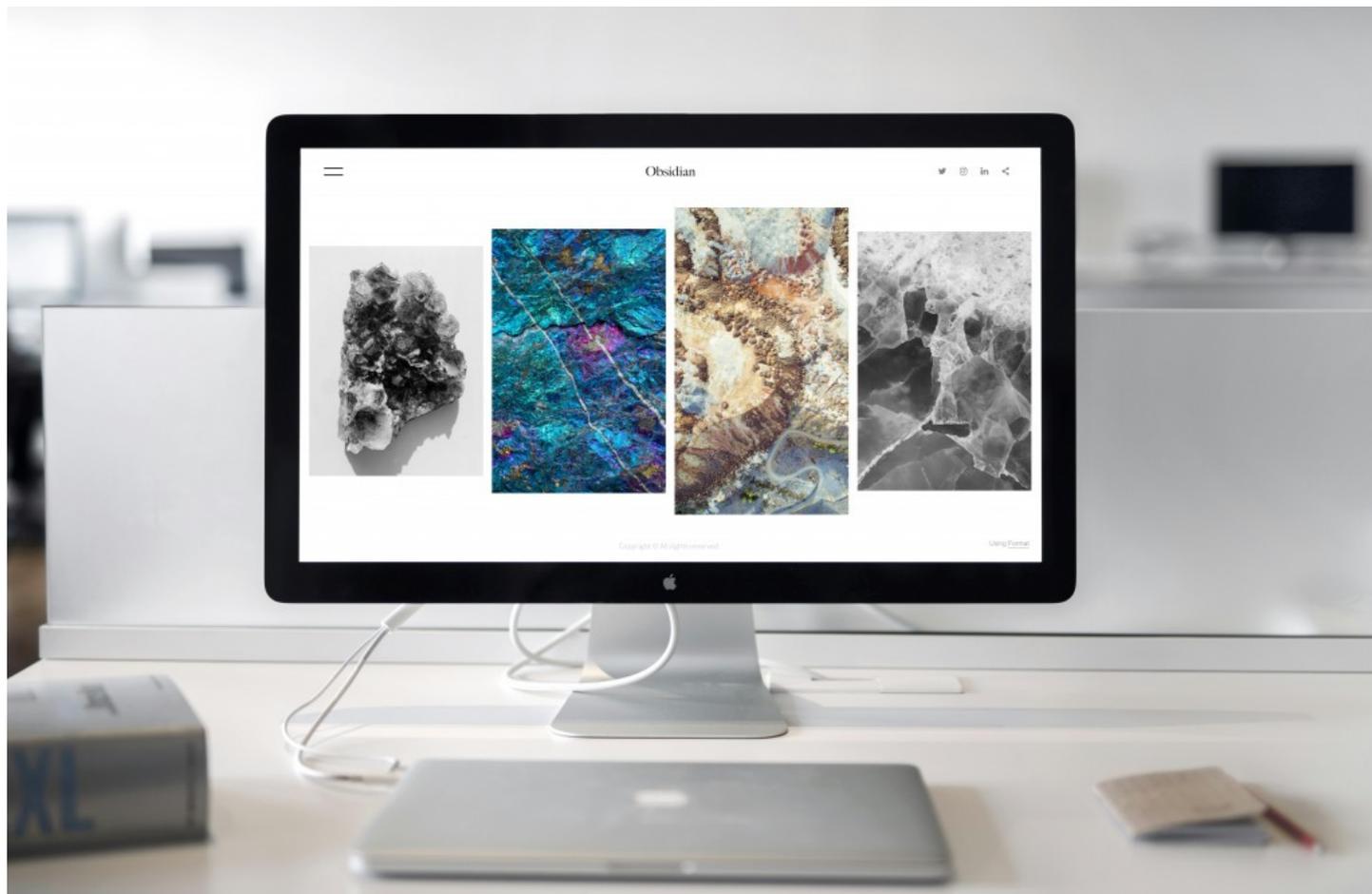


# Defyn Expands Web Development Sydney Services to Help Businesses Launch Faster, Rank Better, and Convert More Customers

Defyn strengthens its Web Development Sydney offering to help businesses launch quicker, rank higher, and grow online.



**Sydney, New South Wales Feb 19, 2026** ([Issuewire.com](https://www.issuewire.com)) - Defyn, a Sydney-based web design and development agency, today announced the expansion of its **Web Development Sydney** services, offering businesses a faster, more reliable way to build high-performing websites that look sharp, load quickly, and drive measurable growth.

With demand increasing for websites that do more than “just exist,” Defyn’s expanded offering focuses on conversion-focused UX/UI, performance optimisation, technical SEO foundations, and secure managed hosting — giving organisations a single partner for strategy, build, and ongoing support.

“Many businesses come to us after dealing with slow websites, poor mobile experiences, or platforms that are hard to update,” said **Dan De Sylva, Head of Strategy at Defyn**. “We’re doubling down on building sites that are easy to manage, built for speed, and designed to convert — backed by a team that genuinely cares about long-term outcomes, not just launch day.”

Built for growth, not just launch

Defyn's enhanced delivery approach includes:

- **Web development** across WordPress, Shopify, and Webflow
- **UX/UI and information architecture** to simplify navigation and improve customer journeys
- **Performance optimisation** (Core Web Vitals, caching, image optimisation, and code efficiency)
- **Technical SEO foundations** (structured data, metadata, indexation hygiene, and site architecture)
- **Secure managed hosting and maintenance** (updates, monitoring, backups, and best-practice security)

The agency works with a broad mix of industries, including professional services, ecommerce, not-for-profits, and community organisations, delivering websites built to scale as content, products, and customer needs evolve.

Supporting Sydney businesses with practical, outcomes-driven delivery

As part of the expansion, [Defyn](#) has also refined its onboarding and delivery process to reduce time-to-launch and improve clarity for stakeholders, including structured discovery workshops, prioritised roadmaps, and clear assumptions/exclusions to prevent scope confusion.

Defyn's [Web Development Sydney](#) services are now available for new projects commencing in 2026.

## Media Contact

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