



# Spindogs Ltd

Services overview

Crown Commercial Services





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# About Spindogs



# About Spindogs

Spindogs is an award-winning, full-service agency with a team of over 70 dedicated creative and technical experts. We create elegant websites, bespoke systems and marketing campaigns backed up with amazing tech and marketing knowledge to meet our clients' ever-changing business challenges.

Delivering digital excellence is our business – day in, day out. We design, build and optimise websites, then work with our clients to enable them to get the best return on their investment. In fact, since we were established in 2004, we have worked with over 1,000 organisations in a wide range of sectors on projects of all sizes and budgets.

Our strategy is simple but very effective. We work with our clients to understand their business challenges and goals before moving on to design striking creative or building insightful campaign strategies. We engage target audiences and are backed up with best practice and compliant techniques and ensure you get maximum ROI from working with us.

With our wealth of knowledge and experience, you can rely on Spindogs to bring an extra level of quality to your project. We aren't 'yes people' and will always consider what is best for the end users of your website in line with your business strategy.

We are really proud that many of the clients who joined us back in 2004 are still working with us and that **over 83% of our work comes from our existing clients.**



# Team composition

**4x** Web & Print  
designers

**22x** FE & BE  
Developers

**7x** Project  
Managers

**13x** Digital  
Marketers

**8x** Operational  
Support

**10x** Client  
Services

**7x** Client  
Support

**70x** Team Members

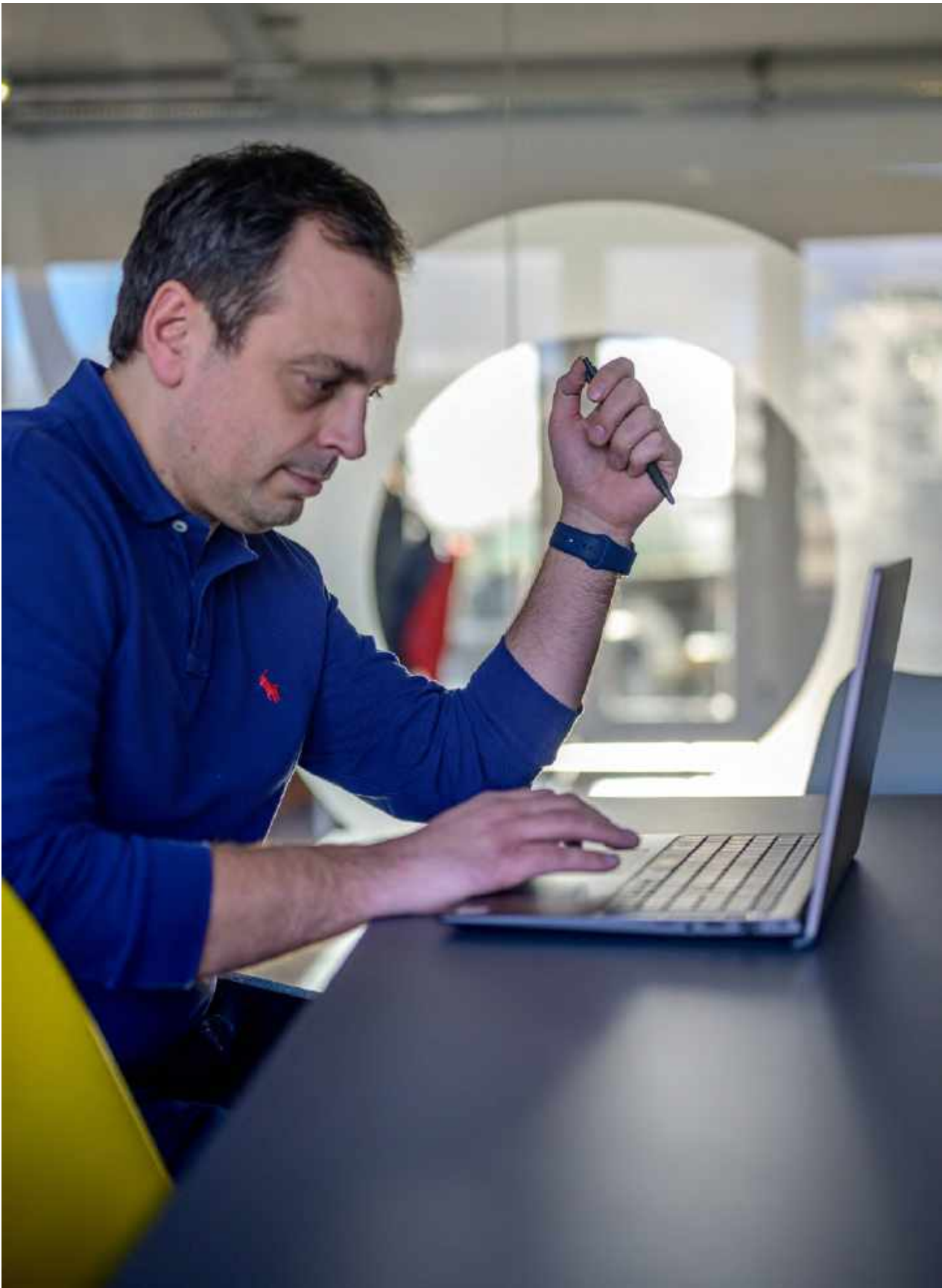


# Accreditations

With nearly two decades of experience, we have a range of accreditations to our name. Our accreditation not only signify our technical proficiency but also our dedication to upholding the highest standards of quality, security and customer satisfaction.



HM Government  
**G-Cloud**  
Supplier



# Notable clients



# Our Services



# What we do



## Discovery & strategy

- Discovery
- Brand positioning
- Onboarding
- Client engagement
- Strategy development



## User experience

- Visual brand architecture
- UX
- UI & interaction
- Content strategy



## Technology

- Application development
- Data platforms, portals and dashes
- Systems and integrations
- CMS
- Cloud infrastructure



## Growth & performance

- Digital marketing
- CRO and continuous improvement
- Analytics and BI
- Platform and infrastructure support
- Training and consultancy

# Discovery





# Discovery & Consultancy

Informing your new website, brand or system with a tried and trusted discovery consultancy process that puts both internal and external user needs front and centre.

