

Impact Report 2023

The Power of We



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1. About Blue Array

We deliver organic search strategies for brands who demand more

We're a specialist **organic search consultancy**, trusted by the world's leading brands and innovative scale-ups alike to deliver strong, sustainable organic growth. We're a business built on relationships with our staff and customers. Continually earning trust and building and growing relationships is at the beating heart of what we do.

At Blue Array we pride ourselves on being a people-first business. We believe if we operate on a **People > Planet > Profit** basis, we have the best chances of success. Keeping our people happy means our clients are happy, meaning we have more chance of winning new business and continuing to grow in the way we'd like.

As a rapidly growing business, maintaining our culture is incredibly important to us. Our values define who we are as a business and help guide our decisions and behaviours.

We are the **SEO Agency of the Year** (2023) and **Best Large SEO Agency** (2022).



Our Core Values | Underpinning everything we do

- 1. Do one thing well** We are **focused** obsessively on organic search, believing it's far better to be specialists, not generalists. Only offering best-in-class SEO expertise makes us unique and sets us apart from other agencies.
- 2. Do it as a team** We are **collaborative**, believing we work best when sharing our learnings and experiences with each other. We work in collaboration with our clients on sustainable, ongoing SEO strategies that achieve long-lasting results.
- 3. Do it with integrity** We are **honest** with our clients and with each other. We build relationships formed on transparency, trust & integrity which extend beyond revenue or profit.
- 4. Do it with class** We are **confident**, though not arrogant, in our communication to clients and each other. Our confidence is formed through years of combined experience and a shared ambition to be the very best in the industry.
- 5. Do what's right** We are **supportive** and offer an environment that encourages the development of everyone around us. We ensure we're always open, approachable with a friendly and empathetic attitude.



Mission statement

Our mission is to elevate our people, customers and industry through organic search and use our business to positively influence a better world.



2. Leadership

With a noticeable generational shift in awareness of societal and environmental issues, businesses are increasingly being scrutinised for the part they play.

Businesses' previous purposes were solely aligned around shareholder returns, however, in this new world, responsible businesses with mindful employees want to make a meaningful positive impact.

Blue Array have a mission to push boundaries together with our clients, our people and our communities. We strive to be transparent and we take responsibility and accountability for our actions. We want to tread lightly on the earth, leaving no lasting impact from our movements, and want also to contribute a positive difference to a number of societal issues.

It's for these reasons we voluntarily becoming a registered Benefit Corporation "B Corp". It's our hope that through our investment we'll create long term sustained growth and value creation for all stakeholders, beyond our shareholders.

Our overall B Impact score is currently 9.9 points higher than our score at initial accreditation, our aim is to increase this further, ahead of our official recertification in 2025!



**Simon
Schnieders**

**Founder &
CEO**

We're particularly proud of the enhanced benefits package we continue to expand, supporting our team in a cost of living crisis and formal UK recession. Additionally, we've seen an 86% increase in our team utilising their paid volunteering days with over double the number of charities benefiting from our expertise, time and donations in 2023!

Embracing B Corp certification has not only aligned our business with our values but has also empowered us to redefine success beyond profit margins, prioritizing purpose-driven initiatives that resonate with our team, clients, and the wider community. This commitment to social and environmental responsibility has not only enhanced our reputation but has also fostered a culture of innovation, attracting like-minded talent who share our vision for a more sustainable and equitable future.

The B Impact Assessment journey hasn't been smooth and we acknowledge we still have plenty of room for improvement. However, we remain committed to doing what's right, maintaining our core values and human centric approach, whilst remaining a force for good.

We are truly excited for our journey ahead as we continue to grow membership to our internal Sustainability Panel.



