

Impact report

Resilience redefined

2024



Contents

1.	Understand the client's business, challenges, and vision.
2.	Leadership
3.	Impact
4.	Social issues & our team
5.	Our customers
6.	Charitable giving
7.	Environmental issues
8.	Reflections & next steps

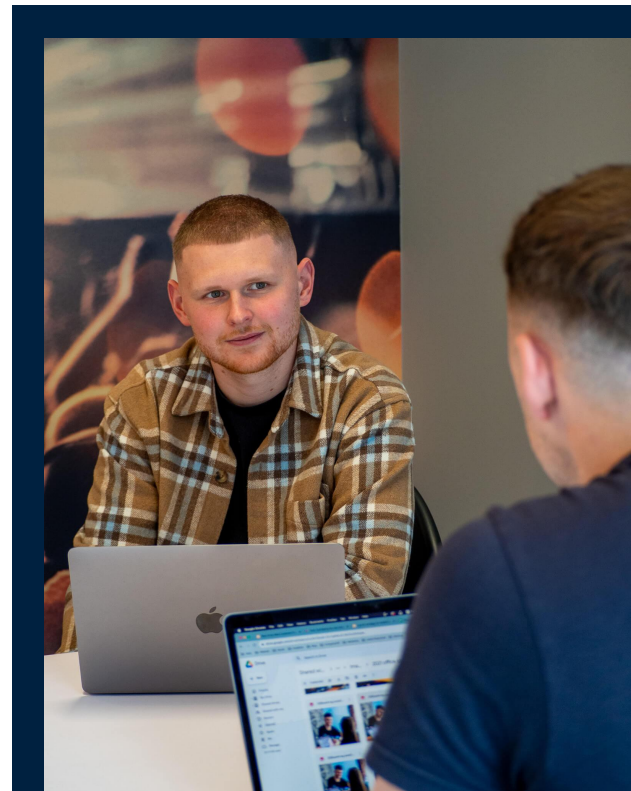
About us

We're a **specialist organic search consultancy**, trusted by the world's leading brands and ambitious scale-ups to drive sustainable, powerful organic growth. Built on strong relationships with our people and clients, we continually strive to earn trust and nurture these bonds, which are at the heart of everything we do.

Our people-first approach defines us. By operating on a "**People > Planet > Profit**" foundation, we create the conditions for success: happy teams lead to happy clients, helping us attract new business and grow in line with our values.

As we continue to expand, preserving our unique culture is essential. Our core values not only define who we are but also guide our decisions and shape our everyday actions.

We are the **SEO Agency of the Year** (2023 & 2024) and **Best Large SEO Agency** (2022).



1.

We deliver organic search strategies for brands who demand more.

About us



Award winners

Thanks to the hard work of our **expert team** and amazing clients, we have been **recognised with multiple industry awards**.

Trusted partners

“Super **professional, smart and a real pleasure to work with!**”

In our lifetime as a company, we have:

 **Funded the planting of 9,233 trees** across 17 projects.

 **Supported the prevention of 399 tCO2e** from being emitted through 22 verified carbon avoidance projects.

Certified



Corporation

Our core values

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.

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.

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.

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.

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.

Underpinning everything we do.

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



Leadership

Today's businesses are not only judged by their financial performance but by their ability to foster positive societal and environmental change. The generational shift in awareness demands that companies embrace transparency, accountability, and purpose beyond profit.

At Blue Array, we are committed to redefining what responsible business looks like. By collaborating with our clients, empowering our people, and supporting our communities, we strive to create meaningful, lasting impacts. Our mission is to innovate, inspire, and act in ways that not only minimise harm to the planet but actively contribute to solutions for critical societal challenges.

Sustaining our B Corp certification reflects our dedication to sustainable growth that serves all stakeholders—our employees, clients, communities, and the environment—proving that doing good is essential to doing well.

Simon Schnieders, CEO



Leadership

This past year brought a mix of uncertainty and opportunity. Navigating the global landscape required resilience and adaptability as we worked through economic shifts, reduced market confidence and spend, right through to the social and economic inequities magnified by global events. Despite these challenges, we remained steadfast in our commitment to driving positive change for our employees, customers, communities, and the planet.

As we move forward, our vision remains clear: to amplify our impact and inspire others to join us on this journey. In the coming year, we'll prioritise expanding diversity, equity, and inclusion programs whilst reigniting our sustainability panel after a year in survival mode.

We've also been inspired by the growing momentum in the B Corp community and beyond, as organisations worldwide unite to redefine success in business. These collaborations remind us that meaningful impact is not achieved in isolation but through collective action. Our main focus this year is to successfully navigate recertification and demonstrate our continued commitment.

