

TASTY WEBSITES FOR B2B SERVICES

BETTER LEADS — MORE SALES — BIG RESULTS



OUR EXPERTISE

We have plenty of experience working with B2B service companies, from creating tasty new websites that get leads, to website support and improvement.

We understand what your customers want from your website, and how we can make it successful.



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**WHAT WE CAN
DO FOR YOU**

CUSTOM WEBSITES

We build new, bespoke B2B websites from scratch.
We don't do "off-the-shelf" or rely on plug ins.

You'll get as much web expertise as you need -
strategy, planning, design, development, copy,
images, SEO, and much more.

We don't just design websites that look good, we
design ones that deliver results too.

WEBSITE SUPPORT

Our B2B website support provides you with all the expertise in design, development, SEO and conversion rate optimisation (CRO) you need to improve the performance of your website.

We keep your website up to date, quickly fix problems, and make sure it's well maintained.



OUR WORK

A NEW WEBSITE FOR THE AI CORPORATION

The ai Corporation offer retail fuel and fleet payment solutions to businesses.

Their old website wasn't bringing in enough leads, so we built them a new site that converts visitors using clear messaging, smart design, and SEO that works.

www.aicorporation.com

The retail fuel and fleet mobility payments solution to futureproof your business

With integrated fraud prevention, machine learning technology, business intelligence for actionable insights, and an expert team to guide you every step of the way.

aiEazyFuel®

Futureproof and streamline your fleet business with aiEazyFuel®, our secure fleet card issuing platform that offers EMVCo Open Loop with Visa and Mastercard acceptance.

[See aiEazyFuel® in action →](#)

aiRiskNet®

Real-time fraud detection with our best-in-class SaaS fraud platform aiRiskNet®. For issuers, acquirers and payment processors.

[See aiRiskNet® in action →](#)

Our Clients

Shell

CIRCLE K

ORLEN

vantage

[See more clients →](#)

APPEALING TO THE CUSTOMER

We highlighted the benefits of working with The ai corporation on key pages, using an appealing and easy to read design.

Using testimonials and social proof helps to build the credibility of The ai Corporation, which is important for conversions.

BIGFORK



Zoë Williams, Head of Operations & Compliance

"We're proud to have partnered with The ai Corporation for over a decade, using aiRiskNet and their managed services team to combat fraud, in our bid to deliver a secure payment solution. Their proactive and collaborative partnership approach has made them a trusted partner and a key contributor towards eradicating business exposure to Shell."

Key Benefits

Identifies and intensifies opportunity
Curated and crafted by our multi-domain SMEs, aiSmartIntelligence® datasets are poised to surface hidden insights from the data flowing through aiRiskNet® and aiEasyFuel® so you can pinpoint potential new revenue streams while maximising the profitability and predictability of their current ones.

Increases operational efficiency
With the core data modelling and the data pipelines developed, your management and operational users can immediately absorb and act on the insights, freeing your data and analytics teams to add value more effectively by building on those firm foundations.

Mitigates risk
Whether through fraud trend analysis that highlights anomalous activity and behavioural patterns in authorisations, transactions, or any other data flowing through aiRiskNet® and aiEasyFuel®, you can reduce uncertainty through descriptive, predictive, and prescriptive analytics.

Modular
We have a portfolio/suite of tools that allow you to pick and choose the level of analysis you need for the size of your business. This matrix of solutions and services saves you time and precious resources.

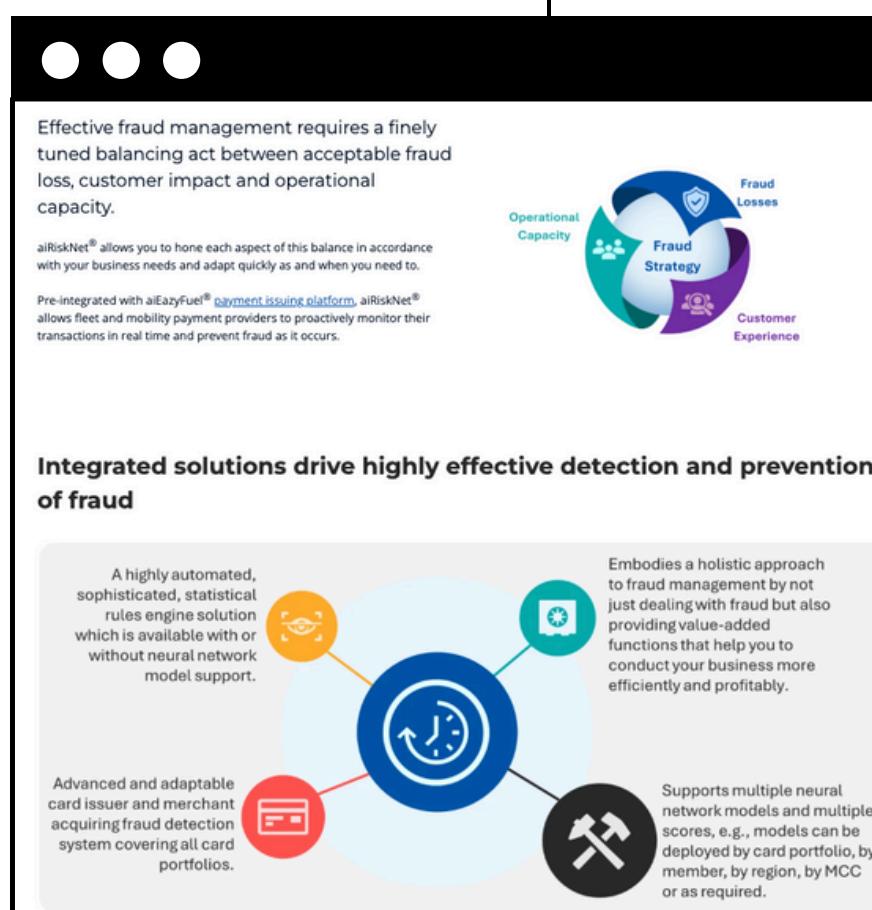
Time-saving
Data is already structured, classified, enriched and modelled to save time and let your teams do what they do best – analyse the data.

Discover aiSmartIntelligence®
Contact us to book your demo today.

All the features you need

TOP RESULTS FOR THE AI CORPORATION

The new website resulted in a **314%** increase in form fills and demo requests.



Effective fraud management requires a finely tuned balancing act between acceptable fraud loss, customer impact and operational capacity.

aiRiskNet® allows you to hone each aspect of this balance in accordance with your business needs and adapt quickly as and when you need to.

