

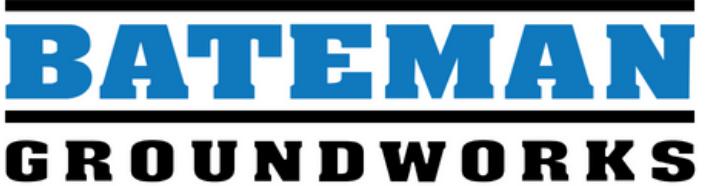
# TASTY B2B WEBSITES FOR CONSTRUCTION COMPANIES



# OUR EXPERTISE

We have plenty of experience within the Construction industry. Whether it's creating tasty new websites or improving existing ones, Bigfork is the answer.

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

## BATEMAN GROUNDWORKS

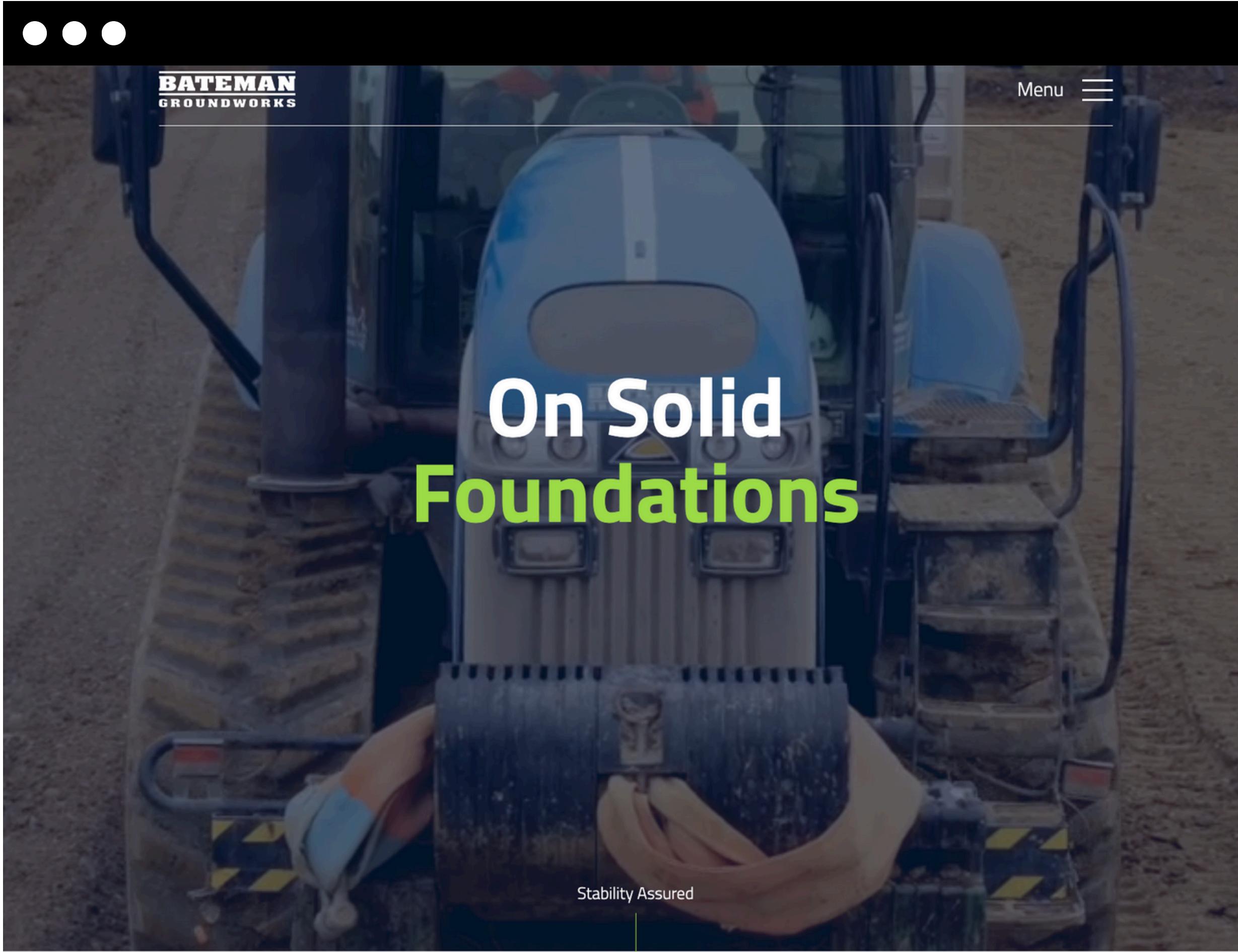
Bigfork were appointed to create a new quality website for Bateman Groundworks.

There were three objectives for the new site:

1. Attract high calibre employees and apprentices.
2. Stand out from competitors.
3. Demonstrate their commitment to sustainability.

[batemangroundworks.co.uk](http://batemangroundworks.co.uk)

**BIGFORK**



## BATEMAN GROUNDWORKS BESPOKE DEVELOPMENT

In order to attract new employees, a custom interactive tool was developed to demonstrate career paths for people considering an apprenticeship with Bateman.



## Ready to Build Your Future?

Let's look at your options. How do you see yourself starting off?

Join us as an apprentice under the national government apprenticeships scheme.

[APPRENTICESHIPS →](#)

Join us as a trainee, where hands-on experience and structured learning pave your path.

