

# Service Definition

Website Development



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.



# Website Development

Netcel's Website Development service creates high-quality, custom-built websites tailored to your needs. Our Website Development service delivers scalable, secure, and accessible solutions using leading technologies. From concept to launch, we ensure responsive design, optimal performance, and full compliance with industry standards to support digital transformation and measurable growth.

## Features

- Evidence-led UX that delights users and de-risks roadmap decisions fast.
- Accessible by design: AA standards embedded, inclusive journeys, universal trust.
- Scalable design system: Figma plus Storybook, reusable components accelerate delivery.
- Modern frontend engineering: React/Next.js, hybrid headless, high-performance delivery.
- Performance obsessed: Core Web Vitals, Lighthouse audits, edge caching everywhere.
- Security first: OWASP practices, GDPR compliance, Optimizely DXP protections standard.
- Opal AI agents supercharge content, QA, workflows; accelerate publishing speed.
- Personalisation that proves impact: ODP segments, content recommendations, intent signals.
- Experimentation culture: A/B tests, rollout controls, evidence-backed improvements reduce risk.
- Empowered teams: training, governance, clear workflows; faster change with confidence.

## Benefits

- Launch faster, learn sooner; optimise continuously with measurable outcomes proven.
- Reduce costs and risk through modular, future-ready architectures and AI.
- Improve accessibility, performance, security; meet public standards with confidence everywhere.
- Increase conversion and satisfaction with personalised, tested user journeys consistently.
- Build internal capability; stronger governance, faster releases, sustained momentum long-term.



# 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 mace

 Optimizely

20

Years'  
Optimizely  
knowledge

20+

The most  
Optimizely  
customers in  
the UK



The most  
OMVPs in any  
UK company

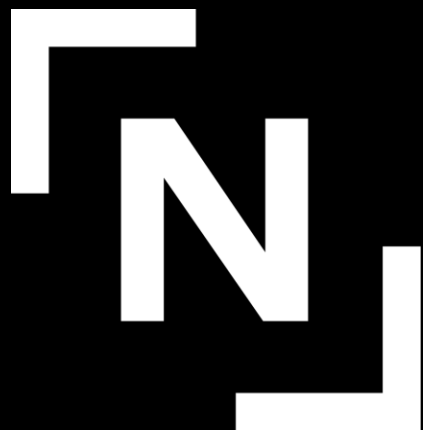


Top-tier  
partner since  
2007



Optimizely  
advisory board  
members





## Get in touch

If you have any questions, please contact

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