

■ 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.

Of every outage we have looked at, almost none was caused by the blackout. They were caused by how many pieces had to be running at the same time for one page to answer.

How Many Things Your Page Depends on Right Now

To show one screen, an ordinary site needs a server that is on, a database answering, a stable link between the two and, nearly always, outside services for the form or the chat. One fails and all of it fails. If that server also sits in the office or in someone's house, the blackout and the outage are the same event.

A blackout-proof site turns that around. Pages are published already built and served from several points outside the country. There is no machine to switch off. What your customer sees was distributed before they asked for it.

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.
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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.