

YOUR TRUSTED PARTNER FOR DRIVING SUCCESS ONLINE

A unique package of web design, marketing and technology expertise

RELAX YOU'RE IN CAPABLE HANDS...

Datadial has been helping people succeed online for just over 20 years – so basically since the start of the Internet as we know it today. We're in it for the long term, working together with our customers to successfully build their brands online, and delivering everything that's necessary to make that happen.

Everything? Yes, everything – we're great at web design, ecommerce, online marketing, search engine optimisation, and we also have a whole bag of clever tricks up our sleeves. In fact, we truly believe we have a genuinely unique proposition.

A big part of that proposition is our belief that co-ordinating web development, marketing and technology efforts together – as one operating entity – is essential for achieving maximum success online.

Why? Well, Datadial takes a whole-life view of your online business...





THE START OF YOUR JOURNEY

Many customers come to us simply because they want a new website developed – and we cover everything from content-managed brochure sites to large and complex ecommerce and bespoke application sites.

Immediate expertise for everything online...

"Customers really value having direct access to our key people, and being able to run all their design, marketing and technology services from one place, rather than having to talk to multiple agencies, and go through account handlers."

Rob Faulkner, CEO, Datadial



AUTOMOTIVE ECOMMERCE START-UP GROWS ONLINE TURNOVER

Driving long-term success

Over the last twenty years, **Design911.co.uk** has grown from an operation running out of its owner's home garage into a market-leading retailer with multi-million pound online turnover, and 34,000 sq ft warehouse and showroom.

Outstanding development capabilities

The Design911 ecommerce website, which now lists over 100,000 individual Porsche car parts, is still running on the same bespoke e-commerce software that Datadial built in 2004 (itself an upgrade from the original site launched in 1998 with 200 products). Additional tools for users have been developed and added over the years, including:

- Different ways to search
- Search by vehicle diagram
- Tyre finder functionality
- Support for multiple languages
- Currency conversion
- Abandoned basket emails
- ...and much more.

SEO-first design

Design911 also delivers feeds to Amazon.com and Google, enabling its products to be listed directly within those sites. And as with all Datadial sites,

Design911's site architecture is optimised for search engines, helping ensure it ranks well organically in all relevant searches. That means it constantly receives a steady flow of new customers, and **Design911.com** is now ranked number one for 'Porsche Parts'.

Outstanding returns on technology

Because Datadial has both the software development expertise in-house and also hosts the Design911 site on its own enterprise-grade

technical infrastructure, there has been no requirement for costly software migrations or infrastructure upgrades. The software has been refined and fine-tuned to ensure outstanding performance, and the infrastructure upgraded as required. That's resulted in huge savings for Design911, as well as a high-performance site with greatly reduced operating risk.

Diverse development expertise

Of course, most modern ecommerce websites are built using off-the-shelf platforms, such as Shopify or Magento, the latter of which Datadial has since used to build Design911's sister site, **Design911.uk**, which is a European-focused version of Design911. In fact, Datadial has embraced the growth in popularity of open source software over recent years and can deliver powerful, highly bespoke web sites.



WHY DID IT WORK?

Our online division

Karl Chopra, CEO of Design911, said: "A key part of Datadial's value to us is the sense that they're always there – kind of like our digital division – we do the business side and they make the online side happen for us..."

We've been with Datadial almost continuously, right from the start. The website is our primary channel to customers, and Datadial provides almost everything we need – from improving the site functionality to keeping it running, and making sure we rank well in search engines – so a major part of our success must be thanks to them."

Strong continuity and fluent teamwork...



"We have a highly-skilled, dedicated and long-serving team – one third of our people have been with us for more than ten years, and half for over five years – so all the knowledge for all our projects is still within the business, and our team works together almost instinctively, seizing every opportunity to promote our clients' success."

