

Best Life Science Web Developer 2023 - Hertfordshire

Based in Bishop's Stortford, Claire Nicholson Digital specialises in website design and development for life science and technology businesses. Advocating a website as the central hub of each business' marketing, it brings a fresh, flexible approach to the task of creating and updating WordPress sites. We take a look at the company and chat with founder, Claire Nicholson about the importance of keeping this all-important marketing asset up-to-date.

Over recent years, having a credible website has become essential for most businesses. When seeking potential suppliers or collaborators, the first thing we all do is reach for our phone or laptop. In spite of this irrefutable fact, many businesses still neglect to check and update their websites on a regular basis. In the fast-paced sectors of science and technology, keeping your online presence can be a time-consuming affair – but with the right help, it needn't be.

One company that's helping its clients build and maintain a credible online presence is Claire

Nicholson Digital. The company, established in 2019, is the brainchild of Canterbury University graduate, Claire Nicholson. She tells us, "My philosophy is that the website should be the centre of all marketing activities. Done correctly, you'll not only have a refreshed website, but you'll also get blog posts for social media, content for your email newsletter, webinars, and much more. If you repurpose and recycle everything, marketing doesn't have to be time-consuming."

So what kind of clients does Claire work with? She says, "My clients are most often small to

medium startups and SMEs in the life science or technology industry. They often have great technology, but struggle to communicate the full range of benefits that their products offer. This could be due to a lack of understanding of the marketing space or other factors such as a lack of time, staff or budget. Clients often come to me with outdated branding or old content. In some cases, they can't even access their existing website."

Working to develop new website content or improve upon existing infrastructure, Claire's scientific background enables her to navigate the technical aspects of each client's product or service. She explains, "I understand how best to communicate the client's offering to their audience. This maximises the user experience on the site. I break down the details and figure out the best website design. Once the website is complete, I help with other marketing activities, such as SEO campaigns to prioritise ranking for particular keywords."

Working in close contact with clients enables Claire to build in all the necessary functionality and integration. This could mean building a complex e-commerce site, adding a webinar sign-up, or integrating an email marketing platform or networking site. Claire also ensures sites are future-proof and offers the option of building in direct revenue streams.

Although Claire's speciality is WordPress, she's open to discussion to assist with any content management system.

Looking to the future, she tells us, "I can't wait to work with more companies within this industry and beyond. It's exciting to contribute to such a fast-moving field. At the moment I'm looking at adding some graphic design services to my offering. My ultimate aim is to become a full end-to-end website design and development service."

Contact: Claire Nicholson
Company: Claire Nicholson Digital
Web Address: www.clairnicholsondigital.co.uk

