

Lemon Hive

Technical Excellence, Elegant Engineering.

———— We Build Better. ————

01

1.1 - About Us

Technical excellence.
Elegant engineering.
We Build Better

Our Ethos

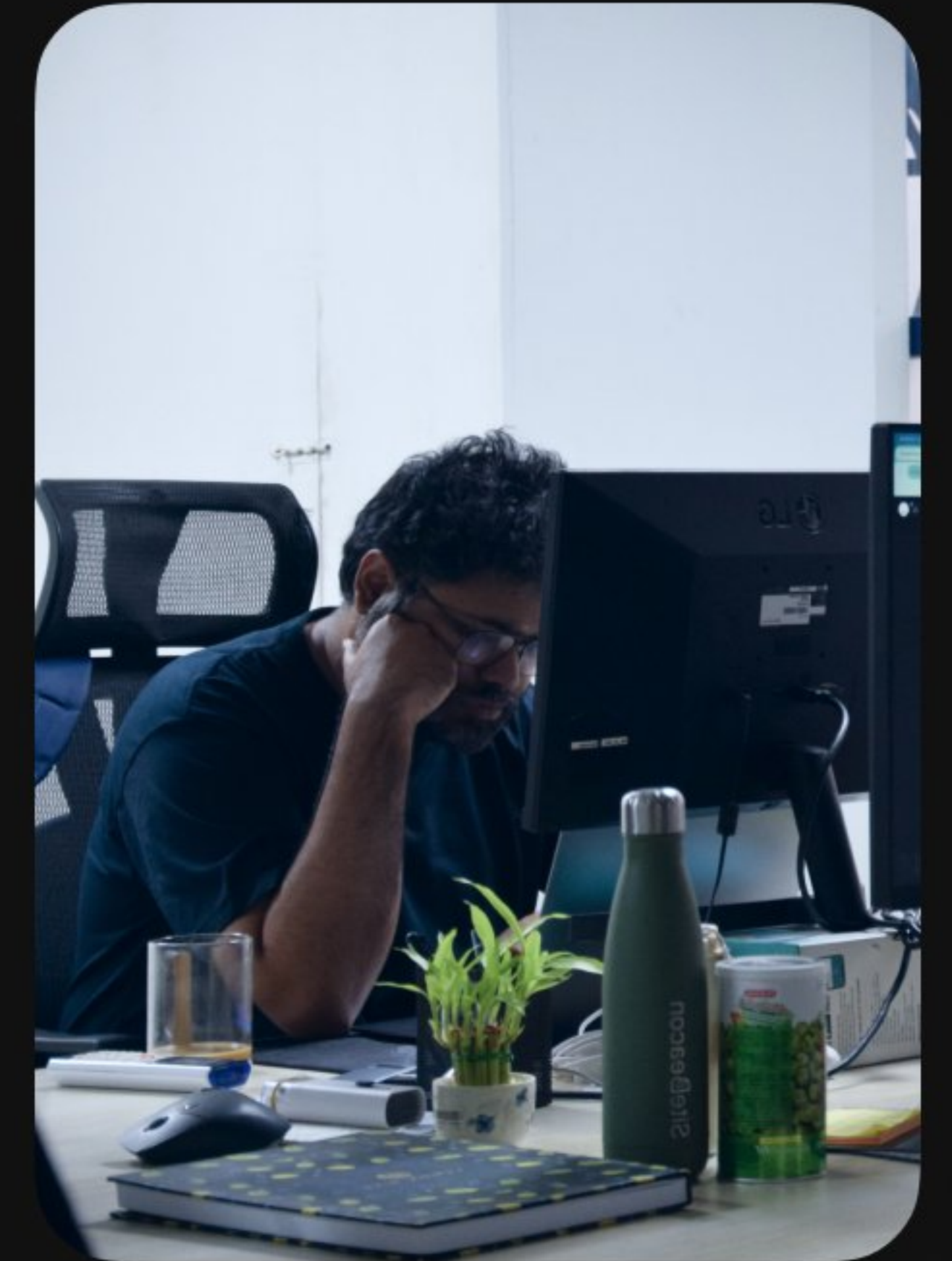
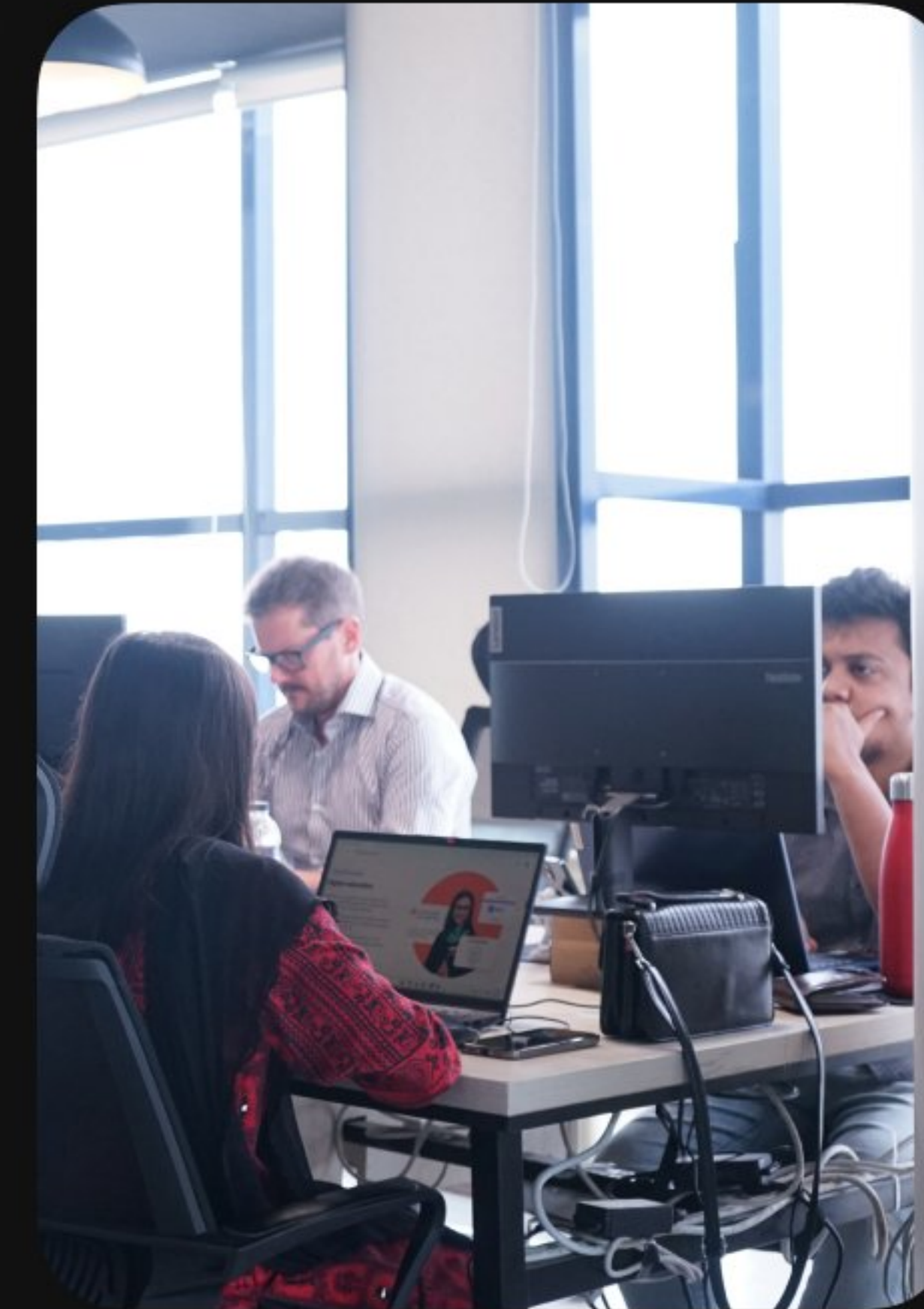
Market opportunities appear and disappear in days, but your platform responds in weeks.

Campaign ideas die in development queues, promotions launch too late, and competitors capitalise whilst you're still requesting tickets.

This isn't just frustrating, it's expensive: the cost isn't the developer time, it's the revenue lost to faster-moving competitors who can iterate whilst you're stuck planning.

Our solutions enable your team to launch campaigns, test messages, and respond to opportunities without developer dependency, because in competitive markets, velocity is the difference between leading and following.

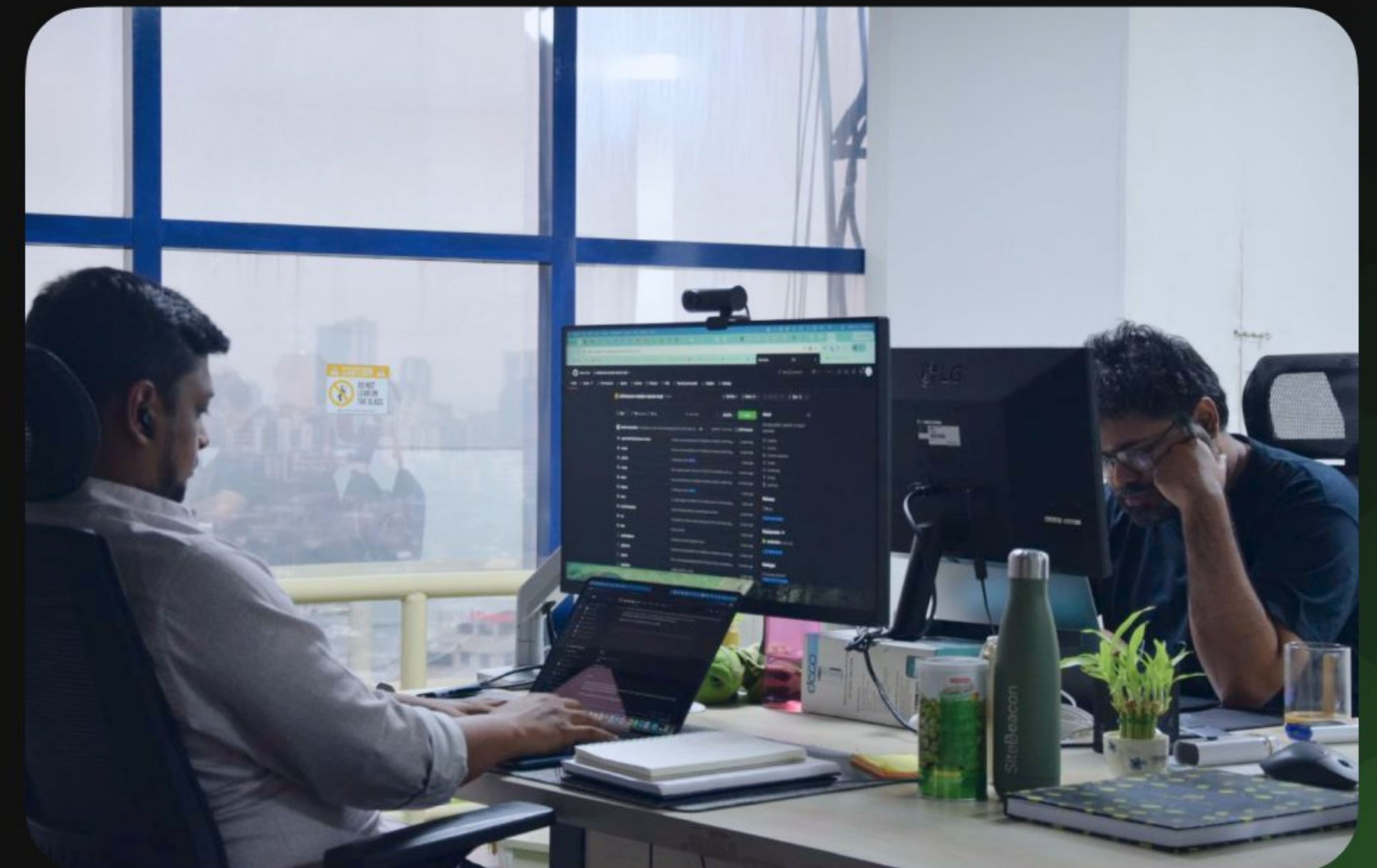
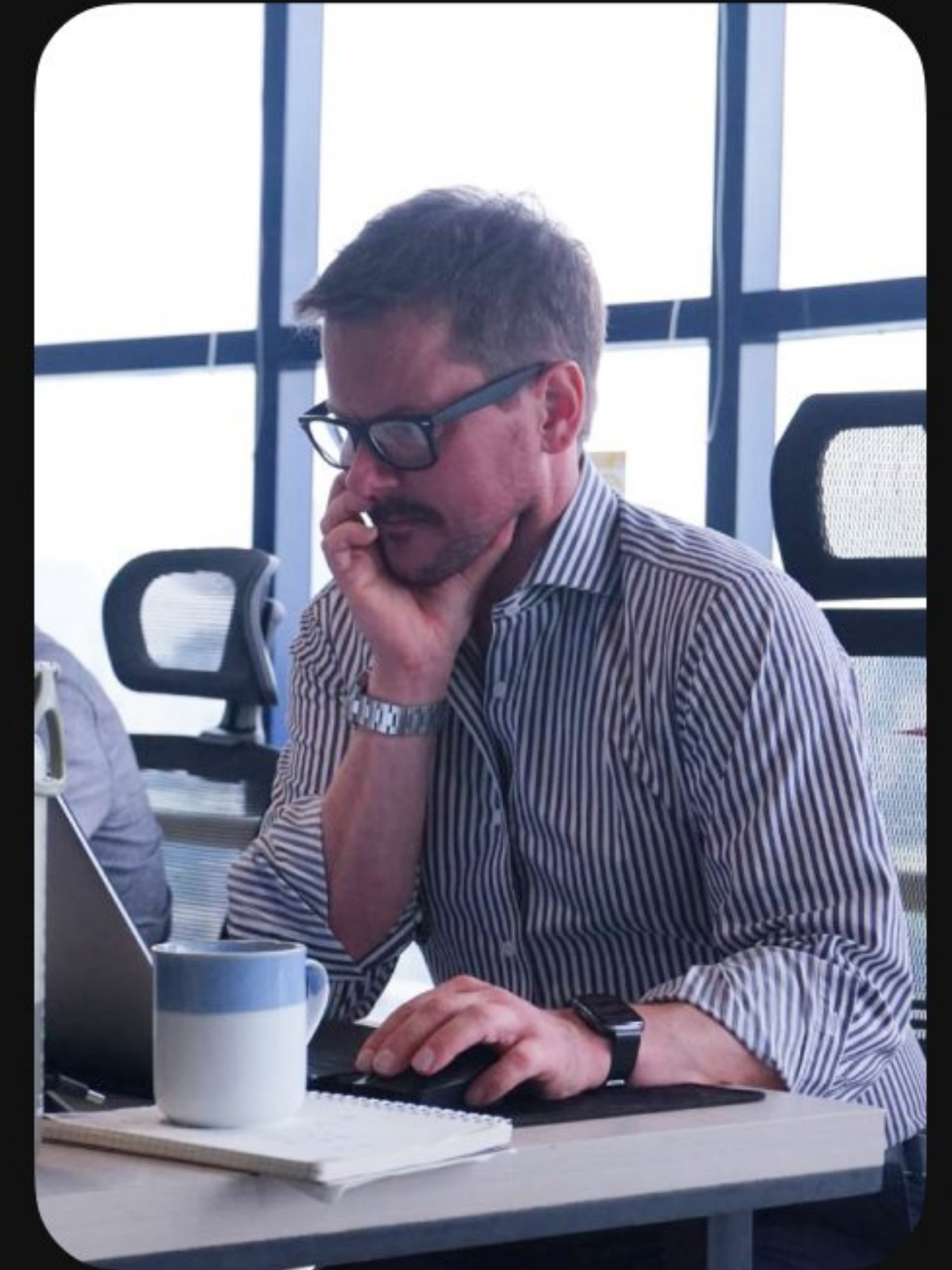
We engineer digital experiences that honour your brand standards, where technical excellence in performance, accessibility, and user experience becomes the online equivalent of your premium touch points, because your website should feel as luxurious as your product.



