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Digital

WHITE PAPER · 2027 EDITION



Redesigning your website in 2027: the brief for SEO, AI, accessibility and conversion

Keep your Google rankings through the switch, hit the Core Web Vitals, be citable by AI engines, meet the European Accessibility Act and connect every form to your CRM: the method and the brief template for a Belgian SME.

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Chaumont-Gistoux, Belgium

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What you will find in this guide

This white paper is written for SME managers preparing a website redesign and for marketing managers who have to write a request for proposals. It follows the order of a project, from the decision to the launch. Each term is explained when it first appears and listed in the glossary.

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HOW TO READ THE EXAMPLES

Examples are labelled "Example" and their figures are **fictitious**: they show a method, do not describe a real client and set no target. Each dated fact carries its official source; anything that could not be confirmed is marked "to be confirmed".

DISCLAIMER

An information document: not legal advice, in particular on accessibility and consent, and no promise of search results. Have your situation checked by a lawyer.

00 · EXECUTIVE SUMMARY

The essentials on one page

A redesign is judged six months after launch: rankings kept, fast pages, leads arriving in the CRM. It is prepared before the first mock-up screen, with five decisions.

01 · INVENTORY BEFORE YOU DESIGN

List every URL that brings visits, links or sales, then give each one its new address. This 301 redirect map is signed off before the mock-up, not the day before the switch.

02 · WRITE THRESHOLDS, NOT WISHES

"A fast website" cannot be checked. LCP of 2.5 s or less, INP of 200 ms or less, CLS of 0.1 or less, measured on 75% of visits: that can be checked and written into the contract.

03 · WRITE TO BE CITED

AI search features quote passages from pages that already rank. Short self-contained answers, visible author and date, accurate structured data: this is careful SEO, not a separate technique.

04 · TREAT ACCESSIBILITY AS A REQUIREMENT

If you sell online to consumers, the European Accessibility Act has applied since 28 June 2025. Put WCAG 2.2 level AA in the brief and plan a check before launch.

05 · CONNECT THE WEBSITE TO THE CRM

Every form should create a lead in your CRM with its source, after compliant consent. Without that link you count clicks; with it, you know which pages bring customers.

Three facts to remember

Date	Fact	Source
28 June 2025	The accessibility requirements of Directive (EU) 2019/882 apply to products and services placed on the market, including online shops.	European Commission, Your Europe
7 May 2026	Google stops showing FAQ rich results. FAQ markup alone no longer justifies a line in the brief.	Google Search Central, documentation updates
15 May 2026	Google publishes its guide on generative AI features: no special markup, no llms.txt file, SEO remains the foundation.	Google Search Central

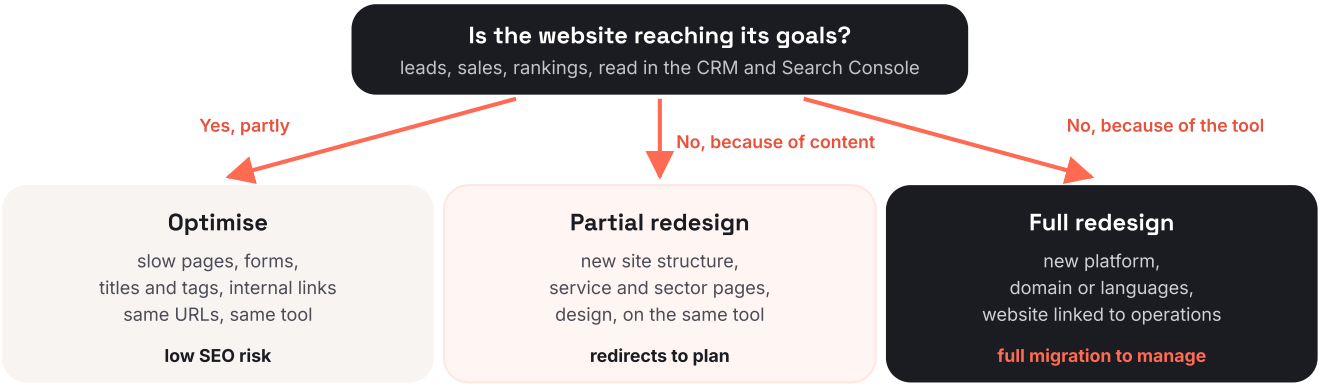
OUR CONVICTION

A redesign is not a new design. It is a house move: you take inventory, label every box and check that everything has arrived. Design comes next, serving the leads the website has to bring.