Pre-integrated with aiEasyFuel® payment issuing platform, aiRiskNet® allows fleet and mobility payment providers to proactively monitor their transactions in real time and prevent fraud as it occurs.

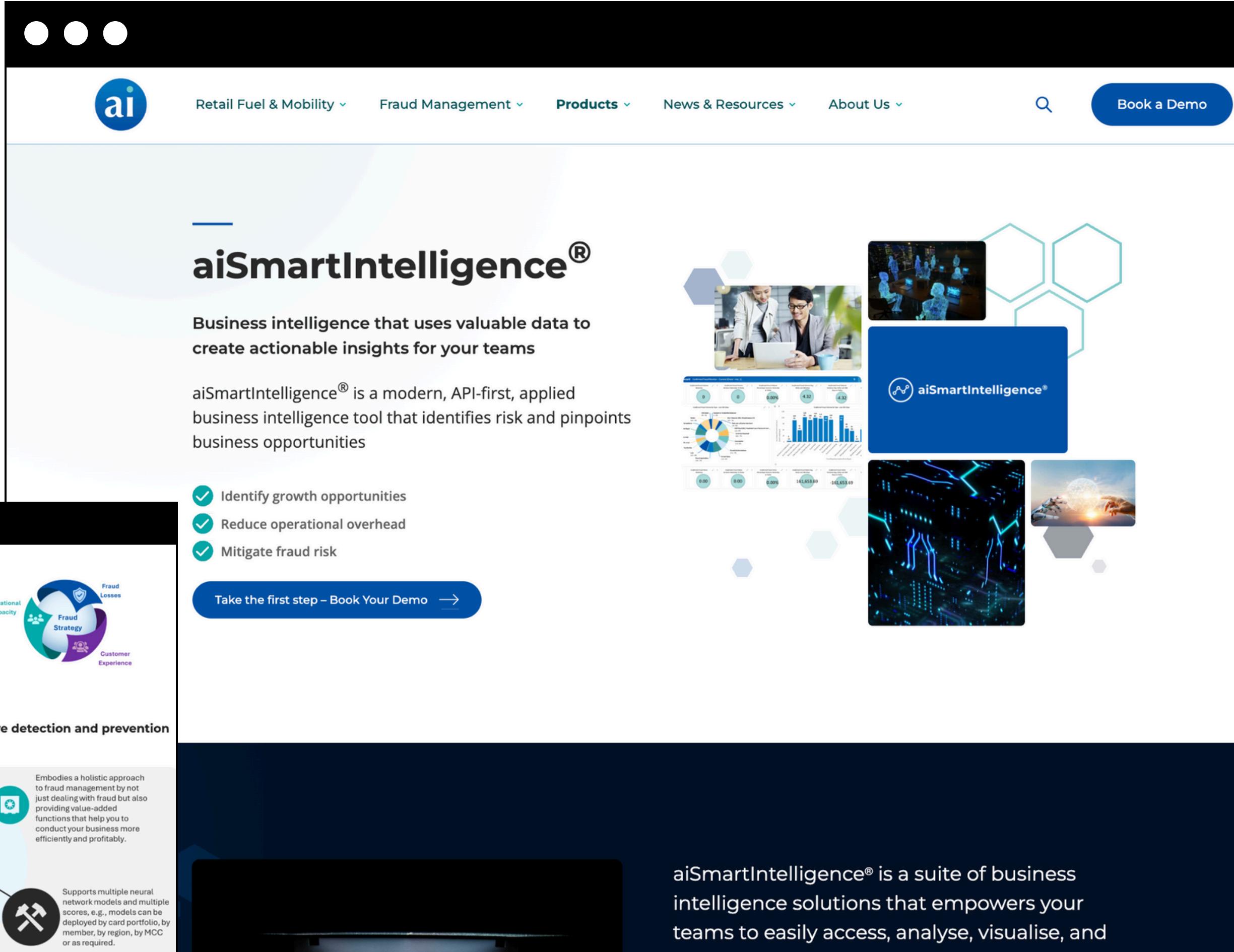
Integrated solutions drive highly effective detection and prevention of fraud

A highly automated, sophisticated, statistical rules engine solution which is available with or without neural network model support.

Advanced and adaptable card issuer and merchant acquiring fraud detection system covering all card portfolios.

Supports multiple neural network models and multiple scores, e.g., models can be deployed by card portfolio, by member, by region, by MCC or as required.

Embody a holistic approach to fraud management by not just dealing with fraud but also providing value-added functions that help you to conduct your business more efficiently and profitably.



aiSmartIntelligence®

Business intelligence that uses valuable data to create actionable insights for your teams

aiSmartIntelligence® is a modern, API-first, applied business intelligence tool that identifies risk and pinpoints business opportunities

- ✓ Identify growth opportunities
- ✓ Reduce operational overhead
- ✓ Mitigate fraud risk

Take the first step – Book Your Demo →

aiSmartIntelligence® is a suite of business intelligence solutions that empowers your teams to easily access, analyse, visualise, and

A SUCCESSFUL NEW WEBSITE FOR INTERFACE ENTERPRISES

Interface Enterprises are a training company who deliver programmes to public sector clients.

Their old website made it too hard to find courses and book places.

We were appointed to create a new, improved website to generate more leads.

www.interfaceenterprises.co.uk



Call us on

About Us Training Consultancy Family Help News Contact Us Client Area

Helping you transform the lives of vulnerable families

Interface is a national provider of specialist support, evaluation, training, information and resources for those working to transform the lives of vulnerable children, individuals and families.

Contact us

315 clients in the statutory and voluntary sector.

21,000 front line practitioners and managers trained.

50+ skills training courses available.

A QUALITY USER EXPERIENCE

A design challenge was to help customers search the range of over 50 courses.

By developing course filters, a powerful site search, and optimising course pages, we successfully improved the whole user experience and conversions.

The result? **More bookings, happier customers and a 9% conversion rate.**

The image displays the 'interface transforming lives' website. The top half of the image shows a large banner with four people (two men, two women) smiling and working together at a table, suggesting a collaborative learning environment. The bottom half shows a detailed view of the 'Skills Training' page. On the left, there's a sidebar with text about Trauma Informed Training and Support, and links for Face to Face or Virtual courses and Bespoke & Open Training Courses. The main content area features a large title 'Skills Training' and a section titled 'Most popular courses' with four thumbnail images: 'Trauma Informed Practice', 'Families First Training', 'Family led decision making', and 'Family Hubs Training'. Each thumbnail has a small description below it.