**Jenny
Ovens**

**Managing
Director**

Our 2023 Highlights

Governance

We strive to continuously improve our B Corp score by working hard on each of the impact areas. Over the last year, we have self-identified improvements with a provisional **increase of nearly 10 points***. We also undertook the SDG assessment. 🌍

Environment

We moved offices to a more sustainable solution, utilising co-working spaces with the B Corp certified Work.Life! To date, Blue Array has planted over **8,000 trees and offset over 250 tonnes** of carbon via Ecologi 🌲

Workers

Enhanced our Maternity & Paternity policies by **47 & 100%** retrospectively and the addition of paid dependant leave. Introduced salary sacrifice schemes for Pensions & Electric Vehicles and a Sabbatical policy! Achieved **Best Places to Work UK** & 2 rising star awards in the team ⭐

Community

95% of the team volunteered, utilising their paid charity days, with 48% averaging 2 full days in 2023. Local schools, animal shelters & hospital wards are just some of the charities supported within the **334 hours volunteered** 💙

Customers

We **awarded 105 scholarships** enabling free course access, spanning 39 different countries with our SEO Summer School! 🙌
In addition we maintained our free Tech SEO Course providing equitable access to neary **2,500 individuals** across the globe 📚



3. Impact Performance

Looking for ways in which we can create a positive impact on our society and our environment is a real team effort.

We are lucky to employ a passionate workforce who are motivated to find ways to give back and support causes that we really care about. We're really proud to have still been able to support a variety of initiatives that have created a positive impact for our employees, our community and the environment.

To determine what initiatives we should focus on, we conduct wellbeing surveys and also occasional ad-hoc surveys and focus groups on topics such as our benefits offering and wellbeing initiatives. To inform our decisions, we take into account all available recent surveys at the time as well as industry insight and research and discussions among our leadership team.

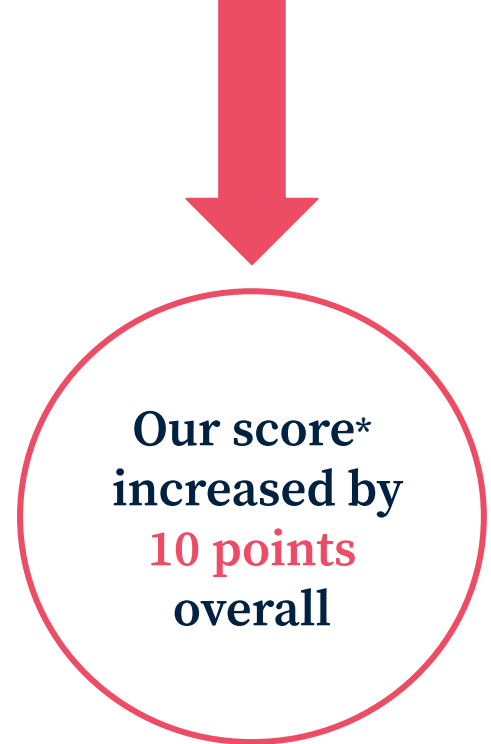
The following sections highlight the initiatives Blue Array has been committed to working on and how the business has performed against these over the 12 month period ending 31st December 2023.



**PRIORITIZE
PEOPLE
& PLANET.**

3. Impact Areas

	2022 <i>Verified</i>	2023 <i>Self-Tracking</i>	Variance	2024 target
Overall	82.7	92.6	+9.9	97
Governance	14.5	14.8	+0.3	15.5
Workers	38.2	39.7	+1.5	40.5
Community	20.2	25.4	+5.2	27
Environment	7.0	8.6	+1.6	10
Customers	2.7	3.9	+1.2	4



**Our score*
increased by
10 points
overall**

4. Social Issues & Our Team

Our people are the most important part of Blue Array and without them, we wouldn't be where we are today.

We take various steps to ensure that we continually engage and retain our people including the review of employee benefits and overall package and regularly evolving working practices. To reinforce our commitment to our people and to equal opportunities, we measure a number of KPIs which are inline with B Corps monitoring of Worker Impact. In 2023:



33%
of our team
achieved
promotion



60%
of our
leadership
identify as
female




4
employee
surveys &
16 Pulses'
conducted



54
average
eNPS score
achieved

+67%
YoY!



