



RE: SIGNAL

Re:signal Culture Book



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1.

Our story & what we stand for

The Re:signal story

- **2006**
Our journey started with Kevin and partner forming SEOptimise, an SEO agency based in Oxford. Having grown the business, the partnership split and Kevin started a new agency in London, BlueGlass.
- **2012**
BlueGlass was formed in Nov 2012, initially as part of a wider US group. The US division was dissolved in 2013 and in the UK we returned to being independent, keeping BlueGlass as our brand.
- **2017**
Named by Deloitte as one of their 'Fast 50 Growth Technology Companies'
- **2018**
Listed in FT's 5000 Europe high-growth companies
Rebranded from BlueGlass to Re:signal
- **2020**
We moved to being a fully remote business
- **2012-2023**
Consistently recognised as an award winning agency – winning 19 UK Search Awards, 15 EU Search Awards, 11 Global Search Awards, Dadi Awards, Drum Search Awards, Digital Growth Awards, Global Agency Awards, Culture Awards and UK eCommerce Awards



Our mission

Our purpose

We exist to build winning brands through proving the power of SEO

Our vision

To establish Re:signal as the 'must have' SEO agency partner, for select eCommerce brands who share our values

What we promise our clients

Precision SEO that gets winning eCommerce brands seen



Our game plan

We will win by consistently demonstrating our all-round excellence:

SELECTIVE GROWTH by active portfolio management to re-shape our client list, fully leveraging portfolio opportunities and winning new business with highly targeted marketing activity and brand building activities.

TOP OF OUR GAME by picking the best talent, contributing to the reputation of our industry, delivering a well defined and insight-led client experience and continuing to be recognised for the quality of our work.

WINNING PROPOSITION by consistently delivering visible results, creatively developing our approach to SEO to ensure results drive real performance, being data-driven and optimising the journey.

BEING TRUE TO OURSELVES by maintaining our ethical stance on who we'll work with, taking pride in what we deliver and upholding the expertise and experience of our team.



Our core values

We believe in...

REALISTIC OPTIMISM

We are grounded, we seek the truth, manage expectations, but always look to push the boundaries of what we do.

ONE TEAM

We work as a team, with each other and our clients, we show respect and support one another so that everyone succeeds.

BEING ETHICALLY MINDED

We won't work in unethical sectors, we're in it for the long-term – we don't chase short-term gains and always strive for a sustainable outcome.

PASSION FOR WHAT WE DO

We're here because we care, we strive to be better, we expand our knowledge, open our minds and like to win (in our own understated way)



Our people

An agency is only as good as its people.

We recruit, cultivate and retain the best in the industry.

We look to recruit the brightest people who fit our culture and share our values, who are proactive and dedicated, who we can trust and rely on.

But most importantly we recruit for individuality, people that are comfortable being themselves.

The best part of our team is that we are all very different and we celebrate those differences, and bring so much richness and diversity to the agency.



Equality & Respect

Everyone at Re:signal is equally valued.

Everyone behaves with decency and respect.

We use the right language; for example, the team is made up of women and men, not girls and boys.





2.