[TRAINEE →](#)

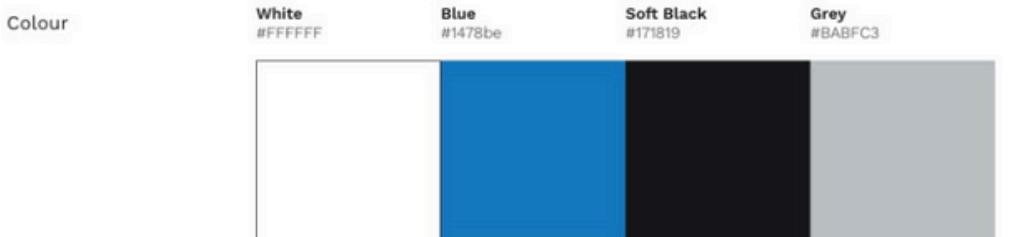
Or explore our wide range of roles to see which one fits with your skills and interests.

[NOT SURE →](#)

## WORKING THROUGH OUR FUSION PROCESS

To stand out from their competitors, we used a bold design, quality images and strong copy.

As part of our FUSION process, we created moodboards to help visualise the proposed website concepts and select the preferred option.

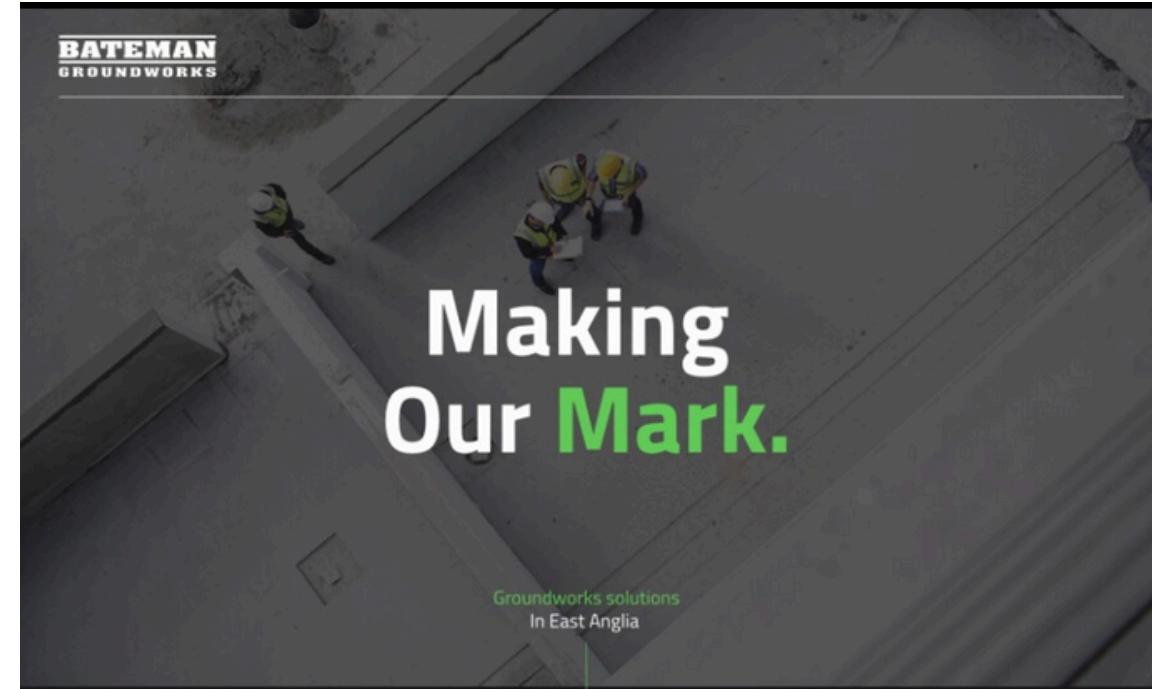


### Typography

#### Headlines - Work Sans SemiBold

Headlines second line - Work Sans Light

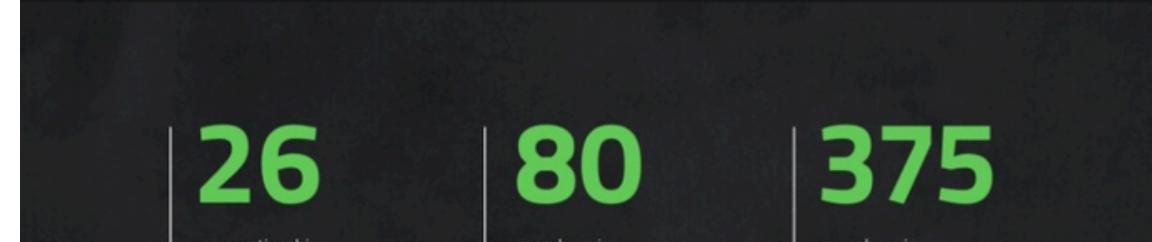
Body copy - Work Sans Light  
Sub headings and highlighted text - Work Sans SemiBold



### Typography

#### Headlines - Titillium Web Bold

Body copy - Titillium Web Light  
Sub titles and highlighted text - Titillium Web Bold

