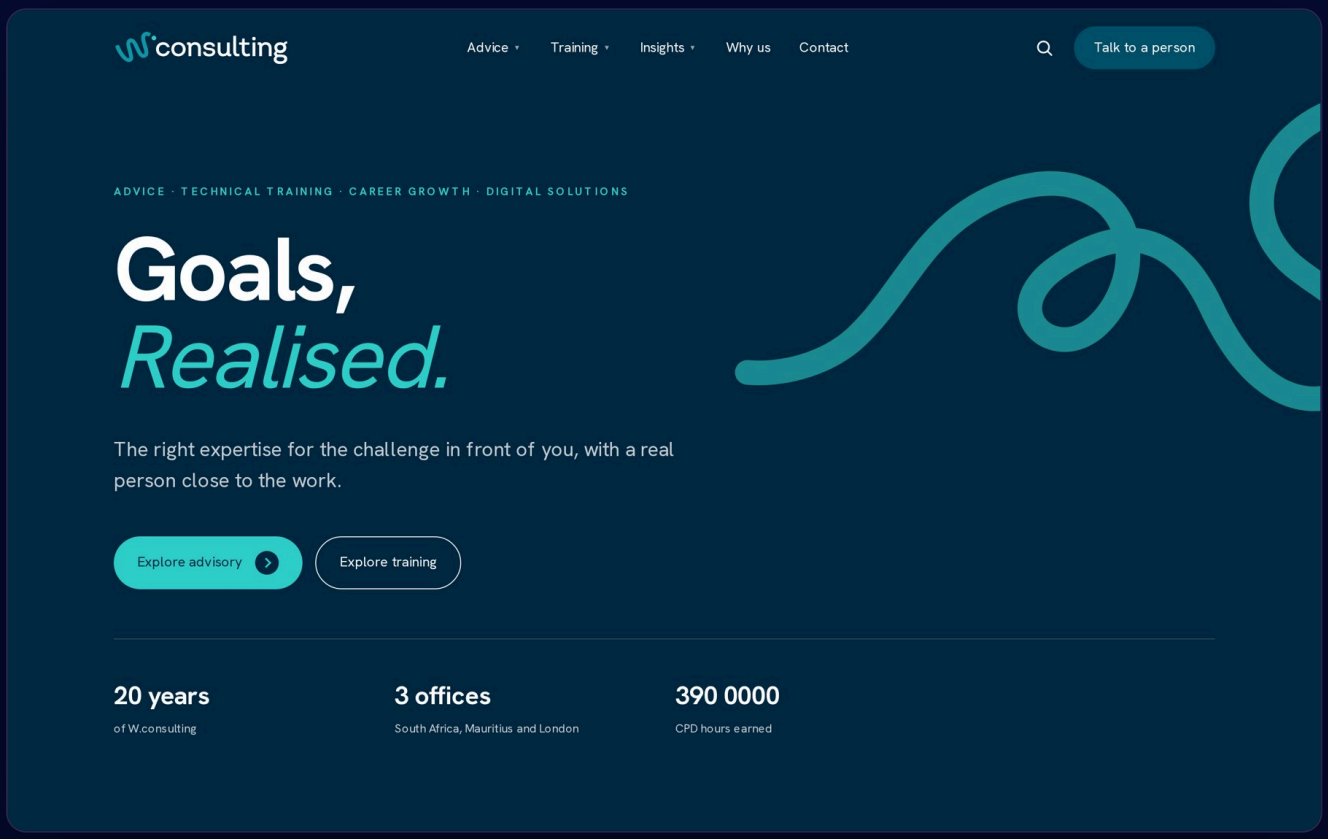
CASE STUDY · MULOO BUILD · MULOO AI

W.consulting: a full HubSpot website, brand to launch in four weeks

W.consulting refreshed a brand built over 20 years. We built the website behind it on HubSpot Content Hub, led by one senior architect and an agentic delivery process that took on the heavy lifting.



4 weeks
From brand received to launch

1
Senior architect leading the build

25
Page templates, behind every page on the site

29
Editor ready modules in the theme

CLIENT
W.consulting

SECTOR
IFRS advisory and training

REGION
EMEA

LIVE
wconsulting.global

THE SHORT VERSION

A 20 year old advisory brand needed a website it could run itself. We delivered a full HubSpot Content Hub build in four weeks with one senior architect directing a set of purpose built agents, and saw it through DNS go live and launch on 16 September 2026.

The client

W.consulting is a specialist advisory and training firm working across IFRS advisory, IFRS valuations, sustainability reporting and specialist technical training, serving clients across EMEA from Johannesburg, Mauritius and London.

