



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.





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



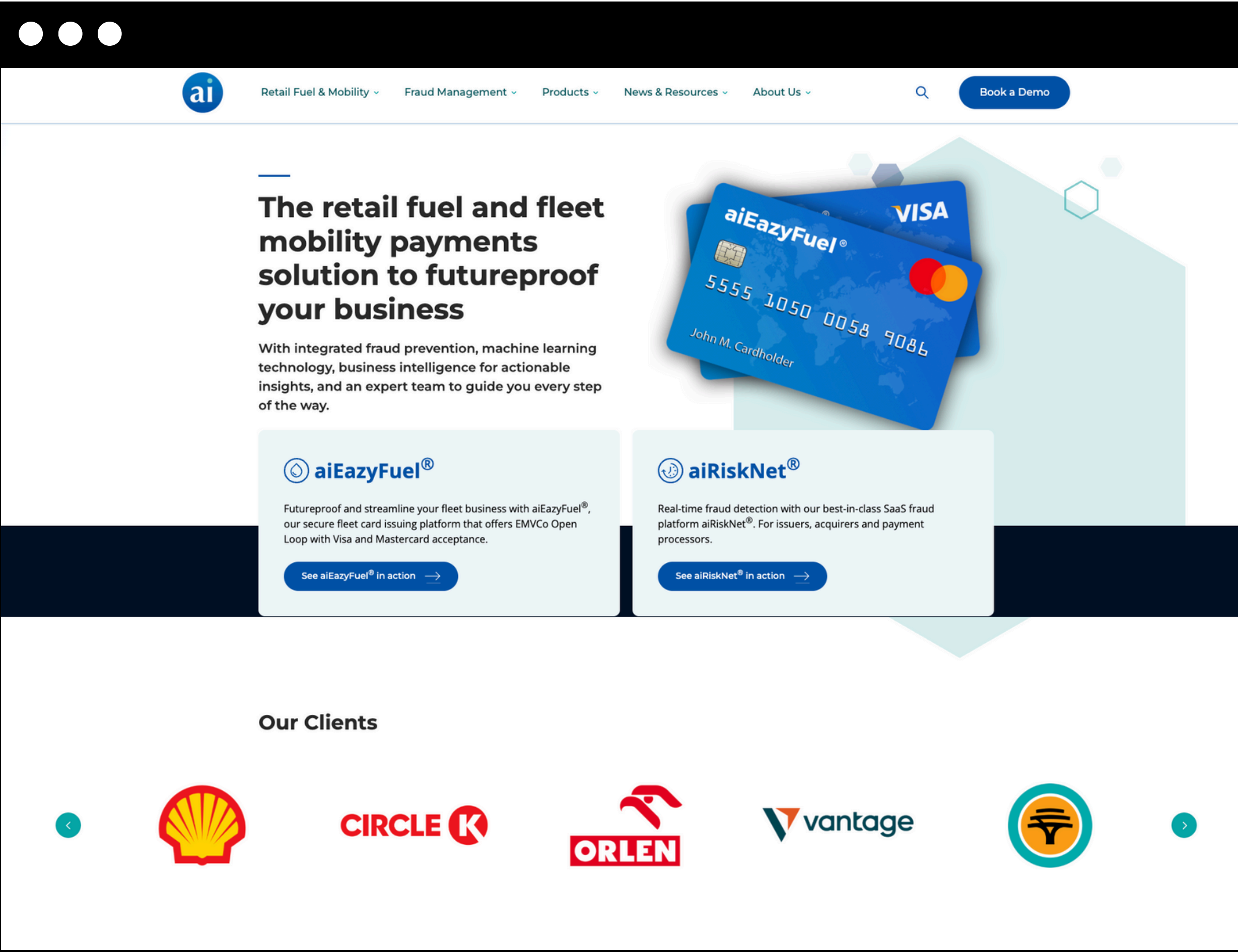
A NEW WEBSITE FOR THE AI CORPORATION

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

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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.

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 aiEazyFuel® 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 aiEazyFuel®, 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.

→

The ai Corporation by numbers

£15bn

processed by aiEazyFuel® each year

800m

transactions processed through aiEazyFuel®

£9bn

protected from fraud, by aiRiskNet®

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. ”

All the features you need

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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.



The diagram illustrates a circular process for Fraud Strategy. At the center is a blue circle labeled "Fraud Strategy". Surrounding it are four colored segments, each with an icon and a label: a teal segment with a gear and people icon labeled "Operational Capacity", a purple segment with a shield and dollar sign icon labeled "Fraud Losses", a pink segment with a person and checkmark icon labeled "Customer Experience", and a light blue segment with a shield and checkmark icon labeled "Fraud Strategy".

Integrated solutions drive highly effective detection and prevention of fraud



The diagram shows a central blue circle with a clock icon, connected to four surrounding circles, each representing a different aspect of fraud management. The top-left circle is orange with an eye icon, the top-right is teal with a gear icon, the bottom-left is red with a card icon, and the bottom-right is black with a hammer and pickaxe icon.

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.

Embodies 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.

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.