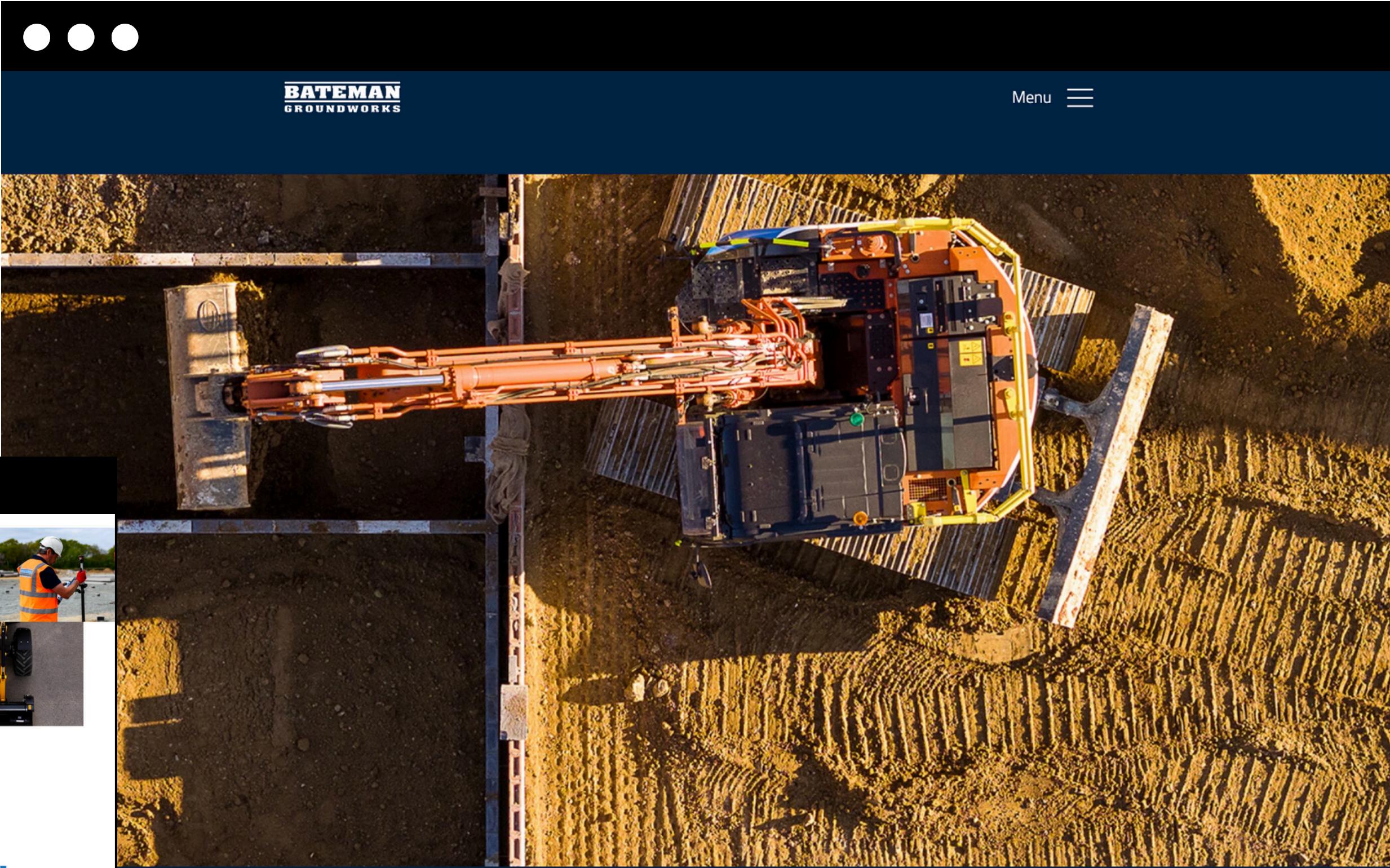


## SOLID RESULTS FOR BATEMAN GROUNDWORKS

The new website saw improved search engine rankings, as well as:

- Their enquiries improving by 9%
- A 41% increase in engagement.

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**22**

apprenticeships  
available per year

**391**

projects delivered  
successfully

**370**

skilled professionals  
employed

—

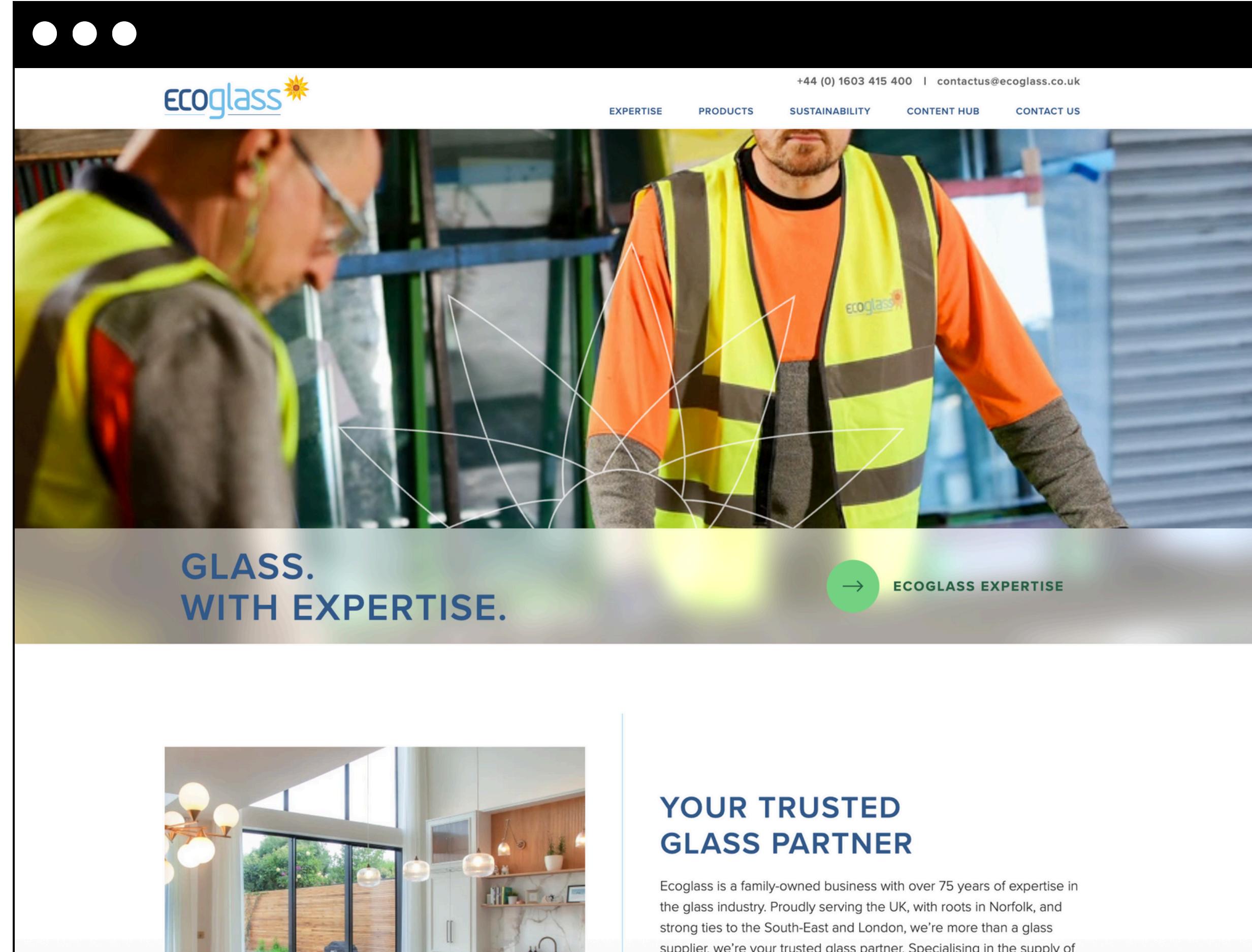
**“WORKING WITH BIGFORK  
WAS GREAT. THEY REALLY  
UNDERSTOOD OUR  
BUSINESS NEEDS.”**