How We Think

We refuse to accept that "good enough" is enough.

We engineer efficient, high-performance websites, apps and software for brands that demand to be in the top 1%. We simplify the complex to deliver digital assets that perform better, are easier to manage, and drive profitable growth.



01

1.2 - Why Lemon Hive

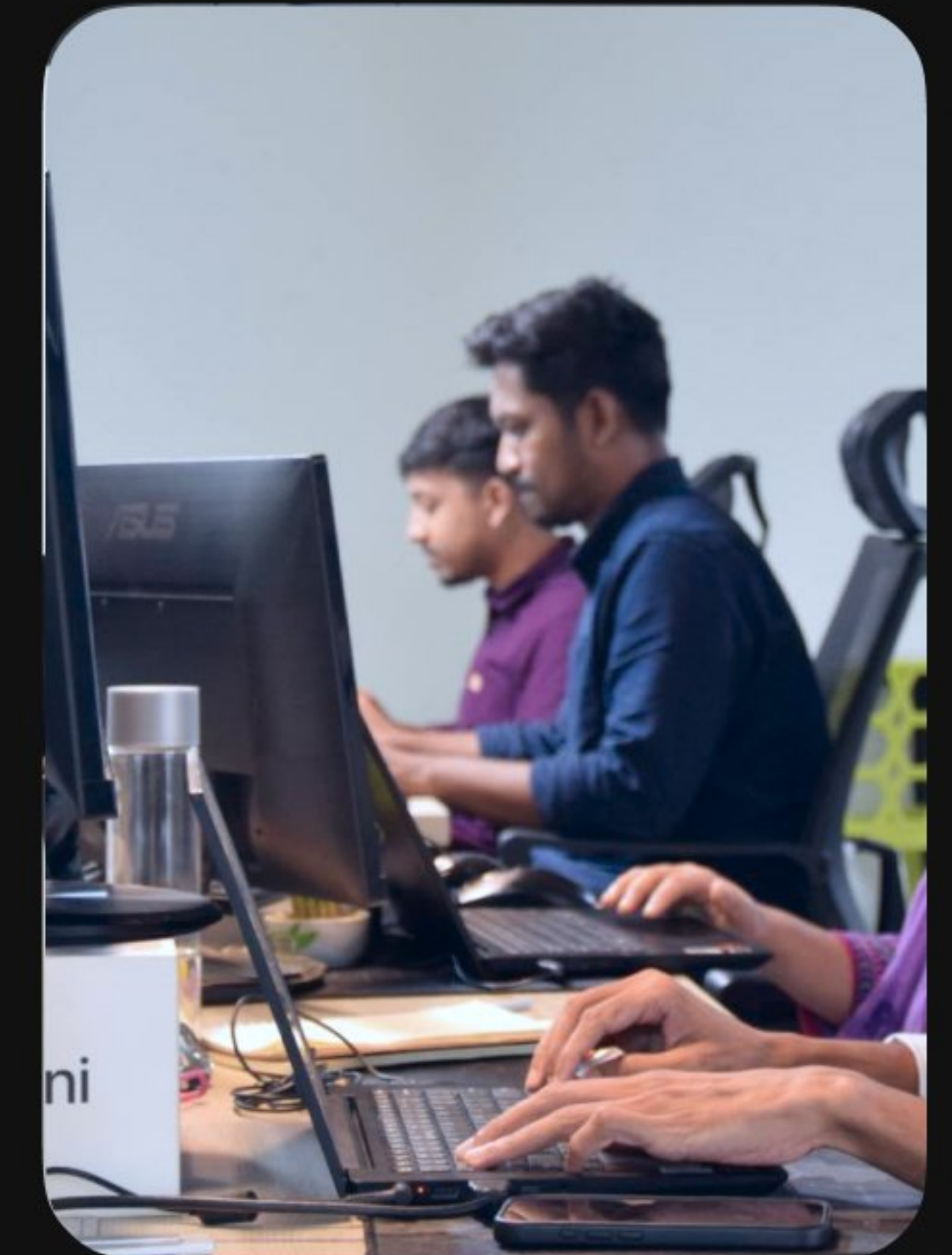
Why Lemon Hive

A Culture of Collaboration

The most complex digital products require instant, face-to-face synergy. By prioritising an in-office working environment, we eliminate the communication friction and "invisible waiting" inherent in remote agencies. Our engineers solve problems in real-time across desks, fostering a level of organic knowledge sharing that digital tools cannot replicate. For you, this means a unified team that fully grasps every nuance of your project, delivering with a speed and precision that distributed teams often miss.

True Engineering Heritage

Unlike many agencies that pivot to headless from simple web builds, our background is in complex software engineering. This distinction is vital. Building headless architectures requires a rigorous engineering mindset to avoid the common pitfalls of decoupled systems. We apply this "software-first" discipline to ensure your infrastructure is robust, scalable, and built on the right foundations from day one.



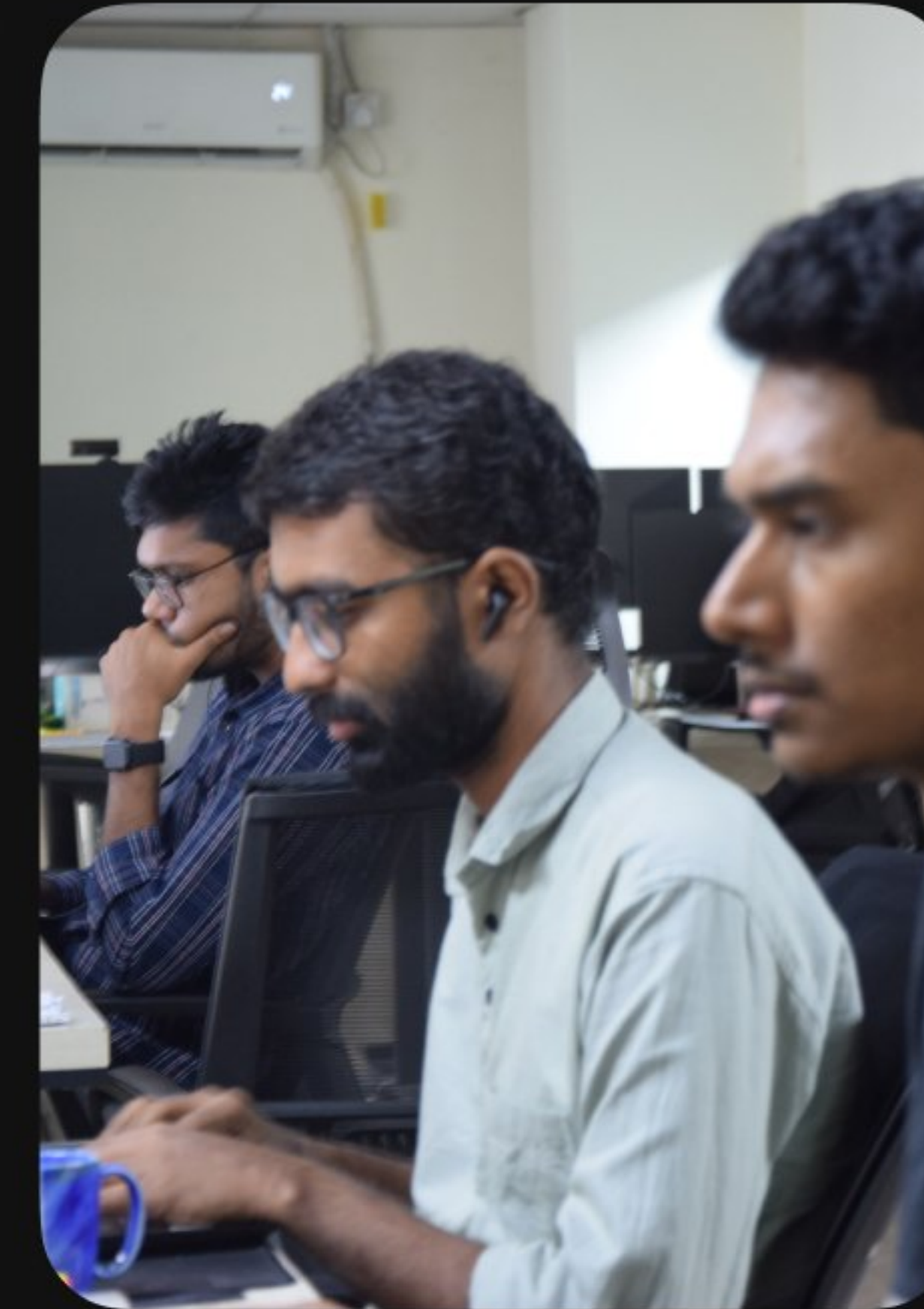
Why Lemon Hive

Innovation & R&D

Innovation isn't just a buzzword for us; it is operational. We actively test new iterations of our toolset (such as Next.js, Sanity, and Payload) and invest in building our own products, including the website performance monitoring tool, SiteBeacon. This internal R&D ensures we aren't just using tools, we are mastering them before they ever touch your project.

