

# TASTY WEBSITES FOR ENERGY & OFFSHORE



# OUR EXPERTISE

We have plenty of experience within the Energy and Offshore sectors, from creating tasty new websites, to website support and improvement.

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

**claxton**<sup>®</sup>

**ACTEON**

**ONYX**  
Insight



# WHAT WE DO

# 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 and SEO you need.

We keep your website up to date, quickly fix problems, and improve the performance of your website.



# CRO (CONVERSION RATE OPTIMISATION)

We help turn your website visitors into customers;  
improving your site's conversion rate  
and performance.

Our team identify the problems holding back your  
website, and how to fix them

CRO is entirely focussed on improving your ROI.



# OUR WORK



## A NEW WEBSITE FOR ONYX

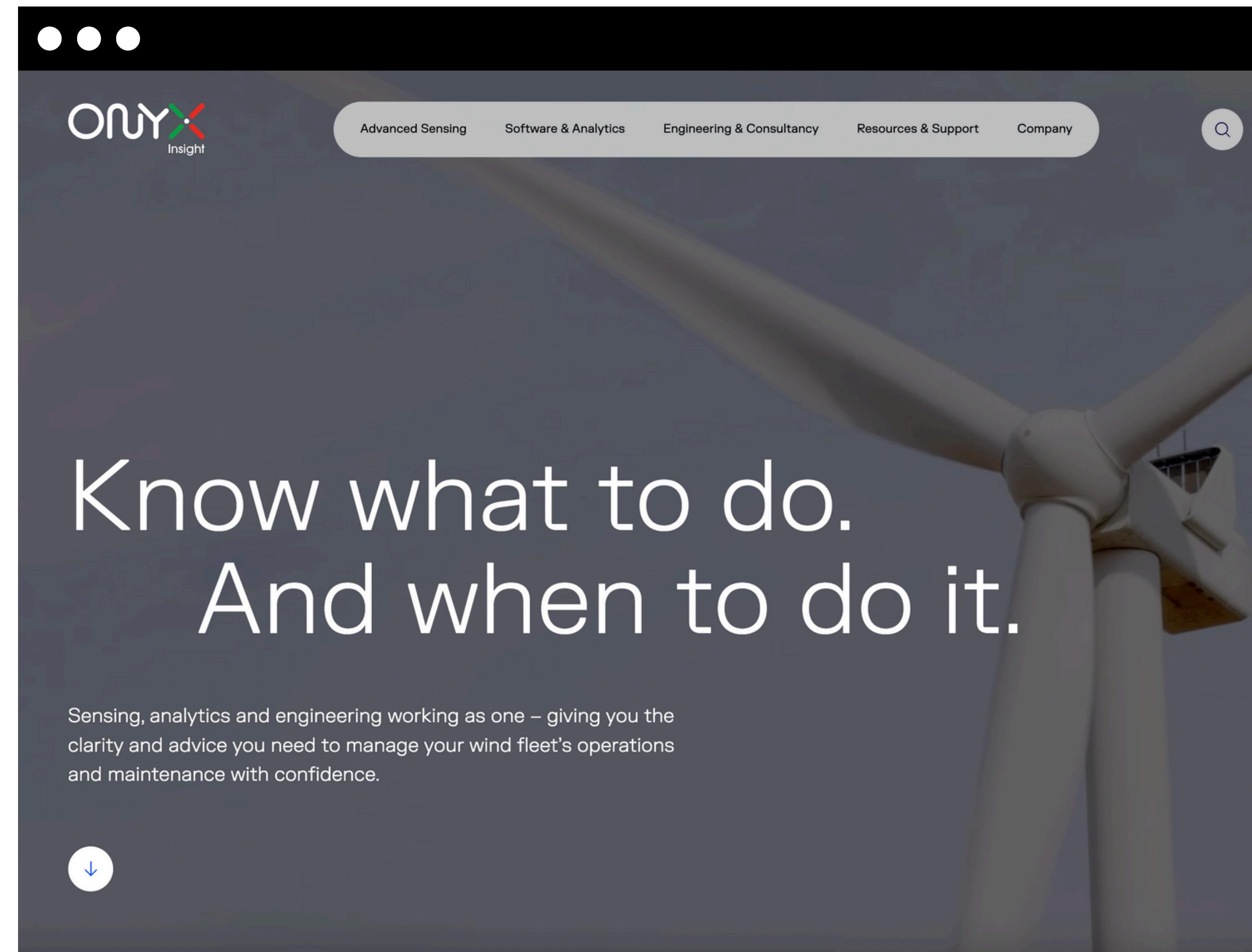
ONYX Insight provide expertise in sensing, analytics and engineering to the global wind energy industry.