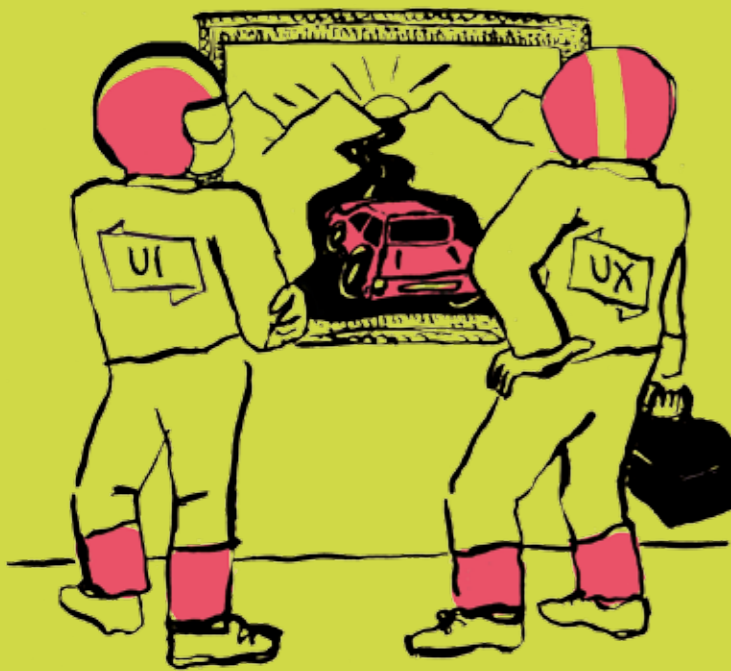
Rob Faulkner, CEO, Datadial

GREAT ONLINE PR

Design911 has benefitted from some fantastic digital PR over the years. For example, we created a series of infographics including 'The 50 Cars That Changed the Face of Auto Design', a cheat sheet for car terms, plus 'Eleven Great Games to Play on a Road Trip', which achieved coverage in BuzzFeed, Shortlist and the Daily Mail, among others.



BEAUTIFUL-LOOKING WEBSITES



We've created beautiful-looking websites for all kinds of companies, large and small. Wherever you are in your journey, we can deliver a wide range of design services that you would find in top branding agencies, yet we also have the technical ability to make those designs work on screen – in any browser, and on any device.

Crucially, all of our website design work is done with an SEO-first approach. So every site we create can rank well organically in search engines – and that's an important difference to many other web agencies.

DRAMATIC SITE REDESIGN FOR TV POST-PRODUCTION COMPANY

Molinare's home at molinare.co.uk showcases their visually stunning work as the UK's leading supplier of TV post-production services. Whatever the device, browser or aspect ratio, the site delivers an amazing user experience, while also being incredibly easy for Molinare's staff to update and manage.

Richard Hobbs, Commercial Director of Molinare, said:

"Datadial has been fantastic in realising Molinare's vision for our new website and pulling it all together."

THE TECHNICAL SKILLS TO REALISE YOUR VISION

A defining requirement of the project was that each film production should be represented by as large a screen-shot as possible on the homepage, with many different images arranged in a multi-purpose, complex grid structure. On some pages, video clips also had to play from within their grid positions. Datadial achieved this with some elegant back-end coding that dynamically selects and scales the best of three images for each space on the grid, and depending on the browser dimensions.

TECHNICAL DESIGN FOR EVERYDAY EASE OF USE

- The Molinare site was built with the Umbraco content management system, and Datadial also has strong expertise with WordPress and our very own in-house system, Quill.
- Our elegant, back-end development work has enabled Molinare staff to define how images scale as screen sizes change.



COLOURFUL SITES FOR AWARD-WINNING, CREATIVE PR AGENCY



Taylor Herring's taylorherring.com site is home to the fame-generation PR agency that famously floated the green Paddy Power 'lucky pants' hot air balloon. They also sent a robotic life-sized – and terrifyingly lifelike – polar bear through the London underground.



They're behind The Poke (thepoke.co.uk), one of the biggest humour sites in the UK, and a whole host of other adventurous campaigns and initiatives such as blackadderinsults.co.uk.

Datadial works closely with Taylor Herring, developing and hosting several of their sites – such as the three sites above – and providing any design, development or online marketing services they request for whatever they may be doing this week.



“Whenever one of our client campaigns involves driving traffic to a website we can confidently hand it over to the Datadial team for design, technical trickery and also to provide enough hosting resilience to support our viral campaigns, which all generate tonnes of traffic in short spaces of time.”

James Herring,
CEO, Taylor Herring
PR Agency of the year winner 2016

“The new site Datadial designed for us has received some excellent feedback and we're very happy with the process and service they provided. They have also improved our bursary system which has sped up the processing time for applications. They are responsive to messages and easy to work with. We are very happy with the relationship.”