Marketing Manager, Bateman Groundworks

## ECOGLOSS TRANSFORMATION

Ecoglass had grown into a national supplier with expertise in efficient glass. They needed a new website to reflect this growth and differentiate them from their competitors.

[www.ecoglass.co.uk](http://www.ecoglass.co.uk)



The screenshot of the Ecoglass website features a large banner image showing two workers in high-visibility vests and hard hats working on a glass pane. The banner has a semi-transparent overlay with the text 'GLASS. WITH EXPERTISE.' in blue. At the top right, there is a navigation bar with links to 'EXPERTISE', 'PRODUCTS', 'SUSTAINABILITY', 'CONTENT HUB', and 'CONTACT US'. The Ecoglass logo is in the top left corner. In the bottom right corner of the banner, there is a green circular button with an arrow pointing right and the text 'ECOGLOSS EXPERTISE'.

GLASS.  
WITH EXPERTISE.

EXPERTISE

PRODUCTS

SUSTAINABILITY

CONTENT HUB

CONTACT US

ECOGLOSS EXPERTISE

YOUR TRUSTED  
GLASS PARTNER

Ecoglass is a family-owned business with over 75 years of expertise in the glass industry. Proudly serving the UK, with roots in Norfolk, and strong ties to the South-East and London, we're more than a glass supplier, we're your trusted glass partner. Specialising in the supply of

