

「NETCEL」

Service Definition

Website Design

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.



Website Design

Netcel's website design service creates visually engaging, responsive websites tailored to business objectives. We combine UX best practices, accessibility, and innovative design to optimise user experience and performance. Supporting digital transformation, our solutions deliver measurable growth, compliance, and future-ready design across public and private sector platforms.

Features

- User research-sourced evidence to inform and evaluate design thinking
- Human-centred design including user journeys, prototyping and testing
- Design direction to extend your brand for digital
- Production-ready atomic designs that reflect your brand's positioning
- Fully responsive layouts that optimise for desktop, tablet and mobile
- UX-driven information architecture built on user research & journey mapping
- Compliance with accessibility standards
- Content strategy and design optimising for human and AI audiences
- Iterative design sprint model that delivers incremental value and rapid feedback
- Documentation to support implementation

Benefits

- Higher conversion rates through intuitive, goal-aligned user flows
- Reduced bounce and abandonment through great content design
- Improved brand perception with polished, contemporary aesthetics
- Greater reach and inclusivity via accessibility-first design
- Lower maintenance costs through modular, CMS-driven content management
- User evidence-backed decision making
- Accelerated time-to-market through proven sprint methodology and rapid prototyping



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

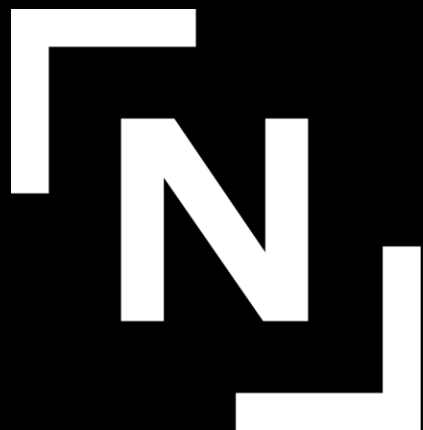


Top-tier
partner since
2007



Optimizely
advisory board
members





Get in touch

If you have any questions, please contact

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