## Discovery

Often a crucial phase of developing a new website, system, brand or service, a discovery is particularly important when considering large projects with complex integrations or audiences, or involves public funding.

Our philosophy is founded on three-dimensional thinking: the inclusion of a key third voice, your audience, to our client relationships, and the application of three viewpoints, technical advantage, marketing performance and brand strength to all projects. This approach ensures that our recommendations are more considered and the outcomes are ultimately more successful.

Whether it's aligning to and interrogating a predefined set of requirements or making informed recommendations following consultation, Spindogs Discovery will be designed to specifically maximise your outcomes.

Investing time and effort in diagnosing user challenges, providing actionable insights, and understanding the technological, creative

and marketing options available, a digital discovery enables you to define a more considered scope of requirements.

Ultimately this helps to streamline process, reduce project wastage and improve project outcomes.

With years of experience in scoping websites, solving complex UX challenges and undertaking detailed analytics research, we've developed a unique discovery proposition that takes advantage of Spindogs' range of specialist knowledge.

With scope to tailor areas of coverage or detail, Spindogs Discovery is based on three key principles and three clear stages of activity:

- **Insights - Unbiased situation analysis & insights**
- **Exploration - Inclusive exploration and comprehension**
- **Definition - Defined clear and actionable outcomes**



# Discovery Process

## Insights

The **Insights** phase of discovery is designed to arm us with an unbiased snapshot of your current digital status.

Taking in and learning from your immediate competition ensures we can objectively compare, and provides a relatable jumping off point for discussions around content, brand and functionality. This is supported by a series of creative and technical audits – including our unique competitor benchmarking and page scoring tools – and is designed to assess both current performance and identify gaps and areas for improvement.

## Exploration

Our **Exploration** discovery phase has the sole aim of providing actionable outcomes from which to launch your new project.

Incorporating stakeholder workshops, interviews and surveys, we use our Insights report to provoke discussion, enabling our team of specialists to draw informed conclusions and make recommendations across all project touchpoints. From interactive user journey and site mapping exercises to open-ended discussion and investigation about functionality, Exploration is a great opportunity to engage key internal and external stakeholders with your project.