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“THE BIGFORK TEAM IMPRESSED US WITH THEIR KNOWLEDGE, RESPONSIVENESS, CLEAR DESIGN APPROACH, AND GREAT CUSTOMER SERVICE.”

Wendy Weal, MD, Interface Enterprises

BIGFORK



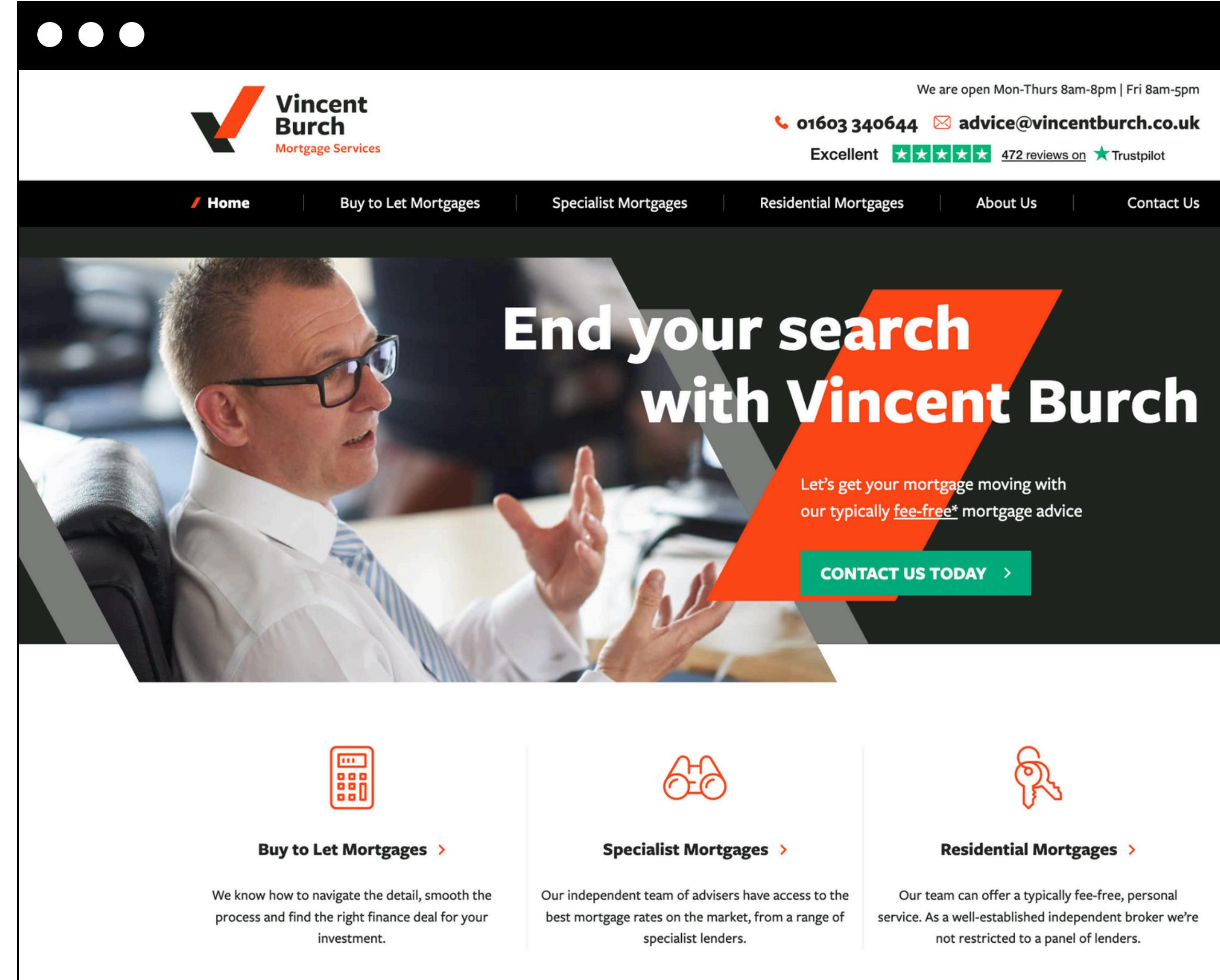
A WEBSITE TO REPOSITION VINCENT BURCH

Vincent Burch is a national mortgage broker with expertise in buy to let mortgages. Their new website had 3 core objectives:

- Position them as professional, trustworthy and knowledgeable
- Promote their core USPs such as “No broker fees”
- Optimise the website for organic search and increase leads

www.vincentburch.co.uk

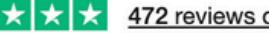
BIGFORK



The image shows the homepage of the Vincent Burch website. At the top, there is a black header with the Vincent Burch logo (a red checkmark icon and the text 'Vincent Burch Mortgage Services'). To the right of the logo, the text 'We are open Mon-Thurs 8am-8pm | Fri 8am-5pm' is displayed. Below the header, there is a navigation bar with links for 'Home', 'Buy to Let Mortgages', 'Specialist Mortgages', 'Residential Mortgages', 'About Us', and 'Contact Us'. The main content area features a large image of a man in a suit and glasses, gesturing with his hands as if speaking. Overlaid on this image is the text 'End your search with Vincent Burch'. To the right of this text is a green button with the text 'CONTACT US TODAY >'. Below the main image, there are three sections with icons and text: 'Buy to Let Mortgages' (calculator icon), 'Specialist Mortgages' (binoculars icon), and 'Residential Mortgages' (key icon). Each section has a brief description and a link to learn more.

We are open Mon-Thurs 8am-8pm | Fri 8am-5pm

01603 340644 advice@vincentburch.co.uk

Excellent  472 reviews on 

Home | **Buy to Let Mortgages** | **Specialist Mortgages** | **Residential Mortgages** | **About Us** | **Contact Us**

End your search with Vincent Burch

Let's get your mortgage moving with our typically fee-free* mortgage advice

CONTACT US TODAY >

Buy to Let Mortgages >

We know how to navigate the detail, smooth the process and find the right finance deal for your investment.

Specialist Mortgages >

Our independent team of advisers have access to the best mortgage rates on the market, from a range of specialist lenders.