Jenny Owens, Managing Director



2024 highlights

Governance We strive to continuously improve our B Corp score by working hard on each of the impact areas. In an incredibly tough year for businesses our focus was on maintaining momentum and working towards our recertification.

Environment We have sourced and sent all of our client gifts via [Out Of The Box Gifts](#), an ethical solution to gifts that don't cost the earth. We have also planted over 1,073 and offset over 160 tonnes of carbon via [Ecologi](#)! We also made a conscious decision to move to a smaller co-working office space, with fellow B Corpers Work.Life!.

Workers Our sabbatical policy enabled 2 team members to achieve their dream of travelling, whilst having the comfort of coming back to their job - all within 12 months of us launching the policy ✈️ We also invested a significant sum in continued team training and development centred on 'The Power of We' with 2 in person and 3 virtual sessions.

Community Team Blue Array donated over £3k to 14 various charities throughout 2024. This year our main charity drive was supporting [Children's Hospital Pyjamas](#), but there were multiple initiatives such as beach clean ups and litter picking, all contributing to 70 hours of volunteering time.

Customers We awarded 85 scholarships enabling free course access to our Academy, with our SEO Summer School! In addition we maintained our free Tech SEO Course providing equitable access to 3,512 individuals across the globe - 37 different countries accessed our online courses!

Impact performance

Creating a positive impact: together.

At Blue Array, making a positive difference for society and the environment is truly a collaborative effort. Our passionate team is driven to give back and support the causes that matter most to us.

Over the past year, we've proudly supported a range of initiatives that have made a meaningful impact on our employees, the community, and the environment. To guide our efforts, we rely on regular wellbeing surveys, ad-hoc feedback, and focus groups, addressing areas such as employee benefits and wellbeing. These insights, combined with industry research and leadership discussions, help us focus on initiatives that align with our values and make a lasting impact.

The following sections showcase the key initiatives Blue Array has championed and how we've performed against our goals over the 12 months ending 31st December 2024.



Impact areas

Our score increased!	2022 verified	2023-2024 (self tracking)	Variance	2025 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

Social issues and our team

Our people are at the heart of Blue Array, and without their dedication, we wouldn't be where we are today.

We're committed to engaging and retaining our team through continuous improvements to employee benefits, comprehensive packages, and evolving work practices that reflect our team's needs. As part of our pledge to equal opportunities and a positive work environment, we track key KPIs aligned with B Corp standards for Worker Impact. In 2024:

100%

of our team
joined The
Power Of We
training scheme

60%

of our
leadership
identify as
female

3

employee
surveys & 15
Pulses'
conducted

45

eNPS score we
ended 2024 on

100%

of team* on
London Living
Wage or higher



Health and wellbeing

2024 was a challenging year, echoing the difficulties of Covid-19. Resilience and adaptability became our wellbeing priorities, supported by dedicated training sessions and the creation of a Team Charter (next slide). We maintained our strong benefits package, including our London Living Wage commitment, ensuring continued support for our team.

Maintained		Up next... Plans for 2025!
Salary Sacrifice pension scheme and Electric Vehicle Scheme	Focus Thursdays	Brew Monday's - Mental Health & Wellbeing check ins
Enhanced Mat, Pat & Paid dependency leave	35 hour week and not glamourising over working	Renewed focus on D,E&I and cultural awareness
Sabbatical policy	Time to Talk Sessions	More intentional focus on face to face team sessions and socials
Early Finish Friday's (final Friday of every month) & "MakingLivesBetter" channel	Paid gym memberships, cycle to work scheme and annual flu jabs	External speakers and experts
Increased annual leave for certain roles for better alignment	Employee Assistance Programme (EAP) and Private Healthcare offering	

Power of We Team Charter

Our promises to each other.

Challenge without judgement Feel comfortable asking questions, to explore and check all voices and perspectives.

Clear in what we are accountable for & challenge each other Speak up and have confidence asking the right questions - ensure clarity in deadlines and responsibilities.

Always about the beach ball & united in resolution Utilise this technique to deal in facts and not emotions with a committed way forward.

Trust each other Assume the best in people and lean on 'adult to adult' perspectives - remember not to land on the drama triangle!

Align on our decisions & expectations Whether there is agreement or not, we need to leave every conversation with a "Disagree & Commit" or "Agree & Commit" mentality.

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 6 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.

Cultivating a workplace where everyone feels valued, respected, and empowered to thrive.

Our panel 2024 highlights

Awareness calendar

In 2024, Blue Array curated an extensive Awareness Days Calendar, spotlighting significant cultural, health, and DE&I dates such as International Women's Day, World Autism Acceptance Week, and Black History Month. This initiative fostered education, inclusivity, and engagement across the team throughout the year.

