



Credentials

Who we are

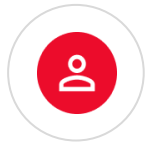
Williams Commerce Backstory

We are a full-service ecommerce digital agency established in 2009. Our focus has always been on delivering commercial value through Cloud Services for our clients. With significant technical capabilities we deliver from small one of pieces of work through to multi year complex projects.



ACCESS OUR EXPERIENCED
TEAM OF DIGITAL PRACTITIONERS

80+ Digital specialists



WE'VE BEEN DELIVERING 24/7 CLOUD
SERVICES SINCE 2009

250+ well-crafted websites



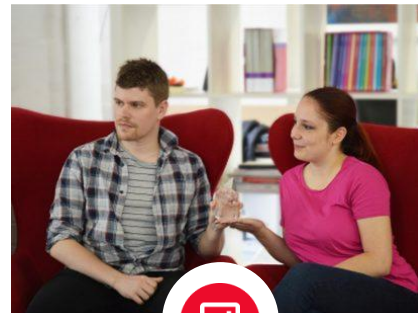
LONDON, LEICESTER, INDIA, USA

4 offices worldwide



Ecommerce Platforms

Since 2009, we've been delivering innovative ecommerce solutions for a wide range of customers.



Digital Marketing & UX

Our experienced marketing team are commercially focused and supported by a UX team.



Growth Acceleration

Our development team provide 24/7 around the clock support to keep your website running and focused on growth.



Cloud Services

Businesses choose us because of our deep technical understanding of integrating systems.



Who we are

Dedicated Expertise in Digital



An out and out Cloud Services specialist offering agnostic consultancy and delivery across a wide range of platforms since 2009.



A specialist brand that supports arts, heritage, culture and not for profit organisations to leverage CMS platforms such as Drupal & WordPress to drive engagement and growth.



A specialist B2B platform with wholesalers, distributors and B2B first businesses as platform users. Leveraging its the B2B platform to deliver cutting edge functionality to fuel growth and scalability.



Who we are

Parent Company

In 2023 Williams Commerce became part of the successful Brandwidth Group within the Next 15 Group PLC.

We were acquired to become the technology specialist within the group and as such we have continued to work as a dedicated agency to compliment the other 20+ specialist agencies that make up the group

This development gave us a new London Head Office just off Oxford Street, a Head Office for the USA in New York.

As an extension of engaging with Williams Commerce you will also have access to a worldwide team spanning 50 offices across 15 countries employing over 4000 people who share a core mission is to empower brands by revolutionising and turbocharging the digital customer experience, delivering rapid value, and fostering the growth of forward-thinking digital enterprises.



London



Leicester



New York



New Delhi

NEXT 15



Our Mission & Values

Williams Commerce are a full-service digital agency delivering website development, technology and digital marketing services. We build, optimise and grow brands.

1

Excellence

We know that to deliver real impact and exceptional service we can't stand still. We strive to be better every day; to learn and develop. By investing in our people, we pursue continuous improvement for us and our clients, ensuring we always push boundaries and deliver on our promises.

We are:

- Professional
- Goal-orientated
- Experienced
- Service-centric

2

Responsibility

We proactively take ownership and accountability for our work, and act with purpose. We accept responsibility for our decisions, commit and go the distance because experience has taught us that outcomes are more important than outputs.

We demonstrate:

- Accountability
- Action & Energy
- Tenacity
- Dedication

3

Integrity

We believe that trust is essential to strong relationships and requisite to good business. We are open, honest and respectful with our colleagues, with our customers and with all our stakeholders, recognising that the thoughts, feelings, and backgrounds of others are as important as our own.

We have a culture of:

- Trust & Honesty
- Openness
- Respect
- Collaboration



Who we are

Areas of Expertise

Williams Commerce is a full-service ecommerce agency including website development, UX design, on-going digital marketing services and system integration. We build, optimise and grow ecommerce brands.



Ecommerce and CMS

Our expertise is working across multiple ecommerce and CMS platforms to plan and execute cohesive, engaging user journeys; designed and engineered to unlock the commercial value of your ecommerce website.



Digital marketing

We are an award winning digital marketing agency. We are a collaborative and commercial marketing partner, helping our clients achieve their goals profitably and overcoming tough technical issues other agencies may avoid.



Technology

Increasing the value of our partners' business' by harnessing the power of the connected systems to help them better engage their audiences' and deliver enhanced customer experiences.



