

CONFIDENTIAL



Service Definition

Website and Mobile Optimisation Service

About Goaco



Goaco is a Global Consultancy working as a partner with the public and private sectors, delivering innovative solutions and experiences that align to the needs of people, places and planet.



Founded in 2010: Headquartered in the UK.



100+ subject-matter-experts across offices in the UK, UAE & KSA.



Network of 16,000+ associate consultants through Goaco Group.

We are **Digital Transformation**, **Cyber Security** and **Managed Service** experts successfully delivering projects for business and government.

Our approach integrates leading-edge ideas with a focus on people, being true partners and ensuring our clients are central to every step of the process.

Our agile team swiftly adapts, enabling us to deliver optimal outcomes and solutions tailored to your requirements.



Recognised as UK Government digital experts.




THE SUNDAY TIMES
**T Best Places
to Work 2025**
SMALL ORGANISATION

Your partner from **discovery** to **run**



go discover

Discover, Define, and
Validate Human-Centred
Solutions.

go build

Empower Your Data,
Cloud Software and Cyber
Security Evolution.

go live

Manage and Secure your
Digital Operations round
the clock.



Watch our video: [Click Here](#)

Service description



Maximise your digital presence with Goaco's Website and Mobile Optimisation Service. We prioritise user-centricity, channel strategy, and customer profiling to ensure seamless functionality and enhanced reliability. Our expert content research and strategy enhance structure, performance, and content strategy, elevating your website and mobile platforms for peak performance and engagement.



- **Emphasis on user-centricity, channel strategy, and customer profiling**
- **Prioritisation of seamless functionality and enhanced reliability**
- **Expert content research and strategy to improve structure and performance**
- **Tailored approach to maximise website and mobile platform performance**
- **Comprehensive analysis of current performance and optimisation opportunities**
- **Identification of areas for improvement and optimisation**
- **Integration of best practices for enhanced user experience and engagement**
- **Implementation of strategies to improve performance**
- **Continuous monitoring and refinement for ongoing optimisation**
- **Collaboration with clients to align with digital goals**



- Enhanced digital presence for increased visibility and engagement
- Improved user experience leading to higher satisfaction and retention
- Enhanced reliability and functionality for seamless performance
- Improved performance for better conversion rates
- Optimised content structure and strategy for effective communication
- Higher search engine rankings for improved visibility
- Better alignment with customer needs for increased relevance
- Reduced bounce rates and improved engagement metrics
- Greater competitiveness and market differentiation
- Achievement of digital goals and objectives with confidence



Our certifications



Our certifications are recognised **globally**

Goaco are proudly certified to:
ISO 9001, ISO 4001, ISO 27001 & ISO 20000

IASME certifications



Delivering **people-focused** outcomes through **innovation**



Goaco has delivered for the public and private sectors across the globe



Delivering excellence for over 15 years

Our Services



UCD User-Centered Design

Our User-Centred Design approach starts by understanding the root problem and what users truly need. Through user research, service design, and clear content, we create journeys that feel natural and accessible. It's not about trends, it's about meaningful outcomes and experiences that genuinely help.

Digital Delivery

As a delivery partner with your organisation, our service is primarily outcomes based, implementing products and services across portfolios & programmes in an iterative manner (Agile & Waterfall) with a focus on the benefits.

Cyber Security

Goaco partner with public & private sector organisations, protecting them from the threat of known and unknown security threats. We help you to develop security maturity, become certified, conduct security/penetration testing and protect from cyber-attacks 24x7.

Data

Goaco's Data Services span the full lifecycle from collection and management to advanced analytics and AI-driven insights. Ensuring accuracy, security, and scalability, we help businesses make smarter decisions, modernise operations, and drive growth.



Cloud

Our service offerings involve transforming your organisation to use the Cloud across Google Cloud, MS Azure and AWS, embedding automation (infrastructure-as-code) for cost-saving, and monitoring and management of your infrastructure for efficiency.

Artificial Intelligence

At Goaco we enable businesses to harness AI to transform how they operate, compete, and grow. Our AI Services span assessment, strategy, design, and implementation covering automation, predictive analytics, generative AI, and custom machine learning solutions.