Joining us

The Re:signal Interview Process

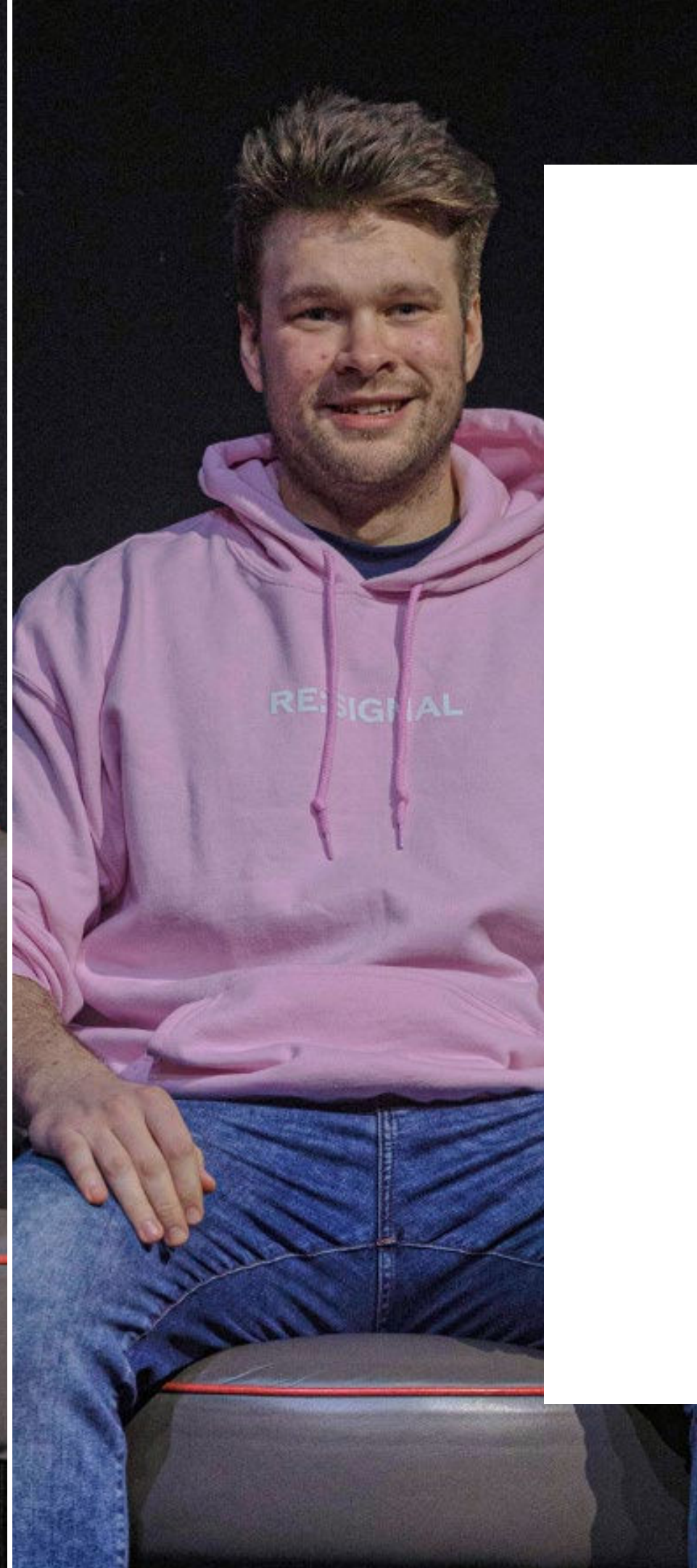
What to expect when you apply to Re:signal.

- 1.**
Apply to Re:signal
- 2.**
If selected, you'll be asked to do a phone interview
- 3.**
We'll run a technical test, where that's appropriate
- 4.**
If we think you're a good fit, you'll be invited to an in-person interview with a member of the Senior Leadership Team
- 5.**
If you tick all the boxes we'll offer you the role

“ ”

“Re:signal is not just a company you work for, it's a lifestyle. As a team, Re:signal has achieved an impressive synergy, offering people an opportunity to learn, grow and contribute while having the time of their lives.”

Inna Tsukanova, Digital PR



Our new starter pack

We want you to feel like part of the team from the very beginning, so our new starter pack makes sure you're ready to get stuck in.

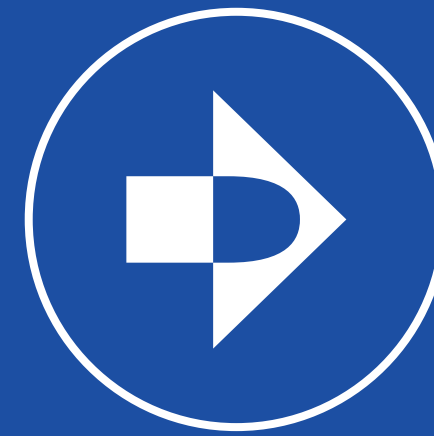
You'll get:

- Your very own laptop
- Re:signal hoodie (available in Pink or Navy)
- Re:signal T-shirt
- Re:signal notepad and pen

So, what's it like starting at Re:signal?