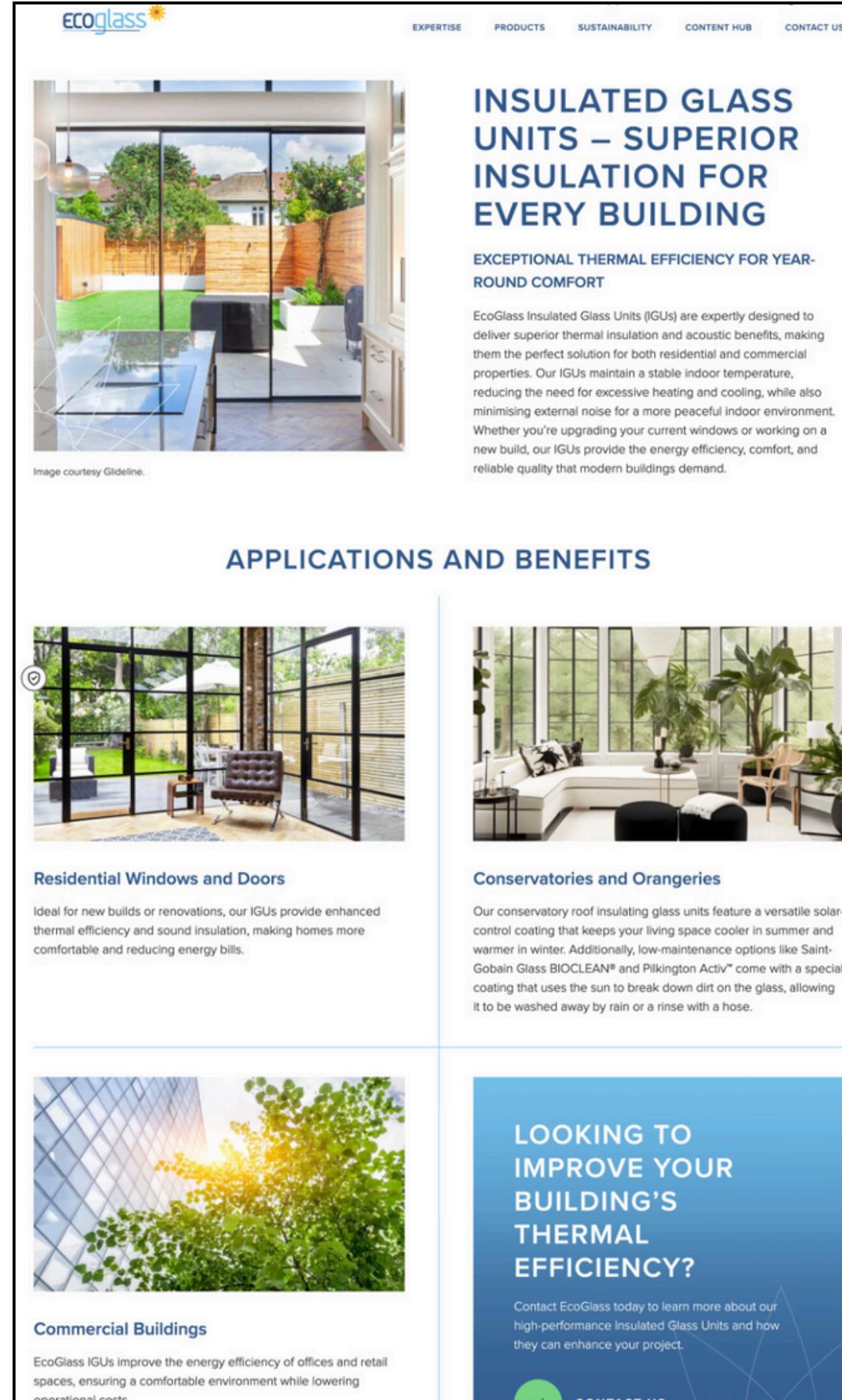
**BIGFORK**

## COMMUNICATING EXPERTISE AND QUALITY

To differentiate Ecoglass we focussed on two key messages: proven expertise of their people, and their commitment to sustainability.

This messaging was consistent throughout the website with a detailed content hub, employee testimonials and a modern design with commissioned photography and videography.

**BIGFORK**



**INSULATED GLASS UNITS – SUPERIOR INSULATION FOR EVERY BUILDING**

EXCEPTIONAL THERMAL EFFICIENCY FOR YEAR-ROUND COMFORT

EcoGlass Insulated Glass Units (IGUs) are expertly designed to deliver superior thermal insulation and acoustic benefits, making them the perfect solution for both residential and commercial properties. Our IGUs maintain a stable indoor temperature, reducing the need for excessive heating and cooling, while also minimising external noise for a more peaceful indoor environment. Whether you're upgrading your current windows or working on a new build, our IGUs provide the energy efficiency, comfort, and reliable quality that modern buildings demand.

**APPLICATIONS AND BENEFITS**



**Residential Windows and Doors**

Ideal for new builds or renovations, our IGUs provide enhanced thermal efficiency and sound insulation, making homes more comfortable and reducing energy bills.



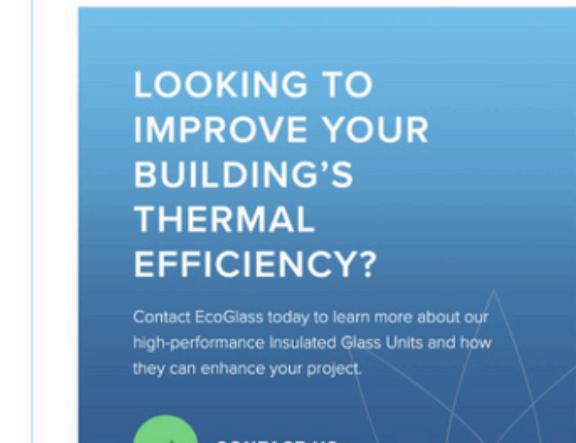
**Conservatories and Orangeries**

Our conservatory roof insulating glass units feature a versatile solar-control coating that keeps your living space cooler in summer and warmer in winter. Additionally, low-maintenance options like Saint-Gobain Glass BIOCLEAN® and Pilkington Activ™ come with a special coating that uses the sun to break down dirt on the glass, allowing it to be washed away by rain or a rinse with a hose.



**Commercial Buildings**

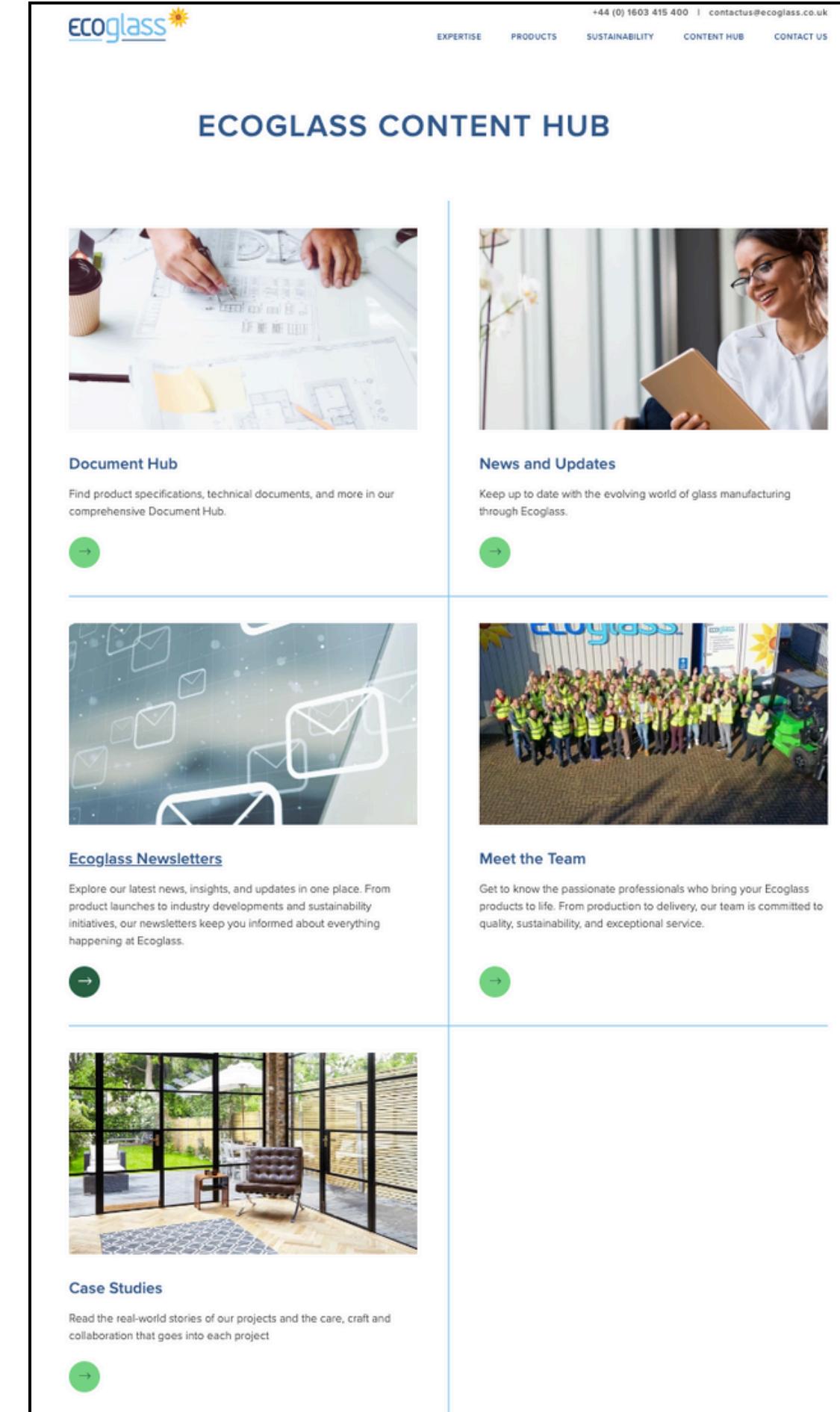
EcoGlass IGUs improve the energy efficiency of offices and retail spaces, ensuring a comfortable environment while lowering operational costs.