Managed Services

Goaco's ITIL aligned support team works around the clock to keep your IT running at peak performance levels, using industry leading tools to constantly improve and ensure you are in safe hands.

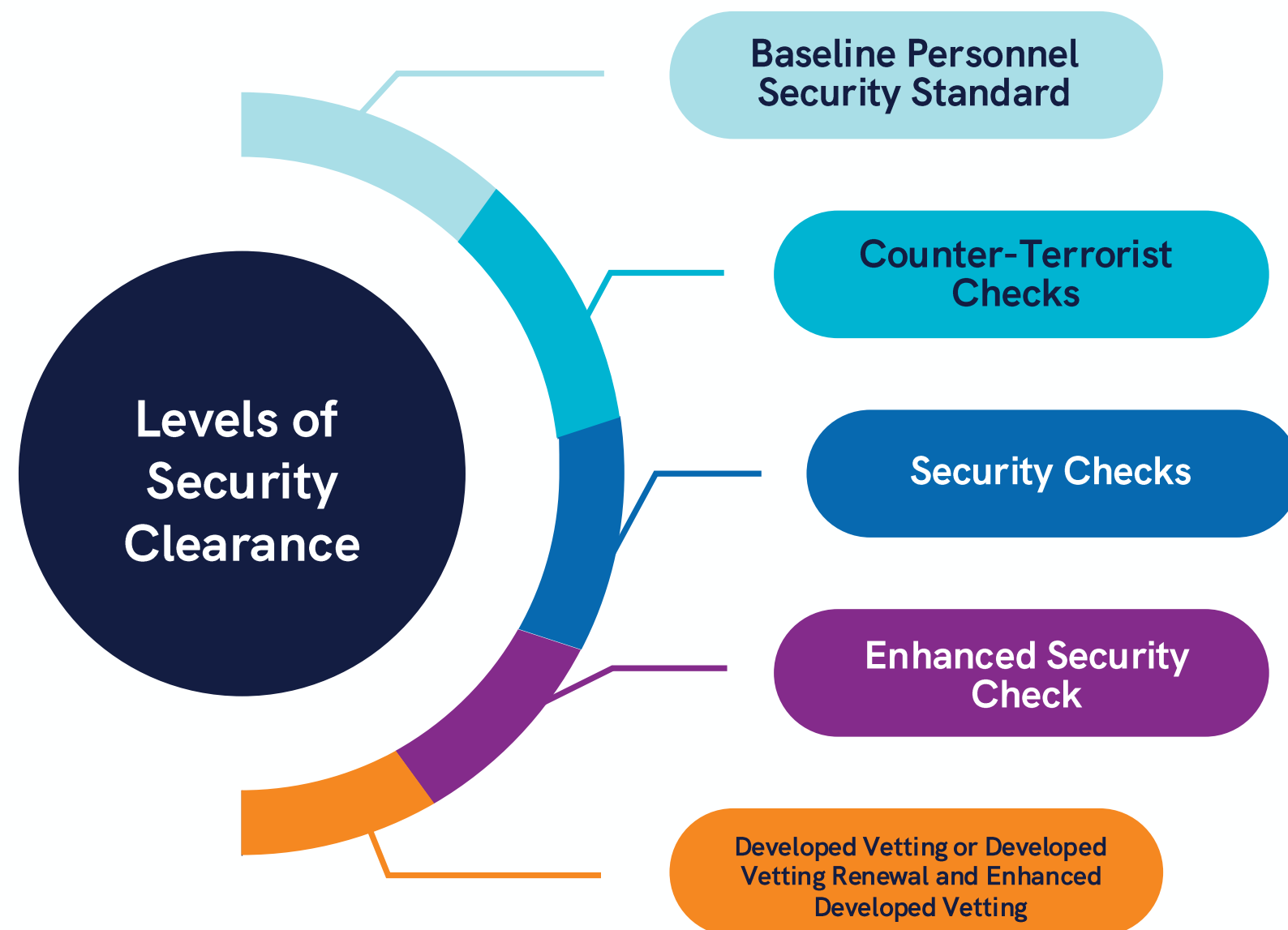
Software Development

Goaco provide you with tech-agnostic custom, Web, App (mobile) and Low/No code (DynamicsCRM/PowerApps) development from design, build, launch & management. We embed as a development partner providing you the value of leveraging our experience.