01 — CHAPTER 1

Why and when to redesign

An old-looking website is not reason enough. A website that can no longer reach your goals is. Before you issue a request for proposals, check whether targeted optimisation would do the job.



The further right you go, the more the inventory and redirect map become the core of the project

Signals that justify a redesign

Signal	What to check before concluding
The tool is blocking you	You cannot add a language, a page type, a form linked to the CRM or a shop without heavy development.
Pages are slow on mobile	Search Console Core Web Vitals report: if the theme itself is the cause, optimisation will not be enough.
Your offer has changed	New services, sectors or areas: the current structure cannot carry them.
The website does not know where customers come from	Forms sent by email, no source in the CRM, non-compliant consent.
The website excludes visitors	No keyboard navigation, weak contrast, forms without labels: see chapter 5.

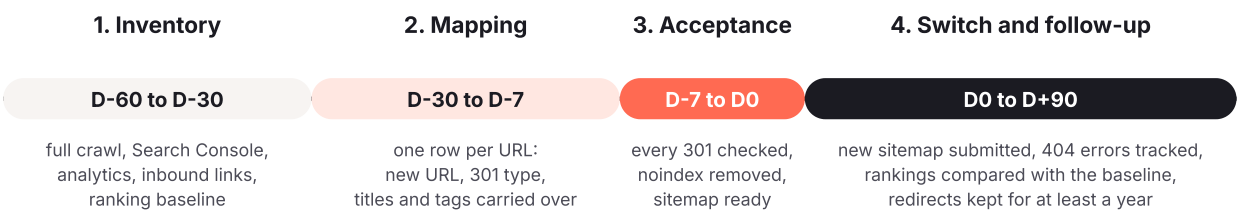
7 QUESTIONS TO ASK BEFORE CHOOSING AN AGENCY

1. Who builds the URL inventory, and from which sources?
2. Is the redirect map delivered and approved before the switch?
3. Which speed thresholds are in the contract, and how are they measured?
4. Which accessibility level is targeted, and who checks it?
5. Where do website leads go, and with which source?
6. Who owns the domain, the accounts and the content?
7. What happens during the 90 days after launch?

02 — CHAPTER 2

Keeping your rankings through the redesign

A redesign that loses traffic almost always has an identifiable cause: a forgotten URL, a redirect to the home page, a page left on noindex. Google describes the method; it has to be applied line by line.



The redirect map is finished before acceptance testing, not on launch day

Example: extract from a redirect map (fictitious URLs)

Old URL	New URL	Type	Why
/our-services/upvc-windows.html	/upvc-windows	**301**	Same content, shorter URL
/blog/2019/window-maintenance	/blog/upvc-window-maintenance	**301**	Article kept and updated
/spring-offer-2022	/upvc-windows	**301**	Page removed: closest page, not the home page
/en/services	/en/services	**none**	URL unchanged, still to be checked

WHAT GOOGLE RECOMMENDS

- List old URLs from sitemaps, server logs, analytics and the CMS, images included.
- Redirect server-side with 301 or 308, straight to the final page, with no chains.
- Do not send many URLs to an unrelated page such as the home page.
- Keep redirects for as long as possible, generally at least one year.

SEARCH CONSOLE ON SWITCH DAY

- Submit the sitemap of new URLs; keep the old one for a while to follow deindexing.
- Change of Address tool: only for a change of domain or subdomain.
- Track page indexing and queries for both versions.
- Expect fluctuations: a few weeks or longer for a medium-sized website.

In Odoo, a 301 redirect only applies if the old page is unpublished or deleted: a frequent trap when the old page stays online.

Source: Google Search Central, "Site moves with URL changes", checked on 26/11/2026; Nexuro migration method ("Move your website to Odoo" page, updated on 25/11/2026).