Current Re:signaler Amanda shares her experience of starting at Re:signal in April 2023...



[Click here to view](#)



3.

How we work

Your first days, weeks and months

So you've flown through the interviews,
and signed your contracts. **What's next?**

FIRST DAY: you'll join a pod,
led by one of our talented
Client Partners.

FIRST WEEK: Your Project
manager will run through your
induction plan with you, and will
schedule calls with Members of
the Team to help you get familiar
with the agency.

FIRST 3 OR 6 MONTHS:
This is your probationary period
– in other words, your chance to
shine, to embed with the team,
and to develop your skills.

This is also a great opportunity
for you to ensure that the
agency is right for you.

CULTURE BOOK

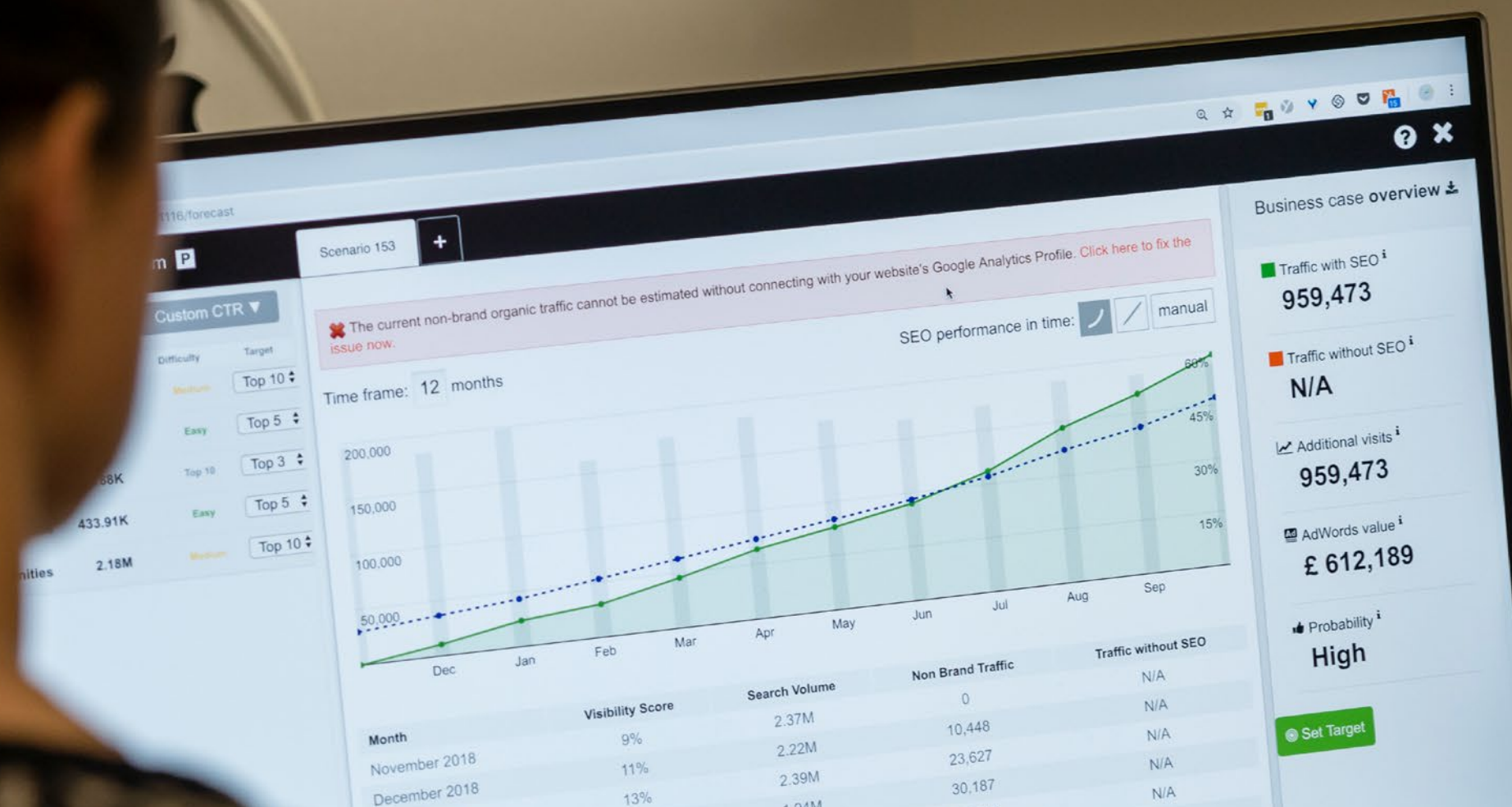


So what's a pod?

We assign clients an agile dedicated pod, a team of specialists who combine creativity with technical problem-solving, who work together to make the client account a success.

A pod includes:

- **Client Partner** – The senior point of contact that is accountable for the success of each project.
- **Project Manager** – Organises the team and manages client communications.
- **SEO Strategist** – Ensures sites are optimised to improve organic performance.
- **SEO Analyst** – Deals with the data, reporting, and optimisations.



A day in the life of a Re:signaler

Every morning, each pod gets together for a scrum.

We take an hour for lunch, usually between 12 noon and 2pm.

We generally run client meetings in the afternoon to minimise disruption – so that key daily tasks can be completed in the mornings.



How we work

