

NUMIKO

Service Definitions Document



ABOUT NUMIKO

Numiko is an award-winning digital agency, bringing serenity out of digital chaos for our clients through user research, design and technology.

For 22 years we have worked on large scale projects for leading entertainment, arts, cultural, public sector, third sector and higher education organisations, including full redevelopment projects for the British Museum, Chatham House and Channel 4.

Numiko has a track record of delivering award-winning design and rock-solid development for some of the UK's leading public sector institutions. We have extensive experience in helping our clients to position themselves as thought leaders, and in presenting resources and complex information in accessible and engaging ways.

We're proud to have worked with:

- The Electoral Commission
- The British Academy
- Chatham House
- Design Council
- Equality and Human Rights Commission
- The King's Fund
- The National Archives
- Nesta
- Ofgem

In terms of our Drupal expertise, we have created some stunning, high-profile sites that sustain huge audiences. Tellingly, we also work with our clients for years; not one or two, but many. Numiko have been Channel 4's preferred supplier for Drupal builds since 2011. That only comes from trust and excellence, both in the implementation and the tight project management that you only get working to a deadline fixed to a TV schedule (they don't change for a late website). We have a team of 40 x full time staff based in Leeds and London. We have an office in Leeds but offer a flexible, hybrid working environment for our staff.

We are spread across the following disciplines:

- Strategy, insight and creative
- Technology and development
- Project management.

We do not outsource work or use contractors. This is because the quality and maintainability of our work is critical.

OUR SERVICES

We provide everything you need to bring a step change to your digital presence. We work across a range of sectors, from world famous museums, leading universities, awesome charities, and innovative public sector bodies.

We've developed twelve key services to let you shape, make and grow your digital estate.

USER INSIGHT

As your website grows, it's easy to lose sight of your user's needs. To get you back on track, you can rely on our expertise in analytics, primary research and user journey analysis to get actionable user insights.

- Identify exactly what your users need and expect from your website.
- Empower your teams to make decisions grounded in evidence, not assumptions.
- Identify pain points and opportunities to optimise user journeys.

This service includes:

USER SEGMENTATION

Making the right decisions for your website starts with knowing your users. We identify audience segments based on in-depth analysis of user behaviour, user interviews, and insights from sophisticated performance and analytics tools. From this, we generate user profiles that give you a clear picture of who your audience is, allowing you to deliver targeted content tailored to user preferences. Using this insight, we recruit representative users into ongoing panels for feedback throughout the project's development.

IDENTIFYING USER NEEDS & SATISFACTION

By conducting surveys, interviews, and observation testing, we reveal what your users want to achieve and how they go about it. We also install tools on your website to provide quantitative data on satisfaction levels to guide how your user experience can be improved. Combining these data points lets us identify any pain points your users might encounter, so you can focus resources on the most critical areas to improve.

UNDERSTANDING USER JOURNEYS

We review your key user journeys using analytics, HotJar and Microsoft Clarity to assess how well your users are currently achieving their goals. This allows us to see how your users really interact with your website, mapping out the main touch points and identifying any opportunities to improve your user experience.

We'll then review your website using SEMrush, Google Analytics 4, and Google Search Console to assess the reliability and performance of your content and examine its SEO potential. This identifies which content is working well, and which is letting you down.

DIGITAL STRATEGY

Many organisations either don't have a digital strategy, or it's not understood outside of your digital team. We work across your organisation to develop a shared vision for your digital estate and a roadmap of how to get there.

- Gain a thorough understanding of your content and how it performs with your users.
- Make your content work harder to achieve your strategic goals.
- Develop a winning strategy to create consistent content that drives results.

This service includes:

BUSINESS CASE CREATION

We'll help you build a business case for digital change, bringing our decades of experience working with nationally significant organisations with complex needs. This will cover costs, benefits, risks and alignment with your organisation's strategic plans. This provides justification and buy-in from stakeholders and budget holders from across your organisation.

STAKEHOLDER WORKSHOPS

A crucial, but often overlooked, element of digital strategy is ensuring alignment with the needs of the organisation, and achieving the buy-in needed to make it a success. We run workshops with your stakeholders to ensure everyone who needs to be is involved, informed, and has all the input they need to get buy-in for your new digital strategy.