03 — CHAPTER 3
Speed: the Core Web Vitals

Google measures page experience with three metrics, the Core Web Vitals. They are public, quantified and measured on real visits: exactly what belongs in a brief.

LCP loading	good: 2.5 s or less	needs improvement	poor: over 4 s
	rendering of the largest visible element		
INP responsiveness	good: 200 ms or less	needs improvement	poor: over 500 ms
	delay between a click or key press and the response on screen		
CLS stability	good: 0.1 or less	needs improvement	poor: over 0.25
	unexpected movements of the layout		

A page is "good" when all three thresholds are met at the 75th percentile, on mobile and on desktop

WHAT CHANGED

In 2024, INP (Interaction to Next Paint) replaced FID as the responsiveness metric. A brief that still mentions FID predates 2024: replace it. INP mostly penalises pages loaded with scripts, hence the link with chapter 6.

Frequent causes, and what to require

Metric	Frequent causes	Requirement to write
LCP	Heavy header image, render-blocking font, background video, slow server.	Images served at the right size and in a modern format, maximum page weight set, main image loaded first.
INP	Too many third-party scripts, chat widgets, carousels, duplicate tags.	A closed list of third-party scripts, approved in writing; any new addition goes through the same check.
CLS	Images without dimensions, a banner pushing the page down, fonts swapping.	Space reserved for images, videos and the banner; nothing inserted above content already displayed.

EXAMPLE CLAUSE (OFFICIAL VALUES, FICTITIOUS CONTEXT)

"Template pages (home, service, article, contact) reach 'good' Core Web Vitals status at the 75th percentile, on mobile and desktop, in the Search Console report, within 90 days of launch. Before that date, or if traffic is too low for Search Console, the check is done in PageSpeed Insights under mobile conditions."

Source: web.dev, "Web Vitals", updated on 31/10/2024; web.dev LCP, INP and CLS pages ("poor" thresholds), checked on 26/11/2026.

04 — CHAPTER 4

Readable and citable by AI engines

GEO (Generative Engine Optimization) means being cited in the answers of AI assistants. According to Google, its AI features draw on pages that are indexed and eligible for a snippet: citability is built on SEO, not beside it.

Example: the same service page block, before and after

BEFORE

Welcome to our website!

Passionate from day one, we put our expertise at your service for all your projects, with care and quality.

Title without a subject, no answer, no verifiable fact; no author, no date, no area

AFTER (FICTITIOUS COMPANY)

uPVC window replacement in Walloon Brabant

How long does a replacement take? For a typical house, fitting takes one to two days per façade, with no structural work. Timing depends on the measurements taken during the visit.

Real question, self-contained answer, fictitious example figures

Area: Wavre, Ottignies, Gembloux. Written by Example Windows SRL, updated on 26/11/2026.

Area, author and date visible

```
{"@type":"LocalBusiness","name":"Example Windows",
 "areaServed":["Wavre","Ottignies","Gembloux"]}
```

Useful structured data in 2026

schema.org type	Where to put it	Status on Google at 26/11/2026
Organization	Once, home or about page	Supported: logo, legal name, address, contact
LocalBusiness	Location or area pages	Supported: opening hours, reviews, directions in the panel
BreadcrumbList	Every page	Supported: breadcrumb trail
Article	Blog posts and guides	Supported; fill in author and date
Product	Product pages	Supported: price, availability, reviews
FAQPage	Pages with a real visible FAQ	No rich result since 07/05/2026; markup optional

WHAT GOOGLE DOES NOT REQUIRE

No llms.txt file, no "AI" markup, no mandatory chunking, no ideal length (guide of 15/05/2026). Markup remains useful for rich results.