A SUCCESSFUL NEW WEBSITE FOR INTERFACE ENTERPRISES

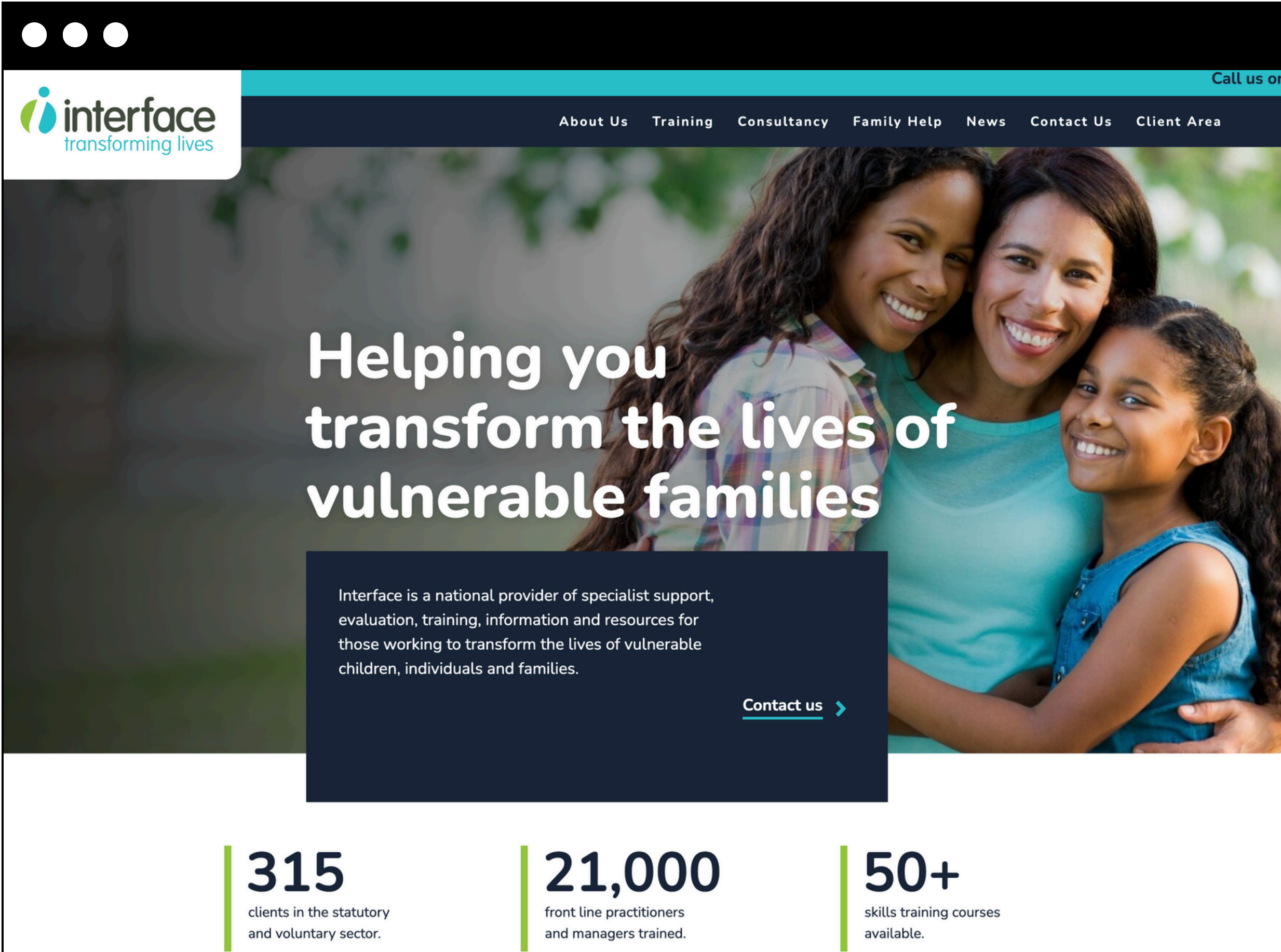
Interface Enterprises are a training company who deliver programmes to public sector clients.

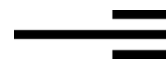
Their old website made it too hard to find courses and book places.

