

APPORIX

Digital solutions that go beyond your imagination— Luxembourg

SERVICE DOSSIER

Web Development

Full-lifecycle websites, EU-hosted, built to be found by search engines and answer engines

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Service page: <https://www.apporix.lu/services/web-development>

Service summary

Provider	Apporix, Luxembourg
Service	Web Development
Service page	https://www.apporix.lu/services/web-development
Offerings	Websites with the full lifecycle owned end to end; user interface and user experience (UI/UX) design; search visibility across Search Engine Optimisation (SEO), Answer Engine Optimisation (AEO) and Generative Engine Optimisation (GEO).
Distinctive	Domain, hosting, database, email and SSL owned by the same provider that builds the site; hosting in Luxembourg or the EU; optimisation for AI answer engines alongside Google; WCAG and Renow accessibility for Luxembourg public-sector contexts
Infrastructure included	Domain reservation, premium hosting in Luxembourg or the EU, database configuration and management, professional email addresses on the domain, SSL certificates and enterprise-grade encryption, continuous maintenance
Search channels	Google and Bing organic, local search and maps, Google Business Profile, Bing Places, Apple Business, and AI answer engines including ChatGPT, Perplexity, Gemini, Claude, Meta AI and Grok
Languages	Multi-language websites; multilingual SEO across English, French, German and Luxembourgish without thin duplication
Accessibility	WCAG principles and the Renow checklist where relevant for Luxembourg public-sector contexts
Design handoff	Figma files, reusable tokenised components, interaction states and implementation notes
Site capabilities	Responsive design, CMS, e-commerce, multi-language, brand identity, social media integration, security
Search timeline	Technical and profile changes can index quickly; meaningful organic growth usually takes weeks to months, measured by rankings, traffic and qualified leads
Funding	Websites and social media campaigns are explicitly covered by SME Packages Digital (€3,000–€25,000 excl. VAT, 70% reimbursement)

Solutions at a glance

Solution	What it covers / distinguishing capability
Search visibility (SEO, AEO and GEO)	Improves visibility across Google, local search and AI answer engines through Search Engine Optimisation (SEO), Answer Engine Optimisation (AEO) and Generative Engine Optimisation (GEO). Search-intent mapping, schema, internal links and conversion paths support discovery across Google and Bing, local business profiles and AI answer engines including ChatGPT and Gemini.
UI/UX design	Designs product experiences for websites, web apps, mobile apps, dashboards, portals and internal tools, starting with users and workflows. Clickable prototypes and a developer-ready Figma handoff with reusable tokenised components, interaction states and implementation notes keep the design build-ready.

About Apporix

Apporix is a Luxembourg technology company that designs, builds and operates custom AI systems, applications, websites and data infrastructure. Over 100 companies, ministries and organisations use its work, including the Luxembourg Ministry of Education (MENJE).

The same team advises, builds, integrates and maintains. There is no handover between a strategy vendor and an implementation vendor, which is why hosting, permission and integration decisions appear in Apporix's recommendations from the first conversation rather than surfacing late as constraints.

What distinguishes Apporix

- **Data stays where the client requires it** — Luxembourg or EU data residency, European cloud, private cloud or on-premise deployment. Zero data retention and no training on company data are available where the deployment model demands it.
- **Compliance expertise in-house** — GDPR and EU AI Act specialists on the team rather than outsourced. Role-based access, activity logs, end-to-end encryption and human approval points are designed before a system is built, not retrofitted afterwards.
- **Research-grade model work** — The team includes conference-published researchers. Deep learning models are trained in-house on client datasets, and transfer learning, data augmentation and few-shot learning make this viable even where data is limited.
- **First live Luxembourgish AI call agents** — Apporix was the first provider to bring live Luxembourgish AI call agents to businesses in Luxembourg. Chat and voice products cover more than 40 languages; consulting and delivery run in English, French, German and Luxembourgish.
- **Built for the Luxembourg tool stack** — More than 100 integrations, including Odoo, BOB50, Outlook, Microsoft 365 and Google Workspace, plus file-based exchange for legacy systems that expose no API.
- **70% of project cost recoverable** — Apporix is an eligible provider for SME Packages AI and SME Packages Digital, and supports clients through the whole application to the Ministry of the Economy.

Company details

Company name	Apporix
Website	https://www.apporix.lu/
Contact email	contact@apporix.lu
Address	2 Rue Jean Engling, L-1466 Dommeldange, Luxembourg
VAT number	LU32634672
RCS number	B231035
Business authorisation	10098586 / 0
Languages	English, French, German, Luxembourgish
Clients	Over 100 companies, ministries and organisations, including the Luxembourg Ministry of Education (MENJE)

Service portfolio

This document covers **Web Development**. The four services are routinely combined in a single engagement.

