



Doing the web stuff right since 2000

Clickingmad

The whole agency in one document: who we are, what we do, how we work and what we stand for

By Shaun Carvill, MD at Clickingmad Ltd • 2026 edition



Who we are

Clickingmad is an independent web agency in Bridgnorth, Shropshire, founded in 2000 and founder-led ever since. We were one of the first solely digital agencies in the United Kingdom, and twenty-five years on we still do one thing: build and run websites that attract, convert and deliver enquiries and sales for UK businesses.

More than a thousand websites have left this studio, for sole traders through to listed groups, and around two-thirds of our revenue comes from clients who have been with us for more than five years. That is not an accident. We give honest advice in plain English, we quote fixed prices in writing before work starts, and we stay around after launch, which is rarer in this industry than it should be.

Tell us what you need. We will fix it.

How we work

Every project runs through four stages we have used for twenty-five years: **Learn**, where we get under the skin of your business before anyone talks about solutions. **Design**, where you see and approve the direction before anything is built. **Build**, in the open, on a private staging link you can watch. And **Test & Launch**, where speed, security and accessibility are checked before anyone real sees a thing.

The commercial side is just as plain. A fixed quote agreed in writing before any work starts, and if the scope changes, we tell you, you decide, and we agree the new number. Payment follows the project: half on signed order, a quarter at design sign-off, the balance at go-live. All copyright in the website transfers to you on completion. Nothing is hostage, nobody is locked in.



What we do

Website design

Designed around your customer's question, not the brand book. Beautiful is welcome; useful is mandatory.

Website development

Hand-built where it matters, fast, secure and easy for your team to keep current, with documentation and training at handover.

SEO

Audit-led search work that earns rankings the durable way: keyword strategy, technical fixes, local visibility, real content and real links, reported in plain English monthly.

PPC & digital marketing

Paid search and social for leads this month, with weekly plain English reporting and a management fee that does not grow with your spend.

Accessibility & compliance

WCAG 2.2 AA as standard on everything we build, and scored audits with priorities and plain English statements for sites we did not.

Hosting

UK-based, fully monitored, daily off-site backups, WAF protection and a real person on the phone when it matters.

Support

Monthly maintenance, security patching, content hours and a quarterly conversation about what the numbers say to do next. No ticket queue.

Content

Words that answer your customer's question, earn their place in search results and support your sales team.

Branding & visual design

Logos, colour, typography and guidelines, designed to work hardest in the place your brand lives most: your website.

Ecommerce

Stores with fast product pages, painless checkouts and back offices that talk to the systems you already run.

Sectors we know inside out

Manufacturing & engineering. Healthcare, medical & veterinary. Professional services. Charities & non-profits. Education & training. Construction & the built environment. Agriculture & rural services. Legal & financial. Technology & innovation. Ecommerce. Ten sectors with real track records behind them, and if yours is not listed, ask, because we have probably worked in it once or twice.



The work

PORTFOLIO SPREAD SLOT ONE

Three to four featured projects with imagery, one line of outcome each, to follow Daz's feed designs and the confirmed project list

PORTFOLIO SPREAD SLOT TWO

Case study highlight with verified figures, plus a named client quote once permissions land

What clients keep saying

They tell you when something is not worth doing. They are available. They explain things. Those are the three comments that come back year after year, and the full testimonials, with names and businesses attached, are at clickingmad.com/testimonials.



The company we keep

Badges are easy to collect, so we only claim what we actually hold.



Certified Google Partner. Registered with the Information Commissioner's Office. ISO 27001 certified for information security. Fully insured through Hiscox, with £10 million employers' liability, £10 million public and products liability and £2 million professional indemnity. Proud patrons of the Shropshire Chamber of Commerce, members of the Black Country Chamber of Commerce, and annual contributors to Shropshire Investors in Community.

The year we kept our biggest promise

In 2025 we turned twenty-five, and instead of buying a cake we pledged twenty-five acts of kindness in a year: £75,000 of donated digital support plus our time, our skills and, in four cases, a leap out of a perfectly good aeroplane. We finished the year having helped more than thirty-two charities and community causes, from new websites for Little Stars, Headway Shropshire and Shropshire Music Service to donations for Severn Hospice, West Mercia Search and Rescue, Shropshire Cat Rescue and the Lingen Davies Cancer Fund. The free charity website reviews that year started are now permanent, open to every UK charity and hospice.

Start with fifteen minutes

A call with someone who will actually do the work, not a salesperson. We will listen first, and tell you honestly whether we are the right fit. If your website is the problem, ask for the free written review and keep the report whatever you decide.

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