DIGITAL VISION DEVELOPMENT

Successful digital projects need to work towards a single, clear vision. We facilitate sessions to create a compelling vision for the future digital experiences of your customers, employees and partners. This will give you a guiding mission that will help you stay on track, keep stakeholders aligned, and help to maintain focus on what you're trying to achieve.

DIGITAL MATURITY ASSESSMENT

We assess your organisation's digital maturity across key areas, such as skills, technology and project management, to identify strengths, weaknesses and areas for

improvement. We'll outline how to develop your organisation's digital maturity and provide advice on how your technology can be configured to best facilitate this.

KPI MEASUREMENT

To measure the ongoing effectiveness of your digital strategy, we establish clear digital key performance indicators and benchmarks and set up real-time dashboards.

CONTENT STRATEGY

Refreshing your content strategy will give you a clear idea of how to plan, create, and maintain great content that fulfils the needs of your users and aligns with your strategic objectives.

- Gain a thorough understanding of your content and how it performs with your users.
- Make your content work harder to achieve your strategic goals.
- Develop a winning strategy to create consistent content that drives results.

This service includes:

CONTENT AUDIT

Our Content Strategist reviews the usability, readability, and accessibility of your website and determines how well it's meeting your users' needs. You will gain a deeper understanding of the clarity of your content and see how even making small changes can increase conversions.

CONTENT PERFORMANCE

We'll then review your website using SEMrush, Google Analytics 4, and Google Search Console to assess the reliability and performance of your content and examine its SEO potential. This identifies which content is working well, and which is letting you down.

INFORMATION ARCHITECTURE

Our UX experts assess the information architecture of your website, conducting user testing to uncover what works and what's creating problems for your users. We'll hand over detailed recommendations for how to improve your navigation to make key user journeys as frictionless as possible.

CONTENT MODELLING

Our UX team will then produce a content model, which presents the priorities, features, and layout of your webpages. It will determine the function of each page type and helps inform design, development, and content production.

DIGITAL CONTENT CREATION GUIDANCE

We produce digital copywriting guidelines to help your team create content that is concise, impactful and fully aligned with your brand and tone of voice. From titles to teasers, your content will be consistent and working hard to address your users' needs.

DIGITAL AUDIT

As campaigns and colleagues come and go, it's easy for your website to grow out of control. We can review your content, processes and technology to identify what can be tweaked to maximise your potential.

- Get a really clear understanding of your breadth of content and how it's performing.
- Find out how to simplify and rationalise your digital estate and reduce running costs.
- Prioritise which areas to improve and how to evolve your website to get the best results.

This service includes:

DIGITAL ESTATE MAPPING

We conduct a detailed audit of all of your websites, subsites, sections, pages and social media accounts. From this data, we'll produce a sitemap that identifies the full structure of your digital estate and how it all interconnects. We also check that analytics are implemented properly across all sites and assets.

GOVERNANCE & QUALITY AUDIT

We review your digital governance to identify the success of your workflows, processes, roles and responsibilities. We'll also analyse your quality assurance practices to identify any gaps and provide recommendations to improve your governance process, allowing you to be confident your website is in the best shape it can be.

ACCESSIBILITY AUDITING

To ensure your website is accessible and serving all users, we perform a technical accessibility check against WCAG 2.2 AA standards. Our accessibility experts also conduct manual accessibility testing to get a clear picture of any issues that need resolving. We'll provide recommendations so you can easily fix any concerns.

USABILITY AUDITING

Our UX experts conduct heuristic reviews against usability best practices and facilitate user testing to uncover pain points. We analyse your content, information architecture,

navigation, calls-to-action and user journeys and make recommendations on how you can improve your website's user experience to best serve your users.

COMPETITOR BENCHMARKING

Your website doesn't exist in isolation, so we thoroughly review and analyse your key competitors' digital presence and features. We assess their strengths and weaknesses in comparison to your website and provide recommendations on how your website can be improved based on competitor successes.

TECHNOLOGY AUDIT

We audit your CMS, plugins and hosting environment. We assess performance, security and maintainability, providing recommendations for future-proofing and mitigation of risk.

CARBON FOOTPRINT ANALYSIS

We analyse the environmental impact of your digital presence and provide recommendations to reduce your digital carbon footprint through optimisations. We then report on the carbon emissions of your website through weekly reports that can inform ongoing optimisation work, and feed into your wider sustainability reporting systems.