After more than 20 years in business, W. refreshed its identity to tell a fuller story: expertise that works together, connected by a common thread, focused on turning client goals into reality. **Goals. Realised.**

The brief

Take the new brand from Sol Creative and turn it into a website the W. team can run and grow themselves.

- ✓ A proper HubSpot theme, not a page builder patchwork
- ✓ Every section editable by marketing without a developer
- ✓ Content that lists itself: insights, case studies and downloads
- ✓ Gated technical downloads that actually deliver
- ✓ Search that finds the right route fast
- ✓ WCAG 2.1 AA accessibility and British English
- ✓ Live on wconsulting.global for the brand launch

The brand: Julie Sol and Sol Creative

> **"A strong, clear identity to work from made our job so much easier."**

Julie Sol and the team at Sol Creative led the brand. The identity centres on the W mark and its thread: a teal squiggle and aqua dot that became the visual system for the whole site. We treated the brand as the source of truth and built the theme to carry it faithfully, from the two tone logo lockups to the thread underline that highlights key phrases on every page.

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Brand identity by Julie Sol, Sol Creative. Website design and build by Muloo.
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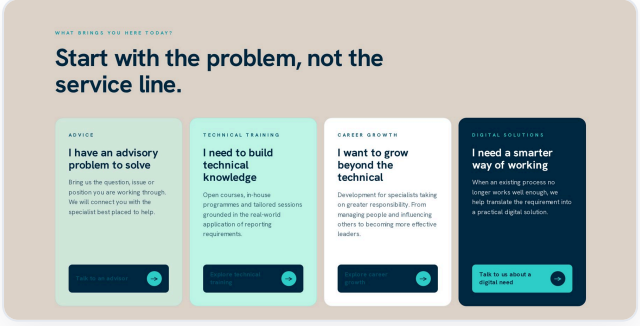
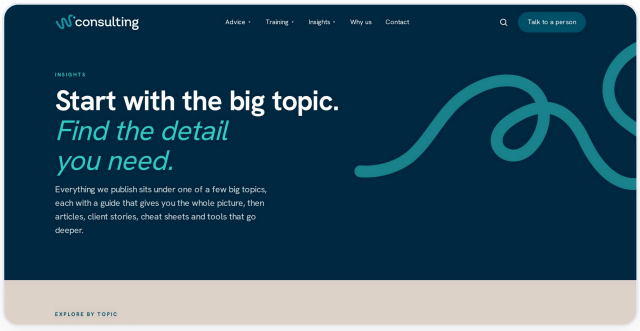
What we built



Start with the problem, not the service line



Insights hub, organised by big topic

How we built it

This is not AI replacing people. One experienced HubSpot architect set the architecture, made every call and signed off the quality. Purpose built agents took on the repetitive work that normally slows a project down: converting designs to HubL, generating module fields, writing CSS against the token system, validating every upload and auditing the rendered site.

The architect decides. The agents execute. Nothing ships without a human check.

AGENT OR TOOL	WHAT IT DID ON THIS BUILD
Claude Design	Clickable prototype of all 25 page templates, used for client sign off
Theme Architect agent	Theme structure, token scale and template map
Module Builder agent	Module library, fields and editor defaults
Senior Developer agent	HubL, HubDB wiring, search, forms and video
Content Hub agent	Page setup, blog, content index and publishing
Release QA agent	Accessibility, hover state and design parity audits
Theme validator	Chained to every upload, so a broken build cannot reach the portal
HubSpot CLI and MCP	Deployment, portal inspection and CRM checks

Milestones: the four week build

01 **Design to sign off**

- Brand received from Sol Creative
- Prototype of all 25 page templates built in Claude Design, staged as a clickable sitemap
- Every review action logged against a reference code, so tracker, brief and build stayed in sync

02 **Theme foundation**

- Theme first uploaded to the client portal: 75 of 75 files, zero errors
- One token source driven by theme settings, so W. can adjust the brand without code
- Design parity pass on logo lockups, footer, thread underline and header search

03 **Modules, content and integrations**

- 29 editor modules and six drag and drop sections
- Insights hub on the blog; case studies and downloads indexed through HubDB
- Live site search, rebuilt gated downloads with fixed consent, intro call booking

04 **QA, DNS go live and launch**

- Accessibility, hover state and responsive audits; forms and email delivery tested end to end
- DNS go live with the W. team: domain connected, SSL issued, redirects and linking checked
- Launch guidance and a go live checklist. **Live 16 September 2026**, alongside the brand launch

Time saved

A build that would usually take a full team months, delivered in weeks without cutting corners.