WHAT YOU CAN MEASURE

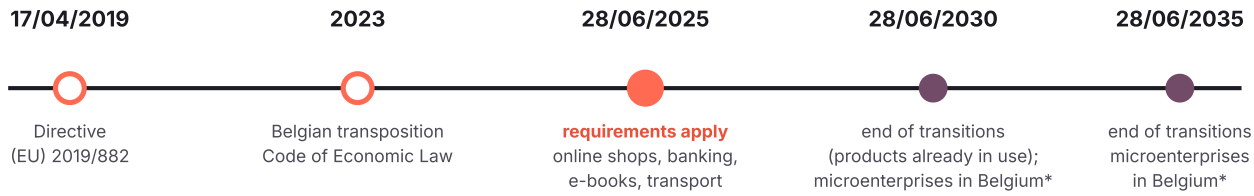
Search Console: impressions in AI Overviews and AI Mode, for all websites since 31/08/2026. GA4: "AI Assistant" channel since 13/05/2026.

Source: Google Search Central: generative AI guide (15/05/2026), structured data gallery, documentation updates (08/05/2026), blog of 03/06/2026; Google Analytics Help (13/05/2026).

05 — CHAPTER 5

Accessibility: the European Accessibility Act

Directive (EU) 2019/882, known as the European Accessibility Act (EAA), sets accessibility requirements for certain products and services, including online commerce aimed at consumers. In Belgium, it is transposed into the Code of Economic Law.



* according to the explanatory memorandum of the Belgian bill; final text in the Belgian Official Gazette to be confirmed

Are you in scope?

Your situation	What the texts say	Status
Online shop selling to consumers	An e-commerce service covered by the Directive, since 28/06/2025.	in scope
Showcase website, no contract concluded online	The Directive targets services provided at a distance to conclude a consumer contract. A website with no online sale or booking seems far from that.	to analyse with a lawyer
B2B-only website	The Directive targets consumers. A mixed B2B and B2C portal remains in scope for its consumer part.	to analyse
Microenterprise providing services (fewer than 10 persons, annual turnover or balance sheet total of €2M or less)	At EU level, exceptions apply to microenterprises providing services. In Belgium, the explanatory memorandum states that they only come into scope from 28/06/2030, with transitional measures until 28/06/2035, and that the King may exclude certain categories.	exemption to be confirmed in the Official Gazette
Business claiming a disproportionate burden	Any business can claim it, with evidence, reviewed at least every five years.	exception to document

TRANSITIONS ALREADY PLANNED

Service contracts agreed before 28/06/2025 may continue unchanged until they expire, for five years at most. A provider may keep using until 28/06/2030 the products it lawfully used before 28/06/2025.

WHO ENFORCES

For services covered by the Code of Economic Law, the officers of the Economic Inspection of the FPS Economy (Article XV.2). The bill also provides for collective redress (Book XVII).

Source: European Commission, Your Europe, checked on 12/07/2026; Belgian Chamber, bill doc 55 3433/001 of 13/07/2023 (explanatory memorandum); DLA Piper, 29/01/2025 (legal press, partial transposition in November 2023).

CHAPTER 5 · CONTINUED

From requirement to check

The European reference standard is EN 301 549, which relies on the W3C WCAG guidelines. For a brief, one sentence is enough: "WCAG 2.2 level AA conformance", with a check before launch and a published accessibility statement.

WCAG principle	Requirement to write	Simple check before launch
Perceivable	Alternative text on meaningful images; text contrast of at least 4.5:1; captions for videos with speech.	Contrast tool on the brand colours; list of images without alt from a crawl.
Operable	Everything works with the keyboard, focus visible and never hidden; touch targets of at least 24 × 24 px (WCAG 2.2).	Go through home, product, basket and form using only the Tab key.
Understandable	Language declared on each page; visible labels on every field; error messages that say what to fix; no needless re-entry.	Submit an empty form and read the messages; check the lang attribute in FR, NL and EN.
Robust	Components readable by screen readers: named buttons and links, marked-up menus and dialogs.	Quick test with VoiceOver or NVDA on the order or enquiry journey.
Information	For services in scope: explain in the general terms and conditions, or an equivalent document, how the service meets the requirements.	"Accessibility" page published and linked from the footer.

WHAT IS MOVING IN 2026

EN 301 549 V4.1.1, published on 02/09/2026, aligns with WCAG 2.2. Its citation in the Official Journal of the EU, which gives presumption of conformity, is **to be confirmed**: aiming for WCAG 2.2 AA covers both versions.