Established Expertise

With more than seven years of experience and a growing team of over 30, we offer stability and deep technical knowledge. You aren't hiring a fragmented network of freelancers, but a unified team that has matured alongside the headless landscape. This ensures consistent quality and a seamless, long-term working relationship.



Why Lemon Hive

The Global Hybrid Model

Our structure balances strategic consultancy with engineering hubs. Unlike agencies reliant on a fragmented network of remote contractors, we maintain permanent, physical offices across the UK, and Dhaka. This office-centric model ensures our developers work side-by-side, fostering the collaboration, high staff retention and project continuity that remote-first setups often struggle to match. You receive the cost-efficiencies of a global resource, backed by the accountability and cohesion of a team that actually works together in the same room.

Established Expertise

We treat security as a baseline requirement, not an afterthought. We are currently working towards ISO 27001 certification, and all our code is written in strict adherence to OWASP (Open Web Application Security Project) principles. Whether we are transferring accounts post-launch or integrating directly into your ecosystem, we ensure robust access management and data protection at every stage.



01

1.3 - Our Approach

Our Approach

1

Complexity. Simplified

We handle the heavy technical lifting so your internal teams gets a simple, autonomous interface to manage and evolve our solution, and run campaigns efficiently with the tools to accelerate growth.

2

The 1% Edge

We hunt the 1% edge in every area, combining these across multiple aspects gives you the foundation to generate a significant advantage.

3

Precision Defines Performance

Every component we build is measured, tested, and refined to deliver speed, scalability, security, and accessibility that compound over time.

4

Efficiency Is ROI

We practice Reductive Engineering: stripping away bloat, building only what's needed, and aligning every system to purpose.

Our Approach

Enduring Quality

Future-friendly headless architecture designed for flexibility thanks to good foundations, turning your platform into an enduring asset that grows with you, not against you.

Technical Excellence

Our 30+ strong team with decades worth of combined experience delivers headless and MACH solutions done right, giving you specialist knowledge that ensures your platform works as promised from day one.

Solving Complexity

We embrace complexity others struggle with, using extensive discovery and problem-focused architecture to transform chaos into clarity that actually works.

Your Technical Edge

We build platforms that handle edge cases and optimise every detail, because 1% gains in speed, accessibility, and security add up across your entire project to create your technical edge over the competition.

Elegant Engineering

We craft systems that look simple because they're brilliantly engineered, giving your teams elegant engineering that enables rapid iteration without technical dependency.

02

2.1 - What we do

Websites / Web Platforms

Headless Websites

We decouple the front-end from the back-end to deliver lightning-fast, secure, and scalable web experiences.

- Speed: Optimised rendering for superior Core Web Vitals.
- Flexibility: Freedom to use modern frameworks (Next.js, Astro, React Native, Svelte).
- CMS Agnostic: Expertise in Sanity, Payload, Contentful, Storyblok, Prismic, DatoCMS, and Strapi.

AI Based Website Builders

We build AI driven solutions with either Sanity, or our own AI system, Kohere, which is based on Payload. As a Payload partner we can also build solutions with Payload and Figma through Payload Make.

- Kohere: Our own product, based on Payload, and with AI at it's core. It's driven by our belief in long term solutions and constructed around components built for you and your brand.

Monolithic Builds (WordPress/Drupal/Sitecore)

We can build solutions with standard CMSes from WordPress to Sitecore and Sitefinity.

- WordPress: We have been building with WordPress for over 8 years, creating solutions for SME, and Large Enterprises.
- Other CMSes: We're happy building with a range of CMSes, from Sitefinity, through to Sitecore.

Composable Commerce

Composable Commerce

Embrace the future of "Composable Commerce" to create stunning user experiences.

- Omnichannel: Seamless experiences across web, mobile, and social.
- Integration: Unify Shopify Plus, Commerce Cloud, Medusa.js, or Centra with custom front-ends.
- Conversion: Tailored UX designed to maximize engagement and sales.

Headless Store-Fronts

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Mobile APP Development

Cross-Platform Innovation

We craft scalable applications that maintain a native feel while maximising reach across all devices. Our approach ensures consistent branding and functionality whether your user is on iOS, Android, or Desktop.

- Mobile: High-performance apps using React Native and Flutter.
- Desktop: Powerful desktop applications built with Electron.
- Unified Codebase: Efficient development cycles and easier maintenance.

Software Solutions

Built For Scale & Efficiency

We architect tailored software ecosystems using a microservices-based approach, moving beyond off-the-shelf limitations to solve unique business challenges.

From custom Learning Management Systems (LMS) to API-driven SaaS products like [SiteBeacon.io](https://sitebeacon.io), we build robust tools that enhance internal operations and customer experiences.

- Microservices Architecture
- SaaS Product Development

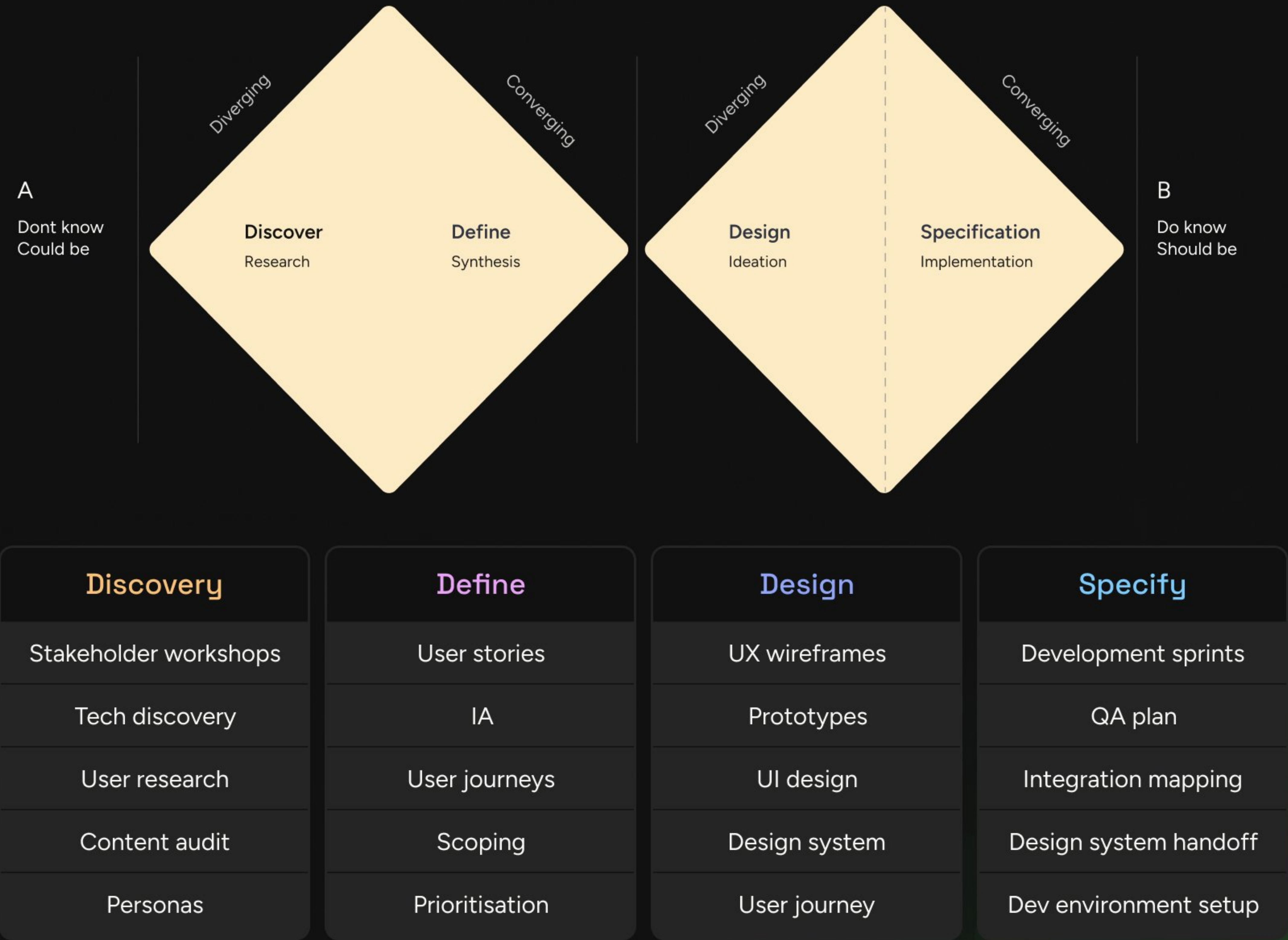
Our Process

Navigating complex digital environments requires a balance between big-picture strategy and precise execution. We tackle complex product challenges by thoroughly understanding both overarching business goals and end-user needs.

To ensure every requirement is captured and validated, we apply a structured Double Diamond methodology across discovery, design, and technical specification.

By progressing through Discover, Define, Design, and Specify, we establish high usability standards while focusing on the specific features that drive value for your users and your business.

Moving through the framework left-to-right reflects our core mindset: exploring broadly early on to discover every possibility, then converging tightly to deliver clean, implementation-ready solutions.



02

2.2 - Our Technology

Content Management Systems (CMS's)

 **Sanity**

 **Payload[®]**

 **prismic**

 **contentful**

 **storyblok**

 **WORDPRESS**

 **Progress[®]Sitefinity[®]**

Website & Mobile Frontends

Web

NEXT.js

Remix

 HYDROGEN

 SVELTE

Apps

 Flutter

 React Native

DevOps

The Vercel logo, featuring a white triangle icon to the left of the word "Vercel" in a bold, sans-serif font.The Heroku logo, featuring a stylized white "H" icon above the word "heroku" in a lowercase, sans-serif font.The Cloudflare logo, featuring a white cloud icon above the word "CLOUDFLARE" in a bold, uppercase, sans-serif font.The AWS logo, featuring the word "aws" in a lowercase, sans-serif font with a white curved arrow underneath it.The Netlify logo, featuring a stylized white "N" icon to the left of the word "netlify" in a lowercase, sans-serif font, with horizontal lines on either side.The Azure logo, featuring a stylized white "A" icon to the left of the word "Azure" in a sans-serif font.

Additional Tools



03

3.1 - Who we've done it for

Who We Work With

THE
HOT
BOX



VOLVO



SiteBeacon®

brightonSEO.



RTSGROUP

Who We Work With

REBEL

Rise at Seven



EASTSIDE CO



ANNESISTERON

SARASIN
& PARTNERS

Who We Partner With













Testimonials

“

We'd outgrown our WordPress setup as our events have grown and become more complex.

Moving to a modern, future-proof headless solution using Sanity and Next.js has facilitated our growth, which includes rapidly launching a website for our first US conference.

We have exciting plans for future development, which includes integrating more features such as additional schema markup, allowing attendees to build personalised schedules and automating some of our processes.



Kelvin Newman

Founder, brightonSEO

Testimonials

“

Lemon Hive were really, really amazing to work with. They took the time to fully understand our needs, communicated clearly throughout, and thought through all the edge cases. They held our hand from start to finish throughout the entire project.

We've seen a really positive impact on sales since launching the new website. Even after launch, Lemon Hive have continued to support us, helping with any small snags and shaping the roadmap for what comes next.



