

# glued®

CLEAR & HONEST MARKETING

## SHARING EXPERTISE EMMA MORTGAGES





**“Wow, what can I say about the service I have received from David at Glued. He is fantastic at what he does, I originally asked him to design, my website, branding and logo when I first started my company a couple of years ago, he listened to my ideas we discussed my business and how I like to interact with clients, and what he created was amazing and I seen my vision coming to life.”**

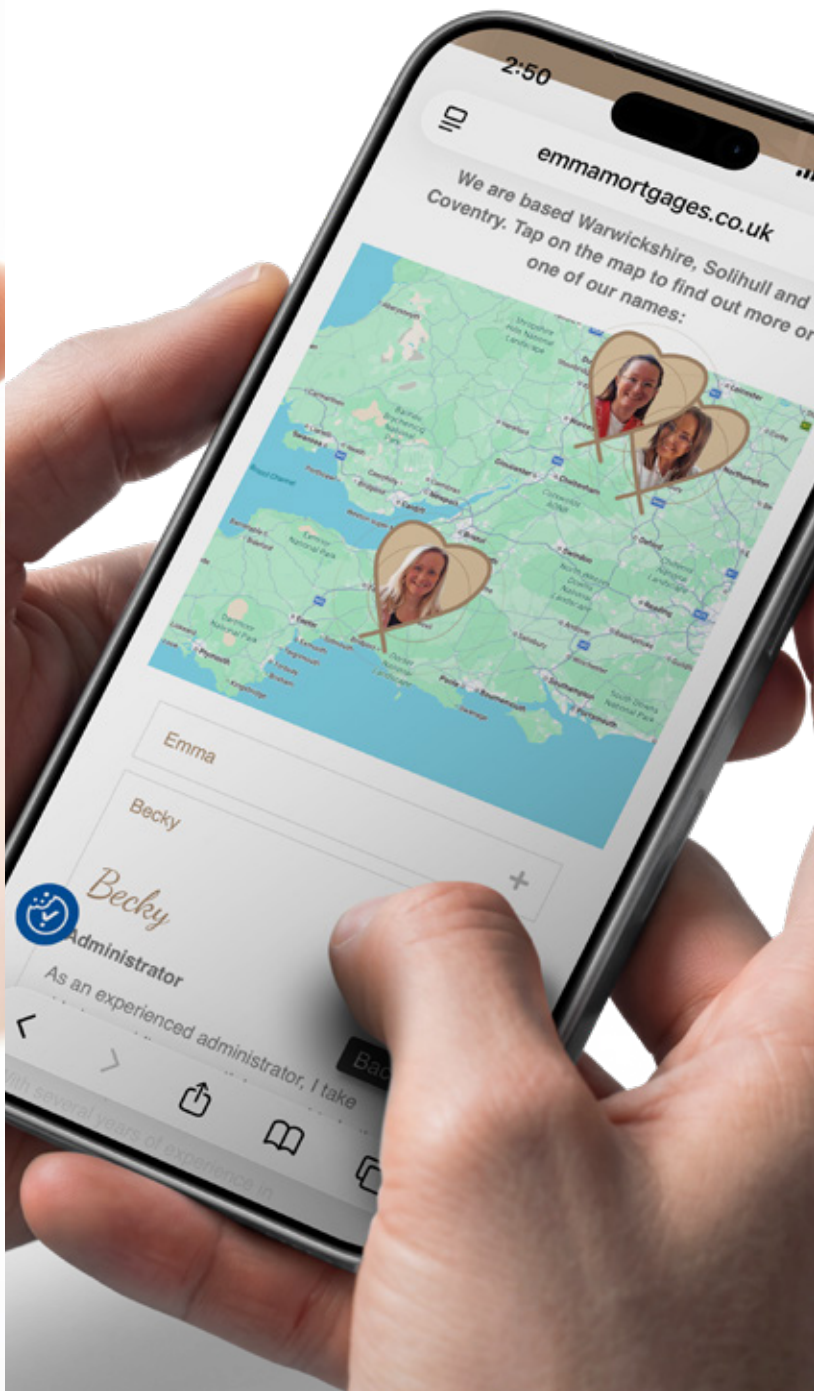
Emma Williams, Founder, Emma Mortgages

**Context:** Glued originally designed and built the Emma Mortgages website, creating a strong digital foundation that reflected the brand’s approachable and expert-led service. Changes in user behaviour, search engine expectations, and the emergence of AI-driven search meant the site needed to evolve to remain competitive. Rather than a complete rebuild, the focus was on refining and enhancing, ensuring it continued to perform as an effective growth tool while keeping pace with modern search and usability standards.

**The requirements:** The project centred on evolving the existing website to improve its visibility, usability, and performance. A key priority was strengthening SEO to ensure Emma Mortgages could rank more effectively in search, alongside structuring content in a way that is better understood by AI-driven search tools. It was also important to refine the user experience, making journeys clearer and more intuitive, while improving how services and expertise were communicated. The site needed to balance technical performance with maintaining the brand’s friendly, accessible tone, ensuring it continued to resonate with a wide range of users across all devices.

**The outputs:** Glued delivered a strategic evolution of the website, enhancing both its structure and content without losing the integrity of the original design. Improvements to site architecture and internal linking have strengthened SEO performance and created clearer pathways for users and search engines alike. Content was refined to improve clarity, relevance, and depth, helping it perform more effectively in both traditional search and AI-led discovery. The design was modernised subtly to improve readability and engagement, while a continued focus on mobile-first performance ensures a seamless experience across devices. Conversion journeys were also optimised, making it easier for users to take the next step.

**The results:** The updated website is now better positioned to perform in an evolving search landscape, with stronger SEO foundations and improved compatibility with AI-driven search. New content and pages focused on local towns helps give the site a better foundation in its local area. Users benefit from clearer journeys and more accessible content, resulting in a smoother and more engaging experience. Crucially, the site retains the personality and strengths of the original build while working harder to attract and convert visitors. This evolution provides Emma Mortgages with a future-ready platform that supports ongoing growth and adapts to the changing way people search and interact online.



## ABOUT GLUED

Established in 2003, Glued is committed to clear and honest marketing and communications. We help organisations connect people—externally through brand creation and marketing campaigns, and internally through immersive team-building experiences.

Our clients want to be proud of their organisation and brand, confident in their marketing, and delighted with the results. Many feel their business could deliver more or perform better, and our process is designed to unlock that potential.



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If your potential customers or team are struggling to see what's at your core, the solution lies in articulating your valuable difference in a compelling, engaging, and relevant way.

We use a three-stage process to uncover the unique essence of your business and identify your valuable difference. This is embedded internally as a foundation for staff to build on, and externally as a basis for communication through effective branding and marketing.



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To strengthen your grip on what constitutes your core values, the answer lies in both your internal and external communications. That's why we now offer 'Teams Glued', a virtual reality team-building programme that helps people work better together—boosting productivity, collaboration, and staff retention.

## SERVICES WE OFFER

Brand creation and development

Business support and training

Customer research

Display

Email marketing

Literature design

PPC campaigns

Social media campaigns

Team building

Video and photography

Website design and build

[www.gluedlimited.co.uk](https://www.gluedlimited.co.uk)

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**Glued is a brand and marketing agency based in the Midlands, helping your brand and marketing stick—inside and out. We connect people externally through compelling branding and campaigns, and internally through our VR team-building programme, Teams Glued.**



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