

2026

ClerksWell Credentials Deck.

The award-winning digital agency.

29+ years
In the business

50+ people
Across 2 continents

150+
Happy clients. We are proud of our high client retention

300+
Digital projects

Strategic

We understand your global business challenges and we are a safe pair of hands

Loyal

We understand the value of long-term partnership

Global clients across multiple industries and verticals



Working with renowned technologies to enhance every part of your business.



Our in-house skills.

.NET Development

**System Architecture
& Integrations**

**Testing (end-to-end,
penetration & load)**

**Support &
Maintenance**

SharePoint

Infrastructure & Hosting

Accessibility

Ecommerce

**Web Performance +
Sustainability**

User Research

Digital Consultancy

UX and IA Design

UI Design

Analytics/CRO

SEO

Our web services.

Key services ClerksWell provides.

Our core services.

Infrastructure

We manage website hosting services within Azure, AWS or Cloud solutions in Umbraco, Sitecore or Optimizely. We lead our clients from the set-up through to technical architecture, implementation, security testing, monitoring, updates, ongoing support and billing.

Websites & Apps

We specialise in website and app design and implementation. Our services include delivering complex integrations and e-commerce solutions. We are dedicated to maintaining the highest accessibility standards, ensuring top performance, and conducting thorough QA testing.

Support & Maintenance

A great digital experience doesn't end with launch day. Our client solutions often require long-term support to adapt and evolve as technology and their business changes. We provide ongoing support to constantly review and enhance your digital solutions.

Business as usual .

What does this look like for clients at ClerksWell.



