

Oh look - that's a nice website.

Deliver the content your customers need



Capture lead opportunities, raise brand awareness and educate visitors on your capabilities, expertise and offer. With a Coda website build you'll get the right solution, built on the right platform, within a budget and timeframe that delivers on your KPIs.

A website focused on your KPIs

- ✓ Customisable discovery and project scoping phases
- ✓ Data-led user experience
- ✓ On point copy and content that's proven to convert

Delivered using Coda's industry expertise

- ✓ We work with businesses just like yours all over the world
- ✓ Intricate projects, made simple
- ✓ Dedicated account management to guide you every step of the way

Coda expertise = a better website. Contact us today.

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How we do it

Industry knowledge and digital expertise - how we deliver your website build:

1 Discovery & analysis

Coda builds a set of website objectives and requirements based on your business and customer needs.

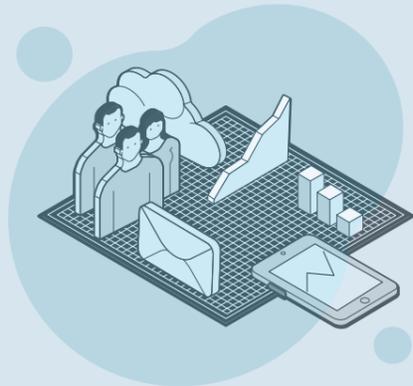
The right approach

Websites aren't standalone projects; they evolve and grow over time. Our approach is to deliver a website that's designed to accommodate future iterations using customer engagement data to optimise the site as your needs evolve.



2 Scoping & planning

Documentation outlines core project requirements, timelines and more. Scoping enables agreement on deliverables so expectations are met upon delivery.



3 Design & content creation

Coda experts get to work on researching and creating the layout, content and user journey that will deliver your business goals.



4 Build & test

The design is signed off and the build begins. The website is delivered on time, as scoped and fully tested in a live environment.

5 Deploy, analyse, iterate

with Coda website analytics; in-depth reporting and recommendations on your website that lead to improved performance.



Here's one we did earlier



A new client

Coda were approached by a global process instrument manufacturer wishing to build a new website.



In-depth insight

During the discovery stage the client gained invaluable data on their customers which improved the way a number of wider campaigns ran.

Everyone onboard

With the project scoped both the client and core team understood the requirements and goals. Stakeholders were confident in what would be delivered and when.

Designed to sell

The discovery stage pinpointed the website as a sales tool for product serving. With this direction the content and site design evolved to maximise service enquiries.



Delivered on time and on budget

The project scope allowed for some creep which was used in improving key application notes. The project went live on time, delivering exactly what was promised, no surprises and no delays.

Analytics & iteration

The client took advantage of our website analytics which deliver in-depth analysis and recommendations in the form of a monthly report. Acting on these insights has led to more downloads and higher-quality service enquiries.

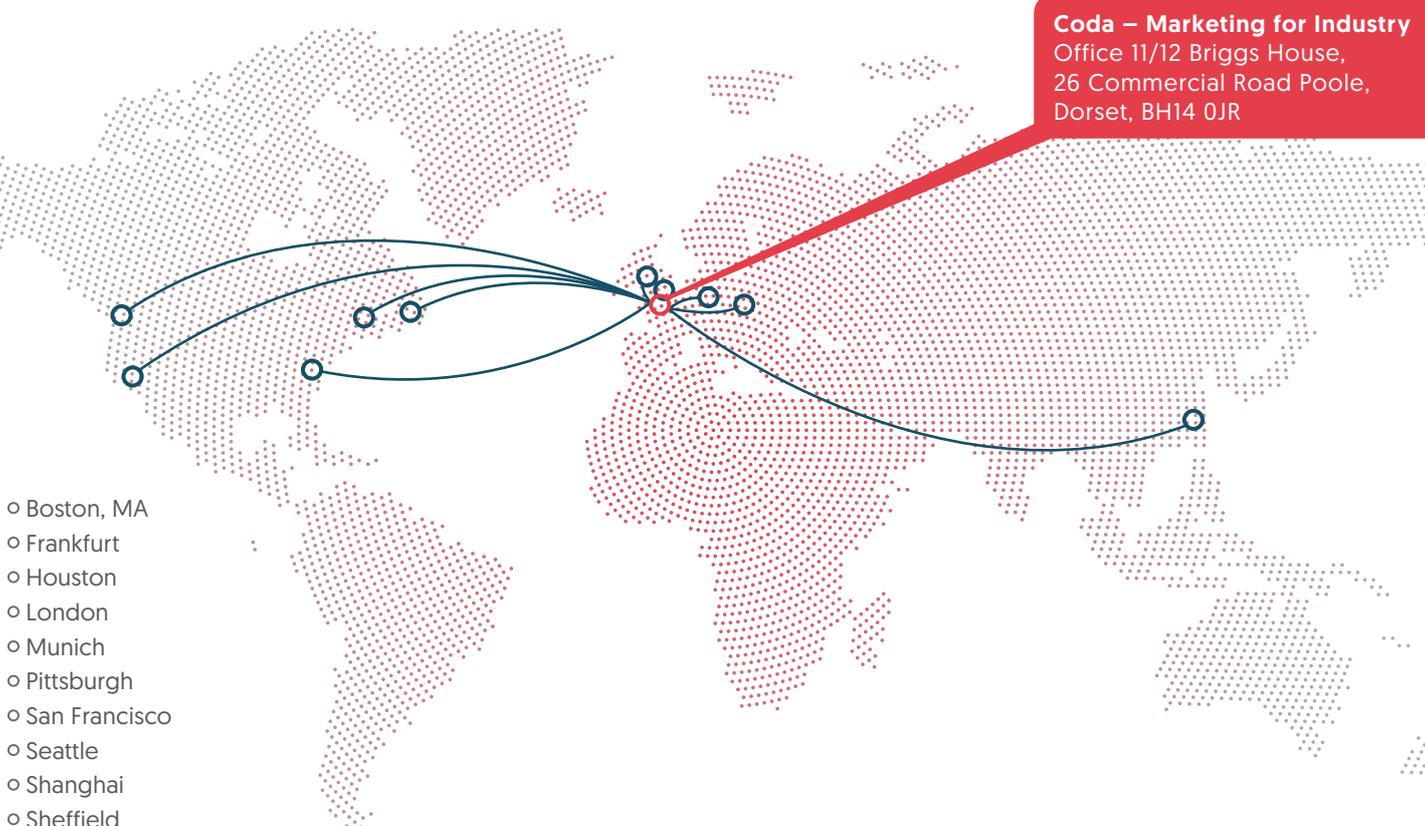
What you get...

- The website build your business and customers require
- Confidence in the deliverable
- Customer insights to use in future projects
- Dedicated project manager

...and who we are

- Full-time, integrated team
- An agency that understands the unique challenges of industrial B2B marketing
- Experienced account management team
- Dedicated teams for:
 - content creation
 - design
 - digital
 - PR & social

Supporting industrial businesses worldwide



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