Subject matter experts

The panel identified key subject matter experts within the team, such as Chloe and Janine championing disability and LGBT+ inclusion, and Salma raising awareness on Islam. These individuals provided valuable perspectives and guidance, enriching DE&I initiatives and fostering an inclusive workplace culture.

LondonSEO XL speaker selection

The DE&I team played a pivotal role in the speaker selection process for LondonSEO XL 2024, ensuring diverse voices and perspectives were at the forefront of our industry event event.

Employee testimonials

2024 New Joiners

"Everyone has been really welcoming and I find the company to have a very friendly and unintimidating feel about it"

"It's clear that people are cared for beyond just delivering in their role which is so important!"

"Everyone is amazing, lovely culture very supportive, approachable, including SLT too!"

2024 Exit interviews

"I have absolutely loved my time and all aspects of my job at Blue Array and am truly sad to be leaving!"

"I really do not have anything negative to say about my time at BA at all, it truly has been fantastic"

eNPS Feedback

"I am happy in my role as I have opportunities to learn and speak up on decisions that are made, and feel trusted to complete my work as I see fit"

"I'm really happy with work and my work life, i really like my team and I'm really happy with how thing are going"

"I have a great workload, good work/life balance, and a great team!"

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 and £100 charitable donation for every year they continue to work with us. We also plant trees for each new customer, each NPS survey response, and when we receive a positive Trustpilot review.

In 2024, we won SEO Agency of the year at the Digital Growth Awards and were shortlisted for were shortlisted for 3 awards at the UK Search Awards.



Customer testimonials



Andrew Jervis

"The team at Blue Array are **super professional, smart and a real pleasure to work with.** We've worked with Simon, Greg, and Jake for years and they've always given **first class strategic and tactical advice** of how to grow our organic traffic which has led to some real wins over the years! We only wish we could implement the recommendations quicker to have even more impact! Thanks guys!"

Ellie Jolly

"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."

Munhil Imran

"**My experience working with Blue Array has been fantastic.** In particular working with Archie, Leszek and Liam. As always, communication is to a top standard and it's been a real pleasure getting to know the Blue Array team! **I look forward to our continuous teamwork all together!** Thanks a lot Blue Array for all of your hard work."

Charitable giving

Initiative	Donation	Charity
Client Anniversary Donation - Click Mechanic	£200	Motor & Allied Trades Benevolent Fund
Client Anniversary Donation - Zigzag	£100	Holbrook Animal Rescue
Client Anniversary Donation - So Energy	£100	Mind.org
Client Anniversary Donation - RAC	£100	Great Western Air Ambulance Charity
New Office Donation	£50	Switchboard
LondonSEO XL Speaker Donation	£250	British Red Cross
LondonSEO XL Speaker Donation	£28	Freelance Coalition For Development
LondonSEO XL Speaker Donation	£300	Be Inspired Youth & Community
LondonSEO XL Speaker Donation	£70	Dogs Trust
Client Anniversary Donation - Weightmans	£100	Clatterbridge Cancer Charity
Client Anniversary Donation - Truelayer	£100	Macmillan Cancer Support
Client Donation - Simply Business	£1,000	The Prince's Trust
Client Anniversary Donation - Automata	£100	The Trussell Trust
Client Anniversary Donation - the Private Office	£100	The Grand Appeal and Cots for Tots
Planet & Sustainability donations	£959	-
6. TOTAL	£3,257	

SEO summer school

Free, equitable access to our certified SEO Manager course.

Our target was 50 scholarships. We received 503 incredible applications and decided to award 85 scholarships!

Scholarships awarded 85

Monetary value of scholarships £4,2245

Number of countries of origin of successful scholars 37



Empowering the next generation of SEO's.

Environmental

2024

Ecologi: 2 years of climate action!

5 sustainability panel initiatives

Launched sustainability panel surveys

Business wide litter pick

2025


Investment in carbon footprint tracking

Maintain education

Continue to gather feedback & ideas

Group initiatives and socials to tackle climate change

Environmental Footprint

WorkLife office rental - a fellow B Corp certified company  You can see their full [annual report here](#).

For the first time we're able to attribute a carbon footprint value to our office spaces, outlined below for 2024. Whilst we understand this is only one part of our overall impact, it's a great step in the right direction!

- **Office Carbon Footprint = 13.94 tCO₂e/sq.ft**
- Office electrical usage > 5440 kWh/sq.ft
- Office Gas usage > 230.48 kWh/sq.ft
- Office water usage > 48.24 m³/sq.ft
- Office waste > 412.72 Kg/sq.ft

Our office space is
320 sq.ft

Therefore our total
carbon footprint for
the office (2024) was:

4461 tCO₂e

Our sustainability panel

We are committed to building a sustainable future for our planet, our communities, and our business. Our Sustainability Panel leads this charge, driving innovative strategies and impactful initiatives that create lasting change. We work tirelessly to reduce our environmental footprint, champion social equity, and uphold ethical standards in all we do. By fostering a culture of sustainability through team education and daily actions, we aim to inspire others and contribute to a healthier planet. Together, we are shaping a more sustainable world for generations to come.



