

YOUR GUIDE TO WORKING WITH HELIX

Your business.

In its best light.

Websites, brand, content and marketing.

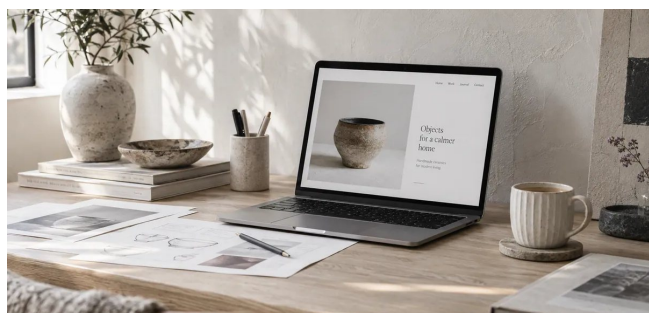
Practical systems to help you manage what comes next.



One place to plan your next stage online. Start with the project you need most, and build from there.

ONE STUDIO. MANY WAYS TO HELP.

Start with what *your business needs.*



Build your presence

A website, online shop and identity that make your business easy to understand and choose.



Build awareness

A consistent message, useful content and better visibility across search and social channels.



Bring in customers

Relevant advertising, clear landing pages and email that give people a useful next step.



Connect the work

CRM handovers, customer assistants and everyday workflows that reduce repetitive admin.

We begin with your audience, current setup and priorities. You receive a written scope before work starts.

WEBSITE DESIGN

A proper website. *A clear price.*

Every package includes bespoke design, assisted copywriting, mobile layouts and SEO, AEO and GEO foundations. You own the finished website.

Launch

£999

Up to 5 pages · 2–3 weeks

A focused website with customer FAQs, an enquiry or existing booking route, two revision rounds and full code handover.

Grow

£1,999

Up to 10 pages · 3–4 weeks

Adds customer research, a keyword-to-page strategy, two guides within the page allowance, one CRM routing integration, a 90-day content plan and 30-day review.

Scale

£3,499

Up to 16 pages · 4–6 weeks

Adds a resource hub, four guides within the page allowance, up to two integrations, one enquiry follow-up workflow and 30-/60-day performance reviews.

One-time marketing website builds. Optional Care £39/month. Times start with an approved brief and assets. Final scope, total and applicable tax confirmed in writing. Paid tools and domain renewals are separate.

ECOMMERCE & BRAND

A better place *to shop and discover.*



Ecommerce websites

From a first online shop to a store refresh: catalogue structure, collection and product pages, mobile checkout, payment and delivery setup, search foundations, test orders and handover. Shopify or WooCommerce is chosen around the requirements.

[Explore this service](#)

Branding & identity

A clear visual direction for the business: logo, colours, typography and practical guidelines. Bring the same identity to your website, social content, campaigns and customer documents.

[Explore this service](#)

Ecommerce and branding are separately scoped. Platform subscriptions, payment charges, apps, migration and specialist photography are agreed separately.

STRATEGY & SEARCH

Help the right people *find your business.*

Marketing strategy

Identify who you want to reach, what they need to hear and which channels deserve the budget. Connect the offer, website, content and follow-up in a practical plan.

[Explore this service](#)

SEO / Search engine optimisation

Make pages technically accessible and useful for relevant searches. Improve structure, content, links and local business information so search engines can understand what you offer.

AEO / Answer engine optimisation

Answer the questions buyers ask clearly. Useful definitions, FAQs and well-organised information make the content easier for people and answer-led search tools to interpret.

GEO / Generative engine optimisation

Make your business and expertise easier to identify in AI-generated research: consistent facts, clear sourcing, original insight and crawlable content. It builds on sound SEO; it is not a special guarantee of AI recommendations.

We measure useful visibility, visits and qualified enquiries. Rankings, AI citations and commercial results depend on many factors and cannot be guaranteed.

CONTENT & AWARENESS

Give people a reason *to pay attention.*



Content creation

Website copy, articles, campaign ideas and social assets built around your expertise. A clear voice and a content plan make the work more consistent.

Social media management

Channel planning, captions, scheduling and reporting. We agree the number of posts, platforms and the level of community support your business needs.

Video & creative production

Short videos, edited clips, campaign creative and visual assets. We plan the message and format first, then scope the footage, photography or production required.

Original work is reviewed with you before publication. Filming, talent, licensed media, travel and extra formats are agreed in the production scope.

ACQUISITION, CONVERSION & RETENTION

Turn interest into *a useful next step.*

Paid advertising

A coordinated plan across suitable channels, with clear budgets, creative and conversion measurement.

Google Ads

Reach people searching for relevant products or services. Align the search, ad and landing page.