## Definition

Drawing on our initial Insights stage and informed by discovery Explorations, the **Definitions** phase leaves you with a clear set of briefs and briefing assets, detailed delivery requirements and considered plans for implementation.

Collating our recommendations into a single Discovery Report, we playback our findings and observations in a collaborative session that walks you through our rationale, providing reference where required. The Discovery Report document can easily be adapted into an external brief or an internal schedule of works once finalised.



# Content Management Systems

# Content Management Systems

For nearly 20 years Spindogs has been creating user focused and commercially successful websites. We are experts in delivering powerful solutions utilising open source technology such as Umbraco, WordPress and Kentico. We have built a multi-disciplinary team of designers, developers, usability & accessibility experts, and support specialists to deliver your requirements and support you with your organisational objectives.

With our collaborative approach, we ensure that our clients receive inspiring solutions that surpasses their expectations. Drawing on the expertise of our development, design, and digital marketing teams, we bring together a diverse range of skills and knowledge to deliver exceptional results.

We believe in fostering long-term partnerships, and we are committed to not only delivering an outstanding website but also providing ongoing support and guidance to ensure your continued success. We have relationships with clients that are 20 years old. We care about our clients and the work they do.





# CMS options



## Wordpress

- ✓ PHP platform
- ✓ Open source
- ✓ Good for site flexibility and growth
- ✓ Good for brochureware



## Umbraco

- ✓ .NET platform
- ✓ Open source
- ✓ Handles complex site structures well
- ✓ Works well for enterprise

Platinum partner

MVP status



## Kentico

- ✓ .NET platform
- ✓ License fee
- ✓ Marketing automation, lead scoring and content personalisation built in

Bronze partner

# Global Site Features

## Responsive

We believe that the users of your website should have a seamless experience, regardless of the device that they are accessing it from. As such, every website we build respond perfectly to all devices including mobiles and tablets. We also test across all of the latest versions of web browsers. Please let us know if you have specific requirements for older versions of web browsers that the site will need to take into account.

## Reporting

Once your website has gone live, it is imperative to track performance to understand if it is meeting the intended goals of the project. As such, with all of our websites projects, we set up Google Analytics as standard practice.

We'll ask you to provide us with access to your Google account. If you already have Google Analytics set up on an existing site we can obtain the code from the existing property. If you don't then we create a new property for the account.

We then set up a new Google Tag Manager container in our account (or you can give us access to your own account if you would prefer). We add in the GA tracking code as a tag, and our developers add the GTM tracking code to the site.

When that's all set up, we set up a new 'view' for 'filtered' where we exclude the Spindogs' office IP address from tracking and we can set up your IP address to exclude too.

This means that we won't skew your reporting data when we are working on or reviewing the website. Finally, we set up 'goals' for every contact form that redirects to a 'thank you' page, so you can quickly see how many hits you have had to a thank you page, which suggests how many users they have had through the contact form.

If more detailed reporting, goal setting and tracking is required for your new site, please tell us as soon as possible so we can factor this into your project.

## Accessible

We take accessibility very seriously and as standard, our websites meet single A standards outlined in the WCAG 2.2 guidelines. Accessibility is not only a legal requirement but an important part of our design and development culture as an organisation.

The 'accessibility champions' within our front-end team, who are required to review and maintain accessibility standards across the organisation, will ensure that your site is easy to read and accessible for all. They will ensure we manage the

balance between functional accessibility and the overall design, feel and visual interest of your site

We have the capability to meet AA standards. Our team are highly experienced in designing and building websites to meet AA standards, given our history of supporting the public sector. Our accessibility champions are very aware of the new standards (WCAG 3.0) that are currently being drafted. These standards are an extension of the current WCAG 2.2 guidelines. Our team are continually monitoring the changes, and any changes will be considered in your website design.

## Mobile First

All of our website projects are approached from a mobile-first UX perspective. This doesn't just mean that our websites are responsive on mobile devices but it means we consider the mobile user independently from desktop users. Both experiences will share a visual commonality, but our mobile designs will consider how users interact with the site.

We also understand that technologically there are separate demands on the mobile experience, and it's also important to ensure that page speeds and reduced data load are also accounted for. Our approach ensures that your users' experiences are fully optimised.