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

www.interfaceenterprises.co.uk

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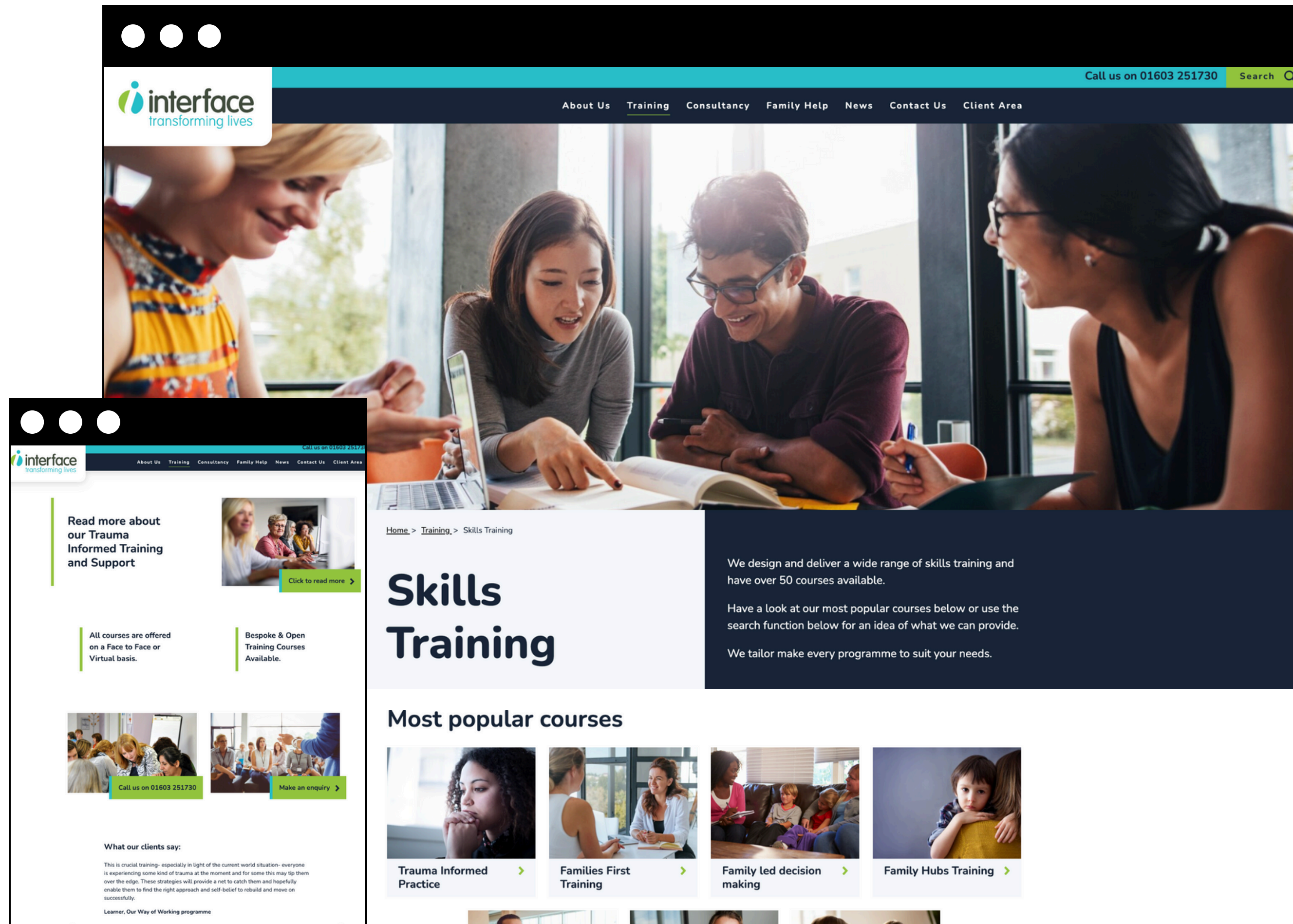
A QUALITY USER EXPERIENCE

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.**

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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

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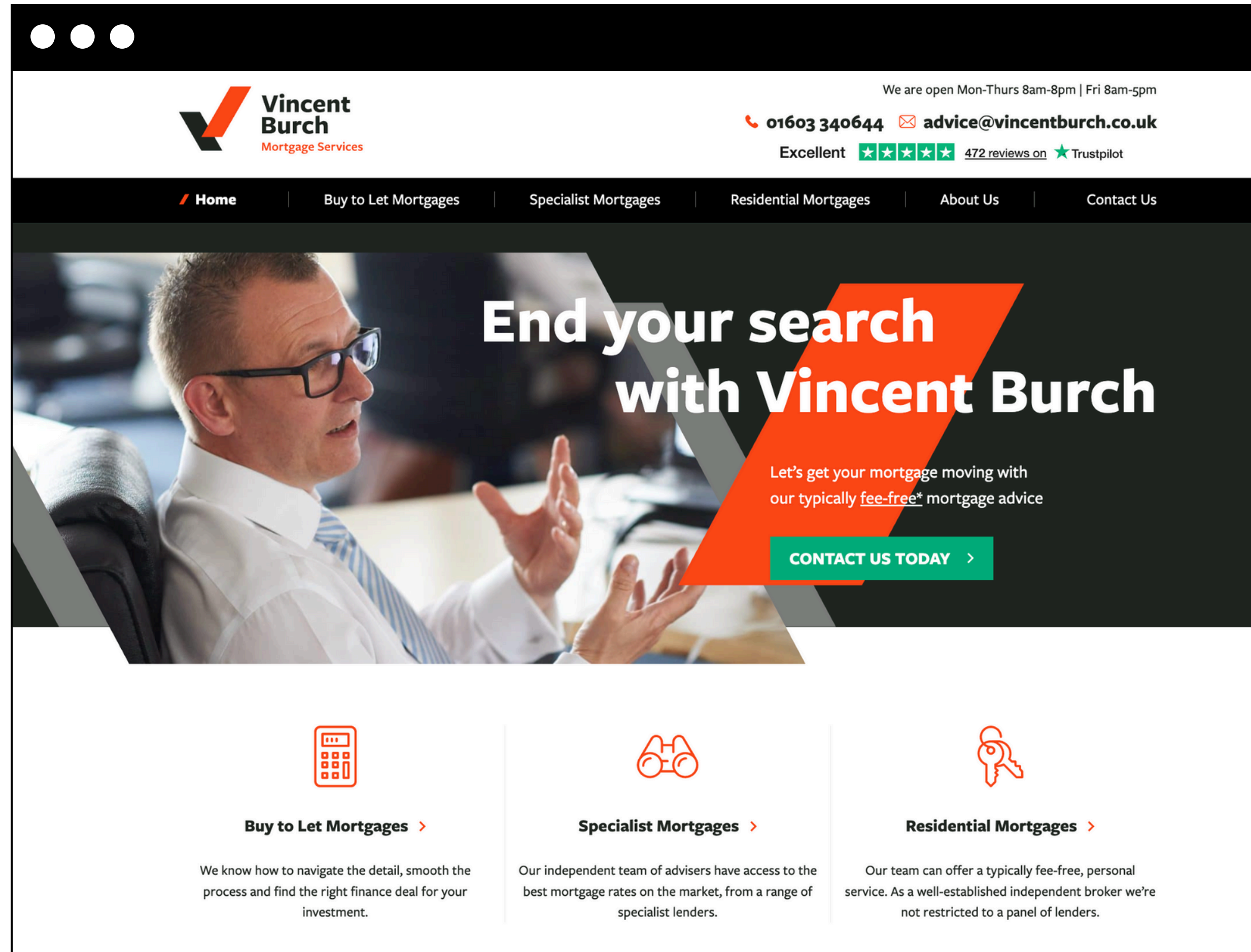
A WEBSITE TO REPOSITION VINCENT BURCH