Helen Beeston
UKCAT

BRAND DESIGN FOR SUBSIDIARY OF PUBLISHING GIANT

Datadial can provide many services that you might find at dedicated branding agencies. For example, we helped Pearson Group's medical testing client, UKCat (ukcat.ac.uk), re-develop their brand.

While retaining the key branding elements, such as the colour and rounded edges, we worked closely with them to come up with a more practical logo shape and contemporary design that would work for the web and other media and their expanding business.

We've created and modernised several other logos along the way as well.



THE ONE TO ONE
COLLECTION



ROMANY HEADLAM



HUMMINGBIRD
FLOORS



REALISING .COM DREAMS...

Beyond great looking websites, Datadial also offers exceptional bespoke software development capabilities on any relevant platform to deliver rich, highly tailored websites or applications that help you realise your online vision.

And in developing these applications, we'll immerse ourselves in the detail of your business, understand your needs both today and for the future, and set you free to achieve new things in new ways.



THE EXPERIMENTAL BUSINESS IDEA THAT'S SPREADING ACROSS LABS WORLDWIDE



LabLogger (lablogger.co.uk) is a sophisticated application that enables science teachers to plan practical demonstrations, and also request equipment from their lab technicians for classroom experiments. Datadial built this from scratch when LabLogger was a new business, and it's now used by hundreds of schools around the globe... and counting.

Einan Snir, CEO of LabLogger, said: "Datadial has been invaluable as our business partner, taking a real hands-on approach to helping us succeed, and sharing their expertise to help guide our own vision. It was Datadial, for example, that recommended that we build in capability to go global from the start, rather than just national, and that's been a major factor in our success so far."

WINDOW OF OPPORTUNITY FOR BESPOKE CURTAIN MAKER

Vanessa Arburthnott (vanessaarbutnott.co.uk) transformed the quality of its customer experience and its own internal business and marketing processes with a brand new website. Their website can accept complicated, highly bespoke orders for curtains and other home furnishings from customers, and provides comprehensive and powerful business-management capabilities to employees.

Vanessa Arburthnott, CEO, said: "Apart from the general brilliance of the new site and the vastly improved customer experience, it's the difference it's made to our in-house processes that has really transformed our business. Instead of three CRMs we now have one, and basically the left hand of our business now knows what the right hand is doing."

THE COMPLEX MADE SIMPLE

With detailing such as pattern repeats, drops, pelmet pleats, flop overs, poles and tiebacks, ordering curtains can be complex, and there's no off-the-

shelf solution that's up to the task. Working closely with Vanessa Arburthnott's team to make sense of the challenges, Datadial created a clean, coherent and user-friendly ecommerce website that's optimised for SEO and can grow with the business.

THINKING BEYOND THE BRIEF

Rather than integrating three existing systems, as briefed, and to avoid repeating past mistakes, Datadial proposed a 'one platform' approach. The result is far greater operating efficiency and a 360° view of every customer, helping Vanessa Arburthnott to deliver a truly differentiated service.



KEEPING PACE WITH YOUR ACCELERATING NEEDS...

Datadial helps you keep pace with your growth. Some of our customers have moved over to us simply because we can offer hosting capabilities and expertise that their existing providers can't.

We can achieve business-led technical feats that leave almost all other design agencies standing, and we provide enterprise-quality hosting infrastructure that's both fast and highly reliable.

Above all, we are exceptionally responsive to our customers, fixing problems immediately when they occur, and providing a single point of responsibility for the full mix of web, online marketing and technology services that we provide.

FAST WEBSITES THANKS TO ENTERPRISE-GRADE HOSTING

Datadial hosts its customers' websites on load-balanced, high-performance, Windows-based servers that are located in data centres with Google and Microsoft.

In practical terms, that means our customers' servers are about as fast as servers possibly can be, and it also means we can provide access to a wide range of advanced additional features.

OPTIMISED PLATFORM AND SERVICE

Our technical people are on hand around the clock to deal with critical fixes immediately. We also monitor uptime 24/7 and maintain all the websites we host, managing licenses, applying patch updates and ensuring everything is optimised at all times. That sometimes also involves our doing unpaid development work on clients' sites so they can benefit from the latest updates – and that's all included as part of our service.