Residential Mortgages >

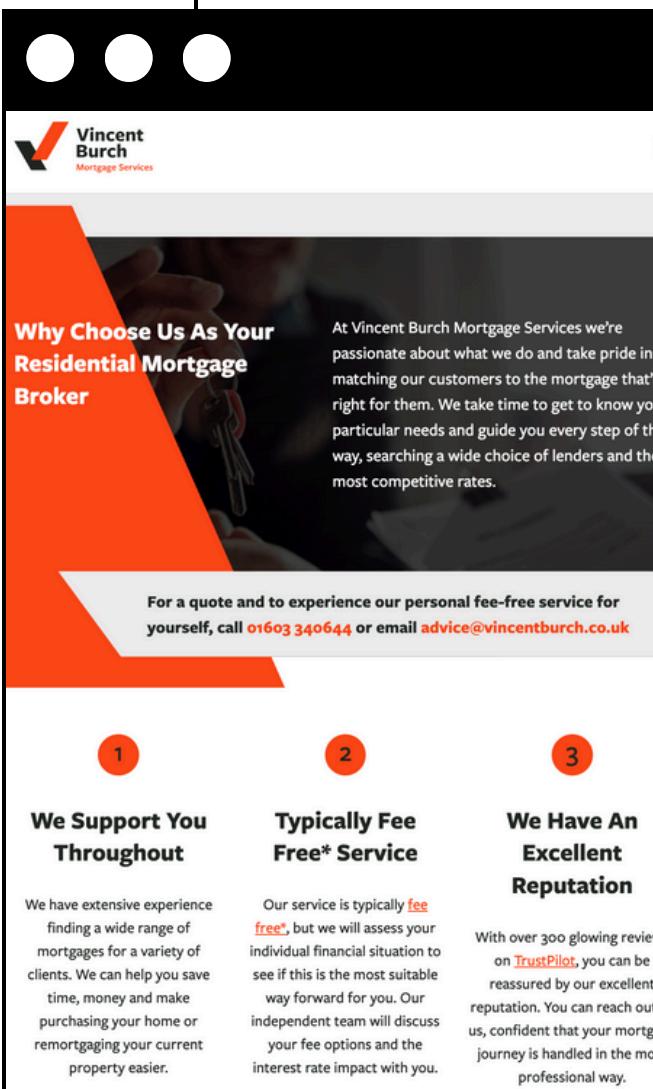
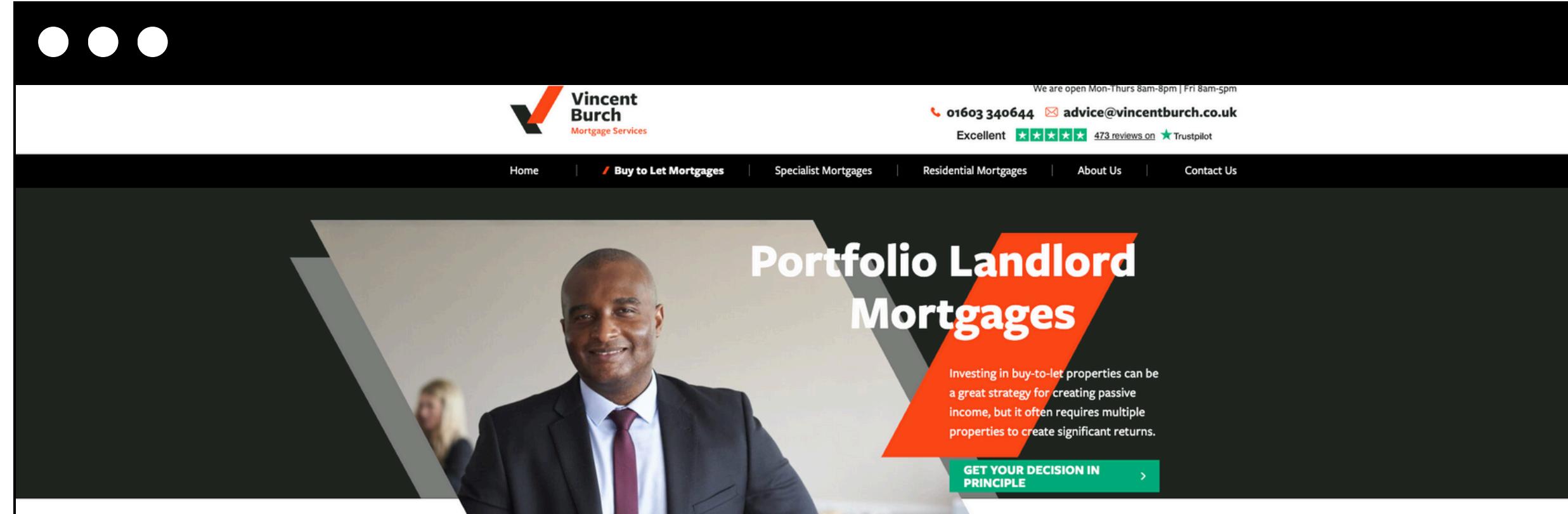
Our team can offer a typically fee-free, personal service. As a well-established independent broker we're not restricted to a panel of lenders.

OPTIMISING FOR CONVERSIONS

Vincent Burch spent a lot on PPC ads, but conversion rates were low due to a dated design and poor optimisation.

To increase enquiries we used strong, stand out calls to action with easy to read copy and page layouts.

Their main USP (No Broker Fees) is also highlighted across all page designs with eye catching visuals.



BIGFORK

What is a portfolio landlord?

Portfolio landlords are defined as those who have four or more mortgaged Buy-to-Let properties. In recent years the underwriting of a mortgage for a 'portfolio landlord' with multiple properties has changed and 'stress testing' has been introduced. Lenders use these checks to ensure investors are in a stable financial position. Of course different lenders interpret these rules in different ways, but they will all consider your entire portfolio.

Portfolio mortgages are a valuable tool for landlords looking to streamline their property investments and unlock their full potential. By understanding the advantages of these types of mortgages, their eligibility criteria, and effective strategies for building a buy-to-let portfolio, landlords can achieve long-term financial success through property investments in the UK.