DRUPAL WEBSITE DEVELOPMENT

Drupal is a popular open-source CMS used by some of the world's most high-profile websites. For over 15 years, our experienced team has developed award-winning websites for many world-renowned clients.

- Drupal handles high volumes of traffic and large amounts of content with ease.
- Drupal has world-class security features, so you can handle sensitive data if needed.
- Drupal is incredibly flexible. Its open architecture and vast library of modules means we can achieve your vision for your website.

This service includes:

TECHNICAL ARCHITECTURE AND INFRASTRUCTURE

Our team have a great deal of experience in designing modern, cloud-based architecture specifically for high-performance Drupal sites that serve millions of users every week.

We have one of the most experienced Drupal development teams in the country, having built many award-winning websites for some of the UK's leading cultural institutions, museums, non-profits and Universities. We're a regular contributor to the Drupal open-source project and maintain a number of core modules.

COMPONENT-BASED UX DESIGN

Our experienced user experience teams create design systems that provide excellent levels of flexibility within Drupal, allowing our clients to create infinite numbers of content types, as opposed to a limited set of restrictive templates.

MODULAR PAGE BUILD SYSTEM

We have developed a page editing experience that's flexible and configurable. Multiple modules can be combined together by your website editors to create versatile and visually stunning digital experiences. Your website will benefit from our long-term investment in developing our site kit, giving you a vast amount of functionality 'out of the box' that saves money and time.

CONTENT STRATEGY AND MIGRATION

We have a great deal of experience in migrating clients to Drupal from their legacy CMS systems. We have a tried and tested approach to large-scale content strategies and migration. We can work with you to audit, triage and automatically migrate content in days not months.

ADVANCED WORKFLOW AND GOVERNANCE

Many of our clients are responsible for managing very large digital estates. They need efficient and effective workflow tools to ensure the accuracy and quality of their published content. We work with our clients to understand how they currently work and identify opportunities where efficiencies can be gained through automation.

INTEGRATION

Drupal's open, API-based architecture makes it an ideal solution when you need to integrate with other systems. We have experience integrating with a wide range of CRM systems, such as MS Dynamics, Salesforce and Intuit/Mailchimp. We have also integrated ticketing platforms such as Tessitura and Spektrix. For our higher education clients, we integrate with a variety of specialist systems for course information, such as SITS. In the museum sector, we've worked on integrating some of the largest digitised collections in the world for clients such as The Science Museum Group and the British Museum.

MEDIA HANDLING

Drupal's media handling is modern and adaptable. Assets can be uploaded once and served dynamically, automatically resized for a multitude of devices and screen sizes. This saves your team time and allows a more efficient use of server resources, good for the environment and keeping costs down.

TRAINING AND DOCUMENTATION

We provide tailored Drupal CMS training delivered on-site or online, to get your team up to speed. This is supported with in-context help available within the CMS itself. The result is a website you control and can continue to evolve.

ONGOING SUPPORT

We maintain, enhance and optimise your site post-launch. This covers security patching, proactive maintenance and ongoing optimisations based on performance monitoring. If you have an internal team of developers, we can work with them to facilitate a smooth handover that allows them to take control for the long term, or you can select from our tiers of support packages to keep your website evolving with your needs.

DIGITAL BRAND AND USER EXPERIENCE

We'll develop your existing guidelines to create a cohesive digital brand that thrives online, and combine it with our award-winning expertise in UX design to create experiences that delight your audiences.

- Successfully apply your brand identity in digital contexts.
- Create impactful, immersive digital experiences.
- Evolve your brand and UX to achieve better results.

This service includes:

DIGITAL BRAND DEVELOPMENT

Lots of brands were designed for offline use, with limited thought given to their digital application. We'll evolve your brand and bring it to life by considering how it should look, feel and sound in a digital world.

UX DESIGN

Our award-winning UX design process combines user insight and digital brand application to develop fully component-based design systems that are future-proofed for long-term sustainability. We'll provide recommendations to make sure your website is as intuitive as possible and aligned with your users' needs.

DIGITAL STYLE GUIDES

We produce interactive style guides to document your digital brand identity and interface elements like colour, typography, icons and buttons, so that your team apply your digital brand consistently across all of your digital touch points.