They wanted a website that delivered a superior user experience, growth for their search traffic and an increase of high quality leads.

We'll go through some features of this website, but you can also view it [here](#).

[www.onyxinsight.com](http://www.onyxinsight.com)

**BIGFORK**

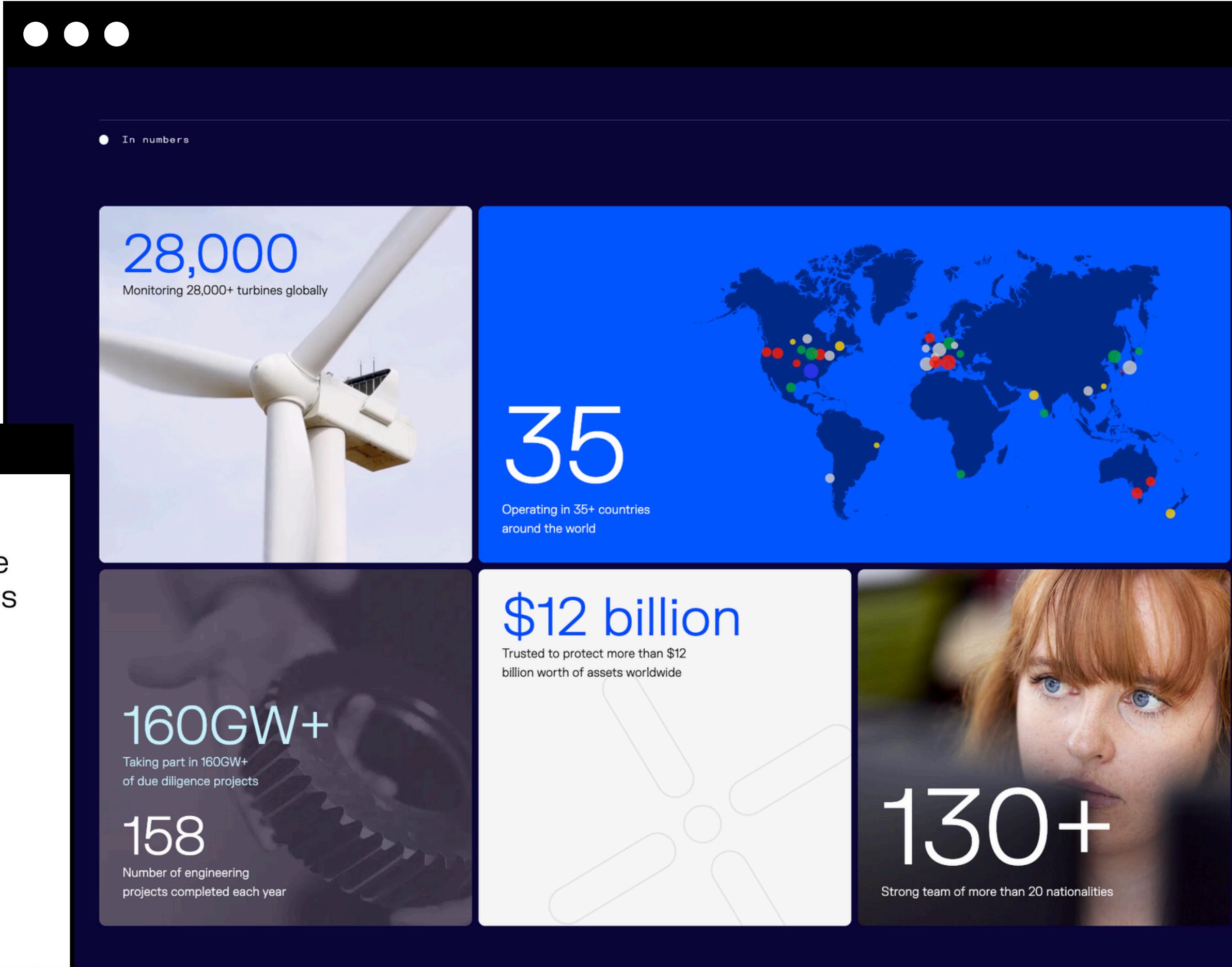
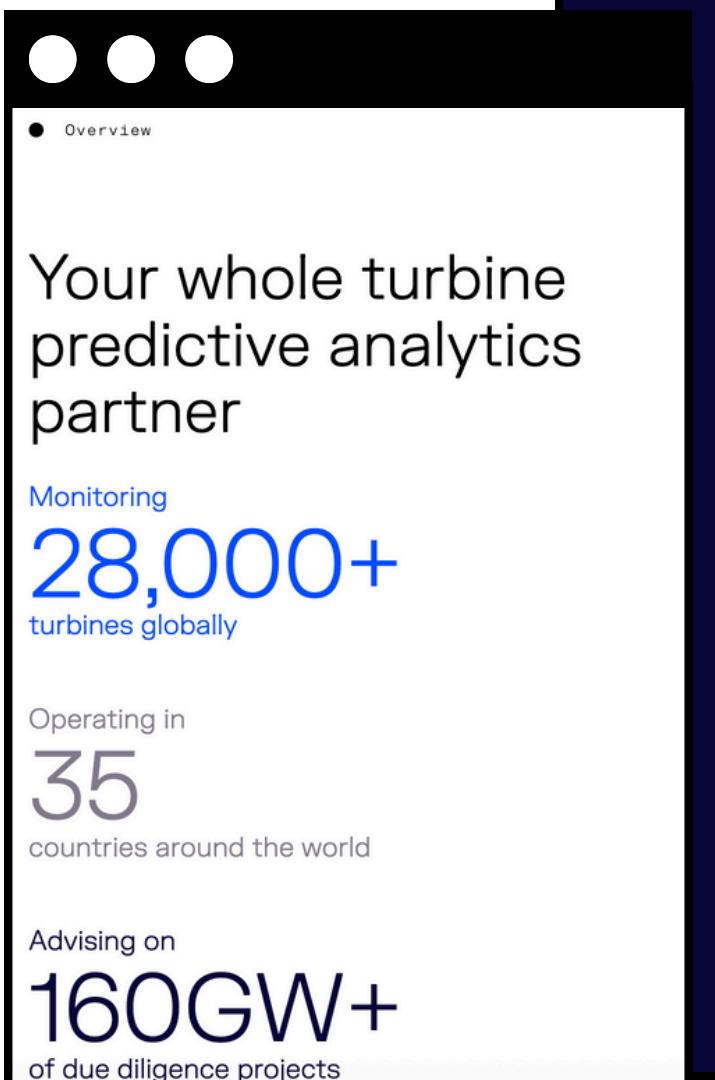


