Engineer Software

Combined web development with SEO and content

Drove client web success by combining custom website development and design with SEO, content strategy and copywriting.

2003 – 2014

websites that are found as well as built

Situation. Clients didn't really want a website; they wanted the thing a website is supposed to do for them — to be found, to bring in customers, to actually work as a channel. A beautiful site nobody can find is a failure that looks like a success.

Task. Combining the build and the growth side into one offering was the task, rather than handing over a site and wishing them luck.

Action. The two halves were put together — custom website development and design on one side, SEO, content strategy and copywriting on the other — so a client got something that was both well-built and actually discoverable. Those usually get treated as separate jobs, which is how you end up with a gorgeous site that ranks nowhere, or a well-optimised site that's unpleasant to use. Doing both meant the site was designed from the start to be found, not optimised as an afterthought.

Result. Clients ended up with stronger visibility and more engagement — their sites working as genuine growth channels rather than online brochures. Building the thing and making it findable in one go is what turned a website from a cost into something that actually earned its keep.

Bring this experience to your project

Use "Combined web development with SEO and content" as a starting point for a similar challenge in your organisation. The services behind this work are available for your project. A site that is quick, findable and editable by your own staff, without a bill for every change of wording.

Explore our services Get in touch →

Look behind the result

Read the situation, decisions and result in this example. We can discuss which parts transfer to your constraints and which need another approach. Combined web development with SEO and content — websites that are found as well as built

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Want a website that actually brings customers?

Talk through your project with the engineer responsible for delivery. We agree the scope, price basis and handover in writing before work begins.

Role context: Full Stack Web Developer. It draws on Frontend Engineering, Web Development, UX / UI Design, Product & Requirements and Brand & Marketing. And while you are here, we are rather good at Website Development & CMS, UI/UX Design & Design Systems and Brand, Marketing & SEO.

Get in touch Explore our services

One piece of **a longer record** — and it is all on this site.

Every entry is written the same way: the situation, the task, what we did and what changed.

See the whole record

Define the improvement you need

Describe the workflow, the existing interfaces and the users who need the change. We can define a testable delivery and a handover that lets your team maintain it.

See what it costs Get in touch →

Want a website that actually brings customers?

Ask about the decisions behind “Combined web development with SEO and content”. You will speak with the people who can explain the work and assess your own project.

Explore our services

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Contact card

Carefully Crafted With Love by D.

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