

Service Definition

Content Strategy, Design and
Creation

2026/2027



Imagine a partnership that's not just about
solving today's challenges,
but about equipping you for the future.

Through strategic insight, design and technology expertise, we create sustainable digital experiences that empower people, deliver measurable impact, and enable our clients to drive change – not just adapt to it.



Content Strategy, Design and Creation

Netcel's content strategy service creates, governs, and optimises content to align with organisational goals and user needs. We deliver accessible, inclusive, and impactful content using GDS and WCAG standards. Our approach ensures relevance, sustainability, and measurable engagement through strategic planning, analytics, and continuous improvement across digital platforms.

Features

- Discover user Jobs to be done, define journeys for customers.
- Core modelling defines purpose for each page type and block.
- Block diagrams outline general anatomy of pages, informing layout decisions.
- Wireframes create medium-fidelity representations of pages and blocks.
- Annotations capture non-visual and functional requirements, ensuring clarity.
- OKR definition ensures content experience delivers measurable results.
- Information architecture and taxonomy design organise dynamic, relevant content structure.
- Navigation design and signposting support user journeys across topics.
- Planning and guidelines for SEO, AEO and GEO

Benefits

- Improved user satisfaction through tailored journey alignment.
- Clear page purpose reduces design ambiguity and development time.
- Consistent layouts accelerate visual cohesion across the site.
- Early validation cuts cost of redesign after implementation.
- Detailed annotations minimise miscommunication among stakeholders.
- OKRs align content with business objectives, driving ROI.
- Structured taxonomy enhances discoverability and reduces search friction.
- Intuitive navigation boosts engagement and lowers bounce rates.
- SEO/AEO/GEO guidelines optimise reach and localisation performance.
- Cohesive design system increases brand consistency across touchpoints.



Netcel in a nutshell



We're change makers

We blend digital advisory, change management and delivery to build capability.



We specialise in Optimizely

Our business has a singular focus on Optimizely Digital Experience Platform and connected technology – holding top tier partner status since 2007.



We're not just engineers

We're a team of 40+ strategists, analysts, technologists, experience designers, based at our St Albans HQ (London), working with our global clients.



We're independent

As an independent digital product consultancy, we can maximise our people and investment to unlock the power of Optimizely for our clients.



We're growing

We're a £5million turnover business today, with a growth strategy driving 20% year-on-year growth.



We're customer obsessed

We partner with 20+ Optimizely clients, the most in the UK, each one working with us to realise the potential of the platform and deliver their business outcomes.



We're work exclusively with



WINNER

Immersive Experience
Award

LONDON

NETCEL 

 Optimizely

20

Years'
Optimizely
knowledge

20+

The most
Optimizely
customers in
the UK



The most
OMVPs in any
UK company

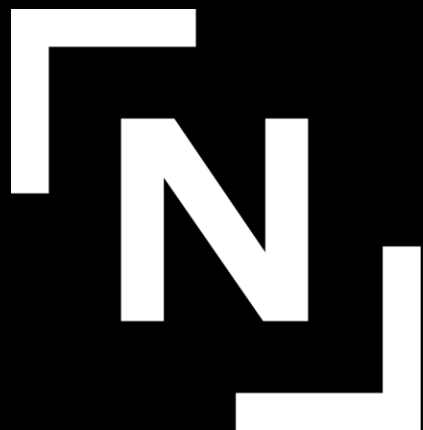


Top-tier
partner since
2007



Optimizely
advisory board
members





Get in touch

If you have any questions, please contact

Tom Denbigh

Commercial Director

tom.denbigh@netcel.com

07946 731198