100%
of team* on
London
Living
Wage or
higher

*qualifying team members

Health & Wellbeing

Since our last report, having listened to team feedback, we pivoted our strategy. Financial responsibilities were cited as the main cause of anxiety and stress throughout 2023. With this in mind we concentrated our efforts on ways for the team to save, earn and manage their finances more efficiently. We refreshed our incentive schemes as ways of increasing individual's earning potential alongside a number of other initiatives, whilst maintaining our strong benefits package, such as our London Living wage commitment.

NEW! in 2023	Maintained	Up next...
Salary Sacrifice pension scheme and Electric Vehicle Scheme	Focus Thursdays	Financial wellbeing and specialist, tailored advice
Enhanced Mat, Pat & Paid dependency leave	35 hour week and not glamourising over working	Expand Mental Health Training & Awareness
Sabbatical policy	Time to Talk Sessions	Leadership Impact & Awareness
Early Finish Friday's (final Friday of every month) & "MakingLivesBetter" channel	Paid gym memberships, cycle to work scheme and annual flu jabs	Quarterly Socials & Client events, in addition to current team socials
Increased annual leave for certain roles for better alignment	Employee Assistance Programme (EAP) and Private Healthcare offering	Renewed focus on D,E&I and cultural awareness

Our Diversity, Equity & Inclusion Panel



What is the DE&I Panel?



→ **Founded in June 2020**

The DE&I panel was created to ensure that there was a team actively working to create a more diverse, equitable and inclusive workplace.

→ **Team that meets every 2 weeks**

The team is made up of 10 individuals who meet bi-weekly to discuss anything relevant to the panel.

→ **Committed to creating an inclusive workplace**

The panel exists to raise awareness on all issues that concern DE&I, this is from awareness days such as International Women's Day to religious celebrations to 'time to talk day'.

In addition to educating the wider team, we seek to provide them with the best experience and that they can bring their whole selves to work. This is through amending policy, looking at how we can bring people together and more. 🙌

Our Panel 2023 Highlights

→ International Week of Happiness at Work

We celebrated International Week Of Happiness as Work by delivering a company wide presentation on the importance of happiness at work. We then set happiness goals & challenges for the team along with an interactive activity where each team member was given a colleague to share one positive word about! 😊

→ Time to Talk Day

We marked Time to Talk Day by delivering a company wide mental health focused talk and interactive presentation where we shared personal experiences and the importance of speaking about mental health to both loved ones and within a professional work environment. We also highlighted Blue Array's many great resources that are in place to help any employee struggling with their mental health from mental health days to the employee assistance programme.

→ LGBTQ+ History Month 🏳️‍🌈

We shared resources around the history of the LGBTQ+ community and amplified LGBTQ+ voices within the industry - this was done within our slack channel designated for all things DE&I related.



→ International Men's Day

Celebrated International Men's Day through a company-wide presentation informing staff on the importance of the day and the types of problems faced by cis and trans men, while highlighting differences in the cis and trans experience, eg. a higher suicide rate for trans men.



The theme of IMD was 'Zero male suicide' - we reflected on the support Blue Array provide to ensure that people feel heard and have a space to ask for help should they need it. We also outlined the ALEC model to promote how to converse with a man who may be struggling.

→ Black History Month

We kicked off celebrating Black History Month by introducing it and its importance in our weekly All Hands Meeting at the beginning of the month. We worked with our Marketing Team to create social media posts, which included interactive polling. We had the privilege of wrapping up Black History Month with a powerful **guest speaker Miracle Inameti-Archibong**. Through her stories and insights on the industry and black history, she inspired and enlightened many of us in attendance. Her session left us feeling motivated to continue learning and celebrating the rich history and accomplishments of the black community.





→ Increasing Diversity & Representation

One of the key issues that we have experienced within the panel is that has largely been made up of non-male members, To be representative of the entire makeup of the company, we wanted to increase the number of men within the panel.

Speaking with team members, we found that a barrier to joining the panel was a fear of saying to wrong thing or not knowing enough. We addressed this by speaking more directly within team meetings and sharing what we're working on.

When we looked to recruit new members to the panel, we specifically mentioned that we were looking for men to join the team as there are many team members who identify as male, and we felt they weren't represented by the panel. We also stressed that it was a safe space to learn and share your views. This led to **two men joining the panel in 2023.** 🙌

We want to continue to increase the diversity of the DE&I panel to ensure that we represent the people who work for Blue Array but also wider society.