Consultancy

On average, we work with clients for over 4 years to help them achieve their long-term digital goals. We do this through planning their digital roadmap and then working on a continuous retainer with regular business reviews to ensure their goals are being achieved.



Cloud Services

What We Do & How We Work

How we work

Award-Winning Cloud Services

We are Cloud Service specialists.

We are an innovative technical partner, support of clients throughout the UK and globally across a range of services.



What we do

Cloud Services

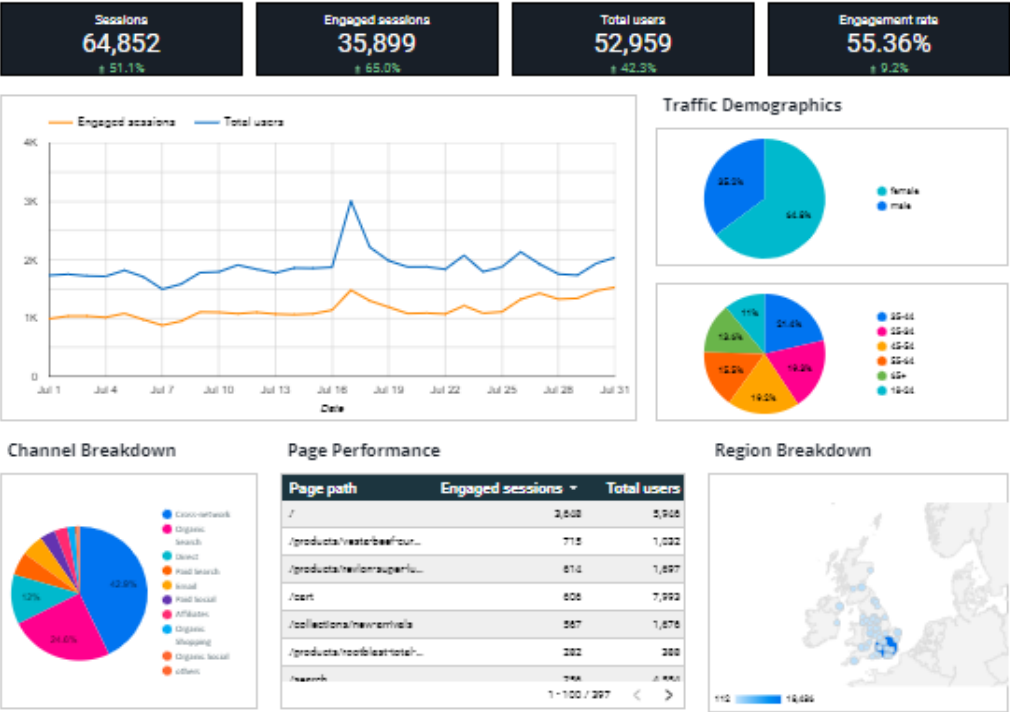
We provide end to end Cloud services from our team based in Leicester, UK. Our delivery model is remote, but we offer onsite meetings and workshops.

- 01 Skilled Customer Service specialists
- 02 Cloud Engineers, Architects, Developers
- 03 Proactive Managed Support
- 04 Continuous Development
- 05 ISO 27001, ISO 9001 and Cyber Essentials Plus
- 06 Private and Public Cloud
- 07 Partnered with Microsoft Azure, AWS, Google Cloud, Digital Ocean
- 08 Cloud solutions from Pantheon, Acquia, Adobe, WP Engine
- 09 DevOps, SysOps
- 10 Software Development .NET, PHP, React, Apps



Transparent Monthly Reporting

By establishing and agreeing a Measurement model we can create detailed data dashboards and reports so you can ensure you are on track and you are performing as expecting.



Who we work with

Clients & Case Studies

Who we work with

Some of Our Arts & Culture Clients

The British
Museum

Royal
Botanic
Gardens **Kew**

THE
NATIONAL
GALLERY



Young Vic

The Courtauld

mall
galleries



Portfolio by Platform

WordPress

Our dedicated team have extensive experience in integrating WordPress with ecommerce platforms to create Headless solutions which provide the flexibility to tailor customer experiences at every touchpoint, independently from back-office systems.

We've also built numerous CMS websites on WordPress for Arts & Culture organisations which put users at the core of their experience with a focus on accessibility and digital sustainability.