Liam Irwin

Founder & CEO, The Hot Box Sauna

03

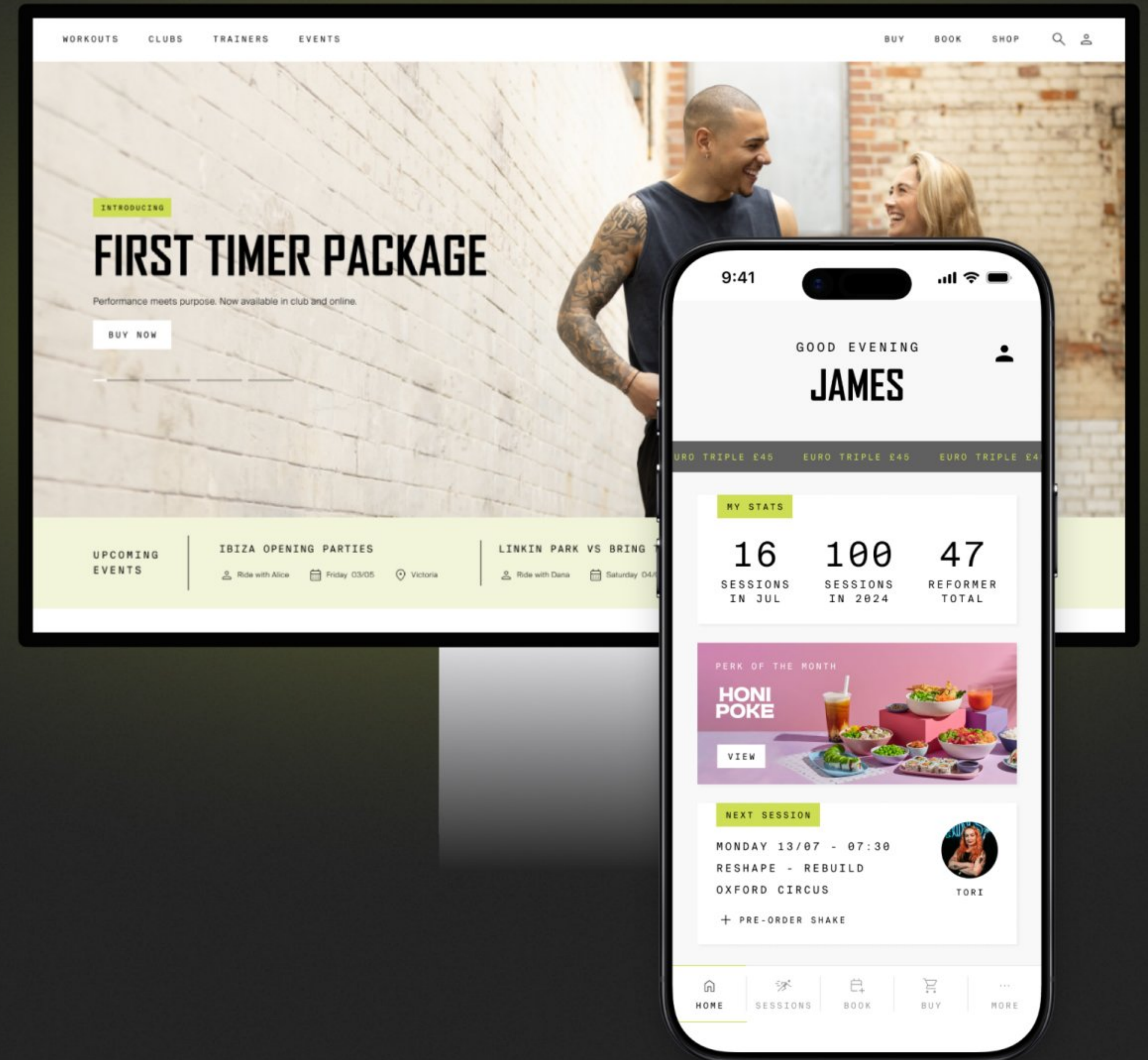
3.2 - Omnichannel Builds

Luxury Gym Solution

Omnichannel (Web & App) & Complex Integrations

Streamline a fragmented digital infrastructure for scalability, to a headless CMS driven omnichannel solution to enhance user experience

- Restructured the entire digital ecosystem for flexibility and scalability
- Omnichannel content management across website and app
- Expanded platform capabilities to meet specific client needs
- Reimagined and streamlined the entire booking process, including spot booking

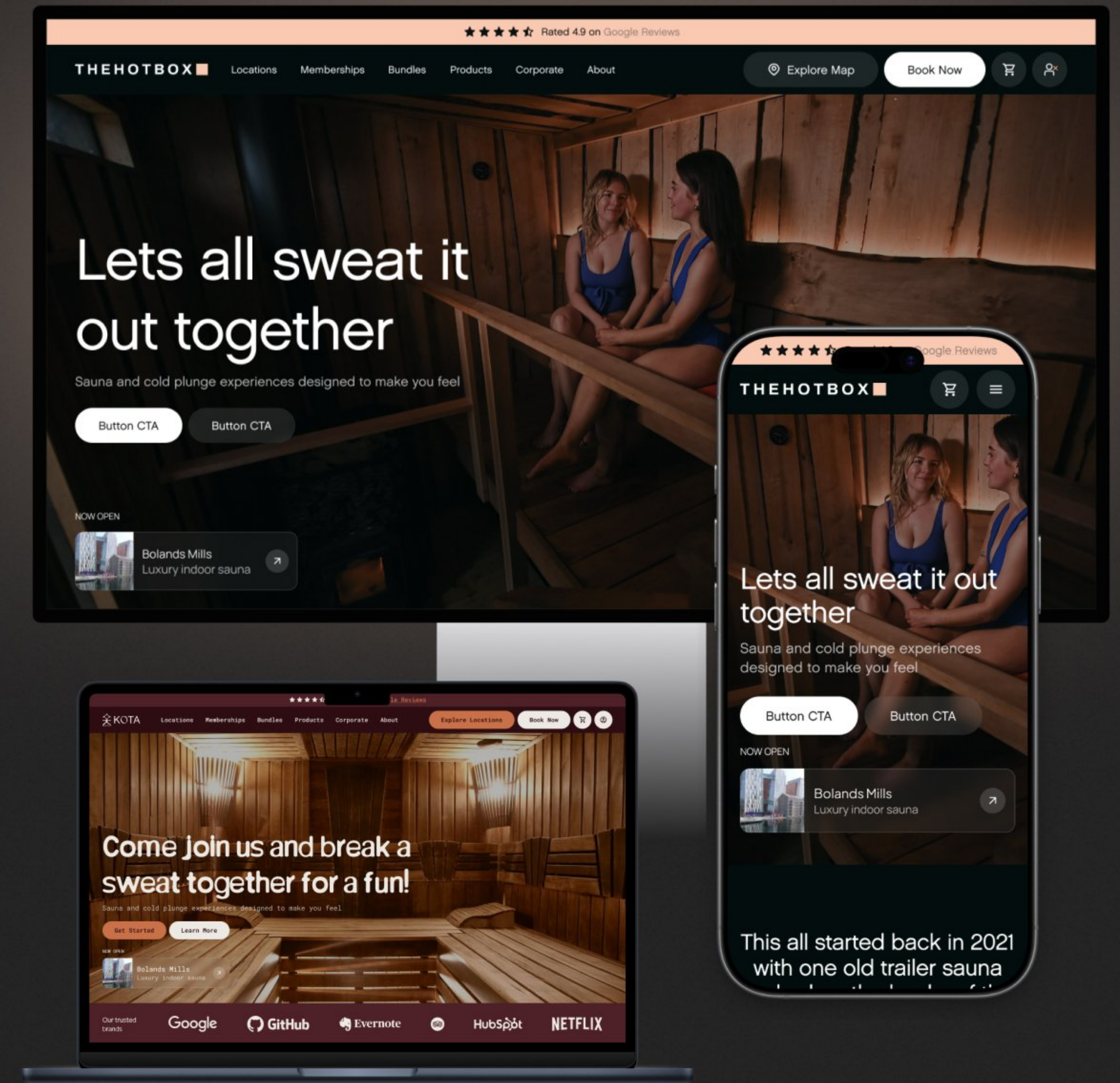


The Hot Box Sauna

Payload CMS + Custom Booking Platform

Rebuilt the digital platform to support the brand's growth beyond Shopify limitations, giving the team more control across web and app.

- Replaced Shopify plugin dependency with a more scalable Payload CMS setup
- Enabled real-time content updates across both website and mobile app
- Developed a custom booking system to better support the business model and customer journey
- Improved flexibility and operational control as the brand prepared to scale



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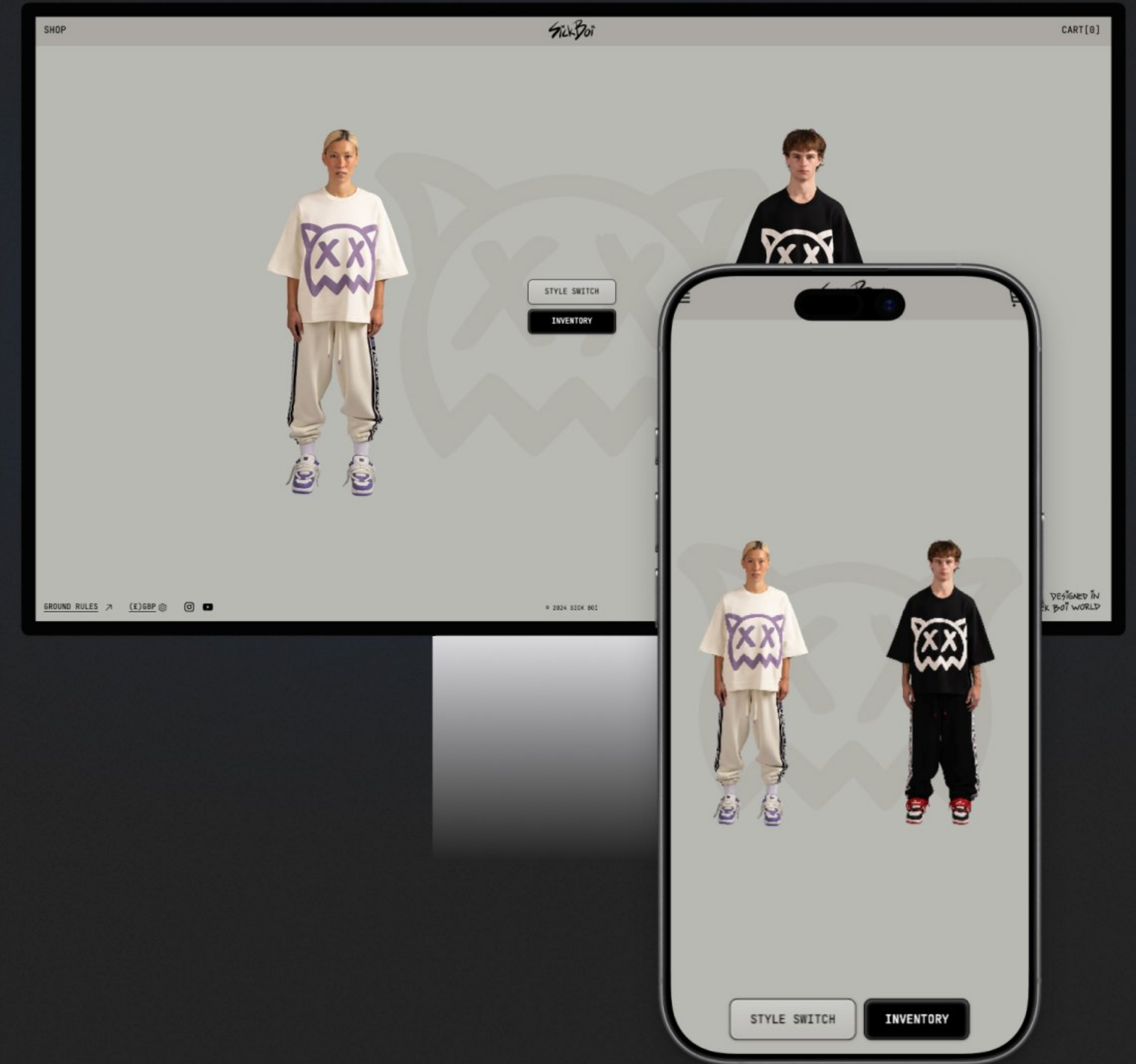
3.3 - Headless / Composable Commerce

Sick Boi

Headless Commerce Solution with Sanity, Next.js & Shopify

Headless commerce solutions for the artist Ren that could handle the traffic spikes of a short drop store.