Service	Scope	Page
AI Agents & Models	Agentic systems with approved tool use, in-house-trained deep learning models, document AI, chat and voice AI, private AI and AI audits.	apporix.lu/services/ai-agents-and-models
Multi-Platform Apps	One codebase running natively on iOS, Android, Web, Windows and macOS, plus dedicated mobile, web and desktop application development.	apporix.lu/services/multi-platform-apps
Web Development	Websites with the full lifecycle owned end to end, UI/UX design, and search visibility across Google, local search and AI answer engines.	apporix.lu/services/web-development
Data & IT Consulting	Feasibility assessment, AI and digitalisation roadmaps, business intelligence and data integration — carried through to implementation.	apporix.lu/services/data-and-it-consulting

What Apporix owns in a web project

The whole lifecycle, not just the pages

Most web projects split responsibility: an agency builds the site, a registrar holds the domain, a hosting provider runs the infrastructure, and someone else handles email and certificates. When something breaks, the client coordinates between them. Apporix takes the entire chain.

- Domain reservation.
- Premium hosting in Luxembourg or the EU — the same data-residency position that governs Apporix's AI work.
- Database configuration and management.
- Professional email addresses on the domain.
- SSL certificates and enterprise-grade encryption.
- Continuous maintenance and support after launch.

The practical effect is a single point of accountability for the site, its infrastructure and its security, and it is why the client can stay focused on their business rather than on vendor coordination.

Optimised for AI answers, not only search results

Apporix treats generative and answer engines as a distinct discovery channel with its own requirements, alongside conventional search. Content is structured so that ChatGPT, Perplexity, Gemini, Claude, Meta AI and Grok can understand, evaluate and cite the business — through clear service pages, proof, schema, internal links and topical coverage.

This is the same problem Apporix solves from the other direction in its AI practice, where retrieval-augmented systems consume web content. Building sites that machines can read accurately draws on that experience directly.

Multilingual without duplication

English, French, German and Luxembourgish pages planned as distinct, intentful content rather than translated copies of one another. Thin multilingual duplication is a common failure in Luxembourg sites and one search systems penalise.

Accessibility to Luxembourg public-sector standards

WCAG principles and the Renow checklist are applied where relevant for Luxembourg public-sector contexts. This is a concrete local requirement rather than a general commitment to inclusive design, and it matters for organisations working with or alongside the Luxembourg state — an environment Apporix already operates in through its work for the Ministry of Education.

Site capabilities

Responsive design across every device and screen size; content management for non-technical updates; e-commerce; multi-language support; cohesive brand identity; social media integration; performance optimisation; and security at every layer. Performance is tracked in real time after launch with detailed reports and actionable insights.

Solution: search visibility (SEO, AEO and GEO)

Solution page: apporix.lu/solutions/search-visibility-luxembourg

Visibility work across Google, local search and AI answer engines. The premise is that publishing more content does not create visibility — matching real search intent, local context and demonstrable expertise does.

The three channels

- **SEO** — Organic ranking on Google and Bing, driven by metadata, schema, indexing, internal links, performance and crawlability.
- **Local search** — Luxembourg visibility through local service pages and business profiles — Google Business Profile, Bing Places and Apple Business where relevant — for maps placement and qualified local clicks.
- **AEO and GEO** — Answer Engine and Generative Engine Optimisation: structuring services, proof and expertise so ChatGPT, Perplexity, Gemini, Claude, Meta AI and Grok can understand and reference the business. Named engines, not a general claim about "AI search".

Intent before content

Apporix separates local, commercial, informational and comparison searches before any page is created, then defines which pages should exist, how they link, and what each one must answer. Trust signals — proof, expertise, local relevance and clear service information — are added in a form search systems can parse. Visibility is then connected to landing pages that carry a visitor from search intent through to contact, so rankings translate into leads rather than traffic.

How a project runs

- 01. Audit** — Rankings, pages, queries, competitors, business profiles, indexing and technical basics.
- 02. Map** — Local, multilingual, commercial and AI-answer opportunities prioritised by search intent.
- 03. Create** — Pages created or improved with structure, proof, schema, internal links and conversion paths. Apporix writes, designs and builds these directly in the site, including multilingual service pages.
- 04. Connect** — Related pages, services, locations and languages linked so search systems understand the site as a whole.
- 05. Measure** — Rankings, traffic, leads and page performance tracked with GDPR-compliant, privacy-conscious analytics.