Our established relationships with 100+ specialist lenders gives us access to 1000s of mortgage products. Enquire 24/7 for a quick DIP. At Vincent Burch Mortgage Services, our knowledgeable team is on hand to give you expert advice and guidance every step of the way towards the right mortgage options for you. Call [01603 340644](tel:01603340644) or email advice@vincentburch.co.uk

[FIND THE BEST DEAL >](#)



Excellent



Based on 473 reviews
Trustpilot

★★★★★

Fabulous Mortgage Brokers!
Jodie and Liam helped us to get company BTL mortgage arranged for our...
Eugene, 4 days ago

Showing our 4 & 5 star reviews

★★★★★ Verified

Fantastic support from the team at...
Fantastic support from the team at Vincent Burch Mortgage Services. Highly effic...
customer, 4 days ago

★★★★★

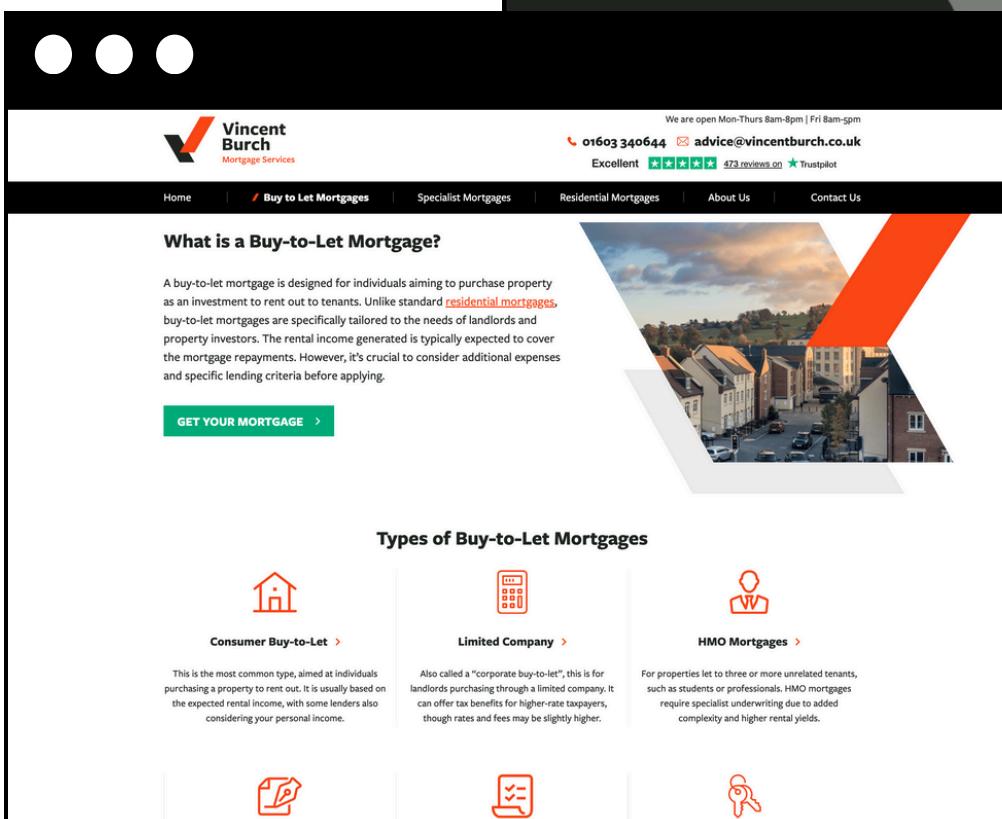
I had an excellent experience with...
I had an excellent experience with Vincent Burch when remortgaging my buy-to-let...
Nasir, January 20

OPTIMISING FOR SEARCH

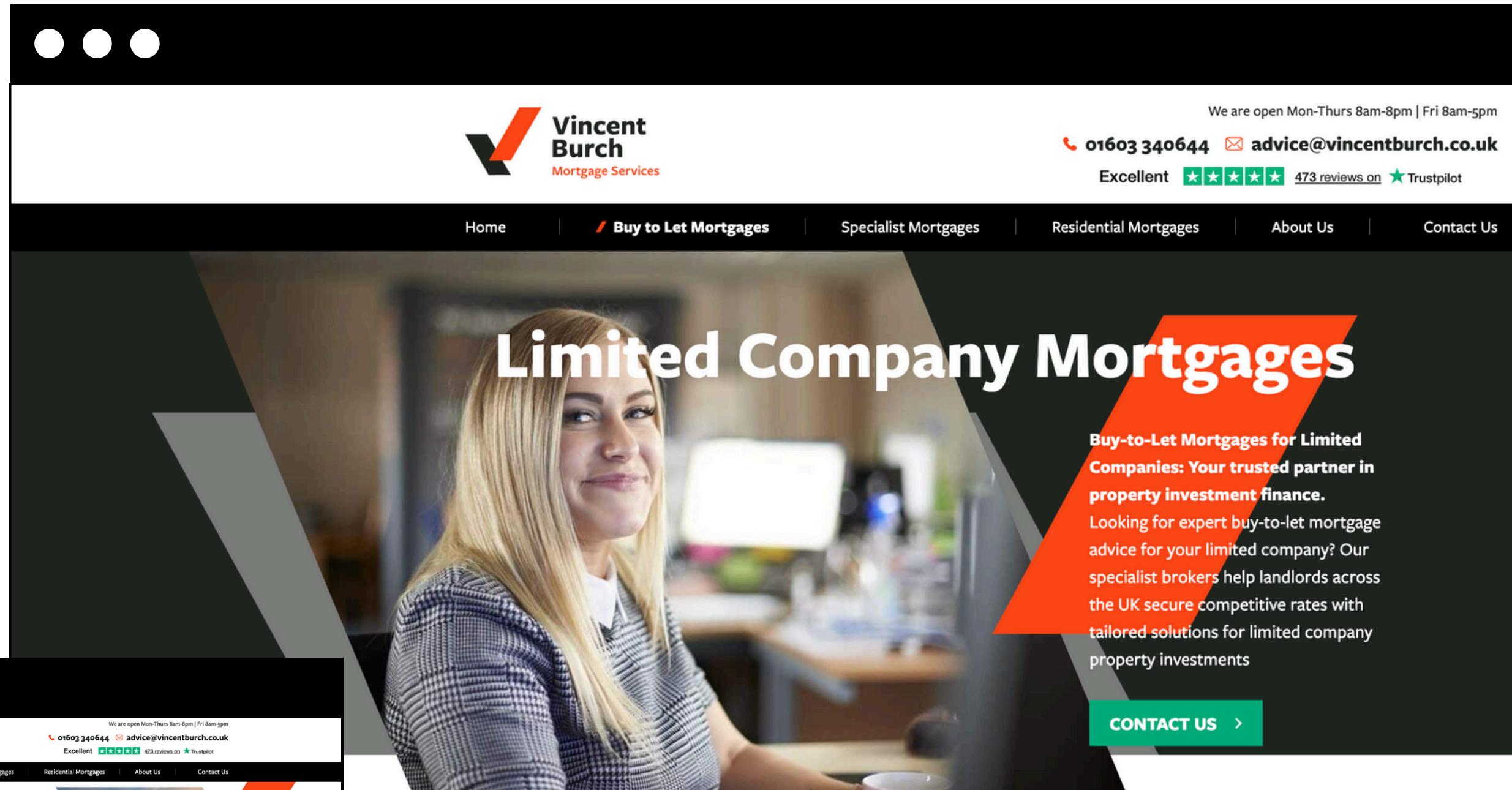
To optimise for organic search, we carried out extensive keyword research which was used to optimise pages and content throughout the website.

