

March 2023

# Website Design and Creative Services



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# About Anicca

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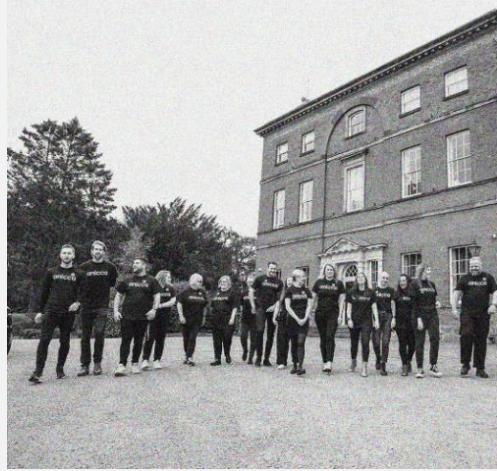
# About Anicca

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**No Ego and No Bull,**

Supporting your digital ambitions.

Our multi award winning agency in the heart of Leicester  
has helped clients succeed for over 15 years



Established  
**2007**

Staff  
**27**

Clients  
**46+**

Services  
**7**



# Strategy & delivery

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We invest in relationships with businesses and brands looking to drive growth and succeed in what they do.

Whatever your brief, we can mix and match our services to best suit your needs. Our services tell you all you need to know when looking for a truly integrated agency.

## Services ↗

Analytics

Creative

Paid Media

PR & Content

SEO

Social Media

Training

## Outcomes ↗

Consultancy

Strategy

Lead Generation

eCommerce

Technical Support

Reporting

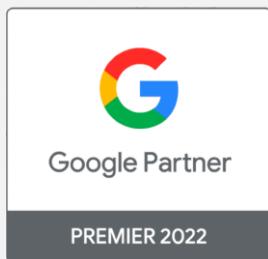
Client Services

# In safe hands

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From platform partners to globally recognised accreditation; we work hard to earn your trust and we aim to keep it.

We endeavour to prove our place in the industry with our awards and accreditations, giving you peace of mind that we are your right partner.



The best in digital marketing



# Our pedigree

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We have vast experience of working with companies and organisations across many industries and parts of the UK

Our deep understanding and sharp focus across digital marketing is what sets us apart from the competition, giving you comfort in knowing we are a true extension of your business.

This is also why our internationally renowned clients stay with us year after year.



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# Expertise

# Channels & services

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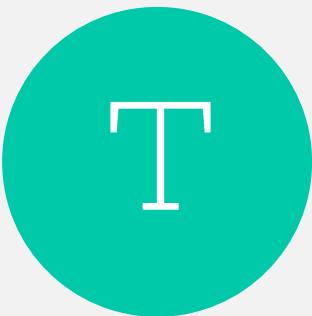
**Paid**  
Paid search  
Paid display  
Paid social  
Affiliates  
Shopping  
Marketplaces  
TV & radio



**Owned**  
SEO  
Content marketing  
Social Media  
Email  
Marketing automation  
Webinars & events



**Earned**  
Digital &  
Traditional PR  
Social Media  
Reputation  
Management  
Thought leadership  
Influencer marketing  
Reviews  
Testimonials



**Technical**  
Hybrid media  
Voice search  
Use of AI/ML  
Tracking & tagging  
CRO



**Insights**  
Audience insights  
Competitive audits  
Site audits  
CRO audits  
Analytics & data  
insights  
Data visualisation  
Data integration



**Creative**  
Branding  
UX audits  
Creative Assets  
Social ads  
Video

THE BEST OF DIGITAL  
MARKETING

# Content Management Systems

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# What CMS is best for you?

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- A CMS (Content Management System) is essentially the platform your website is built on
- Depending on what type of website you have, some CMS platforms will work better than others
- Some CMS platforms are for e-commerce, whilst some are for lead generation sites



# What CMS is best for you?

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Anicca will guide you through CMS selection and help decide which platform will best suit your needs, along with any recommendations on enhancements to each platform that can be made to suit your needs.



# Elements of Design

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# Elements of Design

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Anicca Digital are able to design effective landing pages to help maximise the ROI of your digital campaigns, whether this be to get more leads or generate more sales from your product pages.

- Eye-catching design
- Trust Signals (Reviews etc..)
- Easily digestible information
- Quick load speeds
- Graphic design
- Call-to-actions
- Effective copy
- Multiple payment methods (Debit Card, Apple/Google Pay, Financing and Klarna PayPal)

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# Site Mapping

# Site Mapping

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Before we begin Wireframing your website, we create a sitemap of the website to determine how many pages your website will have, any therefore, how many different templates will be required.

Templates may include your Homepage, about page, service pages, category pages, product pages, blog pages and contact page

This also ensures the website flows properly, taking into account which pages should be added to the navigation and which structure makes sense from both a commercial and consumer point of view.

[Find out more about our site mapping services here.](#)

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# Website Content

# Website Content

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Website content also plays a vital role in the development of your website. Our team has years of experience in creating effective and engaging website copy.

Whether it's for category pages, product pages, service pages or blogs, our team are able to help create content that engages the user and builds trust in your brand.

As a full-service digital marketing agency, our team is also able to optimise your content to help improve your SEO and organic visibility and get you found for relevant searches in Google, Bing and various other search engines.