AGILE, EARLY ADOPTERS

Crucially, because Datadial is relatively small to be offering such 'major player' services, we are also able to be much more agile than other managed hosting providers. For example, we implemented HTTP2 across the sites that we host almost as soon as it was released, delivering major performance and SEO enhancements for our clients. Many ISPs have not yet done this. Additionally all our sites have CDN as standard.

OUTSTANDING UPTIME

Finally, we have a strong record for outstanding server uptime. Since 1998 we have scarcely had more than 40 minutes unscheduled downtime.

"We were struggling with our web site and, after choosing Datadial, all my worries are gone... they are intelligent, reactive, efficient and kind. I googled 'best web site builder for fabric companies' and they came out on top of Google and that was it!"
Vanessa Arbutnott



The Poke (thepoke.co.uk) receives around 5 million visits per month and relies on Datadial to manage its hosting infrastructure as it strives to cope with runaway spikes in website traffic.

James Herring, MD of The Poke said: "We were delighted with Datadial's site redesign and all the effort they put in. And their expertise has proved invaluable in helping us improve the resilience of The Poke, especially in these satire-rich times."

CONTENT MANAGEMENT PLATFORM

Datadial also rebuilt The Poke website from scratch, using the WordPress CMS for ease of use. As revenue is generated from click-through and advertising we optimised the interface for site speed and integrated third-party sponsored advertising, with the result that page views have increased by over 200%.



AT EVERY STAGE OF YOUR BUSINESS JOURNEY, DATADIAL CAN PROVIDE EVERYTHING YOU NEED TO ACHIEVE MAXIMUM SUCCESS ONLINE FROM ONE PLACE.



REACHING NEW HEIGHTS

With effective online marketing

Many other customers come to us because we have a strong reputation as effective online marketers. We understand what's actually important in getting your website ranked on search engines – and ranked for the key phrases that people are likely to use when they're ready to buy.



ENSURING A STEADY FLOW OF NEW CUSTOMERS

The structure of your website – its menus, navigation tools and back-end data constructs – should all be geared around the queries that your potential customers are most likely to enter into search engines.

Datadial takes a SEO-first approach to every website, ensuring that – whatever the design considerations – your website can rank well organically in search engines.

We will:

- Help define your business offering online for the best results
- Work to keep your site optimised at all times
- Make recommendations for improvements over time.



The basics of SEO are simple...

"SEO is about achieving **relevance** through onsite technical efforts and **authority** through offline digital PR.

You can have all the relevance in the world, but if you don't have the authority, you're just going to have a nicely structured site that no-one sees. Conversely if you get a site with lots and lots of links, but without the right structure, it'll rank for some things but be missing out on huge volumes of traffic."

Matt Sawyer, Head of Digital Marketing, Datadial

FOUR IMPORTANT TRUTHS ABOUT SEO...

1. Success is almost definitely going to require some changes to your existing website structure because most site designers do not take a SEO-first approach.
2. SEO isn't about keyword stuffing. Yes you need relevant words on the right pages, but you'll have those anyway if you are writing descriptive and pertinent copy.
3. Organic SEO takes time. Even when you do everything right, initial results may take six to nine months, and it's an ongoing process. Some SEO agencies may not be up-front about this, but that won't mean it's not true.
4. Size matters! If you want strong visibility, you'll need a fair number of pages, targeted to the keywords for which you want to be found. So you need to think big – a 12-page website probably won't cut it.



Effective SEO that really works...

"Delivering search capabilities that actually achieve results is in our DNA. We launched our first dedicated SEO service way back in 1999, and our current portfolio of services combines technical best practice with a portfolio of practical complementary services."

Rob Faulkner, CEO, Datadial

"We've worked with Datadial for over ten years on our website, and for PPC, SEO and mobile optimisation, and can strongly recommend them after such a long working relationship."

Birthe Nielsen, Baltic Travel Company

TRAVEL COMPANY'S ONLINE-ONLY APPROACH TO MARKETING DELIVERS OUTSTANDING RESULTS

Baltic Travel Company (baltictravelcompany.com) has experienced strong overall growth in its traffic since it started working with Datadial in 2005. This has coincided with the company recently trebling the size of its team to cope with the increase in enquiries.