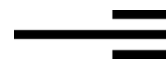
Vincent Burch is a national mortgage broker with expertise in buy to let mortgages. Their new website had 3 core objectives:

- 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

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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.

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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 or email advice@vincentburch.co.uk

FIND THE BEST DEAL >

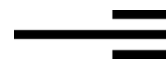


Excellent
★★★★★
Based on 473 reviews
★ Trustpilot

★★★★★
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

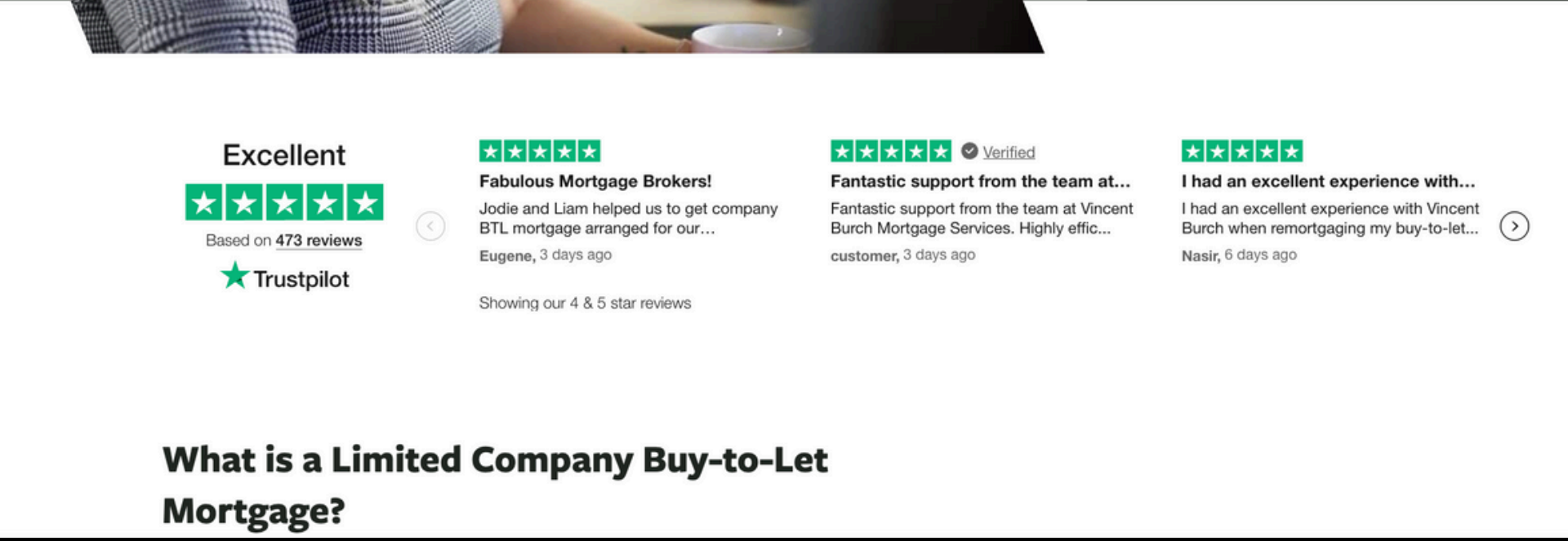
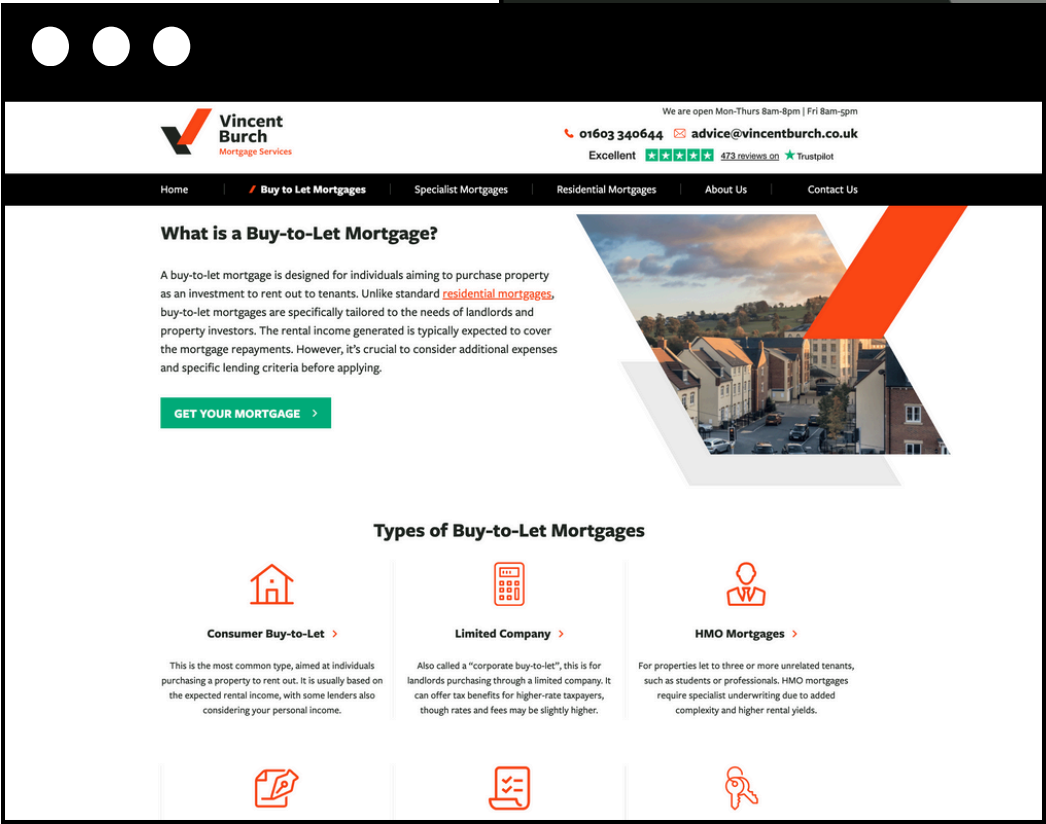
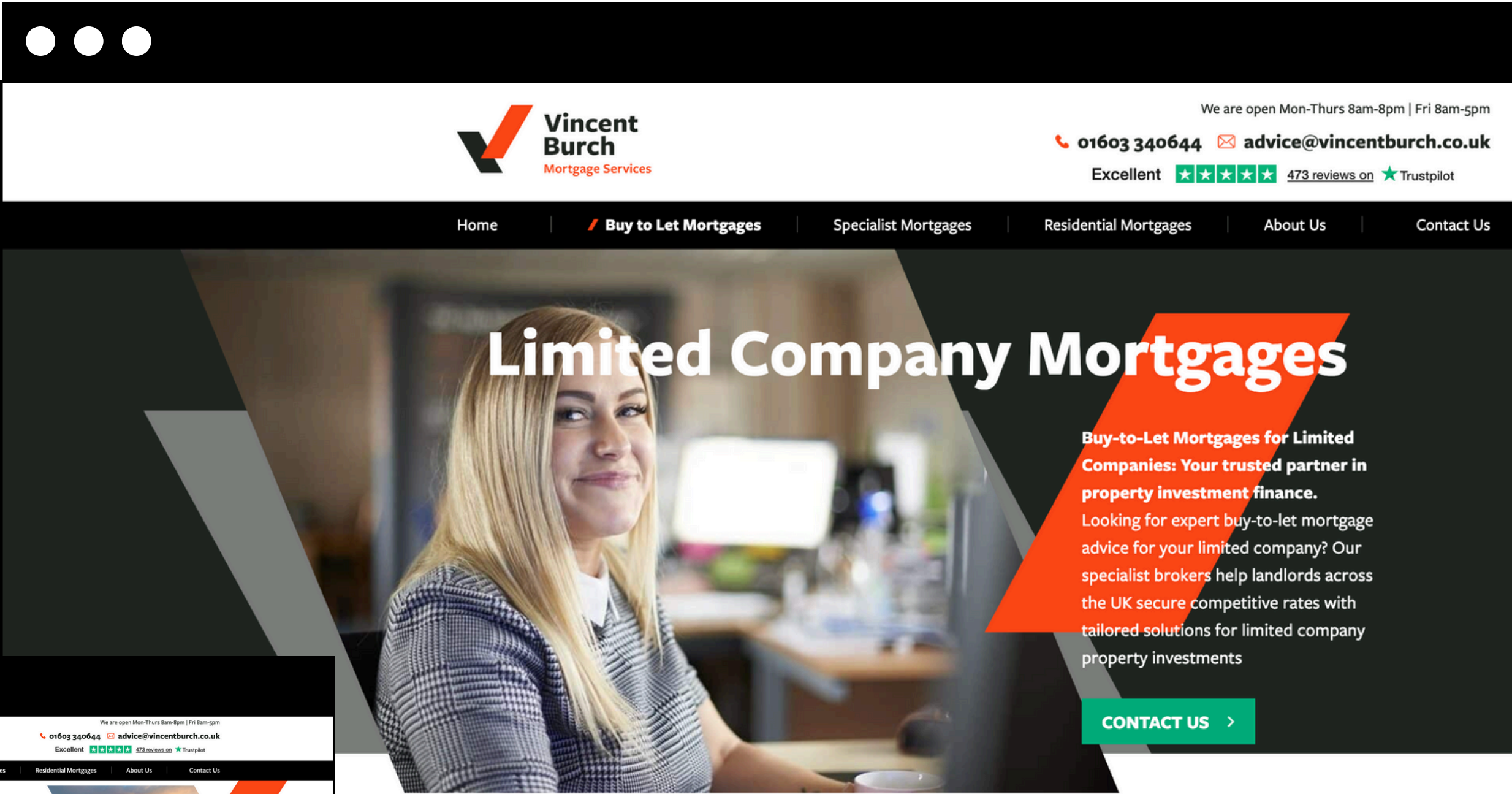
★★★★★
I had an excellent experience with...
I had an excellent experience with Vincent Burch when remortgaging my buy-to-let...
Nasir, January 20



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.

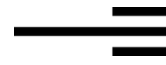




WE'RE DELIGHTED WITH THE NEW WEBSITE. THE FEEDBACK FROM OUR TEAM, CLIENTS, LENDERS AND ENQUIRIES HAS ALL BEEN FANTASTIC."