## Multi-language Capabilities

Spindogs has a wealth of experience in designing and building sites that are bi-lingual. Over our time in business, we have designed and built bi-lingual websites (English & Welsh) across the public and private sector as well as for charities. Some notable examples include Cardiff Airport, Traveline Cymru, Visit Swansea Bay and more recently National Centre for Mental Health.

It is often a requirement that our clients' websites cater to speakers of multiple languages. Whilst the majority of the multiple language sites we've built are dual language, we also have experience designing and building multi-language sites for clients.

Having designed and developed sites with such complex language functionality, our team have a wealth of experience to draw on in creating a new site that is structurally sound and bi-lingual but does not impact on the professional look and feel.

We have an in-house team of developers who between them have over 30 years' experience in developing multi-language websites that operate efficiently to the highest web standards. As part of our web design and development process we carefully consider that whichever language is selected, the site visitor has a seamless user experience and their experience with the site is not affected in any way.

## Integrations

We are familiar with developing and supporting websites that interface with a number of wider online tools. Our technical expertise ensures our solution seamlessly integrates with existing technology, data systems and workflows.

We have extensive experience integrating with external APIs and systems, including (but not exclusive to) CRMs, Live chats, housing management solutions, email marketing solutions, self-service portals and PowerBi solutions. We also have the capability to create solutions that embed with MS forms and HTML iframes.

Our process includes outlining the different integrations and ensuring we have access to any relevant documentation, documentign relevant integration methods too understand how information will be synced between the website and the 3rd party tool. Finally we will perform integration testing to validate data flow, user functionality, and security aspects of the integration.

# Brand Development



# Building your brand

Our 4-step brand process is designed to maximise the impact of launching your new brand position and visual architecture. While most effective when implementing all four stages, we can tailor your brand discovery and development experience as appropriate, based on your requirements and budget.

## Brand discovery

Whether you're launching a challenger brand or restoring your brand to past glories, it's crucial to the branding process to take the time to fully understand where you've been, where you're at, and most importantly where you want to be.

Using tactics such as brand discovery workshops with key stakeholders, quantitative surveys to gather a volume of opinions, or discovering what your competitors are doing and learning from both their successes and failures, we can ensure that we leave no stone left unturned in unearthing what truly makes your brand tick.

Typically involving stakeholders such as boards or management teams, coal-face employees and even customers and suppliers, our workshops look to unpick

your operational structure, dissect your current collateral, pinpoint your audience and engage attendees in a series of fun exercises designed to highlight what the brand means to them.

## Your Brand Blueprint

Armed with the knowledge and understanding of your brand gained from our discovery process, we will be well-positioned to define the essence of your brand in a brand blueprint document.

Your brand blueprint document contains a summary of the discovery outcomes, such as audience personas or competitor insight, clearly sets out your core purpose – the reason your brand exists, and seeks to define your 'big idea' – the brand ideal that will become the anchor for everything you say and do as a brand.

## 01

### Understand your brand

- Key stakeholder workshops
- Quantitative surveys (internal/external)
- Competitor research
- Competitive advantages

## 02

### Define your brand

- Your core purpose
- Your 'big idea'
- Personas
- Brand values

## 03

### Live your brand

- Example messaging
- Tone of voice
- Word bank
- Content strategy
- Brand identity
- Visual architecture
- Brand guidelines
- Example assets

## 04

### Launch your brand

- Launch plan
- Internal communications
- External communications
- Application of brand to collateral





Supporting these are carefully considered brand values, audience-led example messaging and guidance on tone of voice.

The true value of your Brand Blueprint is the focused direction it gives the brand, enabling you to communicate with authenticity and develop a visual language and architecture with real substance.

## The brand in action

Nothing makes us happier than dusting off our sketch pads, filling up our font folders, thumbing through the Pantone books, and crafting a memorable brand mark.

Informed by our discovery and Brand Blueprint process, we create visual identities and brand systems that resonate with your audiences, and give your internal stakeholders a mark to be proud of.