WCAG 2.2 IN BRIEF

W3C Recommendation (edition of 12/12/2024). Nine success criteria added compared with WCAG 2.1, including focus not obscured, target size, consistent help, redundant entry and accessible authentication.

WHAT TO DO

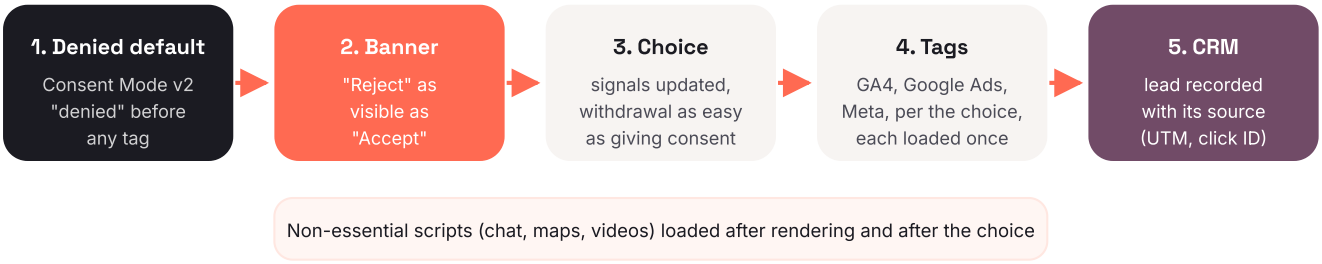
Write down the target level, name the person who checks it and plan time for fixes in the schedule. Automated tools only catch part of the issues: keyboard and screen reader testing remains essential on the journeys that matter.

Source: W3C, Web Content Accessibility Guidelines (WCAG) 2.2, Recommendation, 12/12/2024; National Disability Authority (Ireland), publication of EN 301 549 V4.1.1 on 02/09/2026; Belgian bill doc 55 3433/001, Annex 2 (information on services, in the general terms and conditions or an equivalent document).

06 — CHAPTER 6

Consent and measurement

A redesign is the best moment to rebuild measurement from scratch. The loading order of scripts drives compliance, the reliability of your figures and part of the speed.



Requirement	What to write in the brief	Source
Before the choice	No cookie that is not strictly necessary is set before the visitor consents.	Belgian DPA, "Cookies" page
Banner	A "Reject" button on the first layer, as visible as "Accept"; banner in the language of the page.	Belgian DPA; EDPB report of 17/01/2023
Google signals	Consent Mode v2 sent to Google for European Economic Area traffic.	Google Ads Help (EEA)
Tagging plan	A written list of events: form submission, call, order. One configuration per tag, never duplicated.	Nexuro method
Acceptance	Network check without clicking the banner: no advertising data leaves before the choice.	Nexuro method

A TRAP TO KNOW ABOUT

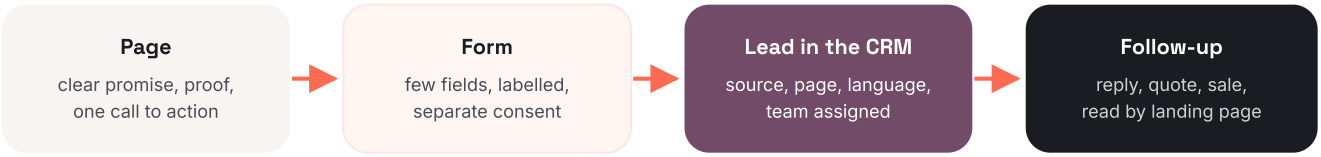
Some automatic blocking modes of consent banners also block the website's own scripts. On Odoo, we saw it in November 2026 with a basket that stopped responding. Require a test of the basket and forms with the banner accepted and with it rejected.

Source: Belgian Data Protection Authority, "Cookies"; EDPB, cookie banner taskforce report, 17/01/2023; Google Ads Help, ref. 14625550; Nexuro internal finding, November 2026.

07 — CHAPTER 7

Conversion: from the form to the CRM

A website converts when visitors quickly understand what you do, believe you and can act without effort. The enquiry must then reach the right person, with its source, without re-keying.