Projects

**Deliver
transformative
consultation
and solutions**



Retainer

**Maximize
ROI from
your
website**



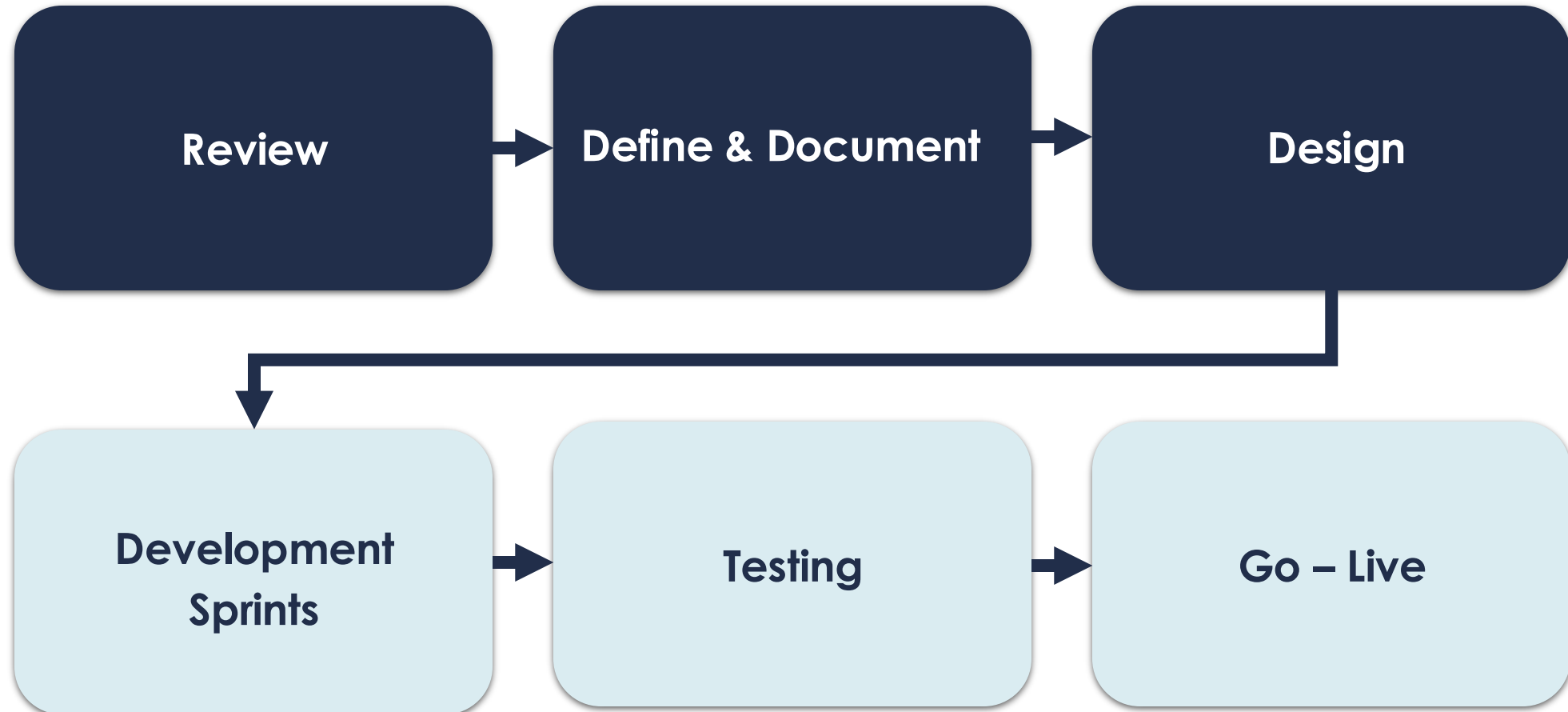
Support & Maintenance

**Ensure your
website is
operational**

Our project approach.

How we deliver a web build.

Project approach.



Project approach.

1

Review

We will spend time reviewing the website, including user journeys, performance, accessibility etc. This will allow us to identify key improvement areas to meet your business objectives.

This includes reviewing your CMS and ensuring it meets your long-term marketing needs.

2

Define & Document

We will conduct thorough workshops to explore the design and functional requirements. We will also outline the technical requirements needed to fulfill the functional requirements.

3

Design

Once we have defined your objectives and functional requirements, we will move into enhancing user experience (UX) and user interface (UI) design, ensuring intuitive navigation and contemporary aesthetics that align with industry standards and current trends, ultimately enhancing lead generation and conversion.

Project approach.

4

Development sprints

Our sprint-driven approach breaks the development journey into manageable steps, each one bringing us closer to your dream website.

5

Testing

Your newly developed website will go through a meticulous quality assurance (QA) journey, where every detail is checked to ensure perfection. With each round of testing, we enhance functionality and fix bugs, guaranteeing a flawless user experience, before handing everything over to UAT Testing.

6

Go live

With diligent attention to detail, we handle every aspect of the deployment process, ensuring your websites shine brightly as they enter the online world.

Our support approach.

How we deliver support.

Support approach.

1

Human approach

Our ticket system is managed by an experienced Project Manager, ensuring that no ticket is left unsolved or without progress for long.

2

Dedicated team

Our support team combines a variety of skills and experience levels, ensuring seamless progress and resolution of issues.

3

Different time zones

With team members in both the UK and India, we offer early morning deployments at no extra cost. Our team handles tickets while you sleep.

4

Account Management

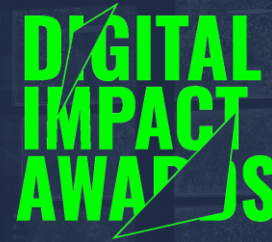
Every client is assigned an Account Manager, whether you have an ongoing project or not. They are your go-to contact for discussing current issues and planning future roadmaps.

Our recent awards.

2024



Winner of the Web Excellence Award for Accessibility (Smart Energy GB)



Bronze Winner for Best Use of Digital in the Charity, NGO (Smart Energy GB)

2025



Winner of the Web Excellence Award for Accessibility (Smart Energy GB)



Winner of the Web Excellence Award for Website Productivity (Mantrac Group)



Bronze Winner for Best Digital Accessibility (Smart Energy GB)

Our work.