- Shopify with Sanity CMS, and Next.js for an easy to manage and maintain solution
- Easy to manage solution that could handle the complexity of a short drop operation
- Three products were sold every second with over 600,000 page views in first 24 hours

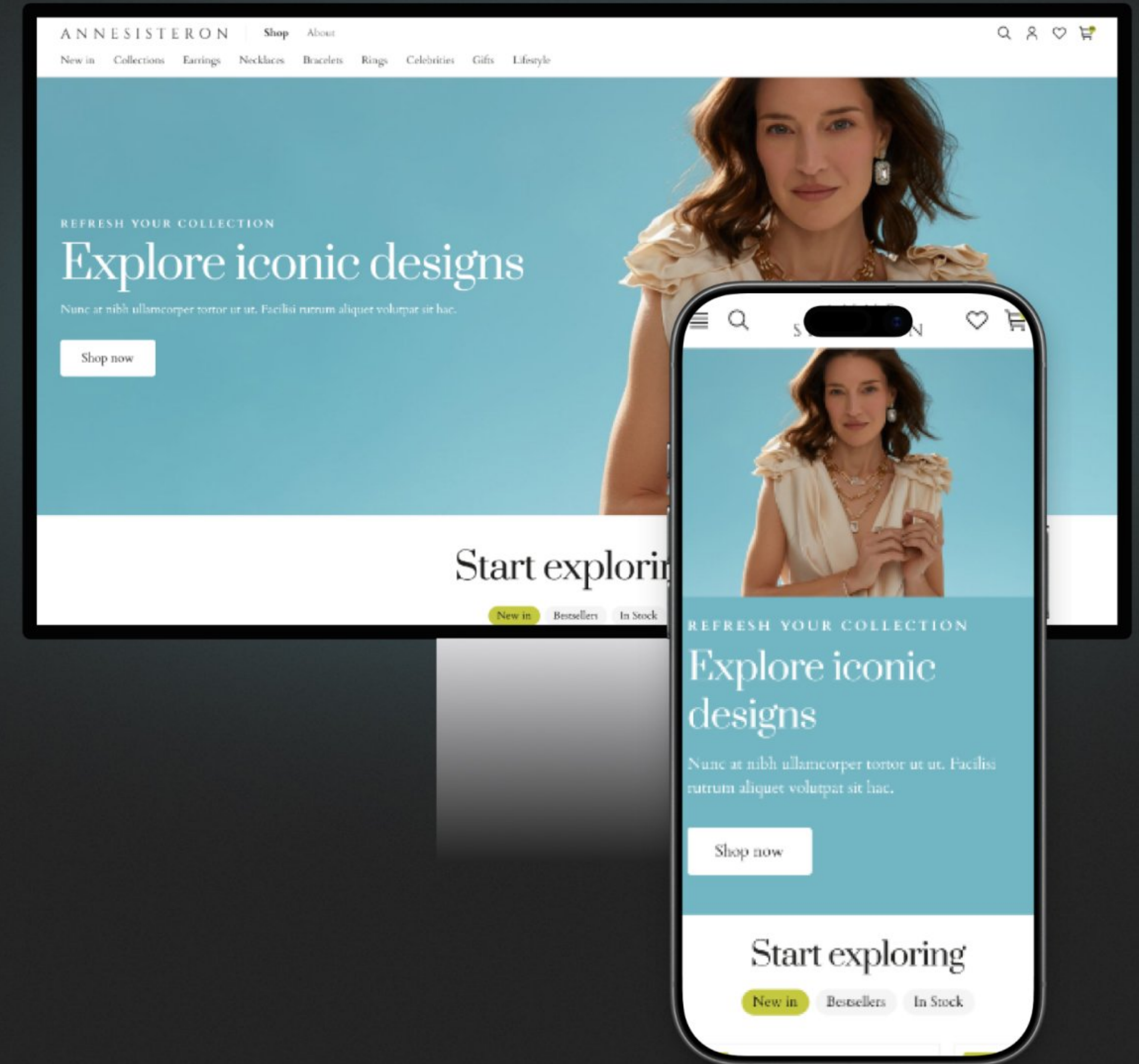


Luxury Jewellery

Luxury Headless Shopify Plus with Sanity + Next.js

Rebuilt a luxury jewelry storefront into a high-performance, self-managed headless Shopify Plus experience streamlining content workflows while improving UX, SEO, and scalability.

- Shopify Plus for ecommerce, Sanity for scalable, brand-first content editing
- Real-time product data (images, categories/types, collections, filters, third-party data) with reduced API impact
- Faster performance, WCAG 2.2 accessibility compliance, and over 65% carbon footprint reduction (plus SEO automation and optimised content workflows)



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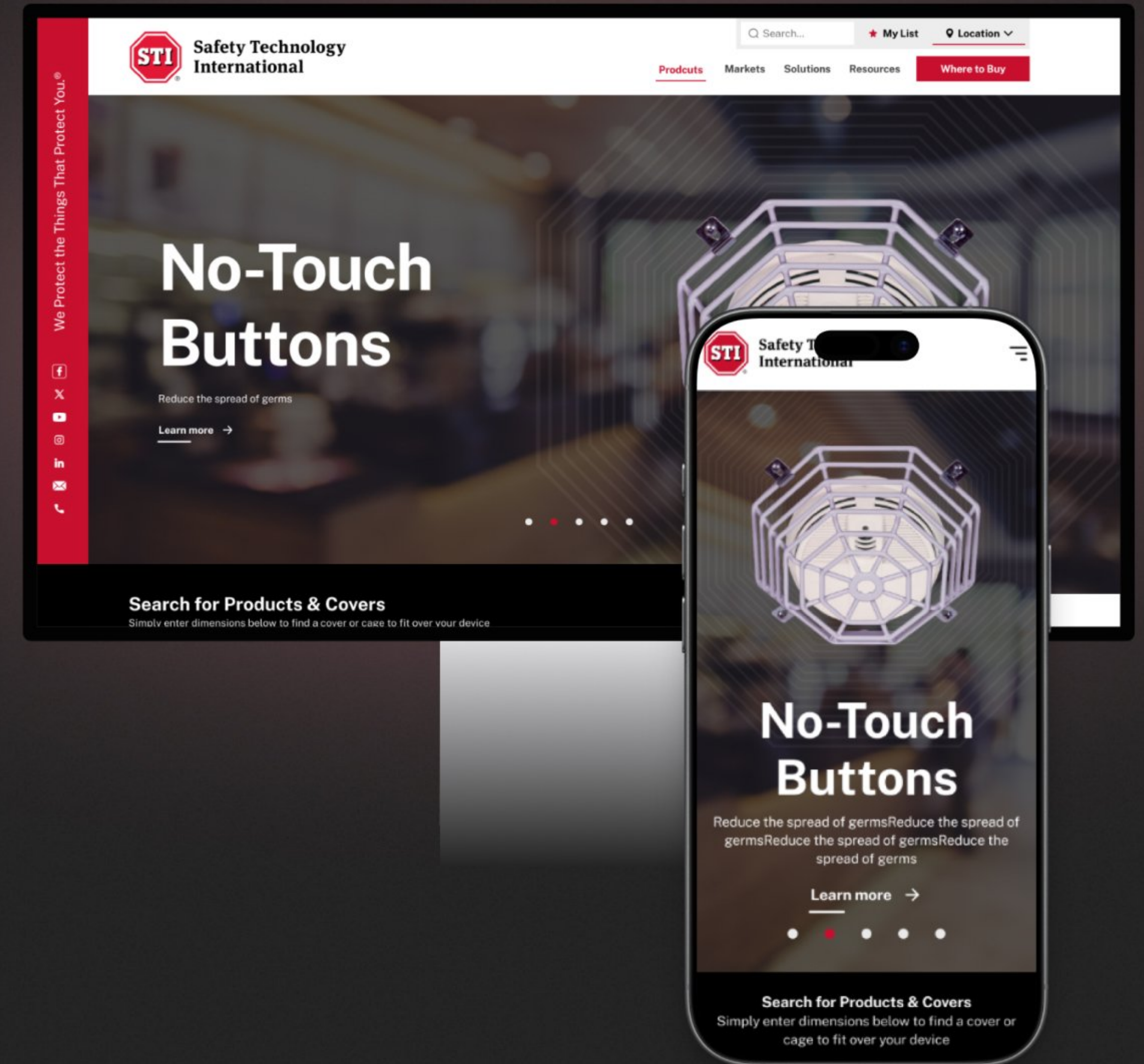
3.4 - Headless Website Builds

Safety Technology International

B2B Multinational Website with PIM Functionality

Unified and modernized a fragmented websites for the US and EMEA regions using a headless architecture

- Custom Product Builder: Users can personalize products with over 1.5 million combinations
- Streamline product management (PIM functionality) for both EMEA and USA sites
- Intuitive content management for smoother editorial and web management experience

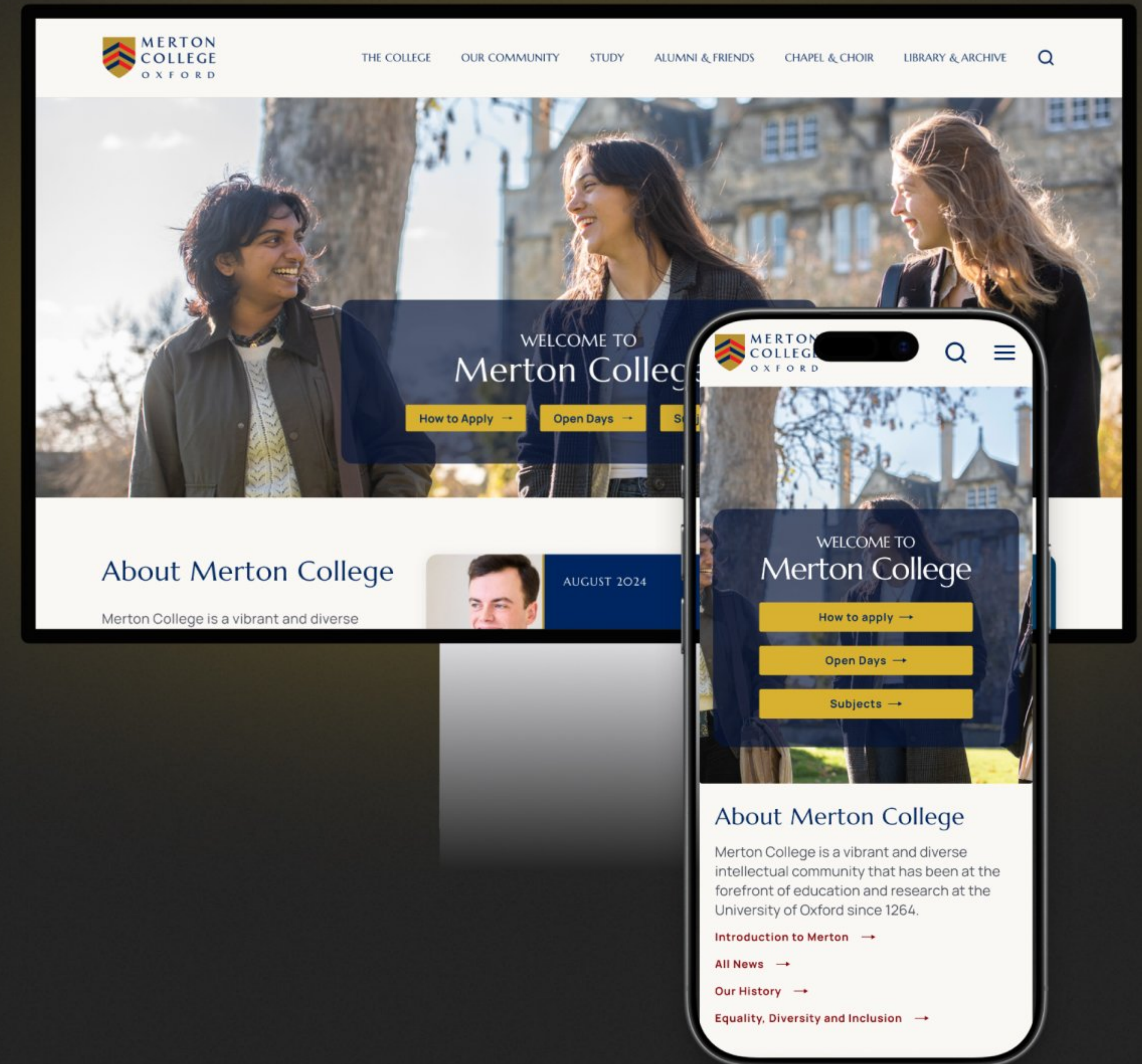


Merton College, University Of Oxford

Headless CMS rebuild with Editorial Tools for Enduring Quality

Rebuilt a legacy, hard-to-manage platform into a modern headless system clear governance for editors, fast and secure publishing.