Meta Ads

Build and test campaigns for Facebook and Instagram around your audience, offer and creative.

LinkedIn Ads

Reach relevant professional audiences when the offer and lead economics support the channel.

Email marketing

Branded welcome journeys, useful campaigns and follow-up for the audience that has agreed to hear from you.

Conversion optimisation

Find where visitors hesitate, improve clarity and test changes when traffic supports a reliable result.

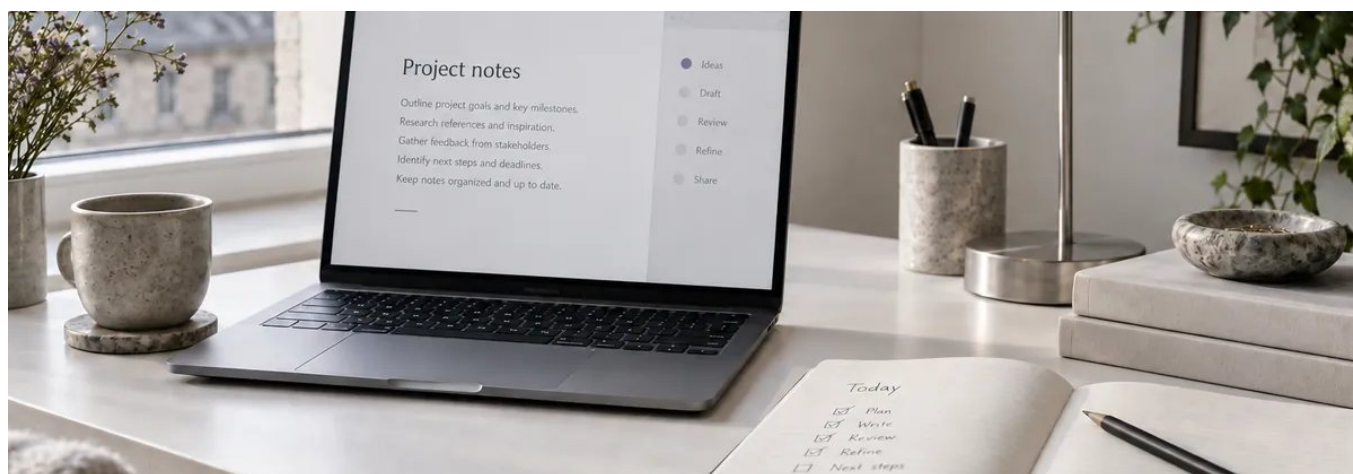
Marketing analytics

Bring agreed events and channels into a useful report. Focus on quality enquiries and sales, not activity alone.

Media spend, email platform fees and specialist measurement tools are separate from our fees. We agree who approves campaigns and budgets before launch.

AI AGENTS & CUSTOMER CONVERSATIONS

Give the assistant *a useful job.*



WhatsApp agents

Help customers find approved service information, leave an enquiry or reach a booking route. Connect the agreed business tools and provide an obvious route to a person.

[Explore this service](#)

Focused AI agents

An assistant for one clear job: find internal information, prepare a draft reply or help staff complete a defined task. Build it around approved knowledge, test examples and limited permissions.

[Explore this service](#)

We scope the permitted actions, escalation, review and running costs. WhatsApp eligibility and messaging rules apply. Your team retains responsibility for decisions.

CONNECTED BUSINESS SYSTEMS

Less chasing. *Better handovers.*

Content systems

Move a brief through research, drafting, review and approved publication.

Sales systems

Capture enquiries, keep the CRM organised and make the next follow-up clear.

Outreach systems

Connect audience research, approval, suppression and reply handling in a controlled process.

Operations systems

Manage intake, onboarding, tasks and exceptions across the tools you already use.

Reporting systems

Bring the agreed data into a useful update, with a review step before it is shared.

Bespoke multi-agent systems / MAS

When several specialist roles need to work together, we design a coordinated system around one business process. Shared context, clear handovers, permissions and approval points keep the work reviewable. We begin with discovery and a bounded pilot.

[Explore this service](#)

A system build and the ongoing delivery of content, sales or operations are different scopes. Hosting, model usage and connected software are agreed separately.

WHAT HAPPENS NEXT

Let's start with *your priorities.*



01 / Choose how to start

Book a free 20-minute video consultation, or send a short brief first. Tell us what your business does and what you want to improve.

02 / Agree a practical starting point

We discuss your priorities, suitable services and budget. Prefer email? We can continue there. Website projects can begin with a free homepage mockup.

03 / Review the plan, then the work

Your proposal confirms deliverables, timing, fees, ownership and any running costs. You can review the work as it develops.

Book your free consultation

All service prices

hello@helixlondon.co.uk

London & across the UK. Illustrative imagery; concepts are not client projects.