With **good traffic** and a **13% conversion rate** compared to the B2B average of 2.2%, the client is very happy.

BIGFORK



The mobile view of the website displays the 'Buy to Let Mortgages' section. It features a header with the Vincent Burch logo, contact information (01603 340644, advice@vincentburch.co.uk), and a Trustpilot rating of 'Excellent' with 473 reviews. Below the header, there is a sub-navigation menu with links to Home, Buy to Let Mortgages, Specialist Mortgages, Residential Mortgages, About Us, and Contact Us. The main content area is titled 'What is a Buy-to-Let Mortgage?' and includes a detailed description of the product, a 'GET YOUR MORTGAGE >' button, and a small image of a residential street. To the right, there is a section titled 'Types of Buy-to-Let Mortgages' with three categories: 'Consumer Buy-to-Let' (represented by a house icon), 'Limited Company' (represented by a calculator icon), and 'HMO Mortgages' (represented by a person icon). Each category has a brief description and a 'View Details >' link.



The desktop view of the website features a large banner image of a smiling woman in an office setting. Overlaid on the banner is the text 'Limited Company Mortgages' in large, bold, white letters. The top navigation bar includes the Vincent Burch logo, a phone icon with the number 01603 340644, an email icon with advice@vincentburch.co.uk, and a Trustpilot rating of 'Excellent' with 473 reviews. The main navigation menu is located at the top right, with links to Home, Buy to Let Mortgages (highlighted in red), Specialist Mortgages, Residential Mortgages, About Us, and Contact Us. The 'Buy to Let Mortgages' section on the left contains the same content as the mobile view, including the 'What is a Buy-to-Let Mortgage?' article and the 'Types of Buy-to-Let Mortgages' section. The right side of the page features a red call-to-action button labeled 'CONTACT US >'. Below the banner, there are several Trustpilot reviews with 4 and 5-star ratings, and a testimonial from Eugene: 'Fantastic support from the team at...'. The footer of the page includes a 'We are open Mon-Thurs 8am-8pm | Fri 8am-5pm' message.

What is a Limited Company Buy-to-Let Mortgage?

Excellent

Based on 473 reviews
Trustpilot

Fabulous Mortgage Brokers!

Jodie and Liam helped us to get company BTL mortgage arranged for our...
Eugene, 3 days ago

Showing our 4 & 5 star reviews


Verified
Fantastic support from the team at...
Fantastic support from the team at Vincent Burch Mortgage Services. Highly effic...
customer, 3 days ago


I had an excellent experience with...
I had an excellent experience with Vincent Burch when remortgaging my buy-to-let...
Nasir, 6 days ago

WE'RE DELIGHTED WITH THE NEW WEBSITE. THE FEEDBACK FROM OUR TEAM, CLIENTS, LENDERS AND ENQUIRIES HAS ALL BEEN FANTASTIC."

Michael Bannister, Marketing Manager, Vincent Burch



A 300% INCREASE IN CONVERSIONS FOR QUARTIX

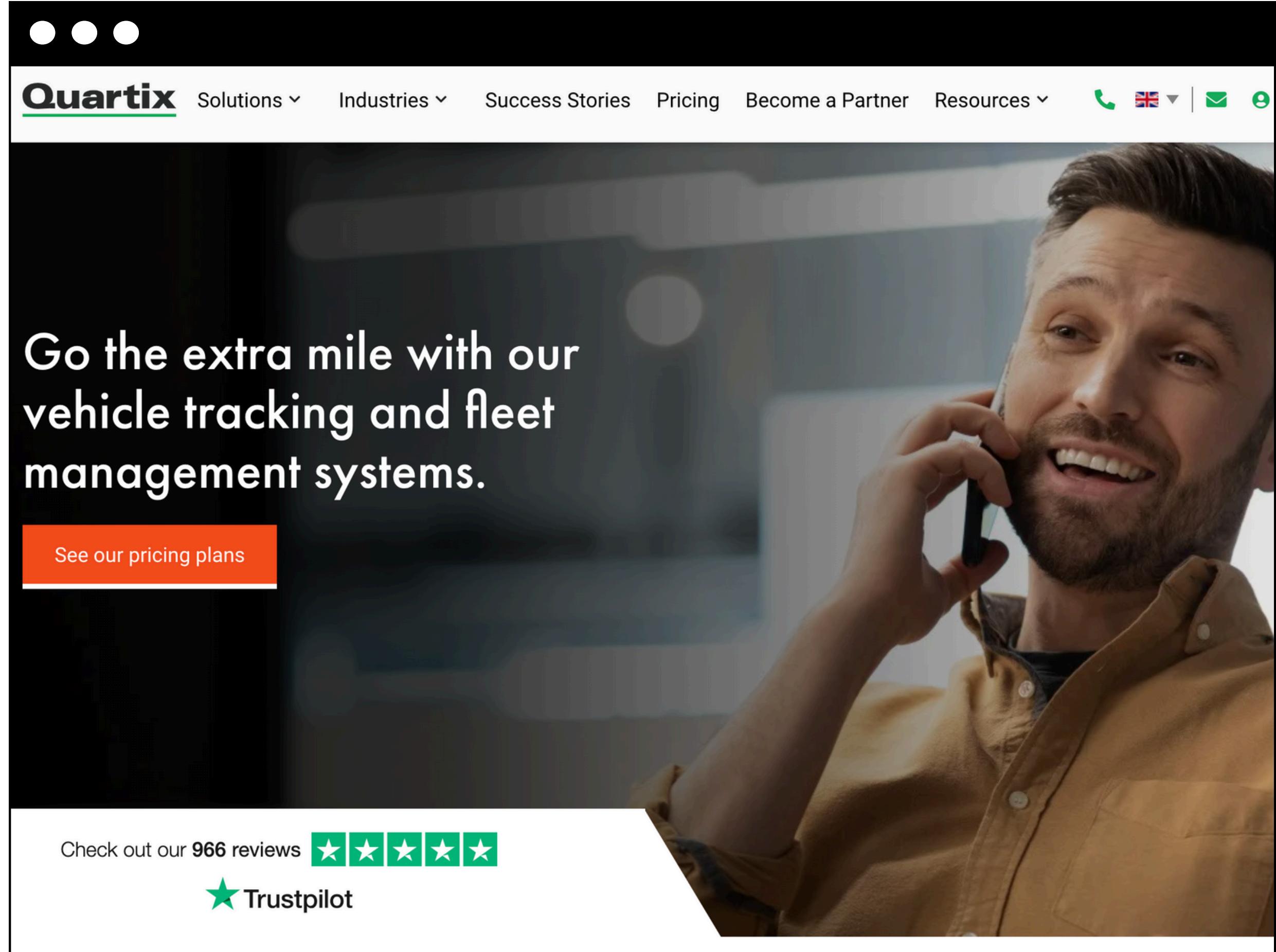
Quartix are a SaaS company offering vehicle tracking software and related services.