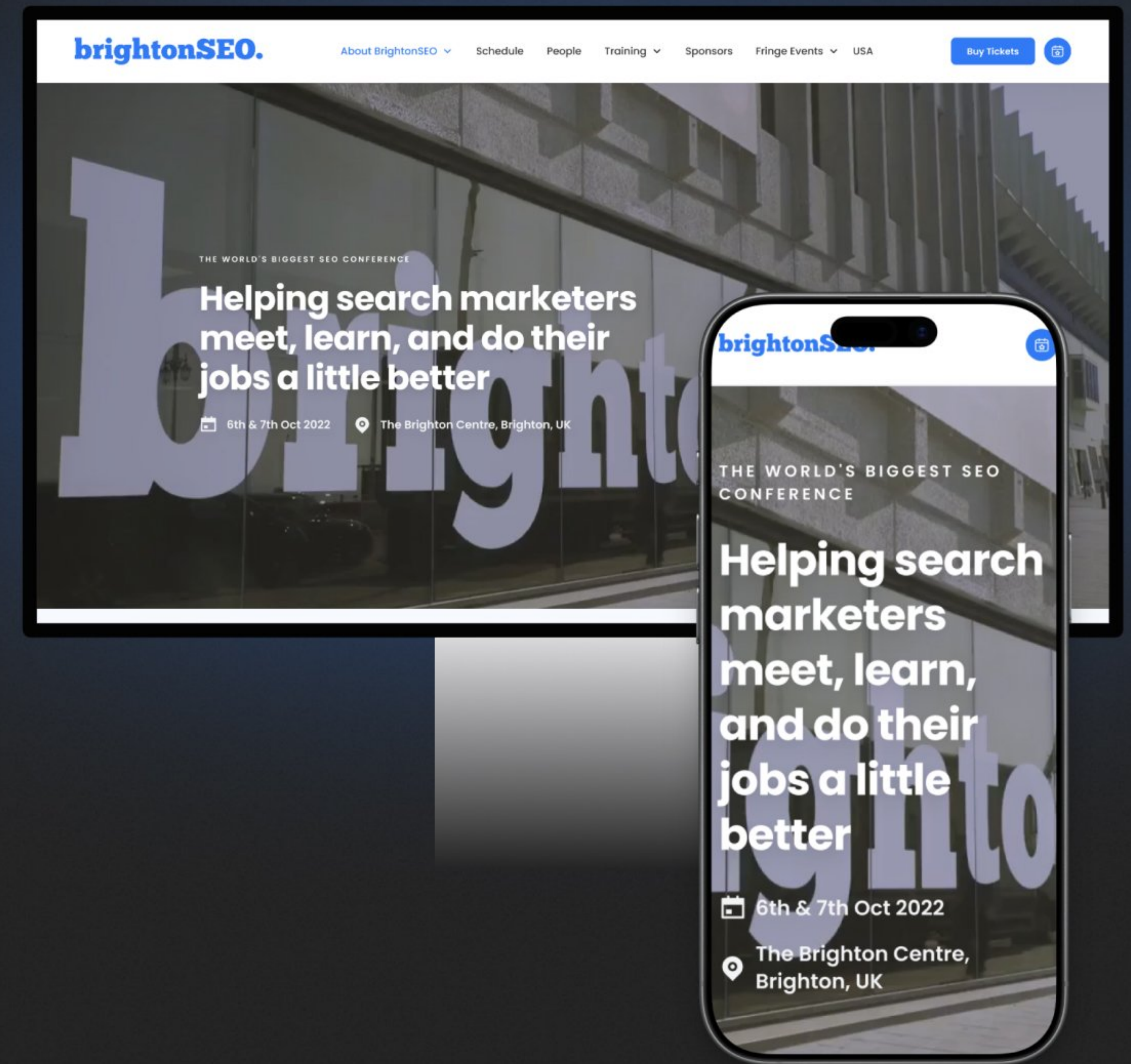
- Rebuilt Information Architecture + Content Modelling to untangle a complex ~4,000-page estate and enable scalable editorial workflows
- Implemented Payload CMS, Next.js & Vercel for secure, performant publishing with instant updates
- Developed bespoke CMS tools: Reference Mapping System (dependency visibility before deletes) + BuildableList (on-brand blocks), supporting WCAG 2.2 AA



brightonSEO

Simplified Website Management

- Replaced an out of date WordPress solution and focusses on content modelling and an entity based approach
- Significantly reduced internal website management time
- Improved functionality to include things such as a full schedule on the site
- Streamlined event management process significantly with Automation and omnichannel content delivery



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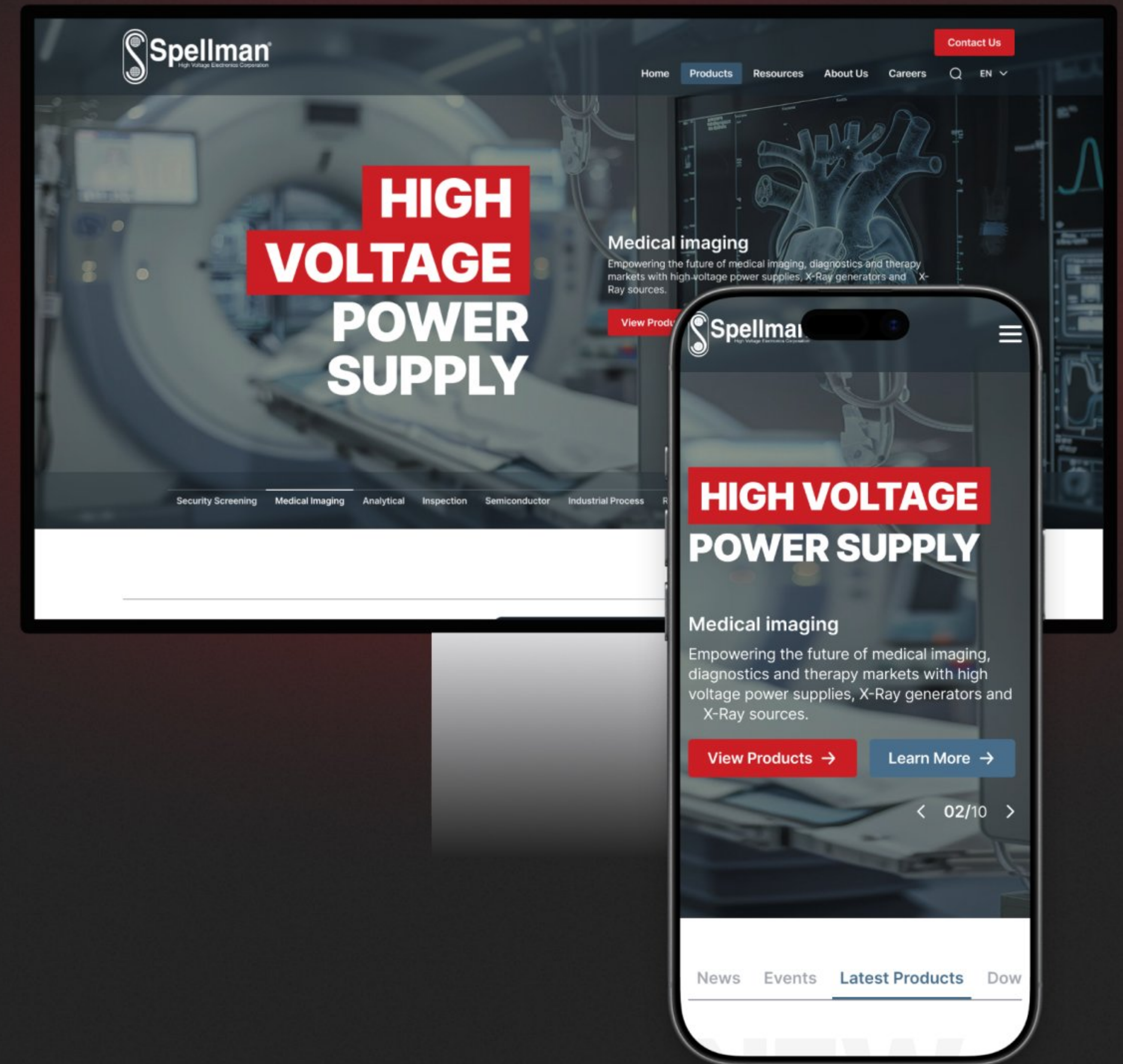
3.1 - WordPress / Monolith

Spellman

Sitecore to Sitefinity Migration with Full UI Redesign

Redesigned and rebuilt the platform with a clearer structure, improved UX, and stronger performance.

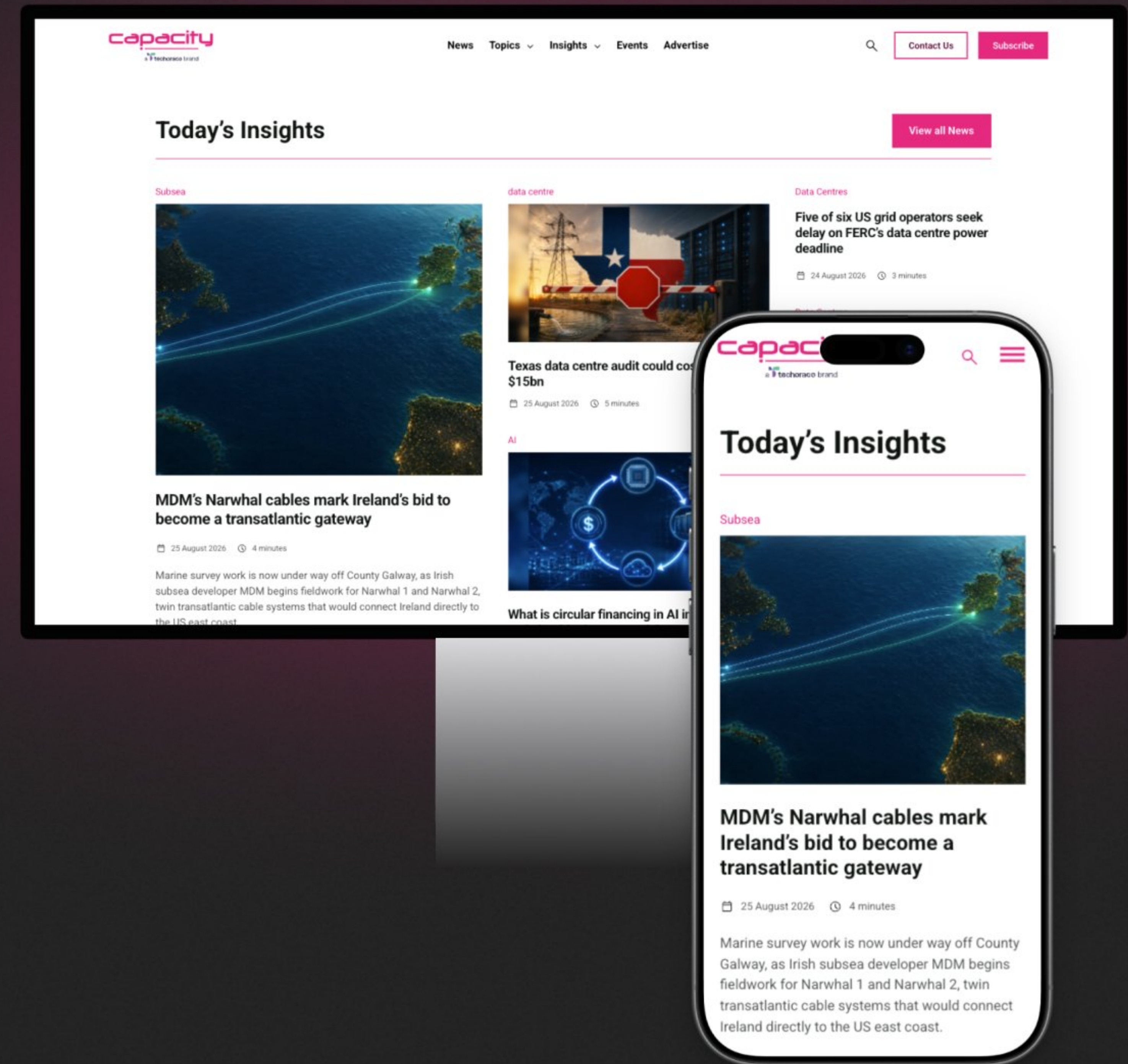
- Delivered a full UI redesign to modernise the digital experience
- Migrated from Sitecore to Sitefinity for a more manageable and scalable platform
- Developed a structured architecture to improve content organisation and long-term maintainability
- Improved site performance and user experience across key journeys