We don't create your identity in isolation, instead designing flexible branding systems that enable your identity to work across multiple channels, formats and messages, giving your copy the platform it deserves, and building a consistent visual language that ensures all customer touch-points are singing the same tune. Working alongside your Brand Blueprint, we create brand guideline documents that help you manage your visual brand, helping you make consistent choices, but with enough flexibility to ensure the brand personality shines through.

## Let it grow

The biggest brands ultimately take on a life of their own, with customers becoming brand advocates, and staff living the brand on a daily basis. An essential step on the journey to brand domination is your launch.

Whether it's communicating your newly minted brand values to a re-engaged workforce or reaching new customers with a well-honed message, we can help devise a brand launch strategy that delivers cross channel collateral, and provides crucial marketing support, ensuring your investment in your brand is rewarded.

Creating branded visuals with real impact is second nature to us; however, building a brand with real substance is a team effort. Our brand process facilitates collaboration and delivers the tools required to launch and grow a living, breathing brand that endures.





# Asset creation

To support your newly created brand, we are able to provide a range of templated assets to help drive brand consistency and start clients on their journey towards brand launch.

Our approach ensures beautifully seamless designs, layouts and information hierarchy enabling users to quickly and effortlessly engage with your outputs. From powerpoints to brochures, our designs express your business and match the audiences and situation it serves.

- ✓ Online and Printed Brochures
- ✓ Powerpoint presentations
- ✓ Email signatures
- ✓ social media toolkits
- ✓ Product packaging
- ✓ Flyers
- ✓ HTML email marketing templates
- ✓ Letterhead documents
- ✓ Business Cards
- ✓ Vehicle wrap designs

We recommend creating a series of templates for key documents and assets (e.g. presentations, social assets etc.) to allow you brand vision to stay locked, but give scope for multiple teams to work with their own content and meet a variety of business needs.



# Digital Marketing



# Digital Marketing

Whether you need to increase traffic to your website or optimise your current website's SEO, our specialist Digital Marketing team will collaborate with you and create a bespoke strategy to target your audience online and generate real results for your business.

We understand that every business is unique, which means not everyone requires the same digital marketing support from us. As a reputable digital marketing agency, we recognise this. Our digital marketing experts specialise in a range of tactics to provide support at every stage of the sales funnel.

We think hard about what digital marketing services your business will benefit from and devise a strategy that combines the right skills and expertise to solve your problem and elevate your business. That's what makes us unique.

Our first priority when it comes to generating results for our clients is building lasting relationships based on trust. We will devise an effective yet adaptive strategy to meet your specific objectives within your budget. We monitor and evaluate our tactics on a monthly basis to ensure a targeted focus on the channels and opportunities that ultimately

achieve the best ROI, allocating the budget appropriately. We are responsive and change our activities to ensure the best results for your account.

As indicated by our preference for an adaptive strategy, our process and service incorporates continual evaluation.

While we measure channel performance by ROI, we can also assist with implementing analytics techniques such as on-site user interaction testing or A/B testing of conversion hypotheses, with the aim of understanding customer behaviour and improving conversion once traffic arrives on-site.





# Our Digital Marketing Services

## SEO

With so many technical and content components to consider, search engine optimisation (SEO) can be a little daunting.

Optimising your SEO will not only result in organic gains, but it can also enhance paid search, social and referral traffic. Nearly all online experiences start with a search engine, so it pays to connect with searchers seeking your solution.

SEO should be the backbone to any inbound marketing strategy, and an informative guide for the content you create.

- SEO audit
- Keyword cannibalization audit
- Keyword research and mapping
- SEO groundwork and maintenance
- Link augmentation

## Paid advertising

Primarily working within Google Ads and Bing Ads, we create compelling pay-per-click (PPC) advertising, aimed at growing on-site traffic and increasing sales and enquiries.

Using a range of in-channel tactics, we inform our advertising choices through data, continually optimising campaigns, improving targeting and ensuring budgets go further. Whether search or display, all PPC campaigns can be carefully tailored to target specific ages, demographics, geographic locations, time and day, purchasing patterns and more.

- Display and search advertising
- Remarketing
- Sponsored content
- Youtube advertising

## Data & Reporting

Quality data underpins the most successful marketing activity, whether online or offline, and key to our approach is ensuring your decision-making is well informed.