**LOOKING TO IMPROVE YOUR BUILDING'S THERMAL EFFICIENCY?**

Contact EcoGlass today to learn more about our high-performance Insulated Glass Units and how they can enhance your project.

**CONTACT US**



**ECOGLOSS CONTENT HUB**



**Document Hub**

Find product specifications, technical documents, and more in our comprehensive Document Hub.



**News and Updates**

Keep up to date with the evolving world of glass manufacturing through Ecoglass.



**Ecoglass Newsletters**

Explore our latest news, insights, and updates in one place. From product launches to industry developments and sustainability initiatives, our newsletters keep you informed about everything happening at Ecoglass.



**Meet the Team**

Get to know the passionate professionals who bring your Ecoglass products to life. From production to delivery, our team is committed to quality, sustainability, and exceptional service.



**Case Studies**

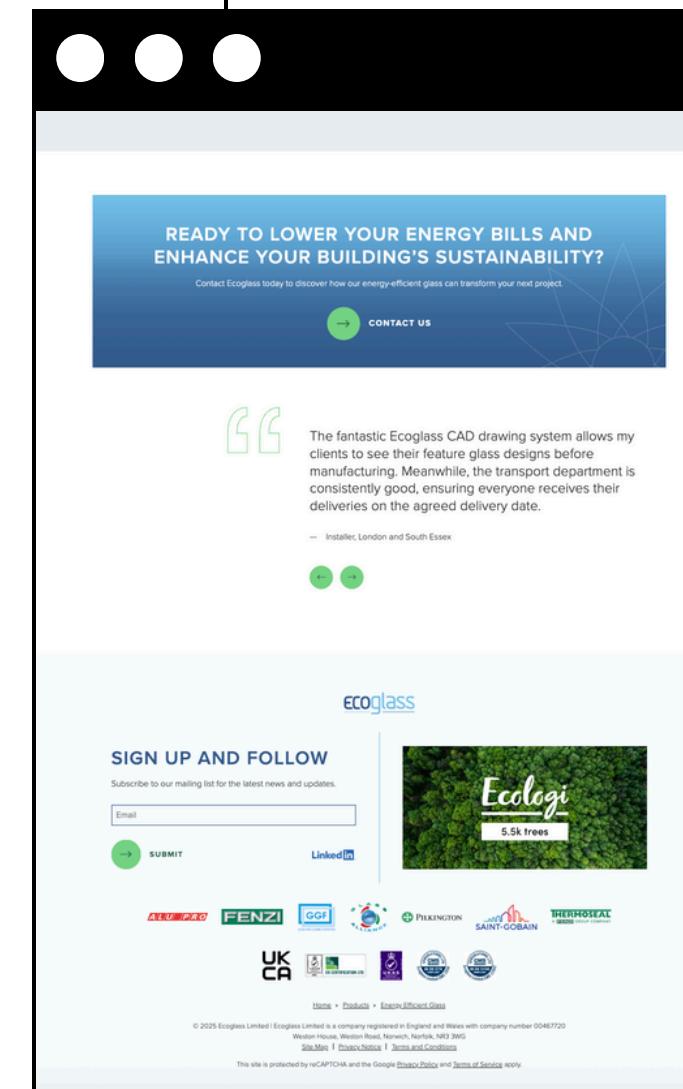
Read the real-world stories of our projects and the care, craft and collaboration that goes into each project.

# THE RESULTS FOR ECOGLASS

Along with increased user engagement and time spent on the website, Ecoglass saw:

- Website conversion rates increase by 18%
- A 4% increase in traffic

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## Local Footprint, Global Impact

Our sustainability programme includes the collection of pre- and post-consumer cullet waste, as well as a thriving partnership with Ecologi for every 10,000 insulated glass units sold, we plant 100 trees, further enhancing our environmental impact. We combine the reliability and personalised service of a local supplier with a strong commitment to global sustainability standards.