We're a paper-free agency, and use the Google suite of tools, and Basecamp to collaborate and share documents with clients.

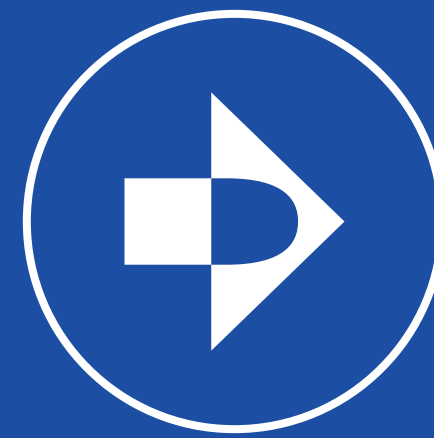
All our internal comms are usually done via Gchat/Google Meet.

We are essentially a remote working agency, but we do offer a Work.Life membership to all employees, so you can make use of the many offices around the world.

What is the work like at Re:signal?



Current Re:signaler Zohaib shares his experience of the client work he has been doing at Re:signal.



[Click here to view](#)



We take time to communicate

It's crucial that everyone at Re:signal communicates **clearly, politely** and always in line with the company **values** – whether it's on a client call or at a team event.

At Re:signal, we **support** one another, **share** learning, offer **help** or ideas when needed and give our **honest** opinion in a constructive way.

We prefer to use **collaborative** tools such as Gchat rather than create lengthy email trails.

We communicate in **good time** – before something becomes a problem, before a deadline is due.

We are **positive** in our communications.



We focus on...

INNOVATION

Continuous improvement to our work and client delivery to get results.

CLIENT SERVICES

Building strong relationships to retain and grow the business we do with our clients.

EFFICIENT DELIVERY

Allowing us to re-invest into further growth.

PEOPLE FOCUS

Having a strong team, that works together to deliver an outcome greater than the sum of its parts.

NEW BUSINESS

Clear targeting and activity to bring in the right-fit new clients.



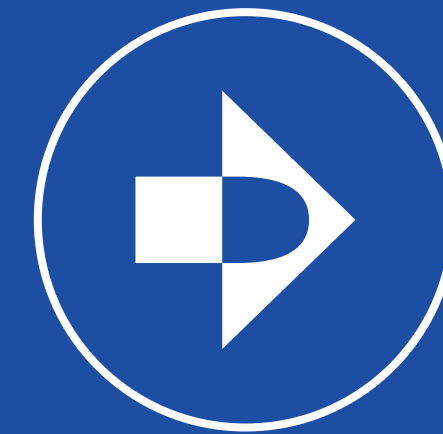


4.