Michael Bannister, Marketing Manager, Vincent Burch





A 300% INCREASE IN CONVERSIONS FOR QUARTIX

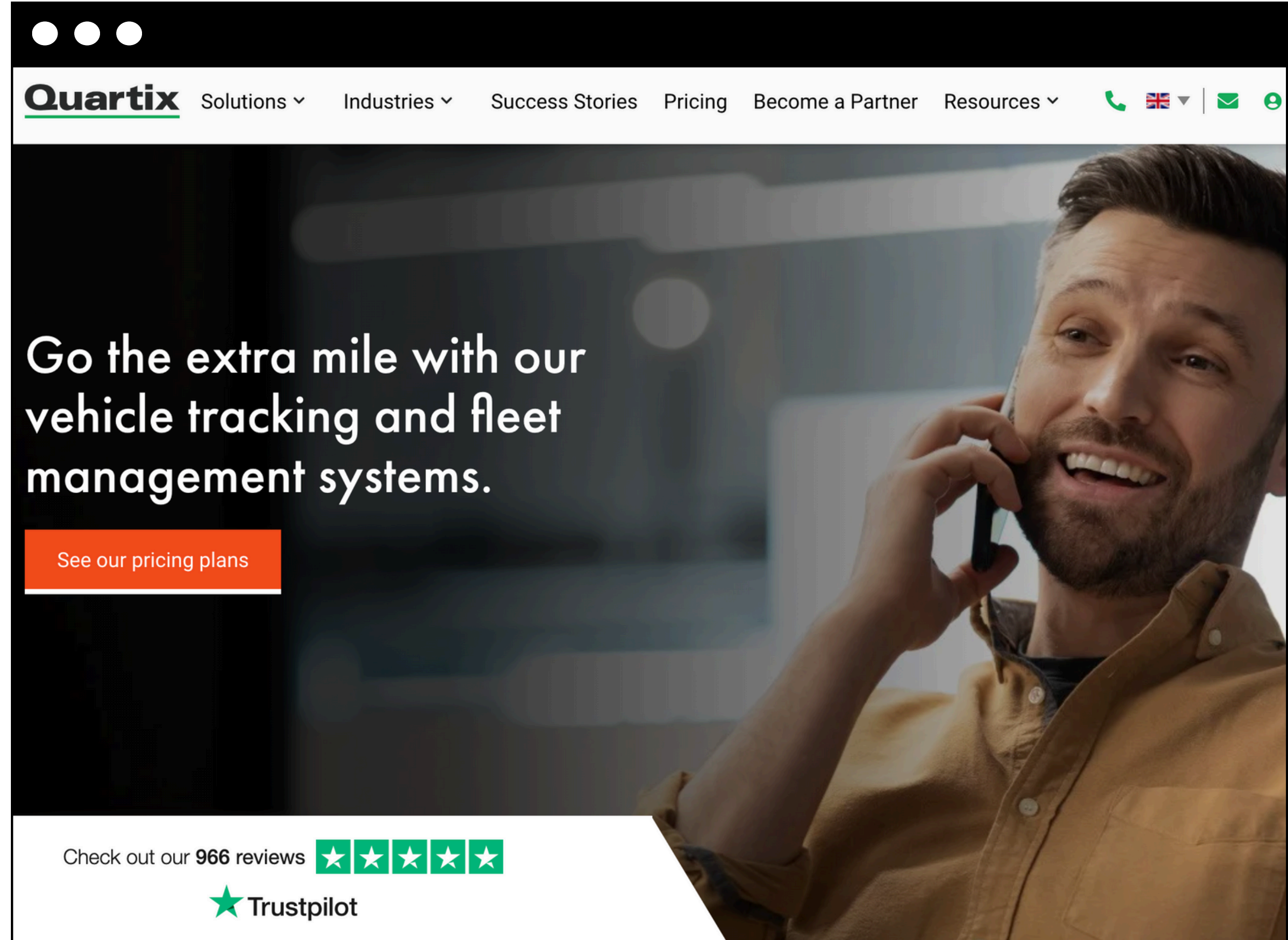
Quartix are a SaaS company offering vehicle tracking software and related services.

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%!