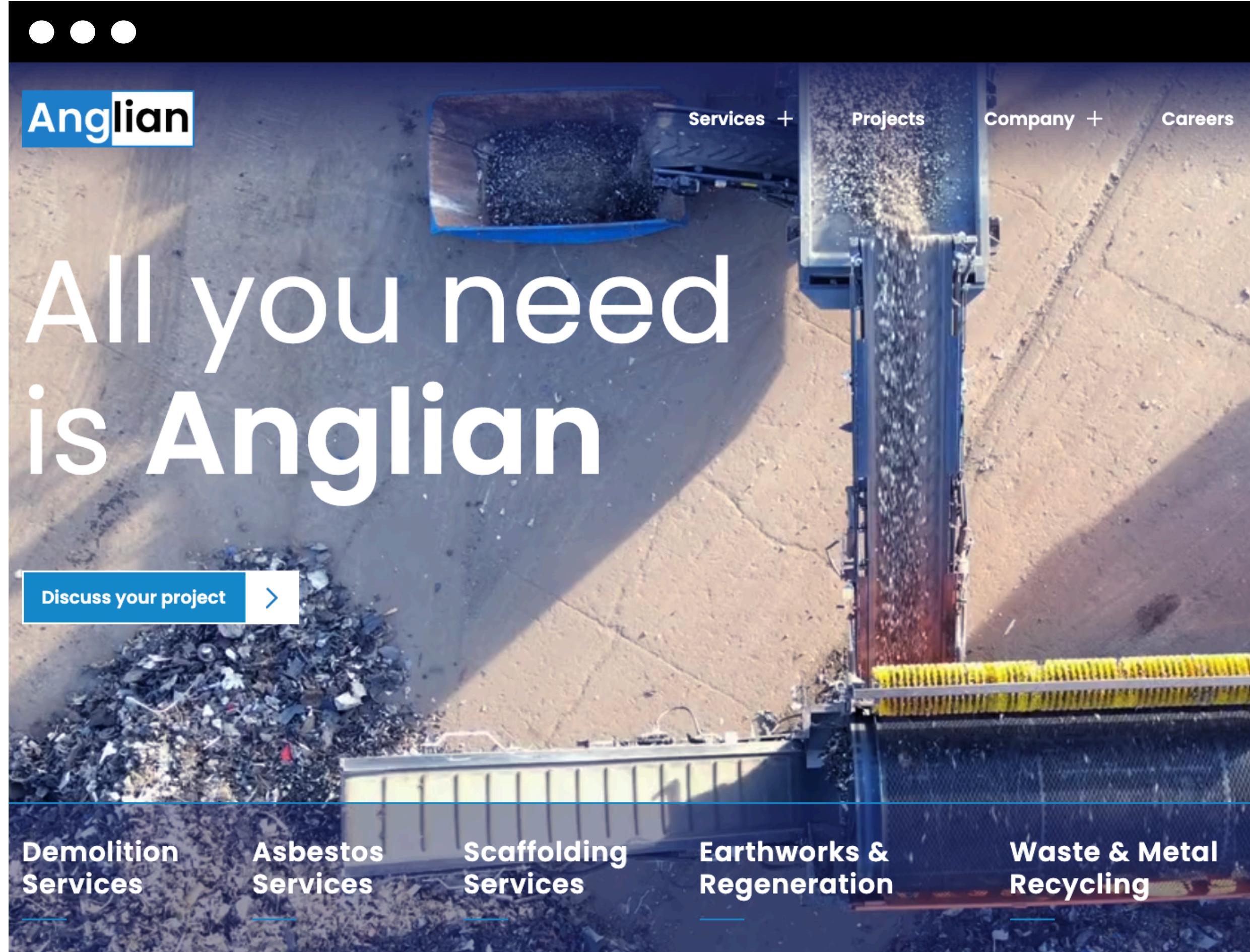
## Real Value

Partnering with Ecoglass means discovering the true value we bring to the table. At Ecoglass, real value means delivering more than just products, we provide strategic support that helps you achieve your business goals. By partnering with us, you gain access to a dedicated team focused on ensuring your success, from initial consultation through to long-term successful supply.

## ANGLIAN GROUP

Our brief was to merge two websites into one, and create a corporate website that would position the Anglian Group as a professional construction services partner.

[www.angliandemo.co.uk](http://www.angliandemo.co.uk)



The image shows the homepage of the Anglian Group website. The background is a large, high-angle photograph of a construction site with a large pile of debris and a piece of heavy machinery. The Anglian logo is in the top left corner. The main headline reads "All you need is Anglian". Below the headline is a blue button with the text "Discuss your project >". The navigation bar at the top includes "Services +", "Projects", "Company +", and "Careers". The footer features five service categories: "Demolition Services", "Asbestos Services", "Scaffolding Services", "Earthworks & Regeneration", and "Waste & Metal Recycling".

## A SEAMLESS USER EXPERIENCE FOR USERS

We created a simple user experience with a clear menu and direction through the website so visitors could find their required information quickly.

Engagement tactics such as roll over and transition effects also increased user retention and added premium positioning.

The screenshot displays the Anglian website's homepage. At the top, a dark header features the Anglian logo and a navigation bar with links for Services, Projects, Company, Careers, Contact, and Skip Hire. A dropdown menu for 'Services' is open, listing Demolition, Asbestos Services, Scaffolding, Earthworks & Remediation, Waste & Metal Recycling, Hazardous Waste Removal, Skip Hire, and RoRo Hire. Below the header, a large banner image shows a construction site. The main content area includes a 'RECENT PROJECTS' section with images of various construction and demolition sites. A 'OUR SERVICES' grid below shows thumbnails for Demolition Services, Asbestos Removal, Scaffolding, Earthworks & Remediation, Hazardous Waste Removal, Waste & Metal Recycling, Skip Hire, and RoRo Hire, each with a 'View' button. The bottom of the page shows project cards for 'PETERBOROUGH Greyhound Stadium' and 'NORWICH Cross'.