Their website had good traffic, but conversion rates were low.

We worked with the team at Quartix to optimise their existing website for more conversions and leads.

The optimised website increased their conversions by 300%!

BIGFORK



The image shows the Quartix website homepage. At the top, there is a navigation bar with the Quartix logo, a search bar, and links for Solutions, Industries, Success Stories, Pricing, Become a Partner, Resources, and a language selector (UK). Below the navigation is a large banner featuring a smiling man in a yellow shirt talking on a phone. The text on the banner reads: "Go the extra mile with our vehicle tracking and fleet management systems." Below this text is a red button with the text "See our pricing plans". At the bottom of the page, there is a section for reviews with the text "Check out our 966 reviews" and a Trustpilot logo with a 5-star rating.

Check out our 966 reviews 

 Trustpilot

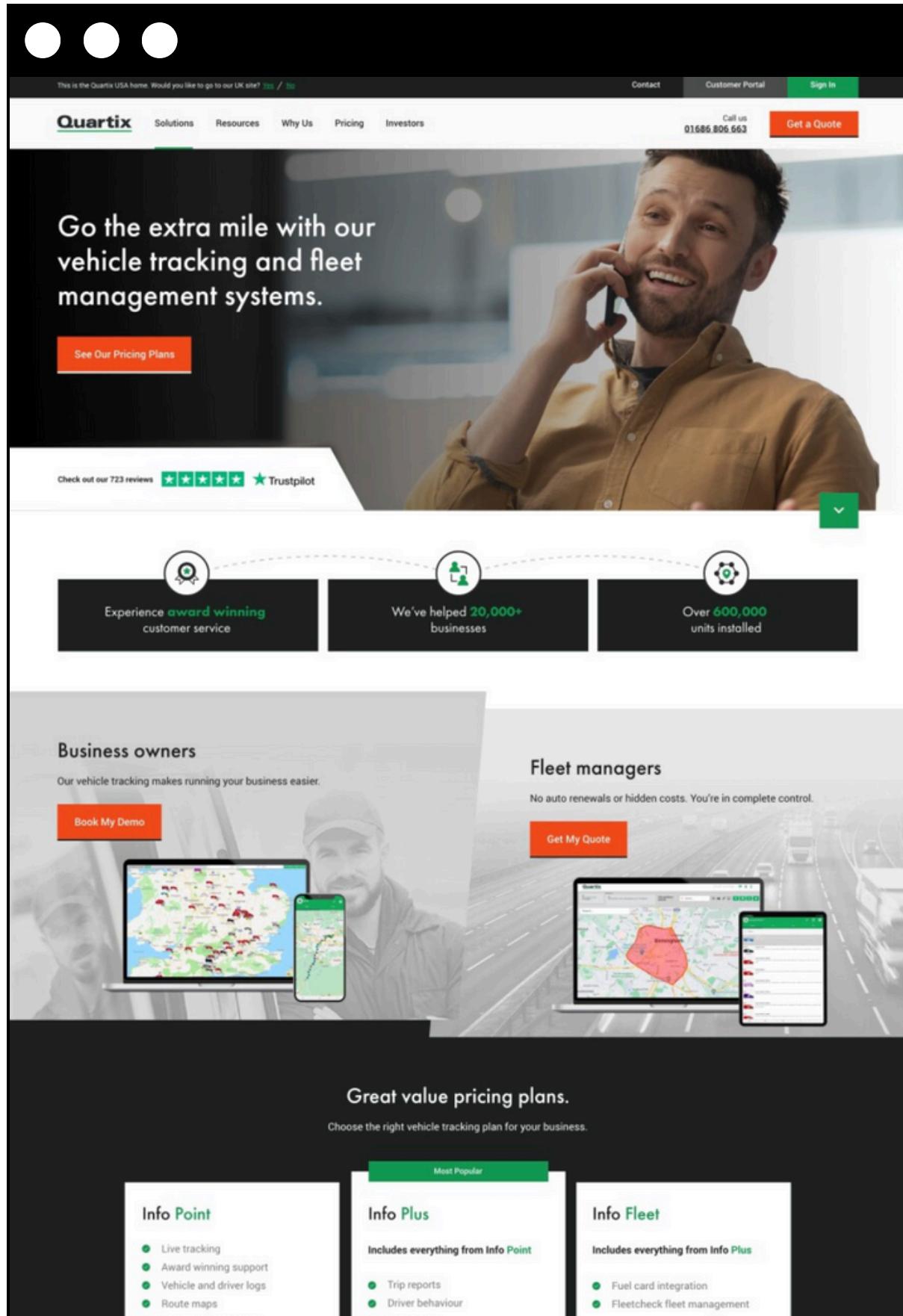
A NEW DESIGN BY BIGFORK

The thing that really stood out for Quartix was that their website wasn't designed for the customer; focussing on product features rather than benefits.