Personnel clearance levels (UK)



At a minimum, our UK personnel hold a Government approved BPSS clearance.

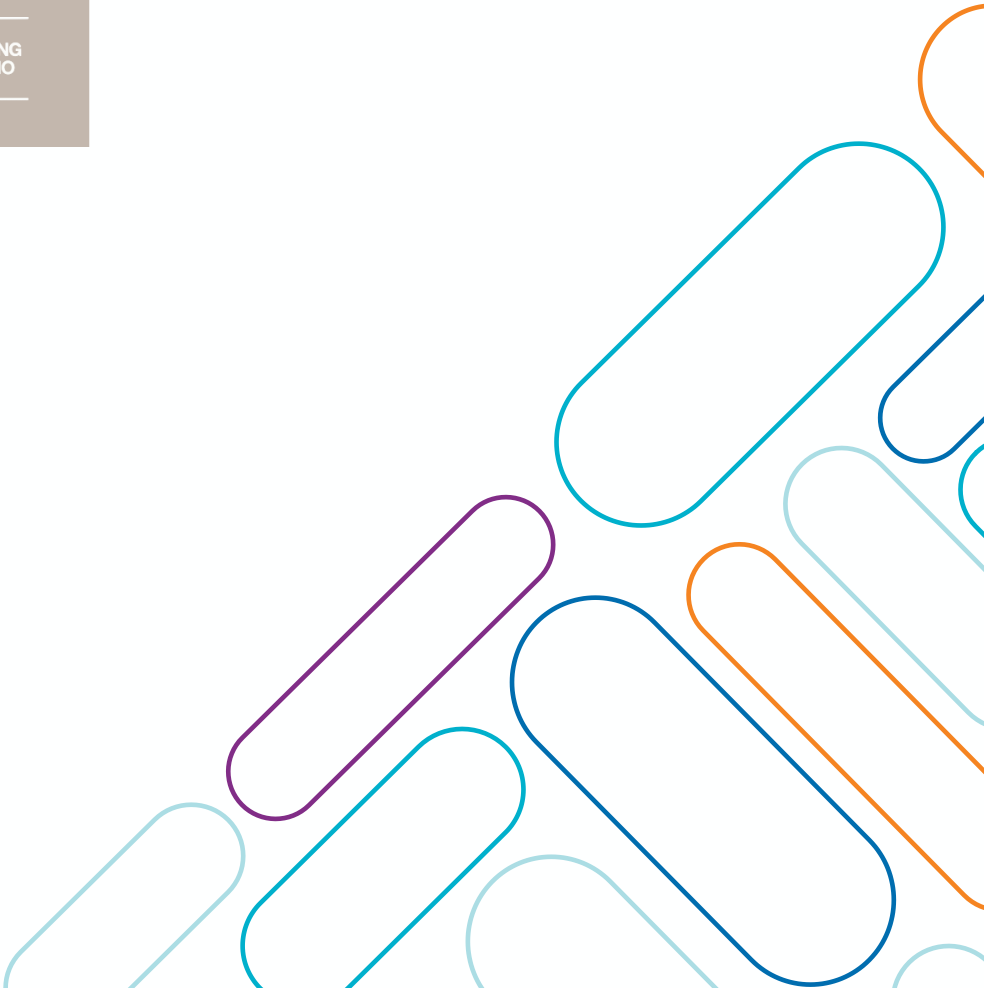
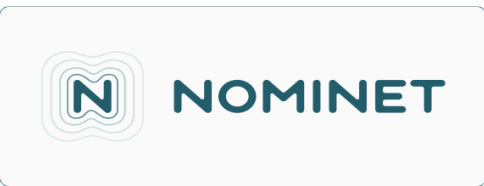
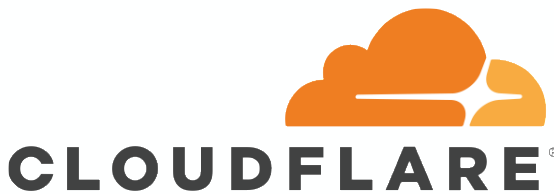