No email in between: every enquiry becomes a traceable lead

Page audit grid (score from 0 to 2)

Criterion	Question to ask	Score
Promise	Does the title say what, for whom and where, in under ten words?	
Proof	Projects, reviews, certifications and real names visible before the first button?	
Call to action	One main call, repeated at the bottom of the page, with a precise verb?	
Form	Only the fields needed, visible labels, clear errors, a separate unticked marketing box?	
Mobile	Tap-to-call phone number, button within thumb reach, no horizontal scrolling?	
Reassurance	Response time stated, contact details and address visible, a useful thank-you page?	
Traceability	Does the enquiry reach the CRM with its source and landing page?	

ON ODOO

The website Form block offers the "Create an Opportunity" action: the enquiry lands in Odoo CRM, with the chosen sales team. The website, the CRM and invoicing share the same database.

ON ANOTHER PLATFORM

Require a documented connector to your CRM that keeps the source (UTM) and landing page, and an end-to-end test during acceptance: one submission, one lead, one check.

Source: Odoo 19 documentation, Website, "Forms" (Create an Opportunity action), checked on 26/11/2026; Nexuro audit method (six-dimension scoring grid).

08 — CHAPTER 8

Choosing your platform

There is no best platform in the absolute. There is the one that fits your business, your team and your management tools. Compare written criteria, not preferences.

Criterion	WordPress	Shopify	Wix	Odoo
Model	Open-source software you host yourself (WordPress.org), or a hosted offer	Hosted online service, by subscription	Hosted online service, by subscription	Odoo Online (hosted), Odoo.sh or self-hosted; open-source Community and licensed Enterprise editions
Online sales	Through a plugin, for example WooCommerce	Core of the product	Plans with a shop	Built-in eCommerce app
Link with operations	Through plugins or connectors to CRM, stock, invoicing	Through apps and integrations	Built-in tools and integrations	Same database as CRM, stock, sales and invoicing
Languages	Through a plugin (for example WPML, Polylang)	Native languages and translation apps	Built-in multilingual feature	Native multilingual
Technical freedom	Very wide: open code, themes, plugins	Themes and apps, editable theme code	Visual editor, dedicated development tools	Visual editor, Studio; custom modules on Odoo.sh or self-hosted
Maintenance	Your responsibility: core, theme, plugins, security	Handled by the vendor for the platform	Handled by the vendor for the platform	Odoo Online: versions upgraded by the vendor, to be prepared; elsewhere, shared
Point to watch	Number of plugins and their upkeep over time	Cost of apps and fees depending on the plan	Export options if you change tools	Choice of hosting mode and version calendar
Relevant when	Content-rich website, technical team available	Online shop at the centre of the business	Simple showcase website, managed in-house	Website linked to operations: quotes, stock, bookings, invoicing

Based on the vendors' public documentation at 26/11/2026. Plans, fees and features change: check the current offer before signing. Nexuro is an Official Odoo Partner; this table describes criteria, not a preference.

The questions that decide

DATA

How many times a week do you re-key an order, a contact or a stock level between the website and your management system?

TEAM

Who publishes, who updates, who fixes a breakdown? A platform is also chosen for the person who will run it.

OWNERSHIP

Are the domain, accounts, content and data in your name, and can they be exported?

Source: Public documentation of WordPress.org, Shopify, Wix and Odoo, checked on 26/11/2026; Odoo 19 documentation, "Upgrade" (automatic upgrade on Odoo Online if no action is taken before the notified deadline).

09 — CHAPTER 9

The brief template

Fill in the middle column, keep the examples as a guide, then send the same document to every agency you consult. Comparable answers start with an identical request.

