



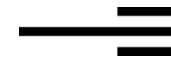
# TASTY CRO FOR B2B WEBSITES





# WHY CRO?

# GET MORE LEADS FOR LESS



## BENEFITS OF CRO

- **Increase in conversions = higher ROI**  
Increasing the conversion rate of existing traffic improves the ROI of your website.
- **Reduces the cost of your leads**  
Converting more of your website traffic reduces the cost per lead making campaigns more effective.
- **Helps long B2B sales cycles**  
Effective CRO helps nurture multiple decision makers and shortens the B2B buying process.
- **Measurable against ROI**  
CRO can be measured through metrics such as website conversion rate, cost per lead, and sales.



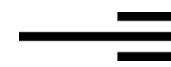
# Your potential business growth from CRO

The table below illustrates the effect of increasing your conversion rate.

This is based on an estimated site traffic of 5,000 visitors per month.

Conversion rate	Leads per month
1%	50
1.5%	75
2%	100
2.5%	125
3%	150
4%	200
5%	250
6%	300
7%	350





WHAT CAN YOU EXPECT?

# Check your B2B websites conversion rate against your sector average.

How do you compare? Even though the average conversion rate for B2B is just 2.2%, many B2B websites could get to 8-9% with better CRO. We know because we’ve done it.

Sector	Conversion rate	Unique conversion rate factors
General B2B	2.2%	
B2B Saas	1.1%	Strong value proposition, easy UX, demos, sign-ups and free trials.
B2B Services	2.7%	Focus on trust content including case studies, people, testimonials, service benefits and ROI.
B2B Ecommerce	1.8%	Allow for complex B2B purchasing, product details and easy customer journeys.
Construction	1.9%	Trust and reputation with project stories, client lists, key people and compliance.
Biotech	1.8%	Simplifying product benefits, and backing this up with the science.
Manufacturing	2.3%	Differentiation, product features, benefits and specs in a user friendly format.

\* Sources: Ruler Analytics & VWO



# 300% increase in conversion for Quartix

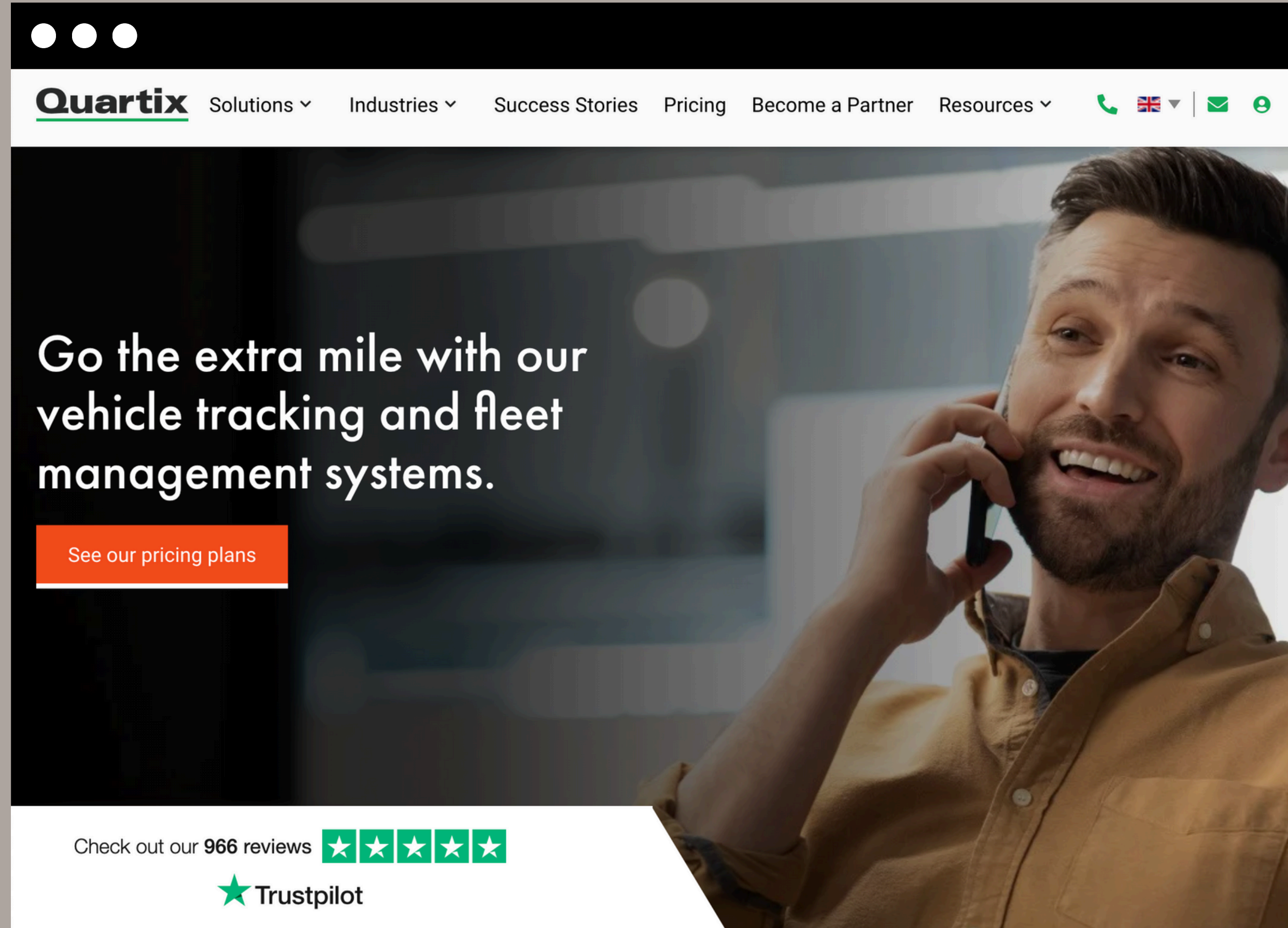
Quartix are a SaaS company offering vehicle tracking software.