Work × Life: the right balance

How does Re:signal help you to maintain a healthy work/ life balance?

Maintaining a healthy work/life balance for all our employees is a top priority at Re:signal – here's some of our team talking about their experience.



[Click here to view](#)



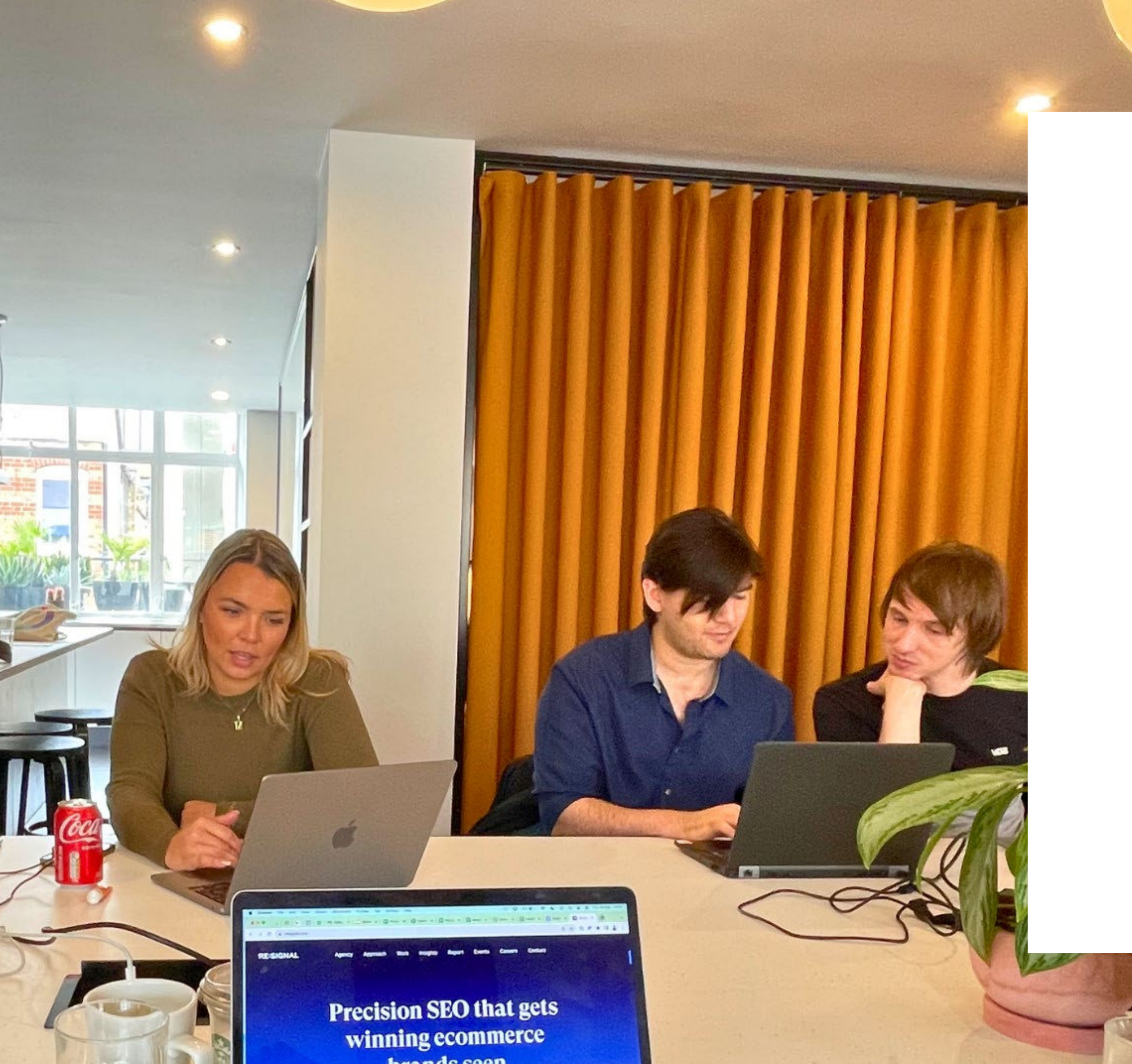
Our working week

The standard Re:signal day is 7.5 hours plus an hour for lunch. Except on a Friday where we finish 30 minutes early to get a head start on the weekend.