The panel
championed
over **10**
topics in
2023!

→ **Website Audit**

As an on-going project, we reviewed the website against Gender Coded language, and making recommendations for change.

→ **Gender Neutralised Policies**

Similar to the website audit, we reviewed the wording within policy documentation and made recommendations where it needed to be changed to become more inclusive.

→ **International Women's Day**

We shared and educated the team on the role of women in technology and also raising awareness to important statistics around women.

→ **World Mental Health Day** 🍀

Delivered a company wide presentation around the key statistics around mental health and shared Blue Array policy around mental health support. We also had a 'self care challenge' where team members shared on Slack what they were doing to look after themselves.

→ **International Day for People with Disabilities**

Provided information company-wide around language used for disabled folks, including person and identity-first language and how we discuss disability with others.



D,E&I Reflections & Next Steps

The areas we've identified to help us improve over the next year:

Awareness Topics

When reviewing 2023 and strategising for 2024, the panel agreed that the awareness we have given to topics has been very important and will be continued.

As part of this, we have developed a comprehensive calendar with awareness days - from this we're making a plan of how we will mark these occasions and bring awareness to the wider company.

Religious & Cultural Awareness

One area that we identified to expand our awareness within the company is the religious and cultural celebrations that take place across the year.

To do this, we are going to employ a calendar and educate the internal Blue Array team on what celebrations are taking place and what they may entail. This can then be used to be respectful of colleagues and clients all year round, while expanding our knowledge of different cultures.





Policy

Reviewing the wording of policy to ensure it is inclusive of all employees is something that has been important to the panel.

When strategizing, we determined that the DE&I panel could have more influence on the introduction of and amendment to existing policy. To do this, we will be working more closely with the SLT, setting up more regular meetings to ensure the panel's voice is heard on all matters relating to employees.

Roles & Responsibilities

As a panel we have decided to create a committee where we have outlined roles and responsibilities that will ensure a smooth operation & effective collaboration across the board. We currently have 5 roles; Chair, Vice Chair, Social Lead, Marketing Lead, & Treasurer. Each one of these roles plays a vital part in shaping our panel & ensuring visibility across the company is streamlined.

Blue Array continues to invest and support our D,E&I panel, providing time and budget to improve our impact

“ Your Views | Our Team

BA is a place with very good colleagues and managers who help you learn while showing you their support. We can easily access all the technologies we need to do our work. In addition, it is noticeable that it is a 'people first' business where the person matters beyond the job.

Employee wellbeing is clearly at the forefront of importance from the senior team which greatly appreciated.

The company has made me feel so welcome since the day I started and there is so much support both in our own teams and from other teams as well

I really enjoy coming to work because of the environment the people i work with create, even when we work remotely. the support is always there and i feel like it is a real people first company.

Very pleased to be recognised for my work, excited for the next half and rejuvenated.

I enjoy my job and have the tools & support to perform in my role.

Blue Array is very inclusive

I enjoy my role and working with my team members. I spend much of my time supporting/advocating their progression and development which is great!

”



5. Our Customers

Our customers are at the heart of what we do at Blue Array.

We celebrate achievements and milestones with our customers through sustainable gift giving. We also plant trees for each new customer, each NPS survey response, and when we receive a positive Trustpilot review.

In 2023, we were **shortlisted for 22 awards** across SEO, Digital PR and content, taking home 4 wins, including SEO Agency of the Year at the Digital Growth Awards 🏆



“ Your Views | Our Clients

Blue Array have been our agency for roughly five years now, and they're so great to work with. The team are really proactive, helpful and supportive. Archie and the team explain everything very clearly and answer any questions we have. The reporting is easy to understand and they give us clear actions to optimise the site.

We're massively pleased with the progress we've made in the time we've been working together.

Blue Array are a great extension of our marketing team, providing us with valuable SEO guidance and support. James is our main point of contact - he is always so approachable, calm, patient. It's very refreshing to work with an agency who are so responsive and organised. Thank you Blue Array!