Our projects have included:

- **The Courtauld**
- **Gill**
- **Whitechapel Gallery**
- **Chelsea Arts Club**
- **Clarks Originals**
- **FHM**
- **The Deck (now called Buffini Chao Deck)**
- **HotTix**
- **Aynhoe Park**



The Courtauld

Gill



 **Chelsea Arts Club**

**BUFFINI CHAO
DECK**



Drupal



We have decades of collective experience in delivering digital solutions powered by Drupal. As part of our offering, we provide Drupal development services for website builds, integrations with ticketing systems, migrations, and upgrades. We also provide ongoing support, testing and training.

Our team have delivered Drupal development work and solutions across various arts, culture & heritage, education and not for profit.

- **Sir John Soane's Museum**
- **Contemporary Arts Society**
- **Gresham College**
- **The Minack Theatre**
- **Young Vic**
- **The Photographer's Gallery**
- **London Sinfonietta**
- **The Queen's Hall**
- **JW3**



Young Vic

**THE
PHOTOGRAPHERS'
GALLERY**



Case Studies

Royal Botanical Gardens Kew

We are delivering a new 1.5m website front end with a purchase pathway and significant integration centered on membership, visitor and events services.

Key Focus

- **Membership** - Front end design and integration of membership services
- **Events & Ticketing** - Purchase pathway, design and integrations for events
- **Website Front end Redesign** - UX and UI redesign and build of their front-end retail shop with integration to broader RBG Kew solutions
- **Back-office Integration** – Integration to multiple back-end systems and 3rd parties

Tech & Services

- Magento Open Source, moving to Adobe Commerce
- BAU Support Maintenance
- Continuous Development Programme
- Replacement of the Hosting Infrastructure

Lessons Learned

- Comprehensive discovery to understand scope and complexity
- Modelling membership and event types within Magento to support integration
- Close working with business SMEs and technical team

<https://www.kew.org/>



Case Study

The British Museum

To take over the support, maintenance and continuous development of their Magento ecommerce store

Key Focus

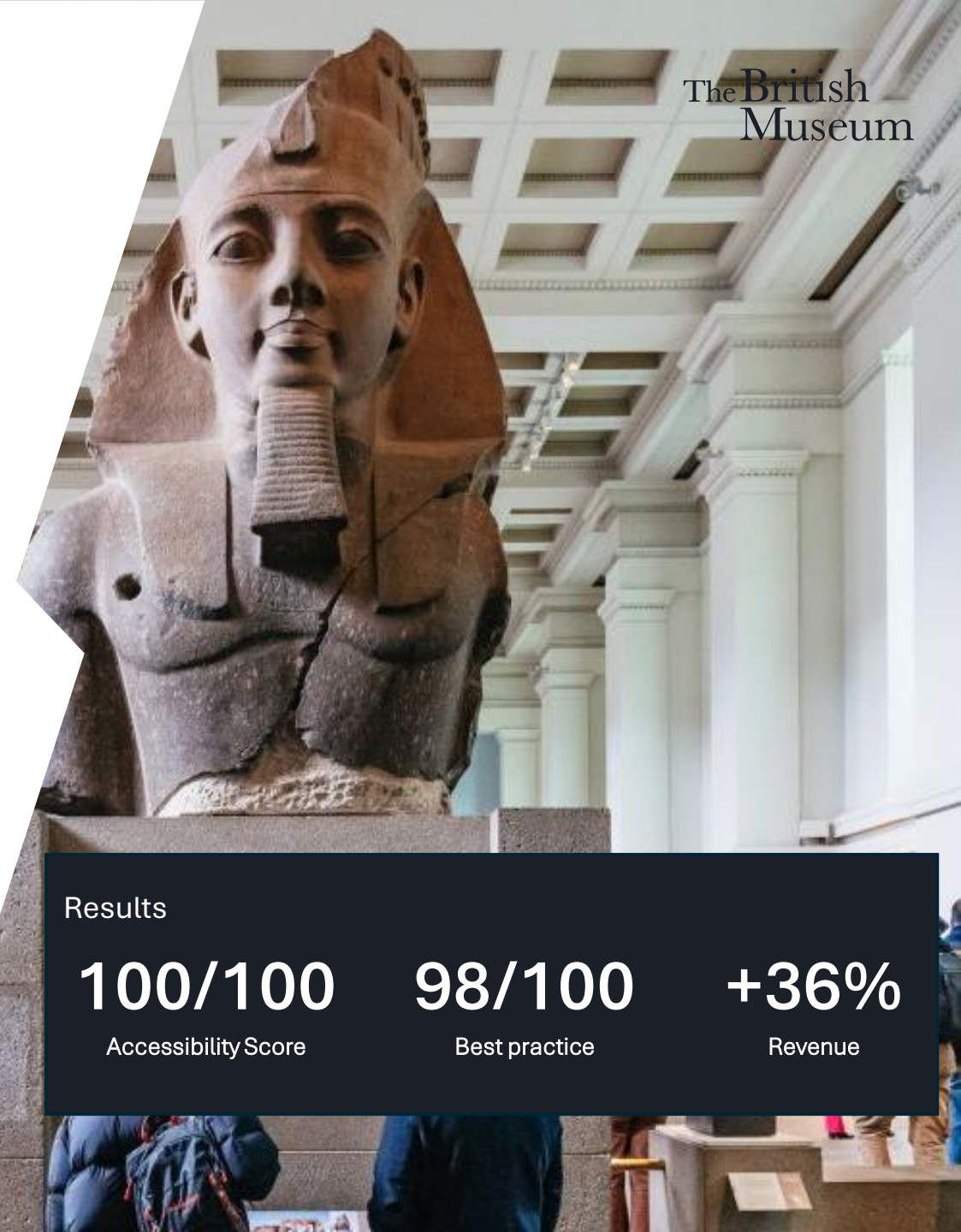
- Objectives – Stabilise, upgrade, maintain and develop
- Accessibility – Very poor accessibility compliance now gets 100/100
- SEO – Extremely low SEO scores turned around to 98/100
- Best Practice – Lighthouse best practice score turned around to 95/100
- Core Vitals – Core web vitals was failing and now passing
- Performance – We are now focused on improving the performance scores
- Turnover – £1 million annual turnover for the first time in their history
- Strategy – We are now undertaking UX, UI & Marketing strategy support