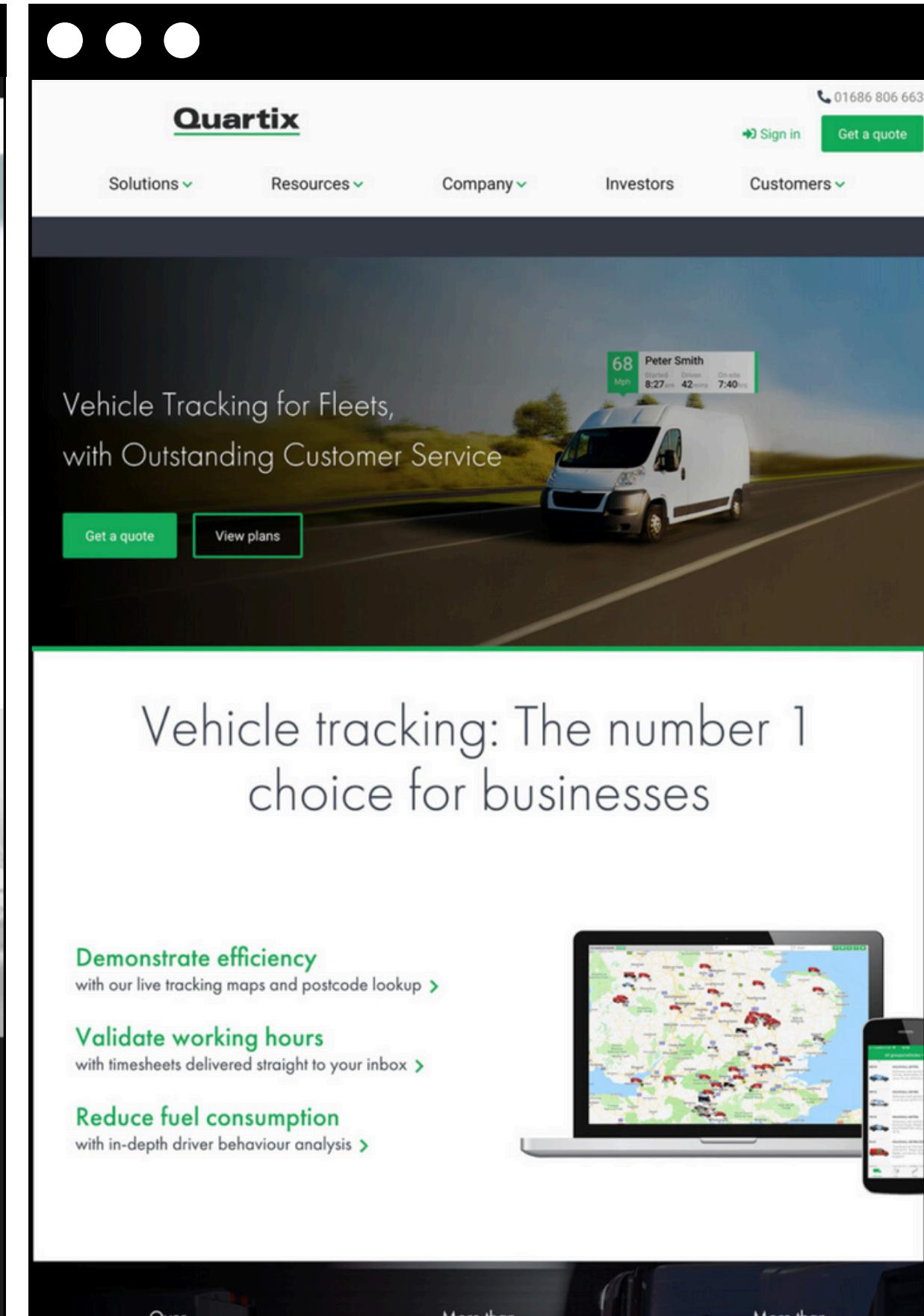
Some changes we made included:

- Highlighting their great customer service with images of people, testimonials and awards.
- Orange buttons for calls to action to make them stand out.
- Using personal copy like "Get my quote" instead of "get a quote"

The new design



The old design



ONGOING TESTING AND RESULTS

We tested the new pages using URL split tests, heat maps, scroll maps, and recordings.

The most significant finding was 300% increase in conversions.

But we also found that visitors were interested in credentials, green text was commonly mistaken as a link, and the new pages had better engagement.

These insights were used for further changes on the site.

The screenshot shows the Microsoft Clarity 'Recordings' dashboard. The top navigation bar includes 'Microsoft | Clarity', 'Quartix', 'Dashboard', 'Recordings' (which is selected), 'Heatmaps', 'Settings', and various icons for filters, segments, and reporting. The main area displays a list of recorded sessions with details like entry and exit URLs, duration, and device information. The bottom half of the screen shows a heatmap overlay on a website page featuring a man on a phone. The heatmap highlights areas of high user engagement, such as the 'See our pricing plans' button and the man's hands. A timeline at the bottom indicates the session duration is 00:00 / 06:38.

| Session | Entry URL | Exit URL | Duration | Clicks | Pages |
|---------|--------------------------|--------------------------|----------|--------|-------|
| May 28 | .../en-gb/tracking-home/ | .../en-gb/tracking-home/ | 06:38 | 1 | 1 |
| May 17 | .../en-gb/tracking-home/ | .../en-gb/tracking-home/ | 02:40 | 2 | 1 |
| May 6 | .../en-gb/tracking-home/ | .../en-gb/tracking-home/ | 01:13 | 9 | 1 |

WHY CHOOSE BIGFORK?

FUSION MAKES IT WORK

FUSION is our website process.

It successfully delivers a high quality website, on time, on budget, and focused on your business' growth.





4 reasons why you can trust us with your website.

We're B2B specialists.
We know what buyers want
from websites.

You'll get a high quality, custom
website. No templates and no
compromises

You'll work with an expert and
experienced team. Strictly no
amateurs or offshoring.

You'll receive all the ongoing
support you need for your
website.

FIVE STAR GOOGLE REVIEWS



AN EXPERIENCED TEAM

We help B2B companies streamline operations, accelerate growth, engage audiences, and position their brand above the competition with website expertise.

Bigfork are a small team of experts, with a big network of trusted specialists.



Mark Ellaway
Digital Marketing
Director



Colin Richardson
Digital Design
Director



Amy Culham
Digital Marketing
Manager



Vicky Measures
Marketing Executive



Loz Calver
Senior Developer



Kieran Rigby
Web Developer

READY TO GET STARTED?

Let's make your website tasty.
Get in touch to find out more.

Mark Ellaway
Digital Marketing Director

mark@bigfork.co.uk
+44 (0) 1603 513080