Capacity Media

WordPress Redesign + Domain Merger

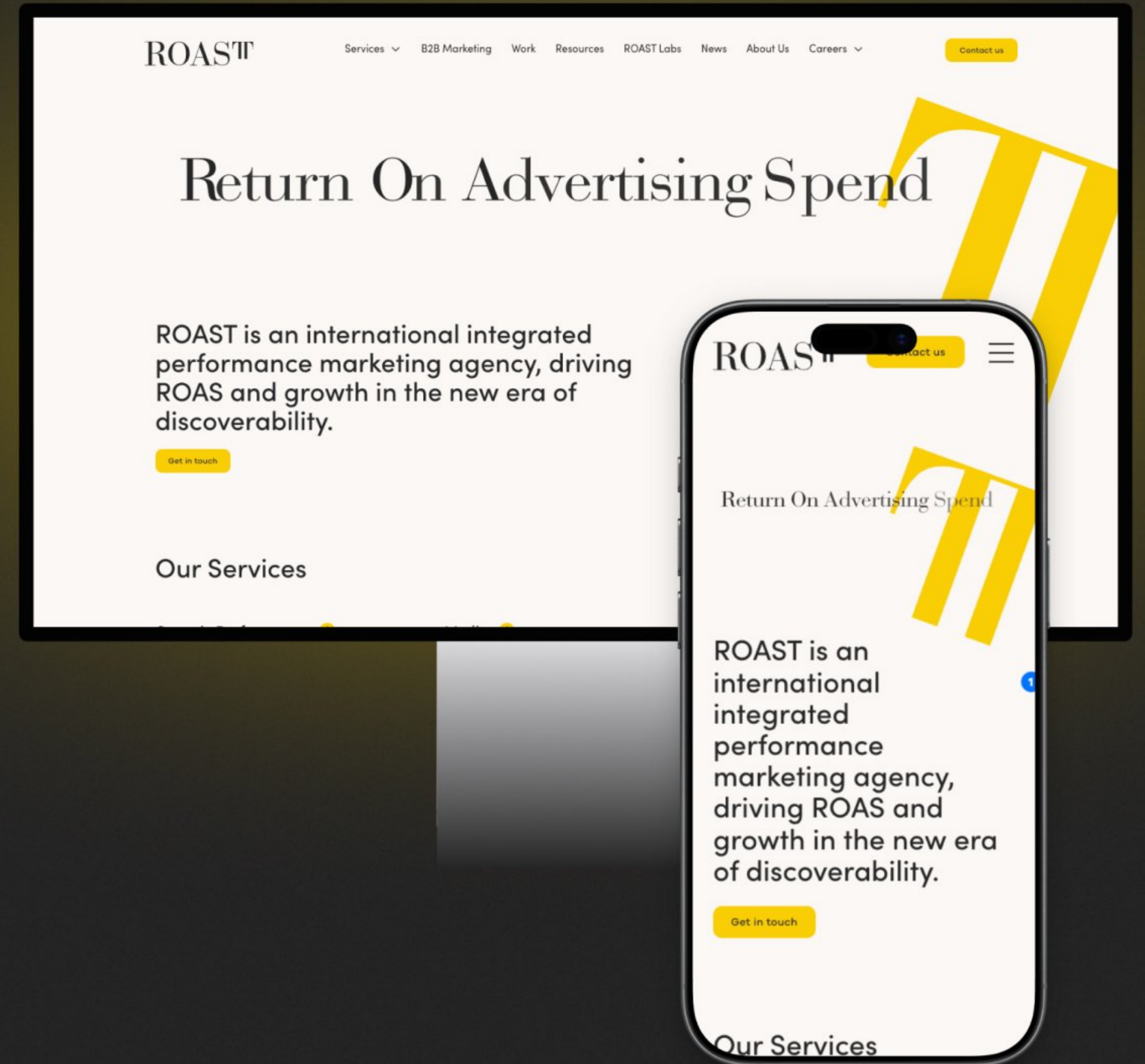
- Redesigned the entire WordPress site to deliver a cleaner, more modern user experience
- Merged two separate domains into one streamlined platform with consistent structure and navigation
- Improved performance and responsiveness across key pages for faster load times and smoother browsing
- Simplified ongoing updates with a single source of content truth for teams to manage efficiently



We Are ROAST

WordPress redesign focused on improved UX + performance

- Reworked the design and layout system to create a more premium, consistent brand experience across key pages
- Improved information hierarchy and page structure to make content easier to scan and navigate
- Enhanced UX interactions and usability (cleaner journeys, better mobile experience, fewer friction points)
- Optimised the WordPress build for speed to deliver a more responsive experience and improved performance

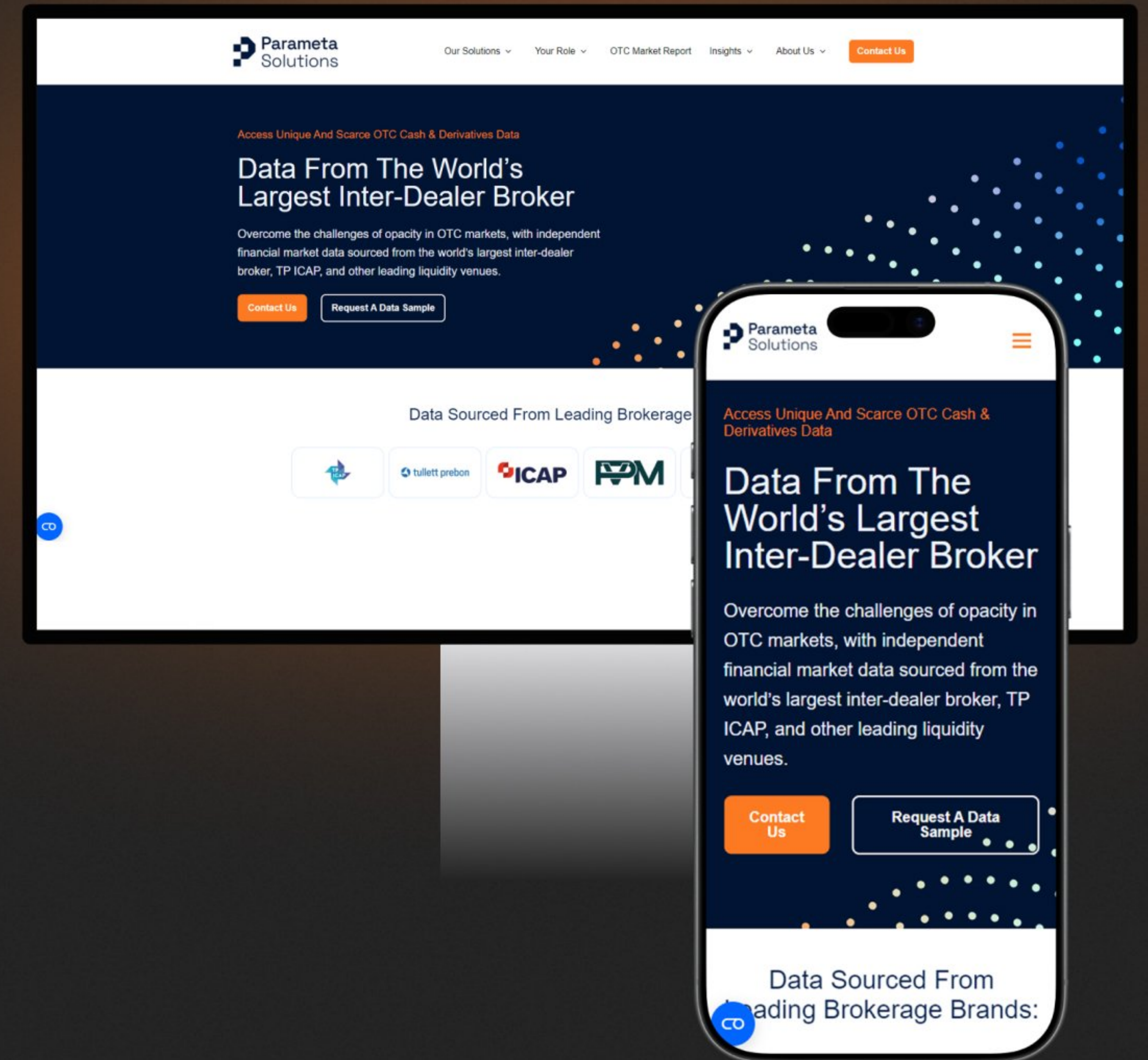


Parameta Solutions

WordPress redesign for a faster, clearer digital experience

Redesigned and rebuilt the platform in WordPress improving the site's structure, visual presentation, and overall user experience.

- Refreshed the site design and page layouts to create a cleaner, more modern brand experience
- Improved content structure and navigation to make key information easier to find
- Optimised the WordPress build for speed and performance across core pages
- Delivered a more manageable, scalable platform for ongoing content updates



04

4.1 - Mobile Apps

The Hot Box Sauna App - In Progress

Custom App Experience Powered by Payload

Built a connected app experience that made content and booking management smoother across the full customer journey.

- Used Payload CMS to keep app content aligned with the website in real time
- Extended the app with custom-developed features beyond standard Shopify plugin capabilities
- Created a more seamless experience across booking, content, and user-facing sections
- Reduced operational complexity by managing key digital experiences from one flexible platform

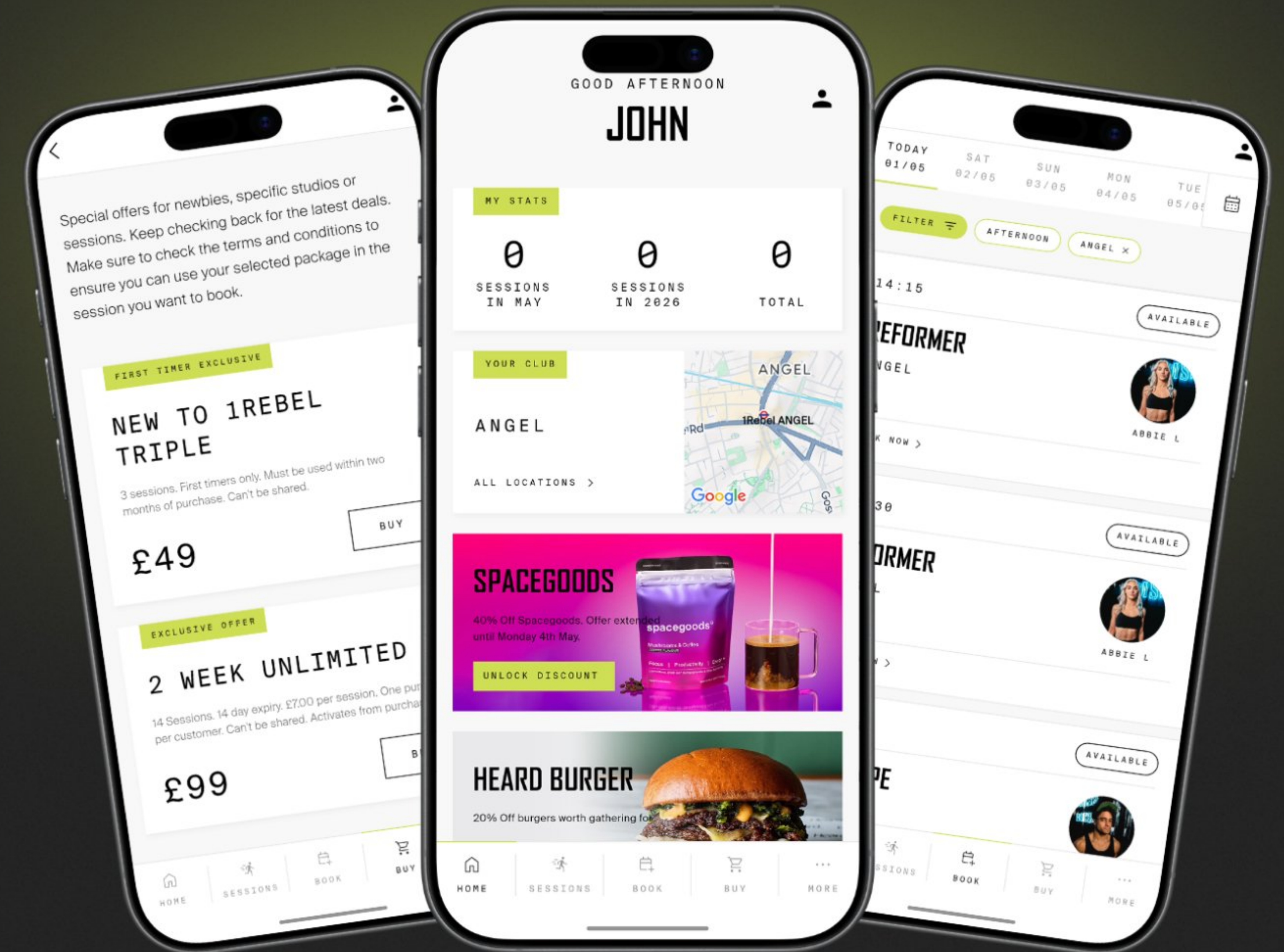


Luxury Gym App

Unified Content Management for Web + App

Built a connected app content workflow so the team could manage web and app content from one place.