Most people work 9am to 5.30pm, but you can shift this to as early as 8am or no later than 9.30am, to ensure everyone can start at a time that works best for them.

We always ensure we're on time for scrums and client calls.

Working outside these hours will usually result in our Head of People calling you asking why you are online.



Taking holiday

When you join Re:signal, you receive 22 days' paid holiday (plus bank holidays, plus 3 days over the Christmas period) - we encourage you to take all of it.

For every year you're with us you'll get extra holiday, building up to maximum of 30 days. You can carry over 5 days holiday at the end of the year, or you can buy an extra 5 days holiday, but can't do both in the same holiday year.

To book holiday, provide as much notice as possible and make sure your days are recorded in BreatheHR.

Before you go, hand over fully to the rest of your team and put on your Out Of Office.



Feeling poorly?

If you're too ill to work, please call HR (by 9am that day, and each subsequent day you're still not feeling well) so it can be communicated to the rest of your team, and any urgent tasks can be redistributed.

You will be paid 5 days sick pay per rolling year, following the successful completion of your probation.



Other leave

Supporting our team in all their different journeys in life is very important to us at Re:signal, and we love nothing more than hearing about the latest new arrival or amazing travel plans as someone prepares to jet off around the world.

Maternity & paternity leave: we offer 2 months full pay for maternity leave, and 2 weeks paid paternity leave for our new parents.

Unpaid sabbatical: if you are getting itchy feet and need to travel, we can accommodate a 3 months unpaid sabbatical, subject to 2 years completed service.



Team events

The Re:signal team is naturally collaborative – and that means social too.

We have a team budget, where we run quarterly team events, including:

- Summer sports day
- Christmas party
- Meals as a team etc

Each member of the team is given the opportunity to represent Re:signal at industry awards events.



Christmas at Re:signal

The Re:signal team holds its Christmas party a week or two before the big day – its location and theme are decided by the team and always involves good food.

We also do a Secret Santa.

The office closes between Christmas and New Year, so that's where the three days Christmas holiday comes in.





5.

Continuous Learning

Setting Your Rocks

At the beginning of each financial year each member of the team work together with their line manager to produce their rocks (objectives) for the coming year.

These Rocks should align with the companies objectives for the year, but also help each member of the team to progress and develop in their career



Lunch & Learns

We take learning and development seriously at Re:signal.

Every two weeks, we hold lunch-and-learns, where team members take it in turns to present, sharing recent client successes, learnings, company updates, or helpful insights.

In 2023 Re:commerce was born, Re:signals very own SEO Conference, where industry experts share their wealth of knowledge and experience.



Matt's Lunch & Learn
The Re:signal Internal Blog Process

Training and networking – annual budget per person

If you find a course that will benefit you and help you provide even better services to our clients, we'll happily put you on it.

We have assigned a budget for everyone in our team each year to ensure that you can always keep sharpening your skills:

- Team:
£1,000 per annum
- Senior Leadership Team:
£2,000 per annum

We also periodically invite external subject-matter experts to provide **training** on specialist subjects, encourage use of training budget to attend relevant **conferences** and **events**, in the UK and abroad.

Recent training budgets have been used for Account Management skills, attendance to International Search Summit Barcelona and much more.





Surround Yourself with Talent

Always be learning. We believe the best way to improve your knowledge is to surround yourself with smart people, who have a positive attitude towards continuously improving themselves.

We win and lose together. Re:signal is proud of its roster of awards, and we have won at least one every year since we launched.

Members of the Re:signal team take turns to don evening wear and attend industry award events.

Last words

“ ”

“Re:signal is a fantastic place to learn fast and have control over your own projects. The pod system gives you a great level of responsibility within a close-knit team.”