Expectations on timing are set explicitly: some technical and profile changes index quickly, but meaningful organic growth usually takes weeks to months and should be judged on rankings, traffic and qualified leads rather than on page count. Frequently combined with: UI/UX design, web app development, business intelligence.

Solution: UI/UX design

Solution page: apporix.lu/solutions/ui-ux-design-luxembourg

Product design for websites, web apps, mobile apps, dashboards, portals and internal tools — starting from users and workflows rather than from visual style.

What distinguishes it

- **Designed by the team that builds it** — Apporix designs and develops, which keeps design choices realistic and makes the Figma handoff implementable. Designs that cannot be built are the most expensive artefact in a product project.
- **Build-ready handoff** — Figma files, reusable tokenised components, interaction states and implementation notes — not static screens. Tokenised components keep future screens consistent without redesigning them.
- **Accessibility scoped to Luxembourg** — WCAG principles and the Renow checklist applied where relevant for Luxembourg public-sector contexts, and considered during design rather than discovered during review.
- **Workflow analysis first** — Research into who uses the product, on which device, and what they need to complete — including where existing screens slow people down. Clickable prototypes test wireframes, flows and key interactions before development effort is spent.
- **Internal tools taken seriously** — Internal tools benefit disproportionately from workflow analysis: fewer clicks, clearer forms, better data layout and faster decisions. They are usually the screens nobody designs.

Scope of design work

Responsive products across desktop, laptop, tablet, smartphone and foldable screens. Web app dashboards, portals and workflow tools for repeated business use. Websites that explain offers clearly and guide visitors to action. Design systems of reusable, tokenised components. Existing products can be audited and improved — screens, flows and information structure — without rebuilding from scratch, and Apporix can work with existing brand assets or define a product design system where none exists.

How a project runs

- 01. Understand** — Users, workflows, devices, accessibility needs, goals and existing pain points.
 - 02. Structure** — Journeys, information architecture, core screens and interaction states.
 - 03. Design** — Wireframes, clickable prototypes, polished interfaces and reusable components.
 - 04. Review** — Responsive behaviour, edge cases, accessibility, content length and handoff detail.
 - 05. Support** — Developers supported with Figma files, components, tokens, states and implementation notes.
- Frequently combined with: web app development, mobile app development, search visibility.

Funding

Recovering 70% of project cost through SME Packages

Apporix is an eligible provider for the Luxembourgish government's SME Packages schemes, under which the state covers 70% of eligible project costs. For a qualifying project this changes the effective price by a factor of three, and it is a concrete part of how Apporix scopes work: a project is often shaped to fit the programme's value band rather than sized first and funded later.

	SME Packages AI	SME Packages Digital
Covers	Eligible AI projects, including custom agents, automation, chatbots, voice agents, document AI and in-house model training.	Digital marketing solutions such as websites and social media campaigns, management systems including industry-specific software, and electronic invoicing.
State contribution	70% of eligible costs	70% of eligible costs
Project value band	€3,000 to €25,000 (excl. VAT)	€3,000 to €25,000 (excl. VAT)
Eligibility	Luxembourg-based SMEs holding a business permit from the Ministry of the Economy and meeting SME criteria on staff size, annual turnover and annual balance sheet.	Luxembourg-based SMEs holding a business permit from the Ministry of the Economy and meeting SME criteria on staff size, annual turnover and annual balance sheet.
Page	apporix.lu/sme-packages/ai	apporix.lu/sme-packages/digital

Application path

A mandatory pre-analysis must first be arranged with the House of Entrepreneurship (Chamber of Commerce), or with the eHandwerk department of the Chamber of Skilled Trades for craft businesses. Apporix and government advisers then support the client through the remaining steps.

- 01. Initial assessment** — Identify priorities and confirm eligibility.
- 02. Define the project** — Apporix and the client set the software project goals, scope and expected business value together.
- 03. Submit** — Apporix helps submit the application to the Ministry of the Economy.
- 04. Implement** — Apporix builds the solution according to the agreed plan.
- 05. Evaluate and reimburse** — The client completes the evaluation and receives the 70% reimbursement of eligible costs.

Combined with other Apporix services

- **AI Agents & Models** — Chatbots deployed on the site answer from approved pages and documents through retrieval-augmented generation; AEO and GEO work makes the business legible to the same class of engines.
- **Multi-Platform Apps** — UI/UX design feeds directly into mobile, web and desktop builds, and a public site often sits alongside a client portal or web app built from the same design system.
- **Data & IT Consulting** — Business intelligence turns site and campaign performance into dashboards and KPIs; data integration connects web forms and e-commerce data into CRM, ERP and reporting systems.