- Replaced duplicate content workflows caused by Zingfit restrictions
- Used Sanity CMS as the shared content source for both website and app
- Enabled real-time content changes across web and mobile app experiences
- Reduced operational effort by removing the need to update the same content twice

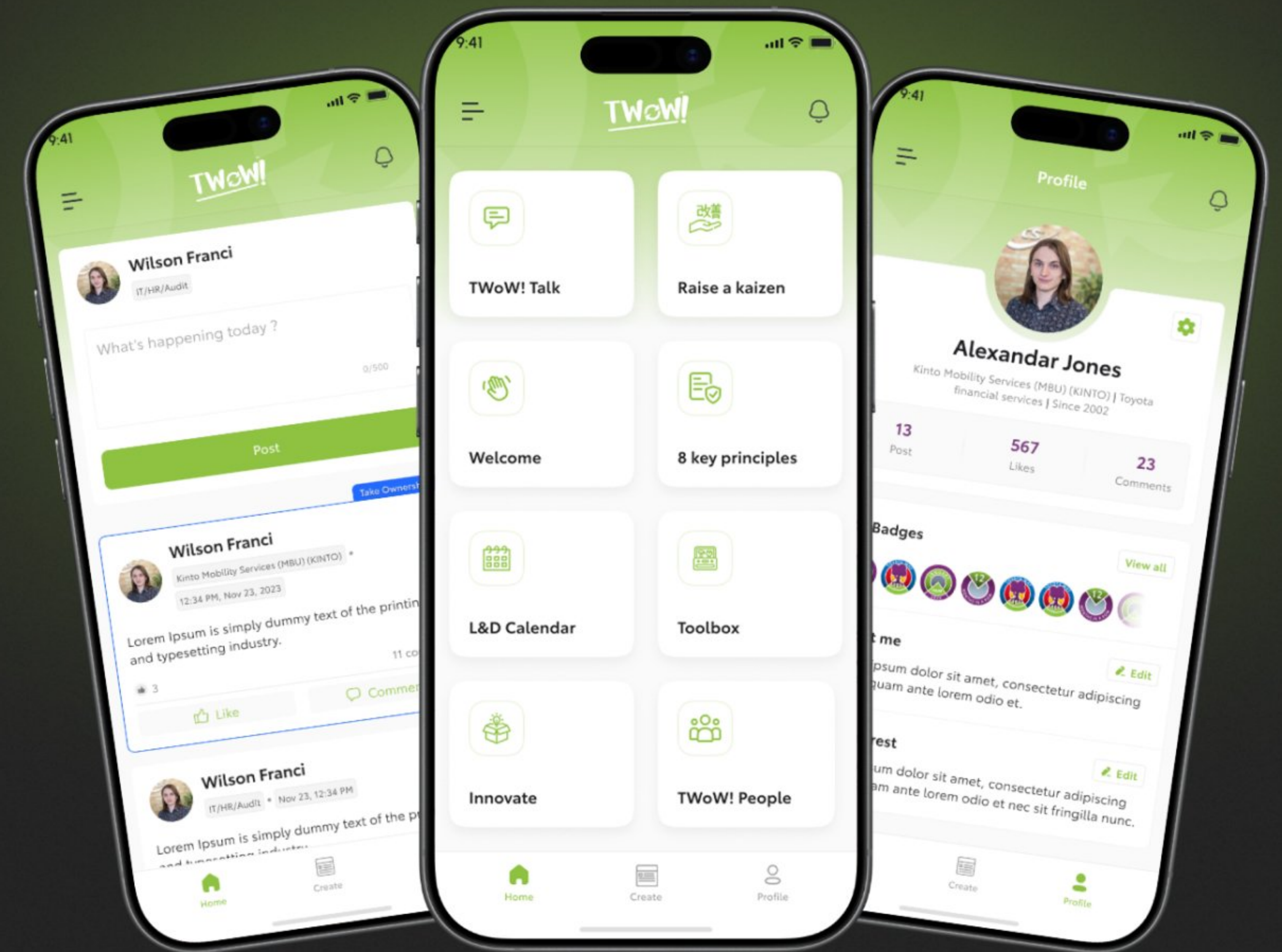


Toyota App

Social Media App - Confidential

TWoW! is a social media app for Toyota's internal staff that promotes their work culture and collaboration

- Full and scalable social media features such as social posts with media support, reactions, commenting and sharing
- Highly customisable and composable content layer for fast and dynamic content updates
- Built with Flutter and Sanity in true headless/MACH approach



04

4.2 - Software Solutions

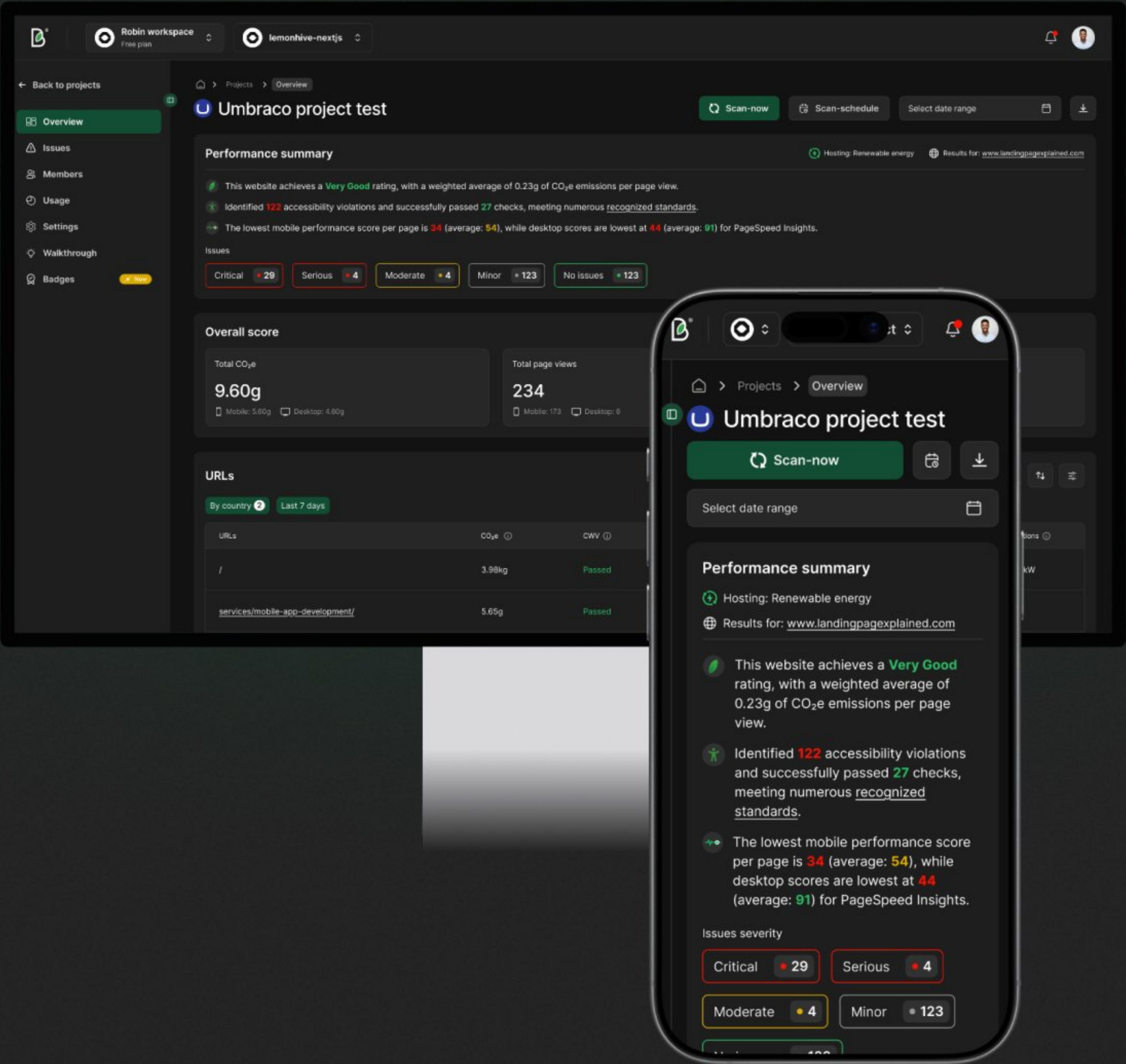
SiteBeacon.io

Our Tool or Creating Better Websites

SiteBeacon.io was developed by us, and is based on our beliefs of creating fast, more accessible, and lower carbon websites. We believe this help create websites for the modern world, of increasing user experience expectations and Search Engine, and AI crawlers that expect efficiency and structure.

Deep analysis engine for

- Accessibility
- Website Carbon
- Performance
- Standard and AI recommendations

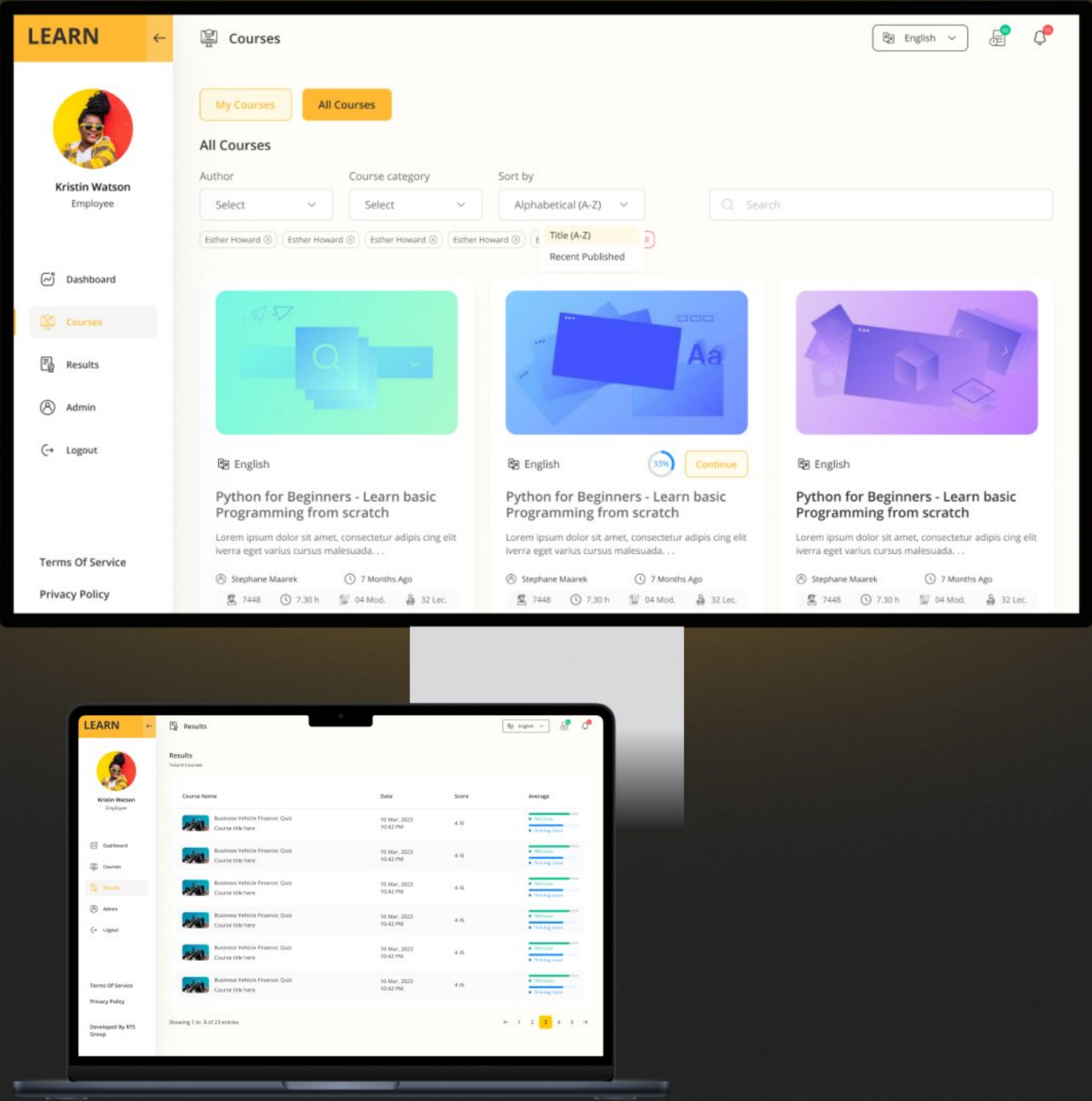


Learn LMS

Custom Learning Management System

LEARN is an interactive platform providing and digital learning for the worlds leading automotive companies.

- Built with a Microservice Architecture
- Highly secure and elastically scalable
- Used by Toyota, Renault, Honda & Hyundai
- Built with multi tenancy using a Microservice Architecture
- Supports both air-gapped and self hosted deployment for added security



Thank You

Let's Build Your Future-Ready Platform

Book a free, no-obligation discovery call to discuss your project at calendly.com/lemonhive/