opens your site and nothing loads, they don’t think the power is out. They think you closed. That you moved. That something is off. In Venezuela that misunderstanding is expensive, because it happens exactly when people are looking for you.

An outage can have several causes: hosting, connectivity, a database or an external service. Before attributing it to a blackout, establish which dependency stopped responding and which part of the site relied on it.

How Many Things Your Page Depends on Right Now

A dynamic page may need a server, a database and a connection between them. A form or chat adds other dependencies, but its failure need not prevent the rest of the page from being read. Hosting on a computer in the office also ties availability to that office’s power and connection.

Publishing prebuilt pages through external infrastructure reduces dependence on the office’s electricity. Servers, networks and other services still exist and can fail. The aim is to let visitors read the page without requiring every business system to respond at that moment.

What We Check Before Touching the Design

- Where the site lives today, and who controls the domain and the email. They are rarely in the same hands, which you find out on the day something has to move in a hurry.
- How many outside services a page needs before it can load, and which of them can leave the critical path.
- What happens to a form submission when mail delivery fails: lost quietly, or queued.
- Who answers when the site is fine but the person replying has no signal.

The Part That Is Not Technical

We agree who answers when the team loses power, what the customer sees meanwhile, and which

channel picks the conversation back up. From outside, a site that stays up with a business that never replies feels the same as one that is down.

> *None of this removes the outages or guarantees absolute uptime. It cuts down how many things have to go right for people to find you.*

If you want to know how many pieces your site depends on today, the review is short, and we tell you what we found whether you move anything or not.

A Check You Can Run

Test two separate questions: can a visitor read the pages while the office is offline, and can a form submission still reach the person responsible? Static delivery may solve the first while the second still depends on another service. A CDN distributes content through servers in multiple locations; it does not remove servers or guarantee that every dependency stays available.

Supporting guidance: Cloudflare’s explanation of content delivery networks.
https://www.cloudflare.com/learning/cdn/what-is-a-cdn/

Continue with: Your Domain Should Not Depend on Someone Else’s Email.
https://systems.kavaliero.com/en/blog/your-domain-should-not-depend-on-someone-elses-email

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