Blue Array are a fantastic agency to work with, easily amongst the most friendly and productive of all those I've ever used.

Archie and James bring genuine passion and a keen eye for detail to our account, and can take the lion's share of the credit for more than tripling website traffic over the last 12 months.

If you're in the market for an SEO agency that clearly cares about offering exemplary service and genuine value for money - Blue Array are the ones for you.



6. Charitable Giving

Initiative	Donation	Charity	
Women's World Cup	£500	https://www.footballbeyondborders.org/donate	
Moroccan Earthquake	£520	https://www.ifrc.org/	
ScreamingFrog football tournament	£1263	https://www.autismberkshire.org.uk/	
Israel and Occupied Palestinian Territory Appeal	£500	https://donate.redcross.org.uk/appeal/israel-and-occupied-palestinian-territory-appeal	
SP-UK Suicide Prevention UK	£300		
<i>Other donations</i>	£522	<i>Supporting Kimri, multiple GoFundme campaigns, Royal Berks Hospital</i>	
<i>Summer School Scholarships</i>	<i>£52,185 equiv</i>	<i>105 awarded free of charge from low economic backgrounds (from across 39 unique countries)</i>	<i>SEO Manager course normally charged at £497pp / pc</i>
<i>Free Tech SEO Course</i>	<i>£498k equiv</i>	<i>Individuals</i>	<i>*value of £199 per course, 2500 enrolments YTD</i>

In 2023, charitable donations totalling **£3,296** equated to **0.12%** of our revenue, compared to 0.18% in 2022 and 0.10% in 2021.

Donation matching offered on **three** initiatives!

Over **half a million £** worth of courses gifted FOC!

Volunteering

We enable the team to give back to their local communities in ways they find meaningful. We all have our own passions and we're proud to be able to support **twelve** charities in 2023:

→ Litter picking

A total of **56 hours** donated to collecting rubbish from around our local communities 🌿

→ Zooniverse

The people-powered [research platform](#), to date the team have contributed to 5806 classifications across a variety of projects, from frog find, spider crab watch to cloud spotting on Mars 🐸 🦀

→ The Freelance Coalition for Developing Countries

[FCDC](#) Mentoring, 12 individuals across 6 sessions receiving free Tech SEO training from our Technical SEO Director. That's a total of **72 hours** group learning!

→ Royal Berkshire Hospital

Toy donation drive for our local children's wards, [Lion & Dolphin](#), to spread christmas cheer over the holiday season, with a total of **42 items** gifted! 🙌



→ **Positively UK**

6 individuals donated a total of 42 hours, to assist in developing the SEO strategy for a charity which provides tailored support to people living with HIV.



→ **Spiral Skills**

The team ran a marketing workshop for a group of young individuals looking to learn more about further career opportunities, working with them to build out marketing campaigns for their own local community sites.



WE BELIEVE IN YOUTH

→ **NAVCA**

4 individuals ran a training session to empower the network to be able to use SEO for themselves - helping maximise volunteering opportunities and local job boards.



→ **DBARC animal rescue shelter**

2 individuals gave up their weekends contributing nearly 24 hours to care for animals.

→ **Local schools & families**

In UK & South Africa from serving lunches in the canteen, reading to young children, school fetes and teaching English as a second language.

95% of team members volunteered in 2023, with **12 charities** supported

SEO Summer School 2023

For the first time ever, we launched a scholarship program to enable free, equitable access to our certified SEO Manager course. Our target was to gift 100 scholarships, we received a total of 335 applications and had so many great submissions we gave away 5 additional places!

Scholarships

- Scholarships awarded: **105**
- Monetary value of those scholarships: **£52,185**
- Unique countries of origin of the successful scholars: **39**




WordItOut

7. Environmental

2023

Ecologi: 1 Year of Climate Action!

Blue Array's support has contributed to preventing the emission of 265.36 tCO₂e through 22 verified carbon avoidance projects.


 We gave up our formal office lease to lean into **remote first working**, utilising B corp certified co-working spaces to reduce our carbon footprint.


