New website for 1284 Communications



Purpose

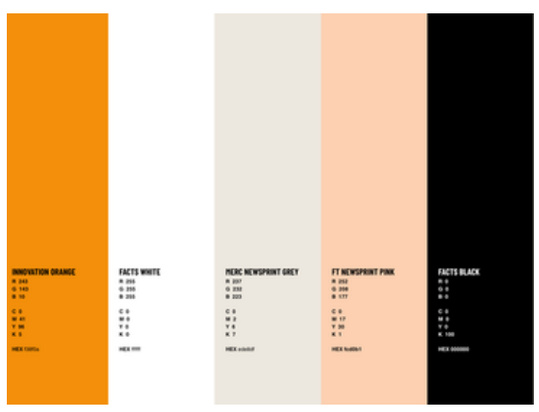
1284 will develop a new website during Q3. The purpose is to simultaneously:

- Increase AI search visibility
- Refresh the brand
- Focus our service offer
- Niche down by sector.

This project is supported by research over several months covering:

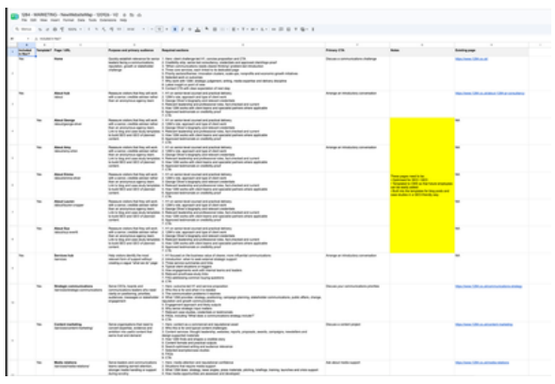
- Lead generation with Blueberry Marketing Services
- Audience needs with Innovate UK Business Growth
- SEO & GEO gaps with Hurdl
- Brand design with University of the Arts London.

Design



Colour

1284 has added two colours to its palette. This means we now have a mx of five complementary colours. Each serves a purpose. The new colours are Mercury Newsprint Grey and FT Newsprint Pink. These soften our currently hard palette while also providing a nod to our work and industry heritage. They also make us look more corporate, which is important as we onboard larger new clients such as INFINITY.



Sitemap

A new site hierarchy has been developed. This is based on recommendations made suring an SEO audot from Hurdl. It is based on technical SEO being designed to ensure that organic content being published works harder in terms of improving keywork rankings. For example, it introduces author profile pages and clearer internal linking to service and sector pages.

Layout

The existing site is too noisy. Too many logos, too many buttons, no clear user journey. This risked being aggravated further by the need to add more written content to support project keyword ranking goals. Therefore, we have taken inspiration from Ogilvy in how to lay out a lot of written detail in a clear, accessible way. However, we need to be certain that AI bots are able to read all minimised content.