CONCEPT DEVELOPMENT

We develop creative concepts that bring your brand to life online using the latest technology to achieve engaging, inspiring digital experiences.

SEO AUDIT

Our SEO audit analyses your online presence and delivers a targeted plan for driving organic growth. We identify the areas you need to improve and give you the tools you need to keep growing your web traffic over the long term.

- Get an actionable plan for improving SEO.
- Understand how to continually boost your position in search rankings.
- Earn more high-quality, organic website traffic.

This service includes:

TECHNICAL SEO AUDIT

This audit involves assessing your website using specialist tools to determine how well it adheres to technical SEO best practices. By conducting a health check, we can identify any areas that may need improvement to optimise your website's performance in search engine rankings.

CONTENT SEO AUDIT

Our specialists will review all aspects of your website's on-page content. This includes analysing the messaging, titles, headings, and onward links used throughout your site to ensure that your site offers good content coverage of common search terms and phrases that your users tend to use to discover your website. We'll provide ideas for new content that will improve your SEO performance and suggest improvements to existing content.

SEARCH ENGINE POSITION TRACKING

Benchmarking positions for target keywords is a crucial step in informing keyword selection and content strategy. By analysing the rankings of specific keywords, we can gain insights into the competitive landscape and identify opportunities to optimise your content for better search engine visibility.

LINK BUILDING ANALYSIS

Link building analysis is a crucial aspect of evaluating the performance of your website. It involves us assessing the quality and quantity of backlinks that point to your website domain. Backlinks are incoming links from other websites that direct users to your site. They play a significant role in determining the authority and credibility of your website in the eyes of search engines.

KEYWORD RESEARCH

By identifying new keyword opportunities that align with your organisation's goals, you can gain valuable insights into what your target audiences are searching for and optimise your content accordingly. With search volume data, we are able to determine the popularity and competitiveness of different keywords, allowing you to prioritise your content efforts to maximise your visibility in search engine results. This will ultimately lead to increased organic traffic, higher rankings, and more conversions for your website.

RECOMMENDATIONS ROADMAP

We'll provide a clear plan and timeline for executing SEO recommendations identified by the audit. We'll deliver these recommendations, alongside guidance on what future results you should expect and in what time frame. You'll have access to regular reports on progress and results.

CONVERSION RATE OPTIMISATION

Our conversion rate optimisation (CRO) service identifies and addresses friction points in a user journey that are stopping your users from taking a desired action, so you can drastically increase your results.

- Increase revenue from your website.
- Reduce drop-off by improving user experience.
- Drive the results that matter, such as in-person visits, online purchases or donations.

This service includes:

ANALYTICS IMPLEMENTATION

The first step to understanding how well your website is performing is to ensure that you are tracking visitor behaviour accurately and consistently. We'll configure Google Analytics 4, Visual Web Optimizer and Microsoft Clarity to capture user behaviour data. This enables us to develop a current understanding of user behaviour and will allow us to track success over time as we begin to improve conversions.

FUNNEL ANALYSIS

We'll set up funnel analysis for key goals that are important to your users and your organisation. Funnel analysis is a highly visual way of looking at each step a user takes on their journey, and allows you to identify where users mostly are likely to drop off.

A/B TESTING

A/B testing allows us to test new tactics for increasing conversions. This may be the wording on a call to action or the position of a 'book now' button on a page. By serving different versions to your website visitors, we are able to measure the effects of these small changes. Where they offer significant improvements, they will be implemented on the site for all users. These marginal gains may each be small, but they can add up to a big difference in conversion rate.

ONGOING OPTIMISATION PROGRAMME

We will provide monthly analysis of all tests, optimisations and recommendations based on the latest data to form an ongoing programme of constant improvement for your website.

MAXIMISING YOUR GOOGLE ADS GRANT

We'll thoroughly analyse your Google Ads account and campaigns to identify areas for improvement and implement strategies to enhance the performance of your ads, maximising the impact of your grant budget.

- Improve campaign quality scores for lower costs per click.
- Create higher converting ads and landing pages.
- Boost traffic, brand awareness and donations.

This service includes:

ACCOUNT AUDIT

We'll thoroughly review your account structure, tracking, billing, and campaign settings and we'll work with you to understand your objectives, setting relevant goals for campaigns to achieve your objectives and maximise the effectiveness of your ads grant.