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A NEW DESIGN BY BIGFORK

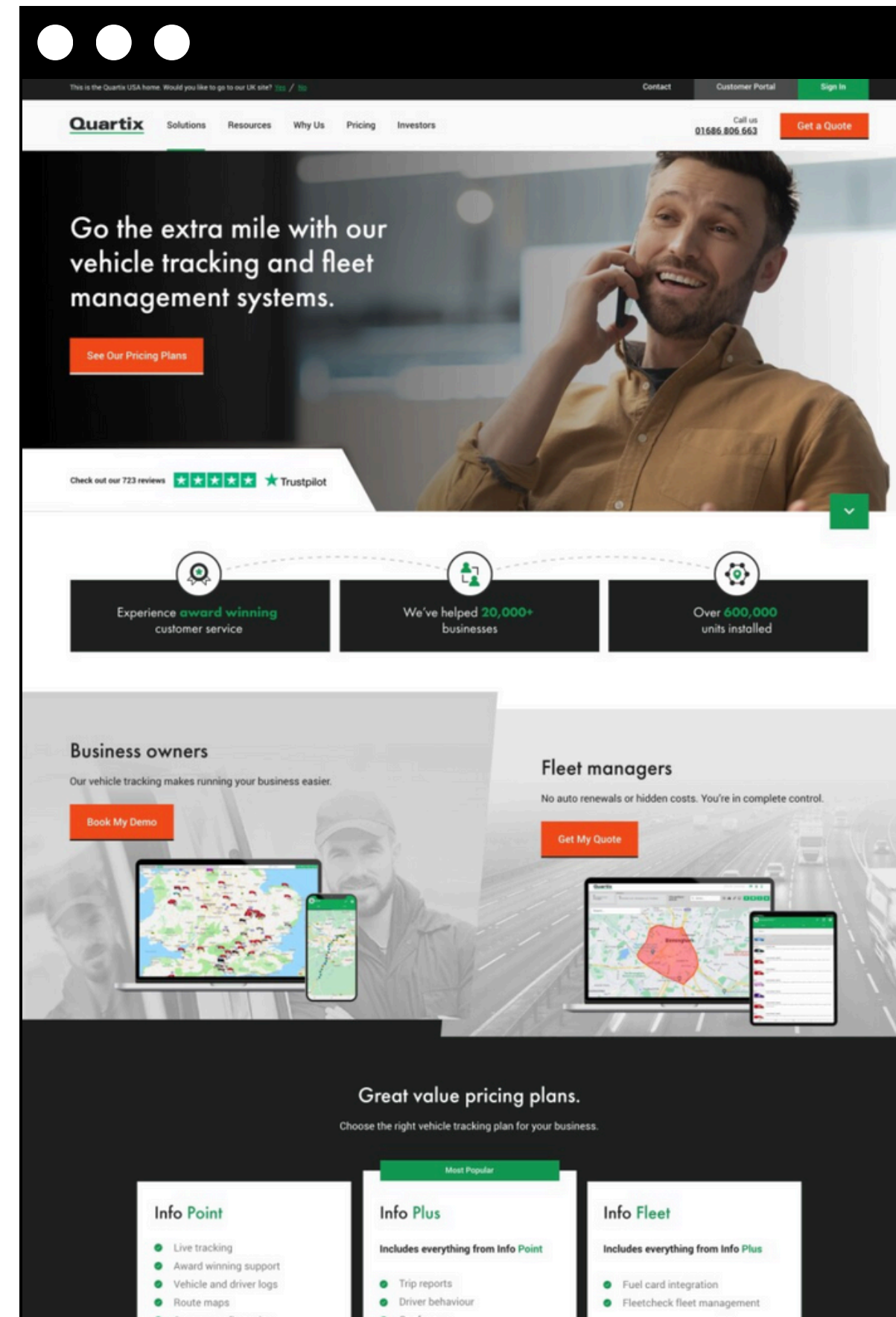
The thing that really stood out for Quartix was that their website wasn't designed for the customer; focussing on product features rather than benefits.

Some changes we made included:

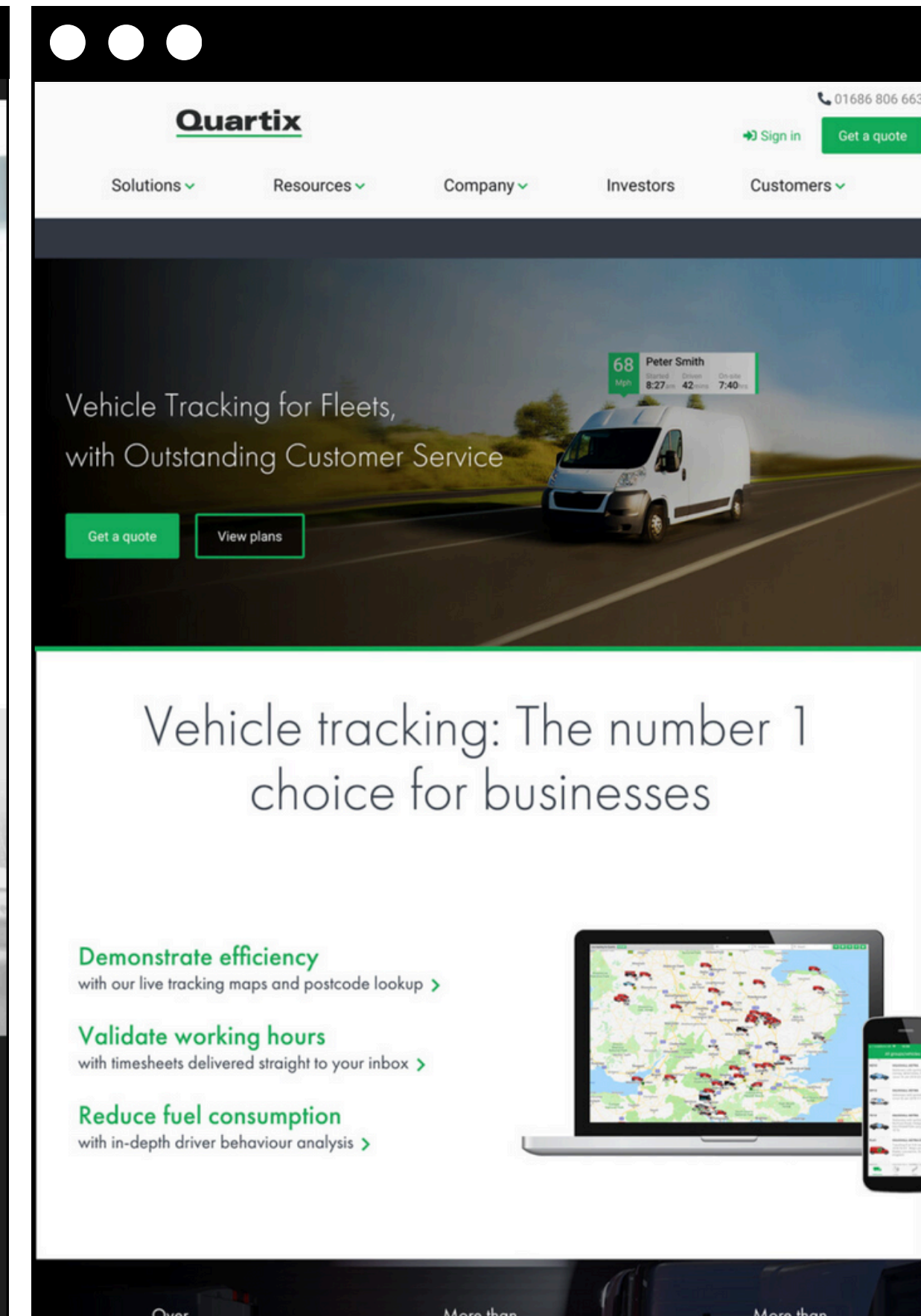
- Highlighting their great customer service with images of people, testimonials and awards.
- Orange buttons for calls to action to make them stand out.
- Using personal copy like "Get my quote" instead of "get a quote"