## ONYX CUSTOMER RESEARCH AND DISCOVERY

Their goals were simple. More traffic, engagement and leads.

We dug deep into what made both ONYX Insight and their customers tick, so we could deliver a quality bespoke website.

**BIGFORK**



## PREMIUM ANIMATION FOR USER ENGAGEMENT

Using video, animation and scrolling and roll over effects, we took the engagement on the Onyx website to the next level.

[View some examples here](#) →

Advanced Sensing Software & Analytics Engineering & Consultancy Resources & Support Company

● Accreditations, associations and awards

AMERICAN CLEAN POWER

Wind EUROPE

Canadian Renewable Energy Association

ISO 9001

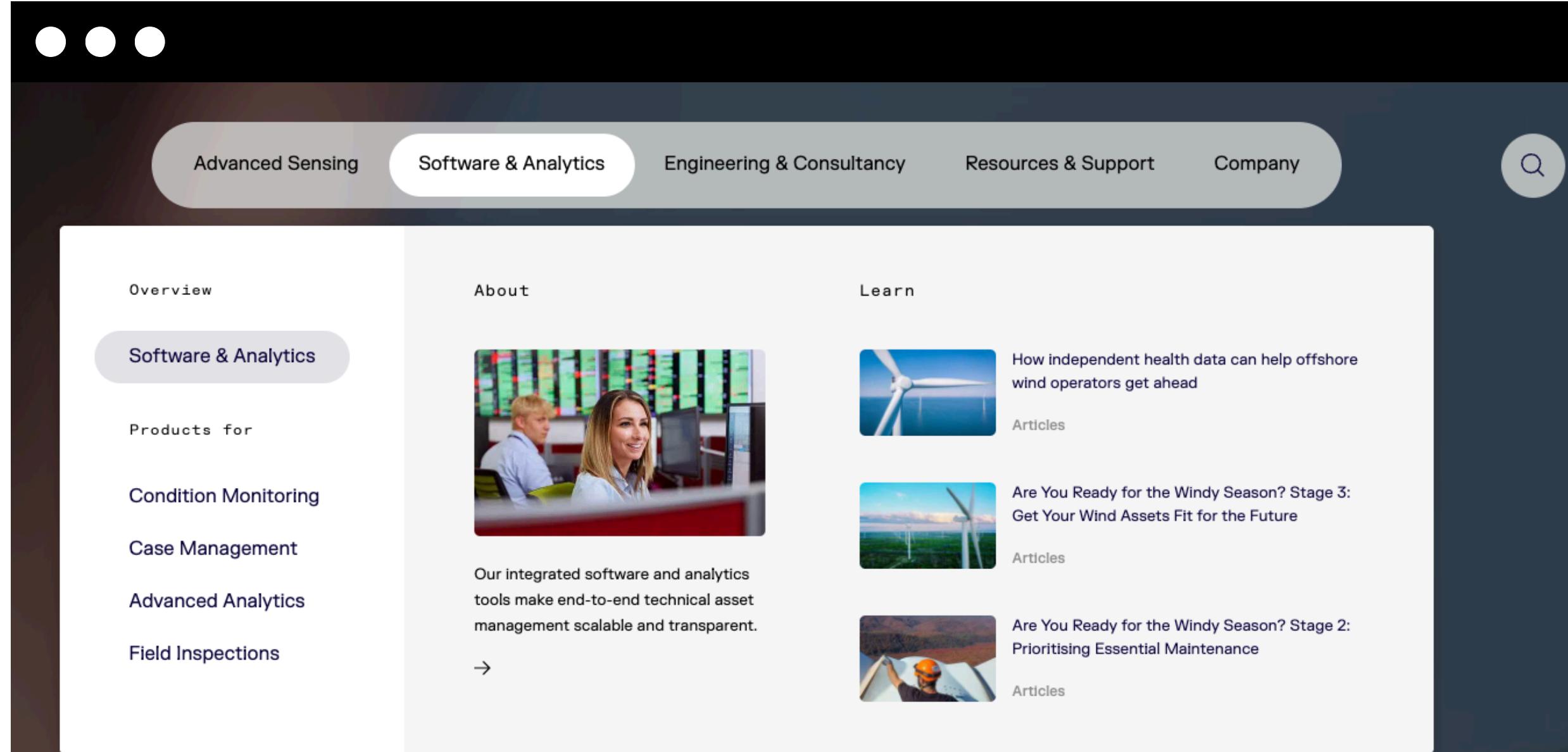
Predictive insights up to 24 months ahead

Our AI-powered analytics identify early signs of failure up to 24 months in advance, giving you the lead time to plan proactive, cost-effective maintenance. With earlier insights, you reduce downtime, avoid costly surprises, and make smarter long-term decisions across your fleet.

## EASIER USER NAVIGATION

We created a simpler structure, using visual navigation tools to make an easier user journey.

The mega menu helps the audience find the content they want, quickly and easily.



The screenshot shows a website's header with a navigation bar containing five items: 'Advanced Sensing', 'Software & Analytics' (which is highlighted in a white box), 'Engineering & Consultancy', 'Resources & Support', and 'Company'. To the right of the navigation is a search icon. Below the header, a large 'Software & Analytics' mega menu is displayed. This menu includes sections for 'Overview', 'Software & Analytics' (which is highlighted in a white box), 'Products for', 'Condition Monitoring', 'Case Management', 'Advanced Analytics', and 'Field Inspections'. To the right of the mega menu, there are three columns: 'About' (with a photo of two people at a computer), 'Learn' (with a photo of a wind turbine), and a list of three articles under 'How independent health data can help offshore wind operators get ahead'. The articles are: 'Are You Ready for the Windy Season? Stage 3: Get Your Wind Assets Fit for the Future', 'Are You Ready for the Windy Season? Stage 2: Prioritising Essential Maintenance', and 'How independent health data can help offshore wind operators get ahead'.

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**“Bigfork have been an excellent partner during our website project.**

**We needed a web development agency that could work as an extension of our team, and Bigfork delivered.”**

—

Jake Howard, Head of Marketing, ONYX Insight



## WEBSITE SUPPORT AND CRO FOR ACTEON GROUP

We worked with Acteon's marketing team to help find pain points in their website and improve its performance.

We also provided on going support and maintenance.

Here's a taste of what we did.