Birthe Nielsen, Managing Director of Baltic Travel Company, said: "All our business comes from online marketing – from search engines, from PPC and Facebook – so without the work Datadial does for us we would essentially have no business."

The clever bit is how we achieved amazing improvements in traffic through intelligent site structure:

Many travel websites allow users to search either by holiday type (honeymoon, for example) or by destination. If you own a site with 30 different holiday types and

30 different destinations then that means search engines have a total of only 60 different site pages they can potentially list.

On the Baltic Travel Company website, holiday types and destinations are combined – so 'Honeymoon in Russia', for example. Scaling this up (combining all holiday types + all destinations) means there are upwards of 450 different, highly targeted pages for search engines to potentially reference.

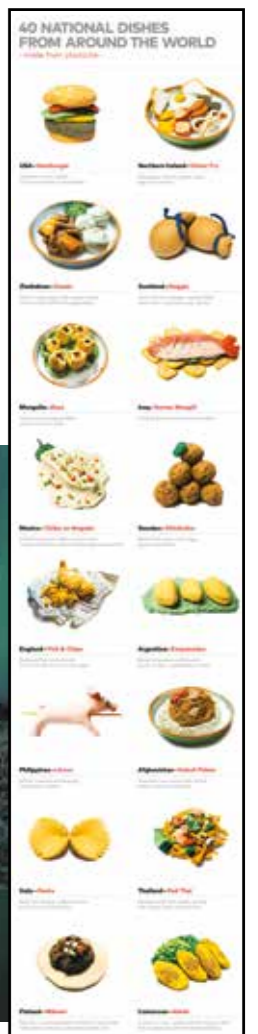
Even more importantly each of those pages will contain a more relevant answer to a more likely, 'long-tail' search query – and so will out-rank more generic pages and deliver the best-qualified visitors to your website, with a higher chance of converting. It's a win-win-win situation.

Surprisingly few websites offer these capabilities, providing the Baltic Travel Company – as well as Datadial's other clients – with major competitive advantages.



Raising awareness of our northern lights

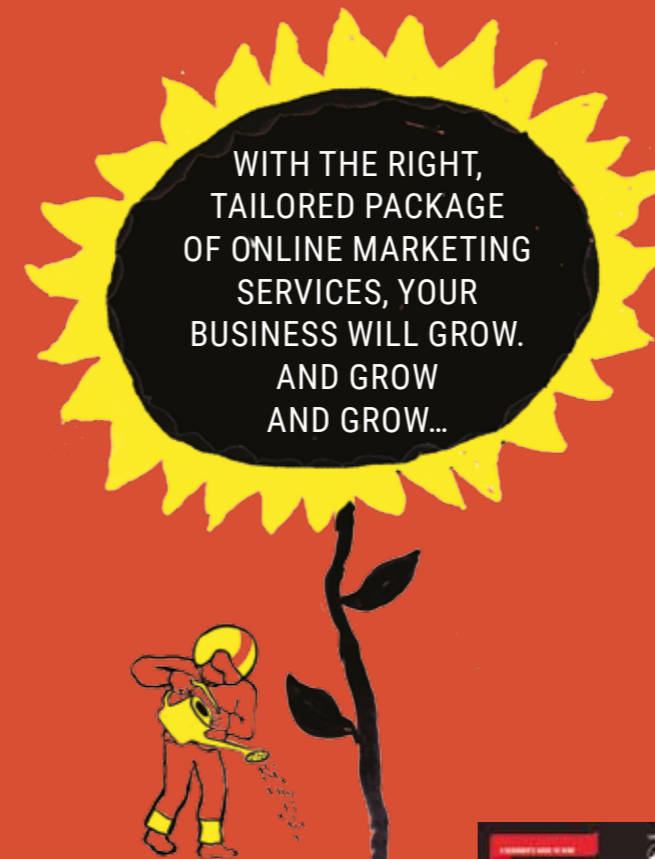
Datadial has run numerous digital PR campaigns for Baltic Travel Company. For example, we created an infographic on '40 National Dishes from Around the World (Made from Plasticine)' that was picked up by the Daily Mail, Time Out and Food Beast. And we frequently achieve quick win coverage for image series', such as a recent set of 'surreal, but real' photographs of the Aurora Borealis featured in Red online and Marie Claire.