**BIGFORK**

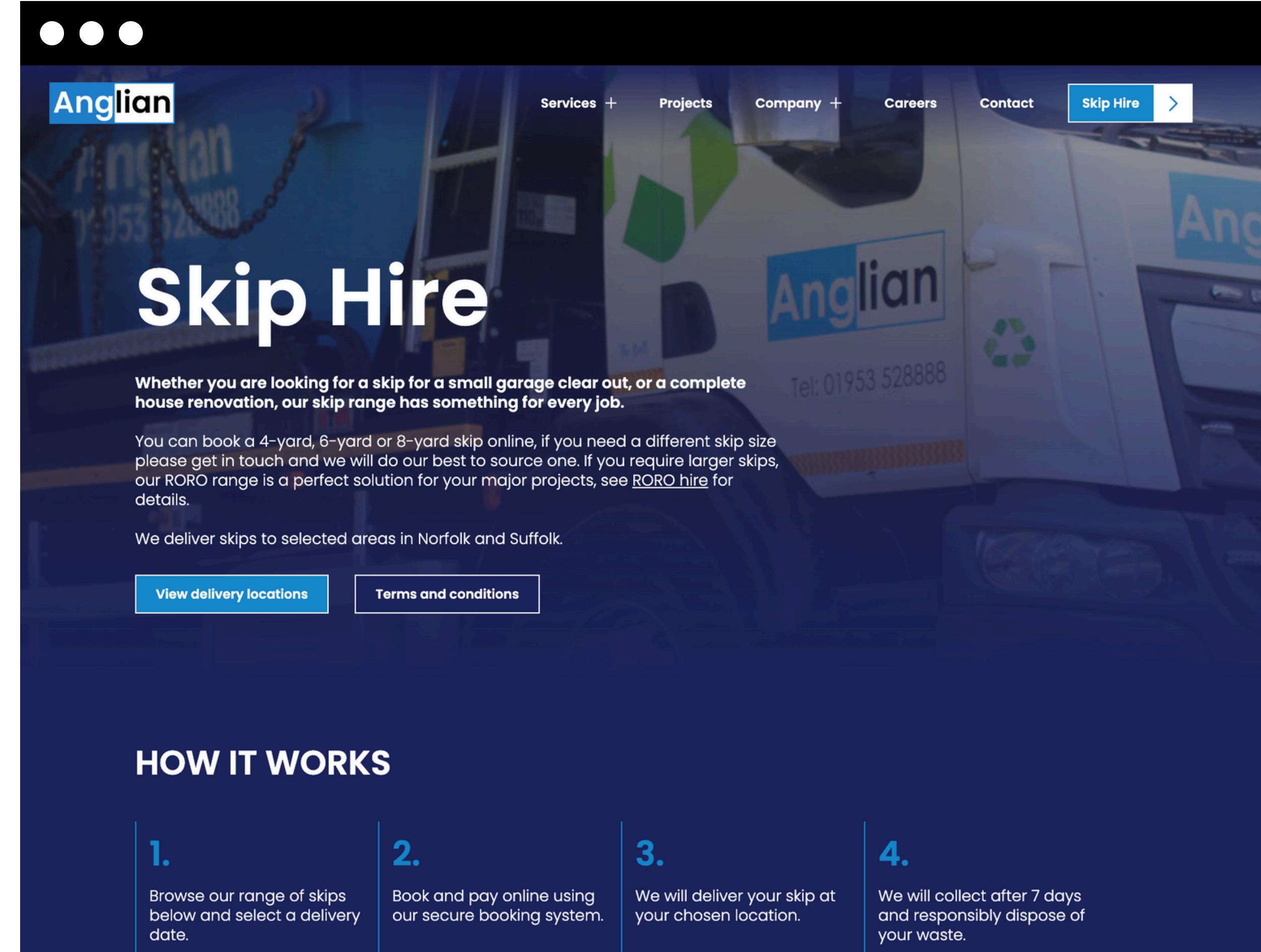
## INCREASING LEADS AND SALES FOR ANGLIAN GROUP

Anglian wanted to increase online sales for skip hire and the number of website leads.

We optimised the design for conversions using features like a constant skip hire button, strategically placed calls to action buttons and clear contact forms.

They reported they received a good number of leads from the site after it went live.

**BIGFORK**



The screenshot shows the Anglian Skip Hire website. At the top, there is a navigation bar with the Anglian logo, a search bar, and links for Services +, Projects, Company +, Careers, and Contact. A prominent blue button labeled "Skip Hire" with a right-pointing arrow is located on the right side of the header. The main banner features a large image of a skip truck with the Anglian logo and the text "Skip Hire". Below the banner, a sub-headline reads: "Whether you are looking for a skip for a small garage clear out, or a complete house renovation, our skip range has something for every job." A paragraph of text follows, explaining that users can book a 4-yard, 6-yard or 8-yard skip online, and if needed, they can contact for larger skips. It also mentions the RORO range for major projects. A note states that skips are delivered to selected areas in Norfolk and Suffolk. At the bottom of the page, there are two buttons: "View delivery locations" and "Terms and conditions".

## HOW IT WORKS

1. Browse our range of skips below and select a delivery date.
2. Book and pay online using our secure booking system.
3. We will deliver your skip at your chosen location.
4. We will collect after 7 days and responsibly dispose of your waste.

# 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

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