Litter Picking


We hosted 2 group sessions with others conducting in their own locale on the same days. A total of **56 hours** were spent picking up rubbish from our local communities in a bid to support wildlife conservation.





Looking forward

 Calculating our carbon footprint remains our biggest challenge and opportunity!

 Measure the sustainability awareness of our team members before and after implementing panel initiatives.

 Raise awareness of global initiatives through knowledge-sharing sessions and company-wide initiatives.

 Join The Big Plastic Count to support efforts in phasing out plastic pollution, advocating for UK ministers' leadership in global talks.

 Share panel initiatives and environmental knowledge on our social media channels to inspire others beyond our organisation.

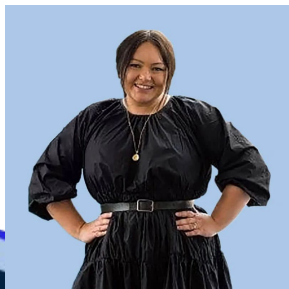
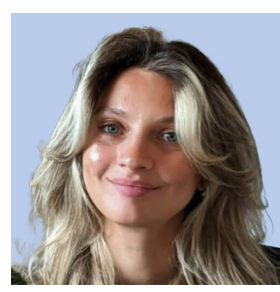
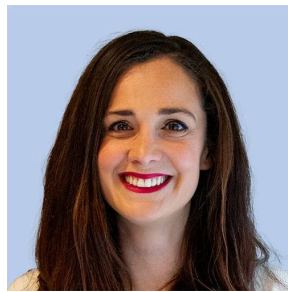
200%
increase
of electric
vehicle
drivers in our
team YoY!

78 hours
dedicated
to
Zooniverse



Our Sustainability Panel

At Blue Array, we are dedicated to nurturing a sustainable future for our planet, our communities, and our business. Our Sustainability Panel is committed to driving positive change through innovative strategies, responsible practices, and impactful initiatives. We strive to minimise our environmental footprint, promote social equity, and uphold ethical standards in all aspects of our operations. By integrating sustainability into our core values and business practices, we aim to inspire others, contribute to a healthier planet, and create lasting value for generations to come. Together, we're building a more sustainable world, one step at a time.



8. Reflections

In last year's report we highlighted a number of areas to help us improve. We made some great progress and are on track for re-assessment.

Governance:

- Formalise social and environmental decision-making [Progress made](#)

Workers:

- Financial services for employees [Progress made](#)
- Attrition rate for salaried workers [Tracking](#)

Customers:


- Managing product impacts [Progress made](#)

Community:

- % of revenue donated [Tracking > need to increase](#)
- Spending on local suppliers [Progress made](#)
- Impactful banking services [Progress made](#)
- % of employees volunteer service Increased by % [Huge success](#)

Environment

- Facility improvement & Green Building Standards [We moved to a B Corp certified facility](#)
- Reducing impact of travel and commuting [Continue to offset via Ecologi](#)



Our increased score represents the team's hard work in striving to be, and do, better

Looking Forward | 2024 Targets

In line with our targets to improve scores for each impact area...



Community

Despite several donation matching initiatives, we saw a slight decline in charitable donations as a percentage of our revenue. Offset by the substantial increase in meaningful pro-bono work, however we aim to increase this in 2024 with a **target of 0.2%**



Customers

We've scored extremely well in this area with minimal recommendations for improvement. One focus is to further improve our **data usage and privacy** across all our platforms and newsletters.



Environment

This remains our biggest area of opportunity through renewable energies, water usage etc. First we need to continue to strive to effectively **measure our carbon footprint**.



Governance

Alongside tracking key metrics, we aim to better integrate **social and environmental performance into decision making** and consistently engage our stakeholders in such topics.



Workers

Another area we've scored very well in, and made great progress on in 2023, **financial wellbeing** will continue to be our focus for 2024.

<https://www.bcorporation.net/en-us/find-a-b-corp/company/blue-array>



We stand for SEO

*We believe passionately that businesses can be a force for good.
That's why we continue to invest in the B Corp assessment, ensuring
we're held accountable for improving!*

Thank you for reading