Tech & Services

- Adobe Commerce
- UX & UI Strategy
- Technical Support
- Maintenance & Upgrades
- Continuous Development Programme
- Digital Marketing Strategy
- SEO
- Paid Search (Google Ads)

<https://www.britishmuseumshoponline.org/>

The British
Museum



Results

100/100

Accessibility Score

98/100

Best practice

+36%

Revenue

Case Study

Queen Elizabeth Olympic Park



To deliver a new enterprise grade CMS solution, detailed staff training and redesign the front-end website to strengthen the brand and customer engagement

Key Focus

- Content - Vast amount of content needed to be organised logically on the site
- Redesign - A redesign of the site to make it fit for the future and engaging
- Stakeholders - management of a very large group of stakeholders

Tech & Services

- Tech & Services
- Drupal CMS Platform
- UX & UI Redesign
- Pantheon Carbon Neutral Hosting
- Complex Content Strategy
- CRM Integration – Two Circles

Lessons Learned

- Stakeholders - Doubling down on resource to manage their internal teams
- Taxonomy - Group and tag all content so customers could engage easily
- Resource - Resource was limited so the communications were critical

<https://www.queenelizabetholympicpark.co.uk/>

Results

+13%

Engagement Rate

+24%

Engagement Time



Case Study

The National Gallery

THE
NATIONAL
GALLERY

This is a great example of where we have a longstanding, proactive ongoing relationship to drive the organisation forward on development & marketing

Key Focus

- Digital Strategy - state of the Nation digital strategy review that informs all work that we do
- Support – support desk is light touch with a stable site and has dedicated resource.
- Continuous Development - they have set a realistic CD budget to draw from each month
- Development Roadmap - we are able to maintain an ongoing Roadmap with strategic reviews
- Projects - one off projects add significant value – Endless Aisle on site
- Digital Services - The relationship has extended to deliver strategic marketing – PPC, GA4 etc
- NG200 Flexibility - flex their resources to account for this with topped up temporary hours

Tech & Services

- State of the Nation Ecommerce Strategy
- Tessitura Ticketing
- Microsoft Dynamics integration
- Print on Demand
- Digital Marketing Retainer (SEO, PPC, Affiliates)
- Continuous Development website retainer
- GA4 Configuration
- Looker Studio, Google Search Console (GSC), Google Ads, SEM Rush, Screaming Frog, AWIN

<https://shop.nationalgallery.org.uk/>

Results

+475%

increase in
ROAS for 2 months

+76%

growth in
ranking keywords

+42%

increase in
organic clicks

Thank You



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