Section	What you write	Example (fictitious company)
1. Context and goals		*More qualified quote requests from the website, read in the CRM; target figure set internally.*
2. Audiences and languages		*Homeowners in Walloon Brabant; FR and NL, EN later.*
3. Site structure		*Home, 4 services, 3 sectors, 5 towns, projects, reviews, blog, contact.*
4. Content		*Texts carried over and rewritten by the agency, approved by management; real site photos.*
5. SEO and migration		*Full inventory, 301 map approved before acceptance, rankings tracked for 90 days.*
6. Speed		*LCP 2.5 s, INP 200 ms, CLS 0.1 or less, at the 75th percentile, on template pages.*
7. AI and structured data		*Organization, LocalBusiness, BreadcrumbList, Article; author and date on every page.*
8. Accessibility		*WCAG 2.2 level AA, keyboard and screen reader check, "Accessibility" page.*
9. Consent and measurement		*Banner compliant with the Belgian DPA, Consent Mode v2, written tagging plan, GA4.*
10. Conversion and CRM		*Every form creates a lead with source, page and language.*
11. Platform and ownership		*Domain, accounts and content in the company's name; admin access handed over.*
12. Schedule, acceptance, aftercare		*Two-week acceptance phase, training for two people, follow-up after launch.*

TO ATTACH TO THE BRIEF

An export of the most visited pages over twelve months, the Search Console query export, the list of current forms and where they go, the brand guidelines, read access to your tools. Ask for an answer structured along the twelve sections, with the name of the person responsible for each.

10 — CHAPTER 10

Action plan for 30, 60 and 90 days

This plan starts on the day you decide to redesign, well before the mock-up. It continues after launch, where rankings are won or lost.

30 d

Inventory and write

- Export pages, queries and inbound links; run a full crawl.
- Record baseline rankings on key queries.
- Measure Core Web Vitals and accessibility of the current site.
- List current forms, scripts and tags.
- Fill in the twelve sections of the brief.

Deliverable: a brief sent out and a URL inventory.

60 d

Choose and build

- Compare answers section by section.
- Approve the site structure and the redirect map.
- Approve mock-ups, content and structured data.
- Connect forms and CRM, banner and Consent Mode.
- Prepare the "Accessibility" page.

Deliverable: a complete website in acceptance and a signed 301 map.

90 d

Test, switch, follow up

- Acceptance: 301s, speed, keyboard, forms, banner.
- Switch, sitemap submitted, noindex removed.
- Daily 404 tracking during the first week.
- Rankings compared with the baseline.
- First review of leads in the CRM.

Deliverable: a live, monitored website and a dated list of fixes.

Who does what

Activity	Management	In-house marketing	Agency	Sales team
Goals and brief	A	R	C	C
Inventory and 301 map	I	A	R	I
Content and proof	A	R	R	C
Accessibility and speed	I	A	R	I
Forms and CRM	I	A	R	C
Acceptance and go-live decision	A	R	R	C

R: responsible. A: accountable, decides. C: consulted. I: informed. The go-live decision lies with management, based on acceptance testing.

TOOL

The launch checklist in 24 points

Print this page for acceptance testing. As long as a box stays empty, the launch date is open for discussion.

BEFORE THE SWITCH

- ☐ 01 The inventory of old URLs is complete, images included.
- ☐ 02 Every useful URL has its 301 redirect, with no chain.
- ☐ 03 No bulk redirect to the home page.
- ☐ 04 Baseline rankings are recorded.
- ☐ 05 Old Odoo pages are unpublished so the 301s apply.
- ☐ 06 The domain and accounts are in the company's name.

CONTENT, SEO AND AI

- ☐ 07 A unique title and description per page.
- ☐ 08 One H1 per page, saying what and where.
- ☐ 09 Canonical and hreflang point to pages returning 200.
- ☐ 10 JSON-LD is valid and matches the visible text.
- ☐ 11 Author and update date visible on content pages.
- ☐ 12 Staging robots.txt and noindex removed.

SPEED AND ACCESSIBILITY

- ☐ 13 Template pages green on LCP, INP and CLS on mobile.
- ☐ 14 Third-party script list approved, nothing duplicated.
- ☐ 15 Key journeys work with the keyboard, focus visible.
- ☐ 16 Contrast and alternative text checked.
- ☐ 17 "Accessibility" page published if you are in scope.

CONSENT, MEASUREMENT AND CONVERSION

- ☐ 18 No advertising data sent before the visitor's choice.
- ☐ 19 Basket and forms work with the banner rejected.
- ☐ 20 Every form creates a CRM lead with its source.
- ☐ 21 Conversions are received in GA4 and Google Ads.