Our Penetration Testers and Cyber Security consultants hold a minimum of Security Clearance vetted with the Ministry of Defence (UK Government). For SECRET, personnel with DV Clearance are available, which is the highest level across the UK Government.

International branches are covered by the same principles as BPSS, including identity verification, references and criminal record checks.

This is the value we bring to other regions and countries, with the assurance of personnel accessing sensitive data.

Our partnerships





Our values



Equality

We continually review our **promotion** of inclusivity, **diversity** and lifelong **learning**.



Integrity

Honesty and **integrity** have built a culture of trust and openness within the Goaco network.



Unity

We **recognise** the **power** of **diversity** and difference in a **team** to learn and grow as individuals and an organisation.



Respect

Respecting others **boundaries**, opinions and **skill sets** is **important** to us at the core of our **company culture**.



Excellence

We take pride in delivering **excellence** in everything we do and **expect** the same **passion** and drive from our colleagues.



Our culture



Behind every success story, innovation and milestone achieved, there are dedicated individuals who go above and beyond to make it happen.



One Team



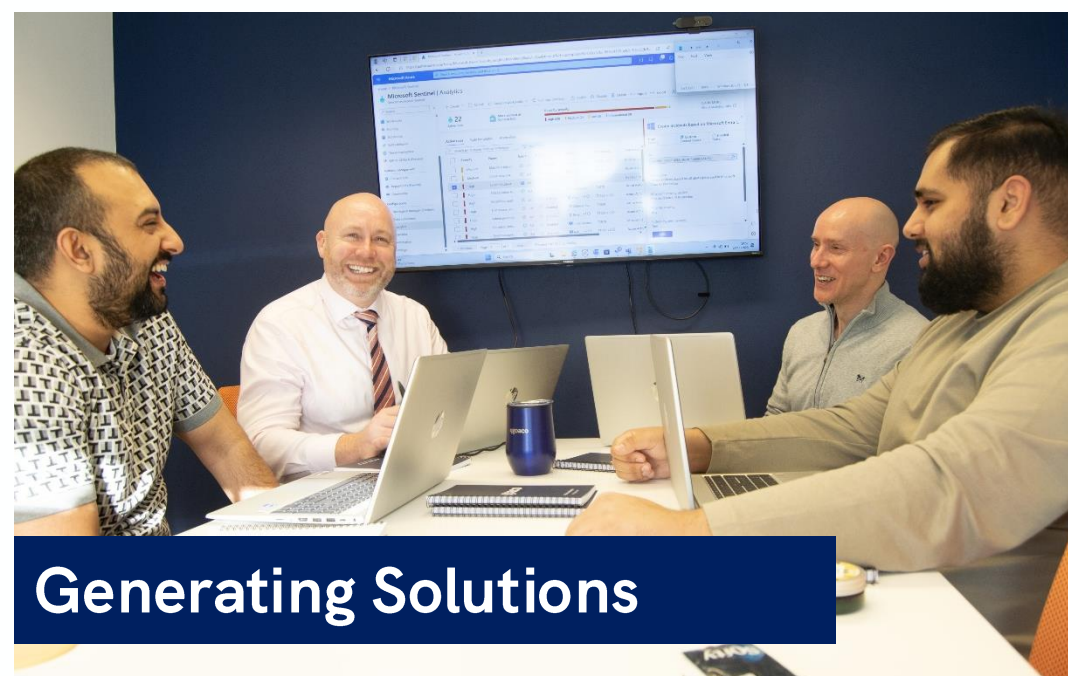
Company Socials



Creating Opportunities



Valuing Diversity



Generating Solutions



Giving Back



www.goaco.com