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

Bigfork's website consultancy and design expertise helped Quartix increase conversions by 300%.

[Read the full case study →](#)

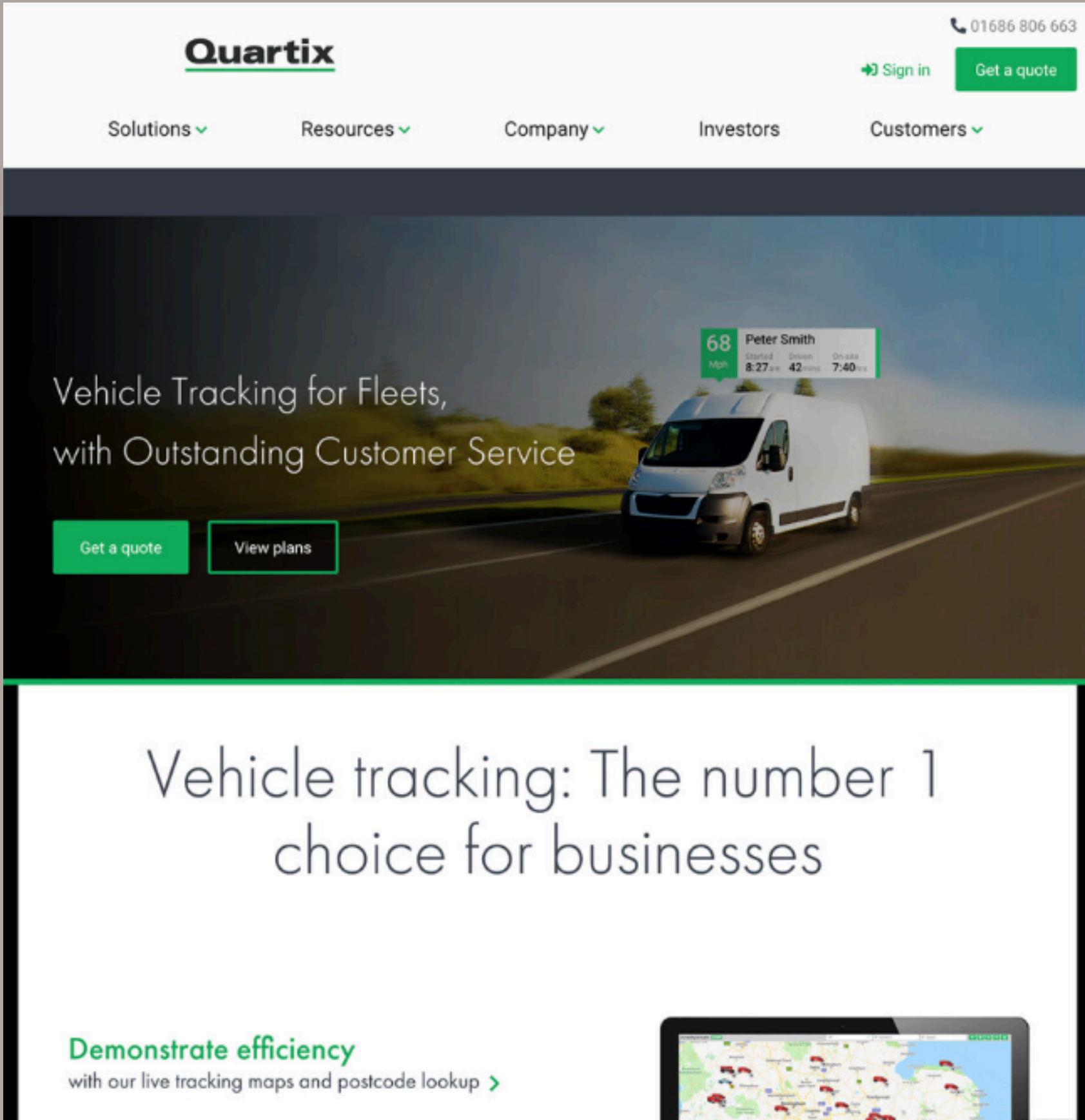
BIGFORK



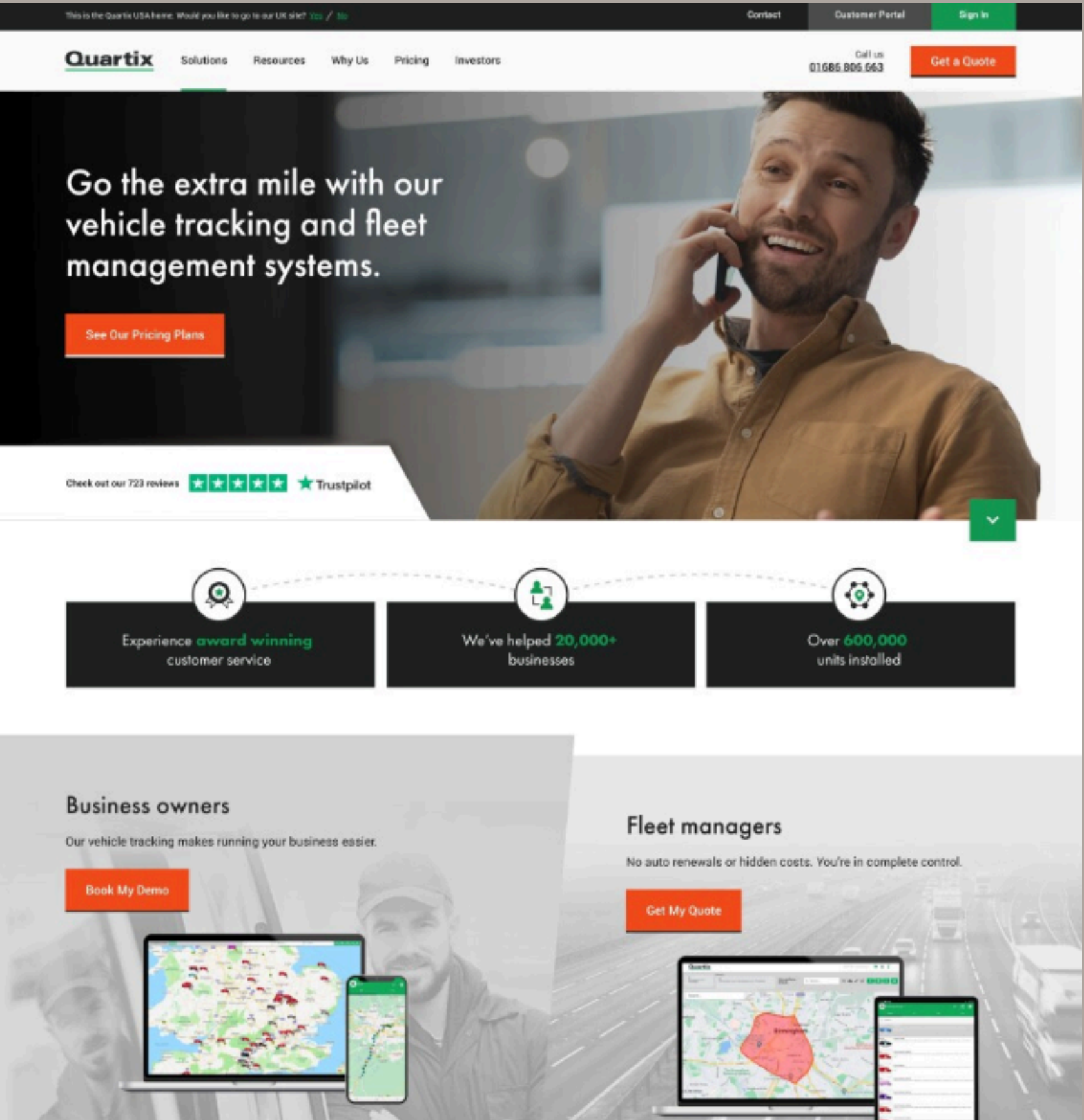




# Old design



# New design



**"WE SAW GREAT  
RESULTS AFTER  
TEAMING UP  
WITH BIGFORK."**

**Claire Pope, Content Lead at Quartix**

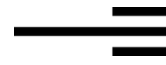




# HOW DO WE DO IT?

**Based on 20 years of experience,  
here is our proven CRO process.**





## OUR PROVEN PROCESS

### 1. Research

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- Define key conversions.
- Identify ICPs.
- Measure baselines.
- Set KPIs.

### 3. Test

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- Design the tests including visuals.
- Set up tests e.g., URL split or A/B.
- Run tests for agreed time / sample size.
- Review conversions against baseline.
- Analyse heatmaps and engagement to measure changes to user-experience.

### 2. Audit

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- Review analytics, heatmaps, and recordings.
- Map user flows.
- Identify pain points.
- Use insights to create testable hypotheses.

### 4. Implement

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- Provide report on what was tested, why, the outcome, and any lessons learned.
- Make recommendations based on results.