	TRADITIONAL AGENCY BUILD	MULOO AGENTIC BUILD
TIMELINE	12 to 16 weeks	**4 weeks**
TEAM	PM, UX designer, 2 front end developers, HubSpot developer, QA	**1 senior architect and agents**
DESIGN TO PROTOTYPE	3 to 4 weeks	**Under 1 week**
THEME AND MODULES	5 to 7 weeks	**2 weeks**
QA	2 weeks, often squeezed	**Continuous, automated on every upload**
HANDOVER	Documentation written at the end	**Conventions and SOPs captured as the work happened**

HubSpot platform in play

Content Hub
Custom theme, HubL modules, drag and drop sections

Design Manager and CLI
Version controlled deployment

HubDB
Content index for case studies and downloads

Blog
Perspectives insights hub with tag feeds

Site Search
Results page and live search overlay

Forms
Gated downloads and intro call requests

Workflows and Email
Automated cheat sheet delivery

HubSpot Video
Brand film on the About page

Domains and DNS
Cutover, SSL and redirects

Challenges and how we solved them

01 **Accessibility built in, not bolted on**
White text on teal fails WCAG AA. We set a hard rule: teal is never a background for white text; marine is. Every button was corrected in one pass.

02 **Content that should list itself**
HubSpot cannot list pages by template, so a HubDB index points at each case study and download and the listings populate themselves.

03 **Downloads that never delivered**
Optional consent had silently dropped delivery emails. We rebuilt forms, workflows and consent. The log now reads SENT, not DROPPED.

04 **HubL that fails silently**
Several HubSpot behaviours fail without an error. Each is documented and caught by our validator on the next build.

05 **A deployment regression**
An upload from an out of date copy rolled back shipped fixes. A pre upload check now confirms the source every time.

06 **An AI assistant that stays honest**
For an IFRS firm a confident wrong answer is a real risk. Ask W. stays a fast site search, and standards questions go to an agent grounded in reviewed content that routes people to the right expert.

SOPs adopted for future builds

Every lesson on this project is now a standard on the next one.

01 **Reference codes on everything.** One code follows each action from tracker to commit.

02 **Validator chained to upload.** No upload runs unless it passes.

03 **One source of truth for tokens.** No hard coded colours in modules.

04 **Shared section shell.** Modules inherit spacing, tone and buttons.

05 **AA contrast rules set up front.** Approved pairings before the first module.

06 **Upload only from the main source.** Confirm the commit before every deploy.

07 **Empty module defaults.** No plausible looking fake content, ever.

08 **Feed ready repeaters.** Anything fed by the blog or HubDB allows zero items.

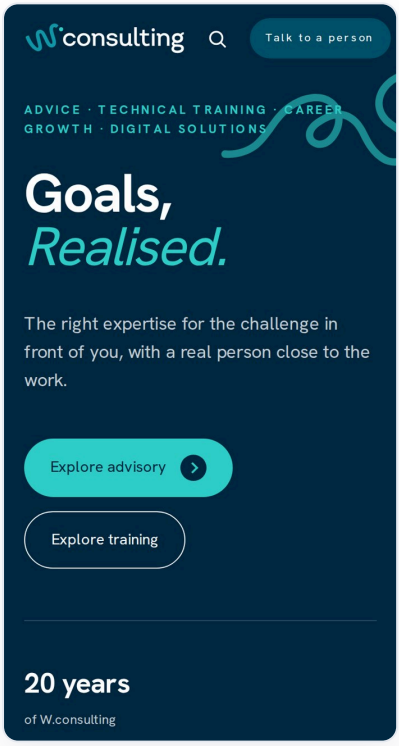
09 **Legacy editor forms for gated content.** Forms inherit theme styling.

10 **Delivery workflows tested end to end.** Swap a form, rebuild its workflow.

11 **Known HubL traps checklist.** Silent failures checked in QA.

12 **AI grounded before it goes live.** Reviewed content, human handoff, clear limits.

13 **Knowledge captured during the build.** Handover is ready on launch day.



Mobile first, down to 320px

// OUTCOME

What W. runs today

- ✓ Live on wconsulting.global on 16 September 2026, in step with the brand launch
- ✓ DNS go live, domain linking and launch guidance handled alongside the W. team
- ✓ A theme the W. team runs and grows without a developer
- ✓ Listings, downloads and delivery emails that work on their own
- ✓ Accessibility to WCAG 2.1 AA as a baseline
- ✓ An AI ready foundation, with Ask W. set up on reviewed content
- ✓ A repeatable agentic delivery process, now standard at Muloo

> **"This isn't about AI replacing people. One experienced architect directed the agents, made the calls, and checked the quality."**
>
> Jarrud van der Merwe · Founder, Muloo

Want a build like this?

Senior HubSpot architecture with agentic delivery. Properly built websites in weeks, not months.

Book a call with Muloo