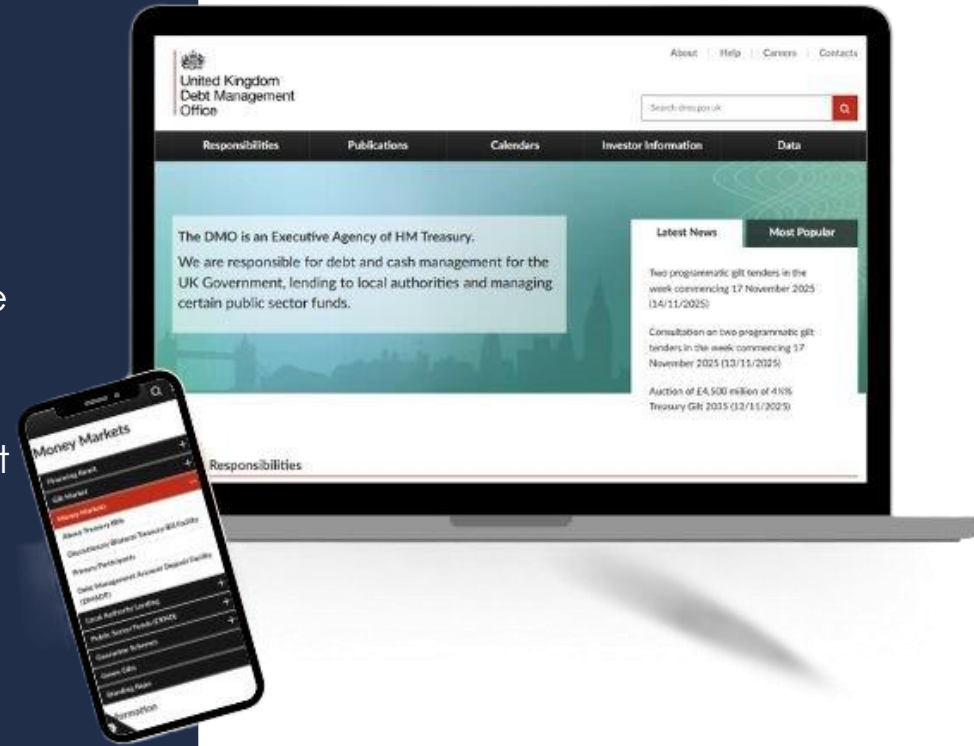


DMO Website Upgrade to Umbraco v13.

The UK Debt Management Office (DMO) is a government agency under HM Treasury responsible for managing the UK's borrowing and cash needs. It raises funds by issuing government bonds (gilts) and short-term Treasury bills, while also managing cash flow to keep borrowing costs low and reduce financial risk.

This work is vital for maintaining investor confidence and the stability of the UK financial system. The DMO's main digital presence is its official website, <https://www.dmo.gov.uk>, which serves as a central hub for auction calendars, market data, operational updates, and policy documents.

ClerksWell manages and maintains this site to ensure it remains secure, compliant, and user-friendly.



DMO Website Upgrade to Umbraco v13.

The challenge

Umbraco v8 will reach end-of-life in February 2025, creating security and compliance risks. Outdated jQuery and Bootstrap versions could cause compatibility issues, and the existing codebase contains technical debt that increases complexity.

The approach

We will upgrade Umbraco from v8 to v13 in one cycle, alongside jQuery and Bootstrap updates. The plan includes a code review and cleanup, QA testing, UAT, and onsite support. The project runs from November 2024 to March 2025.

The impact

The upgrade delivers a secure, supported platform (v13 supported until December 2026), reduces technical debt, improves performance, and lowers future costs. It ensures a smooth transition to business as usual and positions DMO for future modernisation.

Creating an accessible website with Smart Energy GB.

Smart Energy GB is the not-for-profit, government-backed campaign helping everyone in Britain understand the importance of smart meters and their benefits to people and the environment.

Smart Energy GB's digital presence is the key to ensuring everyone in Great Britain understands smart meters, the rollout and knows how they can get one, including those in vulnerable circumstances.

Website:

[Smart meters for homes and businesses | Smart Energy GB](#)