Leigh Briars,
SEO Executive

“ ”

“At Re:signal learning never stops. It’s an excellent environment for self-development where you can be creative and encouraged to think outside the box.”

Inna Tsukanova,
Media Relations Manager

“ ”

“Re:signal is a great working environment. We work together very well as a team enabling us to bounce ideas off each other, encouraging personal development and continued learning.”

Rachel Dexter,
Digital Project Manager



6.

Reward & Benefits

Salary reviews, pay rises and bonuses

We review salaries across the team annually – this doesn't guarantee a pay rise, but it ensures we're paying a competitive rate.

We also follow what is happening in the economy closely and will step in if and when we see as appropriate, for example we gave a cost of living increase in September 2022 of £2,400 to every member of the team.

Pay rises and bonuses are awarded on both performance and adherence to the company values. They're always discretionary.



More Re:signal benefits

WELLBEING

You'll receive £100 per person (post probation) wellbeing budget each month that you can spend via a wellbeing app called BEN, this can be spent on Gym memberships, Cookery lessons, Counselling sessions, Private health care etc – the only restrictions, you can not use to purchase food, drink, or gambling of any kind. Every individual's priorities are different, and this way YOU get to choose what's important to you.

CHARITY

1% of our net profit is given in the form of £250 match funding to each team member raising money for charity, the rest is then donated to world causes as and when the need arises, for example the Ukraine appeal, Pakistan floods and the earthquake in Turkey. Any remaining funds at the end of the financial year is then donated to a charity voted on by the team.

VOLUNTEERING

Each member of the team can spend up to 2 days per year volunteering - prior approval is required

BIRTHDAYS & ANNIVERSARIES

On your Re:signal work anniversary you will receive a £30 Amazon gift card. On your birthday we give you some time back, with the option of starting an hour later or finishing an hour early.

REFERRAL BONUS

If you recommend someone and they are hired, you will receive a £500 referral bonus once they successfully complete probation.

WORKING FROM HOME

You get £26 per month working from home allowance.

Being Re:sponsible

Re:signal runs a paper-free office – printing is only for documents that can't be e-signed.

There are also periodic opportunities to volunteer within the digital industry – for example, judging awards. Our team has judged awards for the UK Company Culture Awards and the MENA Search Awards in the last year.

We also encourage the team to take on mentorship opportunities; we've provided mentors for Women in Tech SEO and The Freelance Coalition for Developing Countries.

We also offer pro bono work to charities - this is something we have done recently, by providing an SEO audit and consultancy to the Make-A-Wish Foundation and London Pride.



DO SOMETHING GREAT



7.

When things get tough

Well-being at work

The wellbeing and support of our colleagues is a priority.

We provide a safe and supported environment where you can have a confidential conversation with no stigma, anytime you need it.

We have fully qualified Mental Health Responders and Mental Health First Aiders that understand mental health issues that can affect individuals at work. They are able to spot the signs and symptoms of common mental health issues, provide non-judgemental support and reassurance and guide a person to seek professional support.





Mistakes happen

Making mistakes

It's OK to make mistakes – it's how we learn.

The key thing is to make sure we learn from these experiences, to seek help early, and to be honest about what's happened.

Asking for help

If you're finding your workload unmanageable, or are struggling to meet deadlines, talk to your pod leader or line manager as soon as you can.

Dealing with conflict

At Re:signal, we aim to foster a supportive, friendly and relaxed environment. But sometimes, even with the best will in the world, there may be occasional conflict or tension.

If you feel this is happening, the first thing to do is to talk to your line manager, or our HR adviser, who will offer independent advice.

If you want to understand what the policies are, please consult the Policy Book on the Gdrive.



Leaving Re:signal

We don't want anyone to leave; we hired you because we value you. But if you do feel it's time to move on, talk to the managers as early as possible, as we might be able to find a way to accommodate your needs.

If you still want or need to leave, have an honest and open conversation with us, and we'll do everything to support you. Leaving with strong ties will be great for us both.

And please stay in touch.

RE: SIGNAL