LAUNCH DAY AND AFTER

- ☐ 22 New sitemap submitted in Search Console.
- ☐ 23 404 errors tracked daily during the first week.
- ☐ 24 Redirects kept for at least one year.

GLOSSARY

Redesign terms, in plain words

301 and 308
Permanent redirects: they tell search engines a page has moved for good. A 302 is temporary.

Acceptance testing
The check of the website before launch, against a written list.

AI Overviews and AI Mode
AI-generated answers at the top of Google results, and Google's conversational search mode.

Belgian DPA
Data Protection Authority, the Belgian regulator for GDPR and cookies.

Canonical
A tag that states the reference URL of a page when several versions exist.

CLS
Cumulative Layout Shift: unexpected movement of the page. Good: 0.1 or less.

CMP
Consent management platform: the banner and what it records, for example Cookiebot.

Consent Mode v2
Google's mechanism that passes the visitor's consent choice to tags.

Core Web Vitals
Google's three page experience metrics: LCP, INP and CLS.

Crawl
A robot visiting every page of a website to inventory it.

CRM
Customer relationship management software, such as Odoo CRM: leads, opportunities, sales.

EAA
European Accessibility Act, Directive (EU) 2019/882 on the accessibility of products and services.

EN 301 549
European accessibility standard for digital products and services, based on WCAG.

GEO
Generative Engine Optimization: being cited in the answers of AI assistants.

Hreflang
A tag that links the language versions of the same page.

INP
Interaction to Next Paint: how fast a page reacts to an action. Good: 200 ms or less.

JSON-LD
The format for structured data, placed in the page code.

LCP
Largest Contentful Paint: time to render the largest visible element. Good: 2.5 s or less.

Microenterprise
Under the Directive: fewer than 10 persons and annual turnover or balance sheet total of €2M or less.

Noindex
An instruction asking search engines not to index a page.

Search Console
Google's free tool to track a website's indexing, queries and Core Web Vitals.

Site structure
How a website's pages and links are organised: services, sectors, towns, proof.

Sitemap
A file listing a website's URLs for search engines.

Structured data
A description of content in JSON-LD using the schema.org vocabulary, read by search engines.

UTM
Parameters added to links (source, medium, campaign) to know where a visit comes from.

WCAG
The W3C Web Content Accessibility Guidelines; version 2.2 level AA is the recommended target.

ABOUT US

Nexuro builds websites connected to your business



Nexuro Digital is a performance marketing agency and Official Odoo Partner, based in Chaumont-Gistoux, Belgium. We build and redesign websites on Odoo for SMEs in Belgium, France and Luxembourg, in French, Dutch and English, with SEO, GEO, measurement and CRM.

The agency was founded by two brothers. **Timothy Jacqmin**, Co-Founder Acquisition & Growth, leads acquisition and growth. **Bryan Jacqmin**, Co-Founder Web, Data & CRM, leads web, data and CRM. Our "Latest websites" showcase features nine client websites we put live: showcase sites, bookings, multilingual sites.

Our redesign method

1
Audit
Inventory, speed, accessibility, measurement and forms of the current website.

2
Build
Site structure, content, design, Odoo connected to the CRM, redirect map.

3
Launch and follow-up
Acceptance, switch, Search Console and fixes over 90 days.

Odoo 19 Functional Certification · Timothy Jacqmin
Certification no. **0001080063**, issued by Odoo S.A. on 03/04/2026.

Odoo 19 Functional Certification · Bryan Jacqmin
Certification no. **0001080044**, issued by Odoo S.A. on 03/04/2026. Nexuro is an Official Odoo Partner and a Cookiebot Certified Partner.

Request your free audit

We review your current website with you: URLs to protect, speed, accessibility, consent and forms. You leave with the priorities for your brief. Timothy or Bryan replies within 24 hours.

Request my free audit — nexuro-digital.com/en/audit-gratuit

Your website project on Odoo: **nexuro-digital.com/en/creation-site-web-odoo**

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SOURCES

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Facts checked against the sources below on 26 November 2026. Accessibility and consent rules change: check the date of each text before deciding, and have your situation reviewed by a lawyer.

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