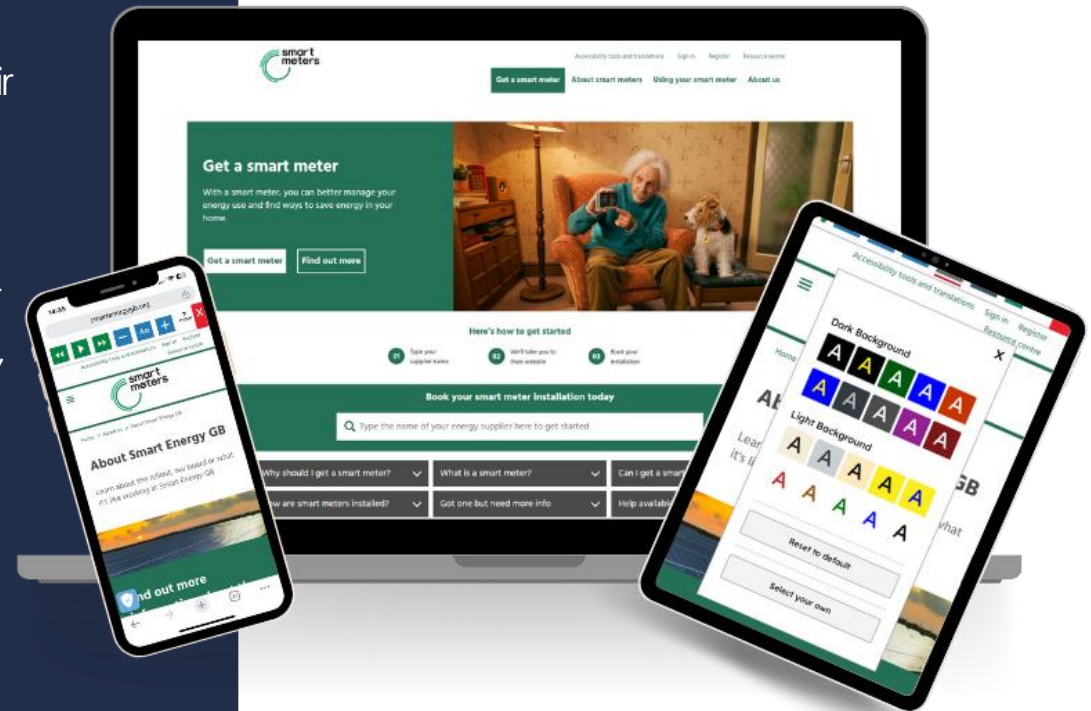
Awards:

[Digital Impact Bronze Award 2024 for 'Best Use of Digital by a Charity, NGO or NFP'](#)



[Web Excellence Award Winner 2025 for 'Accessibility Category'](#)

Shortlisted for Digital Impact Awards 2025 for



Creating an accessible website with Smart Energy GB.

The challenge

Smart Energy GB was entering the final years of the campaign in 2023 and wanted to make the website as conversion-focused as possible for the final stages of the rollout.

The approach

- **Review and research:** the work encompassed stakeholder interviews, online surveys, wireframes, workable prototypes, 'competitor' analysis, user testing and conversion analysis. This gave us a shortlist of website improvements to develop and push live across 2023.
- **Design and Build:** campaign modules were redesigned to be more engaging. Pages were optimised for mobile users. Creation of a small business microsite to create a targeted user journey. The [Get a Smart Meter page](#) was optimised for conversion.