AD COPY REVIEW

We'll assess your ad copy, and landing pages to improve quality score factors. We'll show you how to leverage emotional appeals and help you convey your value proposition concisely and in a way that drives click-throughs. Strong calls to action are key to improving your results from Google Ads, and we'll assess which of your CTAs are most effective to uncover how they can be improved.

KEYWORD RESEARCH

We'll conduct in-depth keyword research to identify relevant keywords that align with your charity's mission and target audience. We assess cost-per-click and propensity to convert to ensure you're spending your grant in the most effective way.

CAMPAIGN OPTIMISATION

We'll provide specific optimisations to improve relevance, expected click-through rate, ad strength, and more. We can also support with optimising landing page effectiveness, using techniques such as creating tailored, cause-specific landing pages designed for certain keywords, which perform better than generic, side-wide donation pages.

CONVERSION TRACKING

We'll implement goals, event tracking, and UTM parameters for better performance insights. We'll set up your Google Analytics 4 to integrate with Google AdWords so you can track activity from click onwards, and correctly attribute conversions.

REPORTING & CONTINUOUS OPTIMISATION

We'll create custom dashboards, alerts, and reporting to uncover optimisation opportunities. We will provide monthly recommendations and iterations to continuously improve performance.

DIGITAL ANALYTICS

We implement analytics tools tailored to your business goals and create custom dashboards to surface insights that give you a richer understanding of where you are and how to hit your goals.

- Uncover trends and opportunities hidden in your data.
- Track engagement with content types and campaigns.
- Share insights with stakeholders to allow more informed strategic decisions.

This service includes:

DIGITAL KPI ASSESSMENT

We conduct an evaluation of your digital Key Performance Indicators (KPIs) to ensure they are effectively aligned with your overarching business goals and objectives. You get an action plan with valuable insights and actionable recommendations to improve the alignment of digital KPIs with the business objectives.

IMPLEMENTING ANALYTICS TOOLS

Having assessed your current tracking and reporting set-up and understood your goals, we will recommend and implement the right selection of tools to meet your analytics needs, be that Google Analytics 4, Google VWO, Hotjar, Heap Analytics or other tools.

GOOGLE ANALYTICS AUDIT

We conduct a full audit of your Google Analytics 4 property. This review of your GA4 implementation and configuration will ensure you are accurately tracking and reporting your website data. It will identify areas to improve and fix any issues causing inaccurate reporting.

DASHBOARD DESIGN

We set up custom dashboard views, tailored to your digital KPIs. These will surface key trends, let you identify opportunities and set you up to continually improve your website.

GOOGLE ANALYTICS 4 TRAINING

We'll deliver a tailored series of online training sessions on how to get the most out of Google Analytics 4. Covering setup, key features, basic reports, advanced exploration reports, custom audiences, events, and tips and tricks, this will get your team set up to gain maximum value from the analytics capabilities of GA4.

ANALYSIS, REPORTING AND CONTINUAL IMPROVEMENT

We will provide ongoing monthly analysis of trends and changes, delivering presentations and reports to key stakeholders. We use the insights we uncover to provide you with regular recommendations for optimisations.

ACCESSIBILITY AND PERFORMANCE REVIEW

We're experts at creating websites at or above the AA WCAG 2.2 standard. Our team is highly experienced in creating websites that are simultaneously visually impressive, great for users and easily accessible.

- Understand how to meet AA WCAG 2.2 accessibility standards to make your website more inclusive.
- Identify areas you can optimise for faster load times.
- Reduce user struggle and boost engagement metrics.

This service includes:

ACCESSIBILITY TESTING

To ensure your website meets the accessibility standards you require, we'll assess your website against website accessibility guidelines and performance best practices to identify improvements. We conduct WCAG 2.2 AA automated and manual testing to identify the current accessibility of your website and uncover any areas where WCAG standards are not met. In addition, we can work with users with disabilities to identify areas of struggle through first-hand feedback.

PERFORMANCE TESTING & TECHNICAL AUDIT

We'll analyse page load speeds, response times, and bandwidth utilisation. We also identify performance optimisation opportunities by assessing your website's infrastructure, front-end code, plugins, and more.

