

March 2023

Website Design and Creative Services

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THE BEST OF DIGITAL MARKETING

About Anicca

About Anicca

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

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

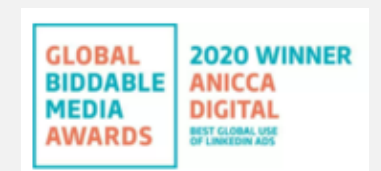
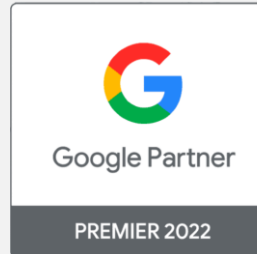
Reporting

Client Services

In safe hands

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.



Our pedigree

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.



Expertise

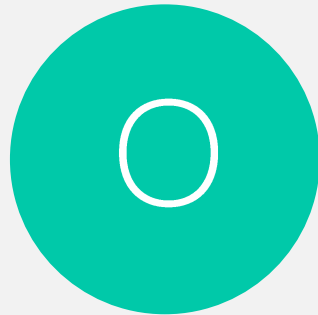
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Channels & services



Paid

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



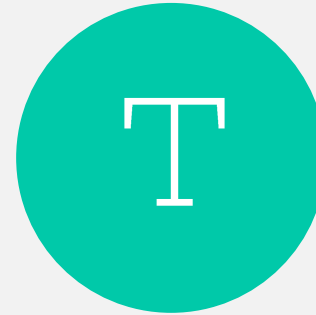
Owned

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

Content Management Systems

What CMS is best for you?

- 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?

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

Elements of Design

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)

Site Mapping

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Site Mapping

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.](#)

Website Content

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Website Content

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.](#)

Wireframing

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Wireframing

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 amends 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.

1: Discovery

2: Launch

3: Optimise

M: Manage

Diagram showing to circles with arrows etc in agreed format to be explored in initial treatment plans

What's P.O.E.T.S? ← Shows a popup explaining P.O.E.T.S

Links to relevant service page

PR for Pallex in August 2020

Driving great results for Pall-Ex

97 Pieces of coverage

931m Potential online readership

3x Growth on previous year

Read more

Numbers animated up from 0 to value in video

Company logo in white over darkened image

Branding

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Branding

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.

Website Design

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Website Design

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

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.

Technical Crawling

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Technical Crawling

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](#).

Costings

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Costings

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

An example of a project example can be seen below:

Results Measurement (GA4)

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GA4 and Results Measurement

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

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.

Anicca shall not be liable for any damages, costs or losses whether direct or indirect (and including, without limitation, loss of profits, loss of business and loss of goodwill) arising out of any claim by any third party relating to the Concepts proposed by Anicca where the client uses a Concept:

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.

All Anicca rights to proposed technical, content and creative concepts belong to Anicca unless paid for by the client. Should the client subsequently use any concepts without payment to Anicca (unless agreed otherwise by both parties in writing), Anicca reserves the right to take action to recoup, without limitation, damages for breach of intellectual property rights and/or any lost costs associated with the development of such concepts from the client.



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