EXCLUSIVE TO DATADIAL – DIGITAL PR

Unlike almost any other web design or SEO agency, Datadial delivers its own, in-house digital PR services. That means we get major online publications to feature your content, which raises your online profile – and gives your brand much

greater authority in search engines. This is a major part of our proposition, a hugely important part of ranking well in search engines, and something we're very proud of.



To be clear, we never pay for links – we come up with interesting ideas that connect your proposition with current news topics, and then create content that journalists from major online publications love to use. That might be a press release or infographic, or it might be the results of a survey or expert quote from one of our brands.

For example, we commissioned Quentin Blake-style illustrations of recipes from Roald Dahl's books to get loveareading.co.uk placed in Stylist and Glamour magazine, as well as the Metro and others.

To make it newsy, the images harnessed the popularity of The Great British Bake-Off in celebrating Roald Dahl's 100th birthday.



In another example promoting wildernessreserve.com – a Suffolk manor house – we created an infographic on unusual wedding venues – including Dracula's castle, Niagara Falls, a Disney Balloon ride and McDonalds – which was picked up by Bride, Country Living, Stylist, Yahoo and You and Your Wedding.

We have strong links with scores of journalists, some of whom frequently approach us for ideas and comment from our clients, and we can almost always get our promotional ideas published in multiple online magazines, creating powerful inbound links for your web content.



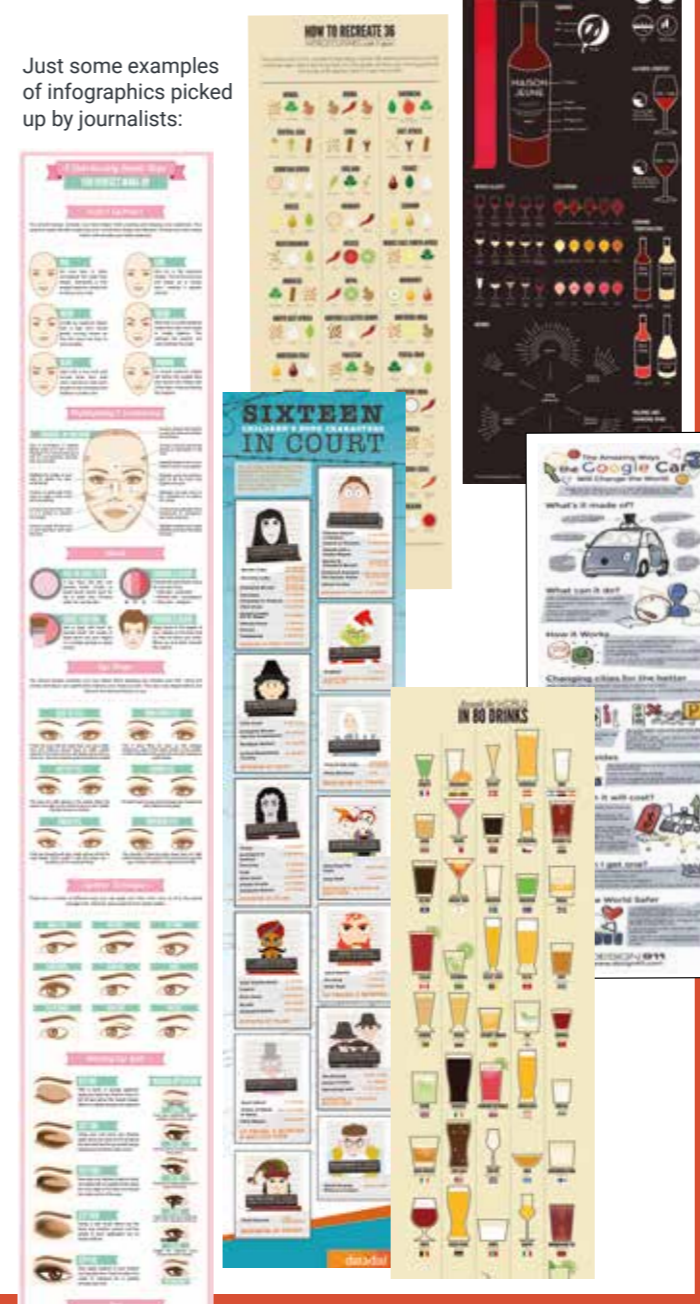
Here are just some of the high authority publications where we have recently gained coverage:



“Feel free to share this with your team. We are so excited about this and the content that you have provided so far is more exciting and engaging than anything we have seen as an SEO team before... and your knowledge and enthusiasm makes us so excited.”