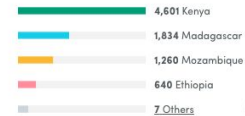
In 2024 we have:

🌳 **Funded the planting of 1,073 trees**

🌊 **Supported the prevention of 160.08 tCO₂e**

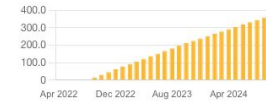
Total trees funded

9,073 trees funded



Total carbon avoided

372.1
certified tonnes CO₂e avoided



Driving meaningful change today for a sustainable tomorrow.

Our sustainability panel initiatives in 2024

The big plastic count Thirteen team members participated in [The Big Plastic Count](#), tracking and documenting their plastic waste. This initiative aimed to **raise awareness of individual plastic consumption and contribute valuable data to help combat plastic pollution**.

Business wide litter pick The entire company came together for a team-wide litter pick, joining forces to clean up our local community. With a shared commitment to environmental sustainability, we worked together to collect and properly dispose of litter, **making a tangible impact and setting an example of corporate social responsibility in action**.

Plastic free July We engaged the team through weekly presentations, quizzes, and interactive recycling chats to **raise awareness on reducing plastic use and improving recycling habits**. Resources, including a Gov UK recycling link and local council guides, were shared, and engagement was tracked through polls and a follow-up sustainability survey.



Our sustainability panel initiatives in 2024

Device management In August, we focused on sustainable device management for remote work at Blue Array. Weekly all-hands sessions covered energy-efficient practices like optimising computer settings, using energy-efficient equipment, sustainable home office setups with natural lighting and temperature control, digital workflows to minimise paper use, and daily habits to reduce energy consumption. Practical steps and tools were shared to **empower employees to reduce their carbon footprint while working remotely.**

Second hand September In September, our sustainability panel highlighted Oxfam's Second Hand September, encouraging ethical and sustainable shopping to combat fast fashions environmental impact. We shared ways to get involved, including organising clothes swaps, donating to charity shops, exploring second-hand stores, and using online platforms for preloved items. By embracing second-hand fashion, we can **reduce waste, conserve resources, and contribute to a more sustainable world.**



Inspiring sustainable choices for a greener, lasting future.

Reflections

In last year's report, we identified key areas for improvement. We've made significant progress and are well on track for re-certification in Q1 2025 and are hoping to have increased our overall impact score.

Community Considering the economic conditions we faced in 2024, we maintained our commitment to charitable donations and pro-bono volunteering across the business. We're proud this remained a focus during a tough year, increasing the percentage of revenue donated year on year (0.12% > 0.15%)

Customers As a service based business, this impact area is one we have minimal recommendations to improve upon. We have however made progress with the data usage and privacy as we set out to do, with improvements to our CRM (Customer Relationship Management) software enabling tracking of customer preferences.

Environment We still have room to develop within this impact area, moving to a smaller co-working space has helped reduce our footprint and enabled us to understand our impact better, but we're still unable to measure our *full* impact and carbon footprint.

Governance People, Planet and Profit remains the core focus for decision making across the whole business, always leading with heart in everything we do. Company KPIs for People & Planet are set out to ensure this always remains the case.

Workers The team are the heart of our business and remain our top priority. Whilst we've always scored well in this impact area, retaining our top talent requires a sharp, continued focus.

Looking Forward | 2025 Targets

In line with our targets to improve scores for each impact area, we have specific goals for 2025:

Governance Our aim for 2025 is to engage more of our key stakeholders in our mission to be a force for good, continuing with wider stakeholder involvement and feedback.

Workers 2025 sees our first commitment to enable local school students to access our office as part of their work experience in Year 10 or 11.

Customers We've scored extremely well in this area with minimal recommendations for improvement. We aim to maintain this impact area and look for ways to continue to improve data security.

Community Whilst we saw a increase on the percentage of revenue we donated, we still aim to continue the growth trend here. Our aim is to at least return to 2022 levels (0.18%) with a stretch target of 0.2%.

Environment We're committed to investing in new software to enable us to manage our Material Social and Environmental impact and fully track our carbon footprint - with an aim to set reduction targets by 2026.

"We are passionate about businesses being a force for good, which is why we remain committed to the B Corp assessment, holding ourselves accountable and continuously striving for improvement!"

Thank you for reading.