We combine comprehensive data gathering techniques with expert-led insight to deliver regular reporting into your activity to assist you in making decisions for improvement based on our recommendations.

Alongside our regular reporting we offer a range of detailed analytics services, giving your data the best platform to inform your marketing strategy.

- A/B testing
- User interaction testing
- Competitor UX analysis
- Bespoke analytics dashboards and reporting
- Data cleansing, manipulation, analysis and purchasing
- Demographic analysis
- Google Analytics
- UX analysis



## Social Media

Working in a range of social media channels, including Facebook, LinkedIn and Instagram, we use demographic profiling to identify and target your unique audiences and, depending on the context of engagement, choose the channel best suited to your needs and with the best ROI in mind. Whether it's creating a single campaign or a multi-touch point, multi-audience campaign, we will deliver compelling creative, configure a responsive campaign and, crucially, test, monitor and optimise the campaign to achieve maximum results for your budget.

- Social media performance audit
- Facebook advertising
- Instagram advertising
- Job promotion
- LinkedIn advertising

## Content

The digital environment offers many opportunities to harness the power of content to influence your audiences and drive results.

Whether it's writing content to attract new visitors to your site, telling the world about the great work you do, or crafting sales-focused content designed to attract organic traffic and convert your customers, we deliver beautifully written and considered content that delivers on your objectives and elevates your brand.

- Content audits
- Content strategy and planning
- Authoritative content for SEO
- Blogging, case studies, whitepapers and guides
- Content advertising
- Campaign landing pages

## Email Marketing

An easily accessible method of reaching a large audience of both existing customers and prospects, email marketing should be a cornerstone of any ongoing marketing strategy. It's easy, however, to overlook the nuances and opportunities of email marketing by hitting "send" and hoping for the best.

Our email marketing experts will design a bespoke email marketing strategy that not only delivers great looking emails that inspire action on a range of devices, but also reduces cost and improves targeting through segmentation, A/B testing and list cleansing.