Pam Schrum, SEO Analyst, Hayneedle (part of Walmart)

Just some examples of infographics picked up by journalists:



SUPERCHARGED PROMOTION

Alongside organic search, PPC (Adwords) advertising can deliver immediate boosts to your website traffic, offering outstanding ROI.

Datadial will identify what works best for your brand, and help you maximise click-through rates and sales.

As well as creating new campaigns, we've also been able to transform the fortunes of many PPC campaigns that were set up in house but not adequately maintained.



HYPER-TARGETED ADVERTISING

Another powerful, low-cost and highly-targeted online marketing tool is Facebook. Its market dominance means it can uniquely – and very accurately – identify potential customers for your particular product or service, and then serve ads to them.

That makes it ideal if you want to reach exactly the right people for your new product launch, or perhaps promote your obscure, niche offering directly to those that might be interested – whether they're actively currently searching for it or not.

Facebook also knows where customers are, thanks to its widespread adoption on mobile devices. That means you can promote your latest television set, for example, to people currently on the high street near electrical retailers.

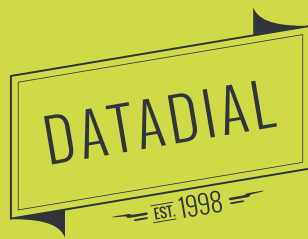


ADVANCED EMAIL MARKETING?

Successful companies graduate from shoot and hope email marketing to more sophisticated targeted and nuanced campaigns. This is where Datadial can help.

Via our email marketing partner, Adestra, Datadial provide the platform capabilities, and the intelligence to guide you on best practice to get the most out of your email marketing.





YOUR TRUSTED PARTNER FOR DRIVING SUCCESS ONLINE

Datadial provides a powerful – and almost certainly unique – mixture of services for driving maximum success online. Yet it is our whole-life approach to your business that really sets us apart.

Our highly-skilled and long-serving employees will be on hand at all times – working as a tight-knit team, ensuring service continuity, providing the right level of expertise and coming up with new ideas – to make your life as easy and straightforward as possible.

By working in this way we have formed close, personal working relationships with clients, many of which have lasted years. As well as driving maximum success for them online, that's also helped deliver considerable savings and outstanding long-term profitability.

AT EVERY STAGE OF YOUR BUSINESS JOURNEY, DATADIAL CAN PROVIDE A COMPELLING MIX OF WEB DEVELOPMENT, TECHNOLOGY AND MARKETING EXPERTISE. THAT MEANS EVERYTHING YOU NEED TO ACHIEVE MAXIMUM SUCCESS ONLINE IS AVAILABLE IN ONE PLACE.



FOR MORE INFORMATION ON ALL OUR SERVICES, PLEASE CALL DATADIAL TODAY ON 0208 6000 500 OR VISIT DATADIAL.NET.

A DIVERSE MIX OF DESIGN, MARKETING AND TECHNOLOGY EXPERTISE...

- **Rich and highly-effective online marketing services**
 - Outstanding design and branding expertise
 - SEO first website design
 - SEO optimised database and ecommerce applications
 - CRO - relentless incremental site optimisation over time
 - Skillful paid promotion campaigns via PPC, Facebook etc
 - Exclusive in-house digital PR services
 - Enterprise level email marketing platform
- **Highly technical application development expertise**
 - Enhanced dynamic website design
 - Bespoke content management solutions
 - Powerful ecommerce applications
 - 3rd party database integrations
 - Rich, highly bespoke application development
- **Enterprise-grade hosting infrastructure**
 - High-performance, highly robust server platform
 - Comprehensive range of added-value services
 - Connectivity via Google's global networks
 - Technical support, with immediate fixes
 - Early access to server platform enhancements
 - Outstanding uptime for complete peace of mind

Acronym shmackronym

API – application programming interface
CDN – content distribution network
CMS – content management system
CRM – customer relationship management
CRO – conversion rate optimisation

PPC – pay per click
PR – public relations
ROI – returns on investment
SEO – search engine optimisation