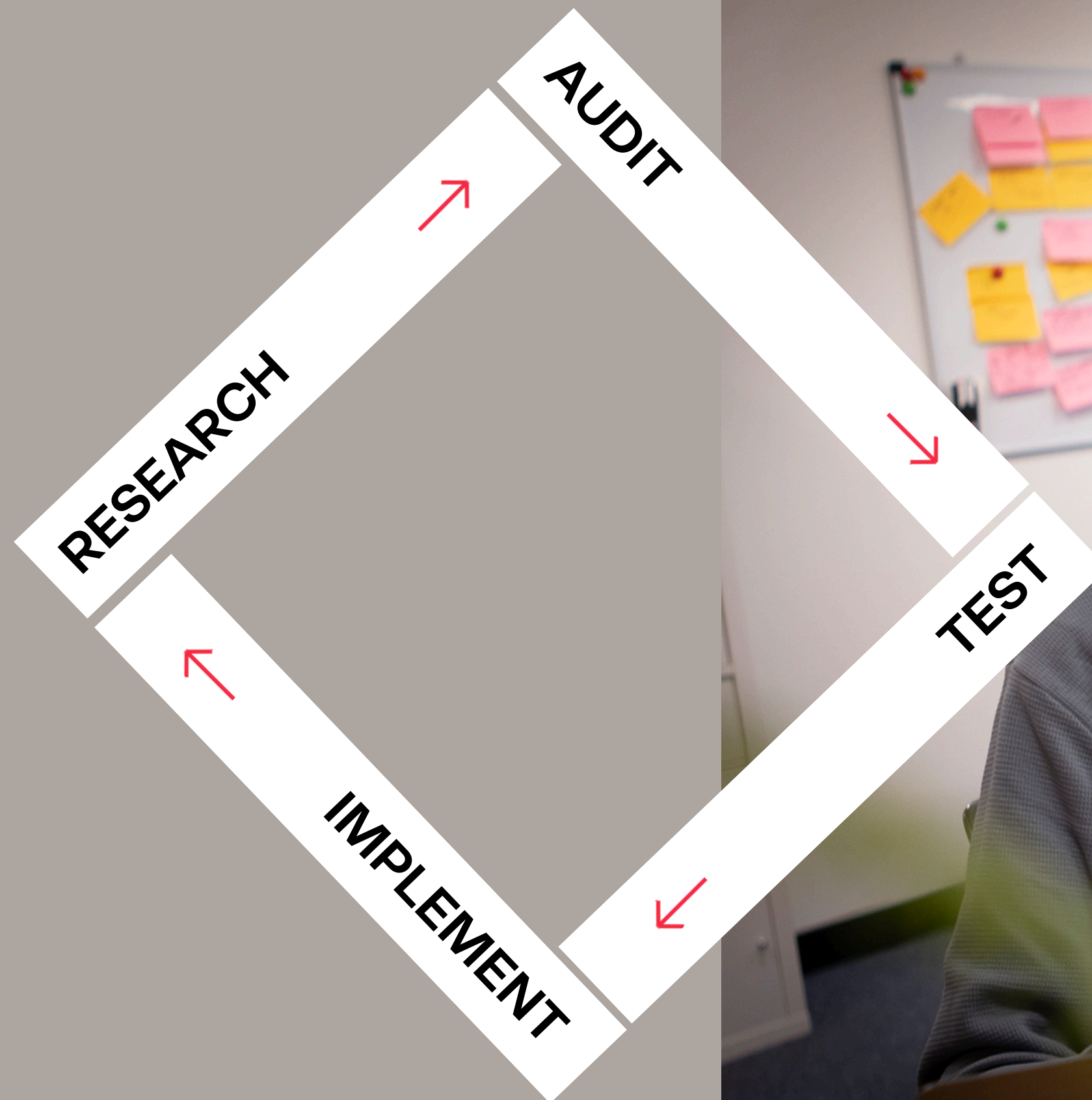


# Our CRO service

We work on a pay-monthly model, starting at £3,500 per month with a three-month minimum commitment.

It includes:

- A plan tailored to your goals.
- Your own dedicated project manager and access to our team of experts.
- At least one meeting each month to discuss plans, progress, and next steps.





# WHY CHOOSE BIGFORK?





## 4 reasons why companies trust us with their websites.

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

We're laser focused on your ROI. It's all about the data, not guesswork.

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

Proven results using our experience, expertise and process.

**FIVE STAR GOOGLE REVIEWS**





# WHO ARE BIGFORK?

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

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

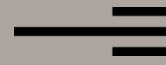




# What tech do we use?

Our tech stack is always evolving, these are our current go-to platforms for analysis, management, and reporting.





Our clients

**Quartix**

**OMAR**  
GROUP

 **Jubilee**  
Automotive Group  
THE WAV PEOPLE

**ACTEON**

***Snap-on***

**Niterra**

**RICHARD  
WESTERN**  EST 1968

 **Kingsley**  
HEALTHCARE

 **Perane**  
Probate Research Solutions

**ecoglass**

**"BIGFORK  
CONSISTENTLY  
DELIVER EXCELLENT  
RESULTS."**

**Clara Baillie-Lane, Head of Marketing, Omar Group**





# WANT TO FIND OUT MORE?

Get in touch and we can show you how we can improve your website and business performance with CRO.

**Mark Ellaway**  
Digital Marketing Director

**[mark@bigfork.co.uk](mailto:mark@bigfork.co.uk)**  
**+44 (0) 1603 513080**