- Email design and build
- Email marketing
- Email automation
- Email signatures

# Bespoke Systems



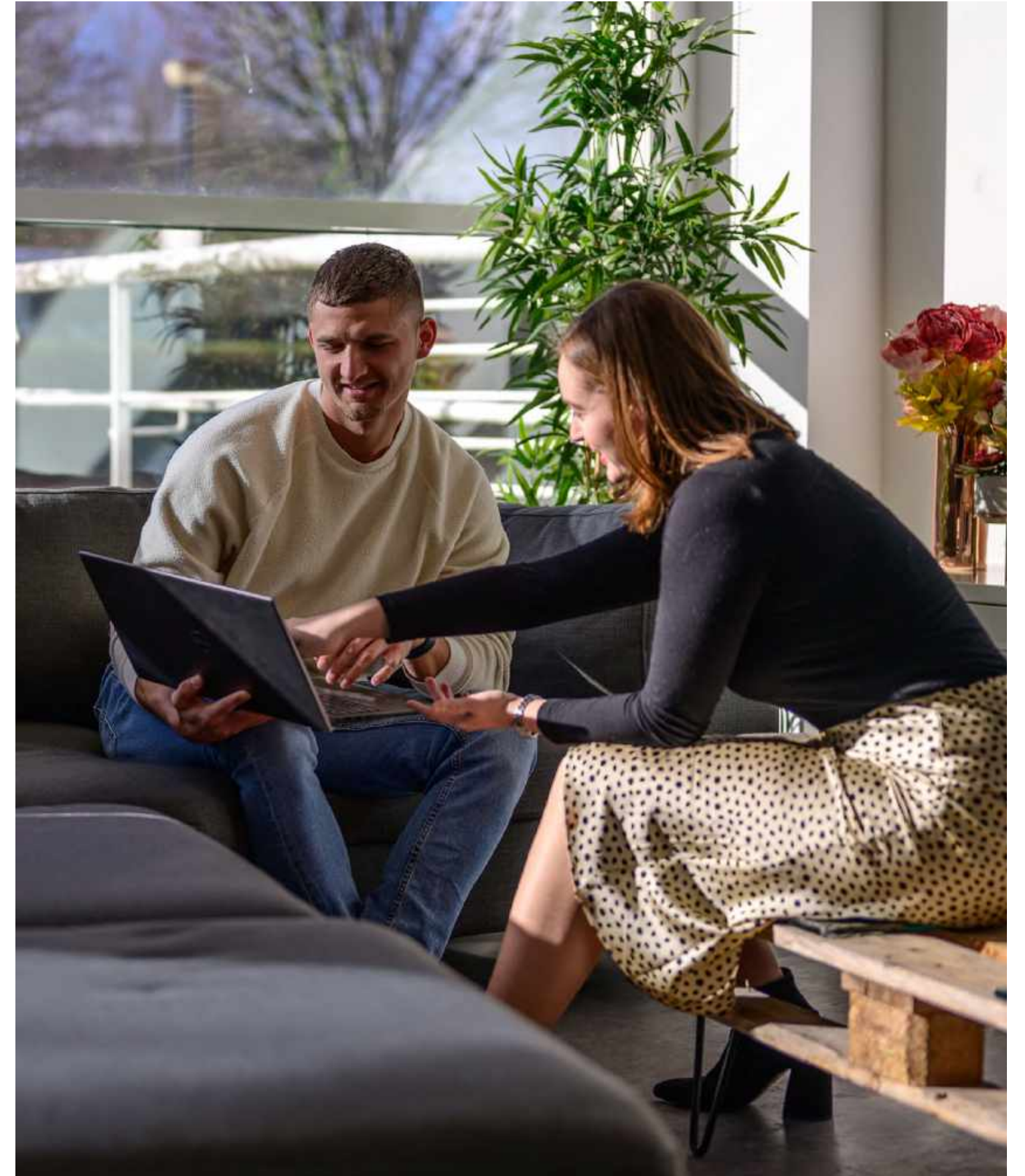
# Bespoke Systems

There are many off-the-shelf systems available that promise to solve your problem or reinvent your business operations. While some may achieve 80% of your ambitions, it's rare that they will meet your very specific needs and some compromise will be required. At Spindogs, we deliver bespoke systems with the technical capability you need as well as fitting the nuances of your business.

A bespoke system is typically a custom-made web application designed and built to meet your specific needs and requirements. Working out your efficiency gaps enable our team to look at the problem in detail so we can solve it effectively. We want to understand the user processes within an organisation so we can identify the pain points within those processes.

We have highly skilled team of system and solutions architects who can breakdown an operational challenge and then identify and create a tool which simplifies or adds a greater efficiency to your systems. Spindogs will guide you through the process, working closely with you to determine the exact specifications of your system, including the features, functionality, and architecture.

Spindogs understands how the complexity of data, system hierarchy, integrations, and operating practices affects businesses. We are experts in tailoring solutions for our clients to provide fully branded user friendly platforms that make life easier for you and team.





# The Spindogs approach to bespoke web applications:

## Customisable systems design

If your team responds to gamification, then let's build it with that in mind; if you prefer to visualise data, then let's take a more graphic approach. Bespoke systems are tailored to meet your specific needs, so you can have exactly what you need to support your business processes and achieve your goals.

## Bespoke systems are scalable and reactive

Bespoke systems are designed to be scalable, so you can grow and evolve your system as your business grows and evolves. Most organisations develop an initial minimum viable product and continue to iterate and add functionality over many years and phases, as additional opportunities, challenges and technologies become apparent.

## Secure and supported

Bespoke systems are designed with security in mind, so you can ensure that your data and information are protected from cyber threats. In addition to a dedicated project manager, our Support team are on hand to provide reactive day-to-day systems support once launched, while our Business Partner team will work proactively with you to map out what's next for your bespoke system.

## Integrated systems architecture

Bespoke systems are designed to integrate seamlessly with your existing systems and tools – from CRM or ERP to analytics and raw data – so you can minimise downtime during the transition, maximise the flow of data and speed-up onboarding and familiarisation.

## Holistic systems consultancy

Our philosophy of three-dimensional thinking is also integrated into our approach to systems consultancy and bespoke systems design. Ensuring your new system not only aligns with, but reinforces your brand is key, as is marketing performance. From UX analysis to analytics implementation, we bake both creative and digital marketing expertise into our systems design process.



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