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The new design



The old design





ONGOING TESTING AND RESULTS

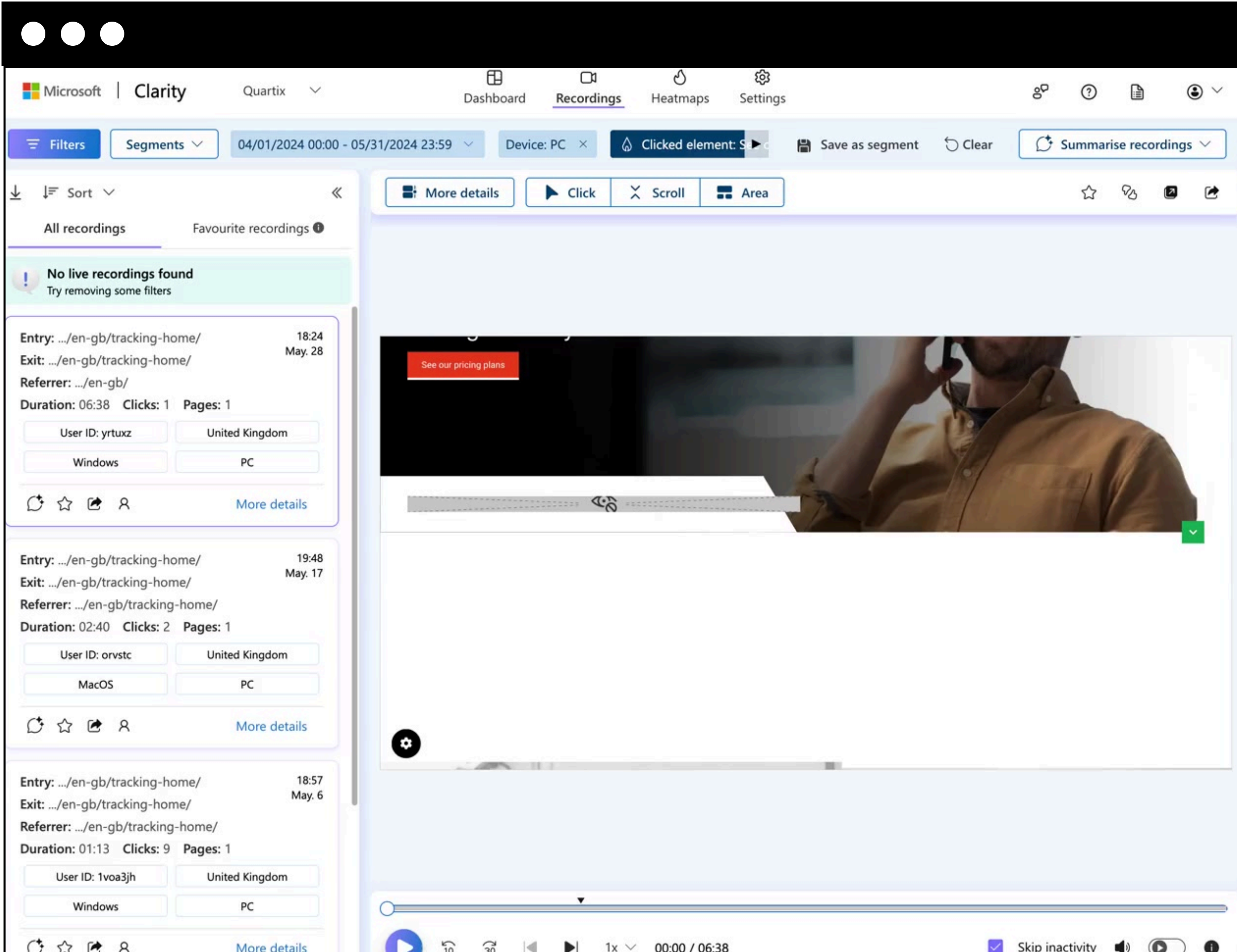
We tested the new pages using URL split tests, heat maps, scroll maps, and recordings.

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.

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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.

BIGFORK





4 reasons why you can trust us with your website.

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

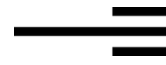
You'll get a high quality, custom website. No templates and no compromises

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.

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