[Find out more about our content creation services here.](#)

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# Wireframing

# Wireframing

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The next step of building your website is to begin wireframing your page templates. Wireframes are essentially a layout of blocks to display where different elements of your page will sit.

This is essential to get the flow of the website set up properly, such as where content will sit, where imagery goes and where we will include CTA's (Call-to-actions) and forms.

These will be created for both Desktop and Mobile versions of the website, ensuring that the website will be mobile-friendly and responsive, which is vital now that Google uses a mobile-first index.

# Wireframing

By wireframing the website, we can easily change the layout of the website easily.

We will provide wireframes, talk through them and agree on any amendments to make until we reach a point where everyone is happy with how the website will be structured.

You can read more about our [Wireframing services here](#).

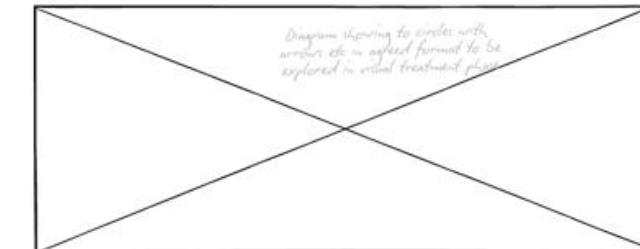
## An outcome-driven approach



Our four phase process makes it easy to understand how we work. No matter what service you need across our business, it will fit into one of our four stages.

So you can see just how we can switch our services on and off depending on what you need and when you need it. You may need one, or even all four.

All of our marketing services have been designed so that we can fulfil your needs through your entire journey, no matter what you require.



What's P.O.E.T.S?

Shows a pop-up explaining P.O.E.T.S

[Link to relevant service page](#)  
PR for Pall-Ex in August 2020

## Driving great results for Pall-Ex

97

Pieces of coverage

[Read more](#)

931m

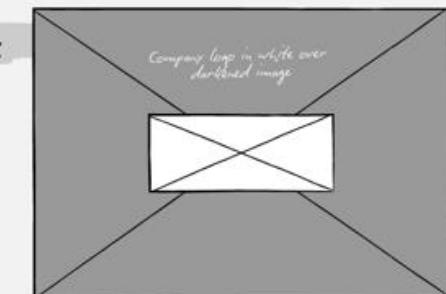
Potential online readership

[Read more](#)

3x

Growth on previous year

Numbers animated up from zero when in view



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# Branding

# Branding

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If you're embarking on a new website, then it's also an excellent time to refresh your brand. Branding is essential to making a good first impression and to draw the users attention.

Anicca can help with all aspects of [digital branding](#) from logo design, brand guidelines and much more. We can also assist with any animation and graphic design needs, including creation of new brand assets for paid and organic marketing campaigns.

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# Website Design

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# Website Design

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When it comes to website design, Anicca works with teams internally to map out websites that will provide the best user experience, but also please search engines for organic ranking.

Depending on your website's CMS, we can tailor designs to fit in with limitations by CMS platform, or to fit into a template you might have already decided to go ahead with.

Our creative team will work with you to discuss the use of colour and branding to ensure your [website design](#) exceeds your expectations.

# Website Design

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Once we're happy with the website design, we can then enter the build stage, where we can partner with your developers or work with our partner agency to build your website in your preferred CMS.

Depending on the size of your website and your chosen CMS, web development costs will vary and will be priced on a bespoke basis.

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# Technical Crawling

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# Technical Crawling

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A benefit of working with Anicca Digital is that we work on migration projects for clients regularly, and therefore have our own checklist of work to complete.

Our creative team works with the SEO team to complete a comprehensive technical crawl of the website pre and post launch. This ensures errors are kept to a minimum to ensure as little disruption as possible. This helps Google quickly identify new pages and the new website structure to minimise any loss in organic visibility when you launch a new website.

You can find out about our [technical SEO work here.](#)

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# Costings

# Costings

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Each of our projects are priced individually, based on client requirements. From small logo design projects to complete digital rebranding and website design projects we can cater to your needs.

# Project Schedule

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An example of a project example can be seen below:

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# Results Measurement (GA4)

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# GA4 and Results Measurement

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Anicca are also an Analytics agency and can help set up comprehensive reporting through Google Analytics 4. We can also create bespoke reporting dashboards in Looker Studio, tailored to report on your business KPI's.

GA4 starter migration package from £1,000\*

- Includes:
- Sitewide GA4 pixel install
- GA4 account setup & configuration
- File download tracking, video tracking, click tracking
- Tracking of 2 website KPIs eg eCommerce revenue, form submissions or other
- GA4 performance KPI dashboard using Google Data Studio (now called Looker Studio)
- \*Must have Google Tag Manager (GTM) installed to qualify for this price.

[enquiries@anicca.co.uk](mailto:enquiries@anicca.co.uk)

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#### Disclaimer

The materials set out in this document are concepts only (the "Concepts") and, in addition to any rights vesting in Anicca Digital Limited ("Anicca"), may be the subject of existing third party intellectual property rights.

If the client wishes to utilise any of the Concepts, it should notify Anicca in writing and Anicca will then put in place the appropriate intellectual property searches (the "Searches"). The use of the Concepts is therefore subject to the results of the Searches.

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prior to Anicca confirming whether or not the Concept is subject to existing third party intellectual property rights; and/or

in breach of existing third party intellectual property rights following the Searches.

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