PERFORMANCE OPTIMISATION PLAYBOOK

You'll receive an actionable playbook detailing the priority issues our experts have identified that need to be addressed, with tailored solutions and details on best practices.

IMPLEMENTATION

When combined with our Drupal website development service, we will implement key recommendations to boost your website's performance and ensure it attains an AA WCAG 2.2 rating. We will integrate guidance into development processes, and track progress. Improved website performance will decrease page load times, enhance user experience, reduce hosting costs and shrink your digital carbon footprint.

WEBSITE SUPPORT

We provide ongoing technical support and maintenance for your website to ensure optimal uptime, performance, and security.

- Keep your website stable, fast, and secure.
- No surprises - we fix issues before they become problems.
- Achieve 99.99% uptime with high-traffic capable hosting.

This service includes:

PERFORMANCE MONITORING

Research by Google shows that as little as half a second delay can frustrate users and result in 20% bouncing. To ensure this isn't an issue, we proactively monitor site speed and server health, pre-emptively addressing any degradation. This ensures your website is always working at the speed users expect.

ISSUE IDENTIFICATION AND REMEDIATION

Our technical experts troubleshoot and resolve any issues or bug fixes proactively and upon request. We conduct back-up management, and application and hardware monitoring to ensure 99.99% uptime. Our support team can also assist with minor iterations to design and functionality.

SECURITY HARDENING

Don't wait until it's too late to harden your website against malicious actors. Our website support provides ongoing patching, including maintenance and security patches to Drupal's core applications and modules. We ensure your site's security with access control, DDoS (distributed denial-of-service) mitigation, and recommendations to fix any issues.

CMS UPDATES

Benefit from the latest features and improvements in your CMS as it evolves. We will maintain your core CMS and plugins, keeping you on fully supported versions. We ensure your website continues to perform as it should as your open-source CMS develops.

MONTHLY REPORTING

We will deliver monthly reports with key site metrics, completed tasks, and upcoming plans. This lets your team understand how the site is performing. It also allows us to proactively make recommendations every month to improve site performance against KPIs, which are all available to you in real-time through a Google Data Studio dashboard. We can also monitor the health of your SEO and monitor your position for keywords, benchmark against your competitors and make proactive improvements based on this insight.

CONTENT OPTIMISATION

We establish SEO best practices around your content production to boost rankings and organic search traffic.

- Higher search visibility through optimised content.
- Attract more users from organic search.
- Drive growth through search-friendly content.

This service includes:

CONTENT AUDIT

We'll audit your existing content, analysing topics, formats, keyword usage, and metadata. We'll also assess your website's domain authority and backlink profile, to understand how you compare to your competitors for your most important keywords. This understanding will inform which tactics we prioritise as we make recommendations on how to tackle your content's most crucial issues.

KEYWORD RESEARCH

We'll identify new terms and topics to target, along with monthly search volume data. We use this to create content recommendations for SEO-optimised articles or pages, that are designed to rank for the keywords that are valuable to your organisation.

TEMPLATES AND TRAINING

We'll create templates incorporating the latest SEO best practices for your content writers, and provide guidelines and training to empower your team with the knowledge they need to populate them and deliver results. This sets your content team up to grow your organic web traffic on a continual basis in the future.

TOPIC CLUSTERING

The way search engines rank and feature content is increasingly favouring topic-based content rather than just keywords in isolation. To support this, we can help you create topic clusters, where your site architecture creates pillar pages for key topics, with content on the topic linking back to the central hub.

ONGOING ADVICE

SEO best practice is constantly evolving. Algorithm updates can change which tactics are effective, and the one certainty is that search engines will continue to change. To keep your team armed with the latest updates on what works, we provide monthly guidance for content development based on latest keyword ranking data and algorithm updates.

WORKING WITH US

How we'll work with you:

- **Collaborative** – We work to understand your organisation and all stakeholders, so we can guide complex organisations to deliver projects with a single vision.
- **A trusted guide** – If we can see a better way to achieve your goal, we'll tell you. We push your project to be the best it can be, so we're willing to challenge conventional thinking to bring it to life.
- **One team** – Our processes ensure we're not working in silos. We'll collaborate at every stage so we become an extension of your team, and establish an environment where sharing of knowledge, experience and insights flows both ways.