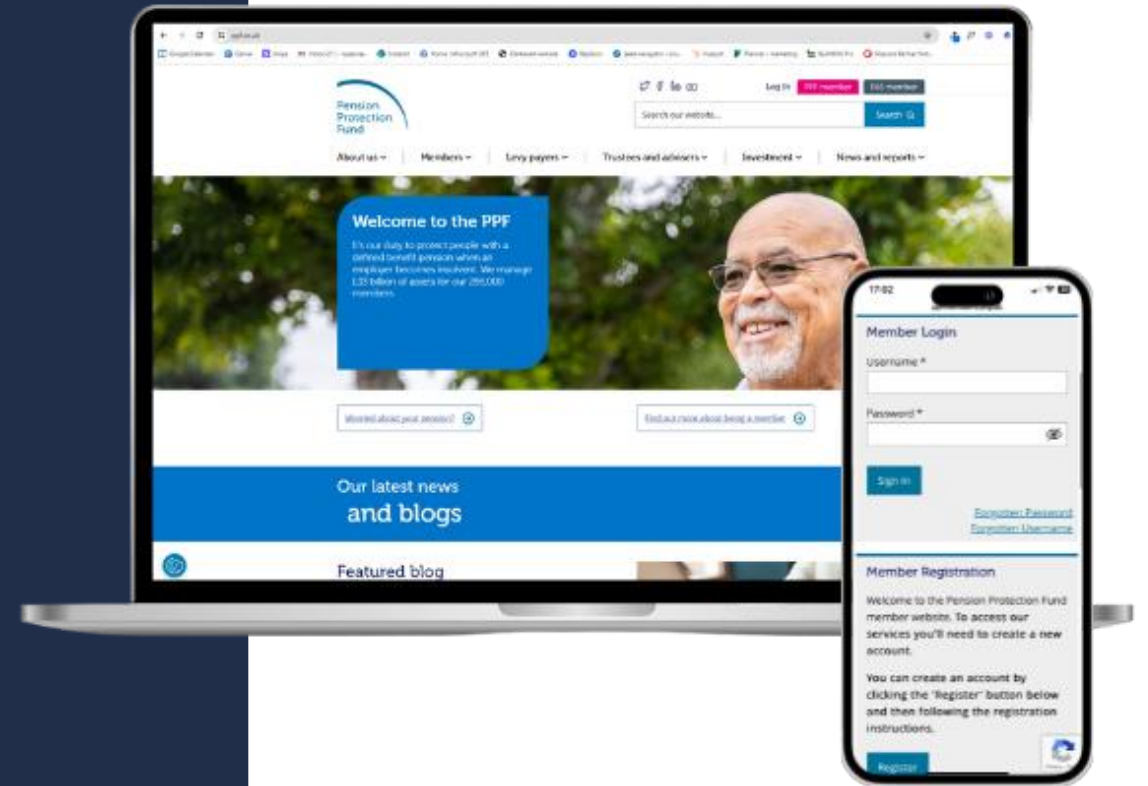
The impact

- **+133%** more sessions year on year, and **+123% click** outs to supplier.
- Increase in engagement from **59% to 86%** (+37%), amplified on mobile with an increase from **53% to 88%** (+49%).
- **41% reduction** in cost per conversion.
- Testing this on Prepay saw a **77%** improvement in conversion.

Creating a fully integrated and streamlined self-service solution for PPF.

The Pension Protection Fund (PPF) is a UK government-backed fund that safeguards members of eligible defined benefit pension schemes in case their employer faces insolvency. Established in 2005, the PPF protects nearly 10 million members across more than 5,200 pension schemes nationwide.

The PPF engaged with ClerksWell to migrate their key websites from Drupal to Sitecore. The primary objective was to consolidate all their websites, including their member sites, under a single instance of Sitecore.



Creating a fully integrated and streamlined self-service solution for PPF.

The challenge

PPF were struggling to manage multiple websites spread over different CMS solutions and versions of Drupal and Sitecore. The infrastructure was costly and lead to broken user experiences when navigating between their websites.

The approach

- Conducted a seamless lift and shift migration of the existing websites, maintaining brand identity.
- Implemented a secure, scalable, and resilient Sitecore 10.2 Platform-as-a-Service (PaaS) infrastructure to house their many sites.
- Collaborated with PPF's Information Security teams to ensure the solution met their strict security expectations.
- Met project governance requirements by producing comprehensive documentation for future projects.

The Impact

The collaborative and trust-driven partnership with PPF resulted in a successful migration to Sitecore, fulfilling their goals of enhanced security, operational efficiency, and a unified digital experience.

The project's significance lies in showcasing how public sector organizations can leverage Sitecore's capabilities while maintaining strict data security requirements.

Creating an accessible website for a Public Sector organisation.



A public sector organisation approached ClerksWell after discovering that their website was only partially compliant with the WCAG 2.2 AA compliance standards.

ClerksWell carried out its own internal accessible audit of the site. ClerksWell's audit provided both big impact fixes and should-do fixes for the website.

Big impact fixes found from ClerksWell's comprehensive report.

Adjustments to the navigations

Websites are regularly pulled up on as they often do not indicate which navigation is the primary or the main navigation.

These issues must be fixed so that users can easily navigate around the website for both user experience and conversion rates

Screen reader changes

It was not clear when the screen reader was on certain parts of the website - this is a vital aspect of accessibility, especially in this case for blind people.

Graphical User Interface

Adjustments to colours and border of colours in boxes on the site to improve visual accessibility and make the site compliant.

Testimonials.

What do our clients say about our work?



ClerksWell have made Umbraco a clean and user-friendly platform that is very easy to understand. I've been using it for the past year and have no complaints. I find it a very easy CMS to train people on. The navigation is also convenient, and I couldn't recommend it more."



Eric Tallion
Digital Marketing Executive,
Smart Energy



Overall, our website development with ClerksWell was one of the smoothest projects that we have run. We would recommend ClerksWell at any time and will be using them for further projects soon, in addition to them continuing to support our existing web solutions.



Adam Grainger
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Thank you.

ClerksWell

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