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ACTEON

ESG QHSE EQUIPMENT SALES & RENTAL RESOURCE HUB CASE STUDIES BLOG NEWS CAREERS

INDUSTRIES DIVISIONS PRODUCTS & SERVICES INTEGRATED SOLUTIONS ABOUT ACTEON

CONTACT US >

MARINE ENERGY AND INFRASTRUCTURE SERVICES

Industry-leading products and services for the renewable, nearshore construction and oil and gas sectors across all phases of the lifecycle.

ABOUT ACTEON >

2H

Advanced systems engineering to meet tomorrow's energy

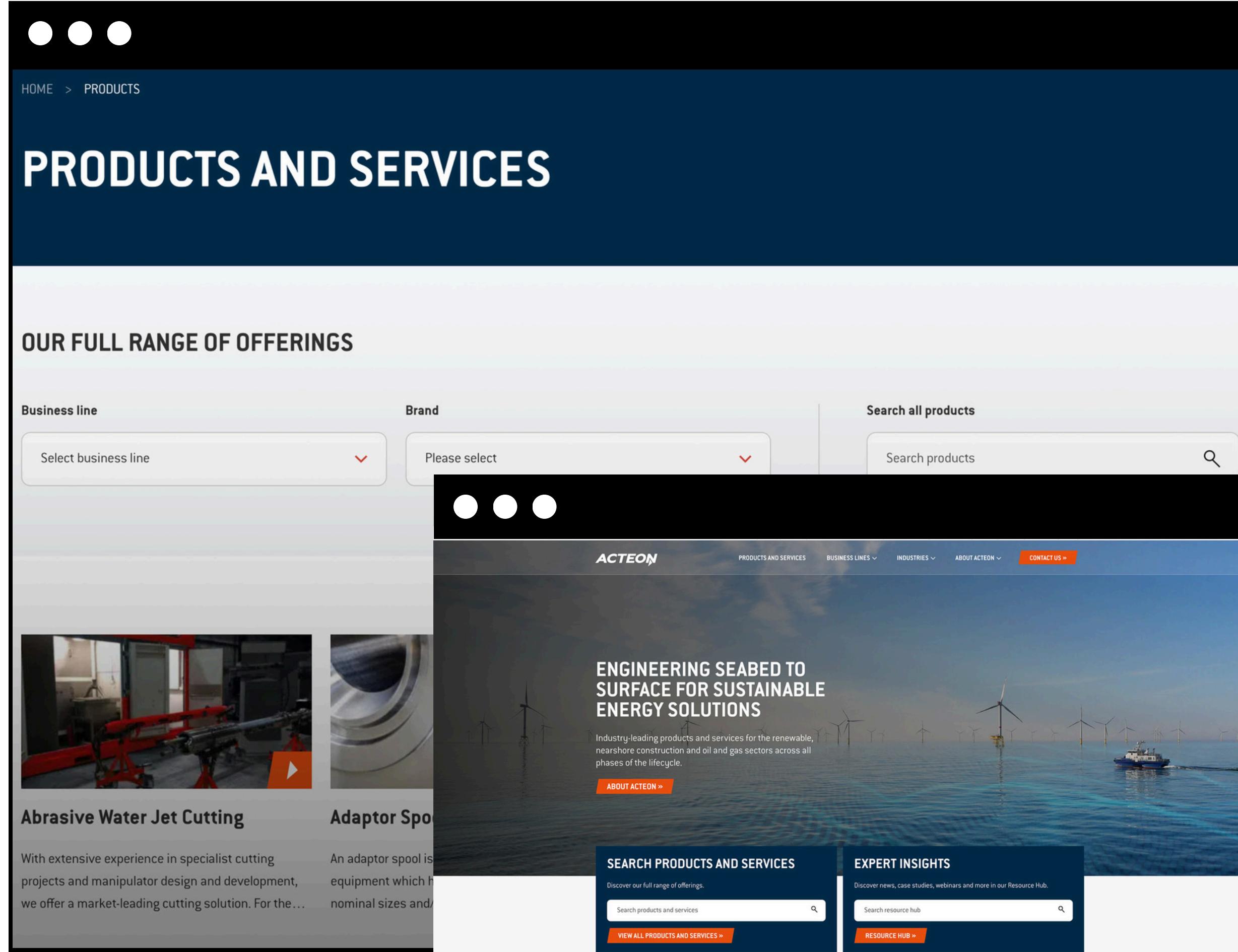
## STREAMLINED USER JOURNEYS

After some research we found what users were mainly searching for was products, services, and the resource hub.

However, data also showed that people found it hard to find what they wanted on the home page.

We redesigned these pages to maintain a consistent search style, and easy for the user to find the right information.

**BIGFORK**



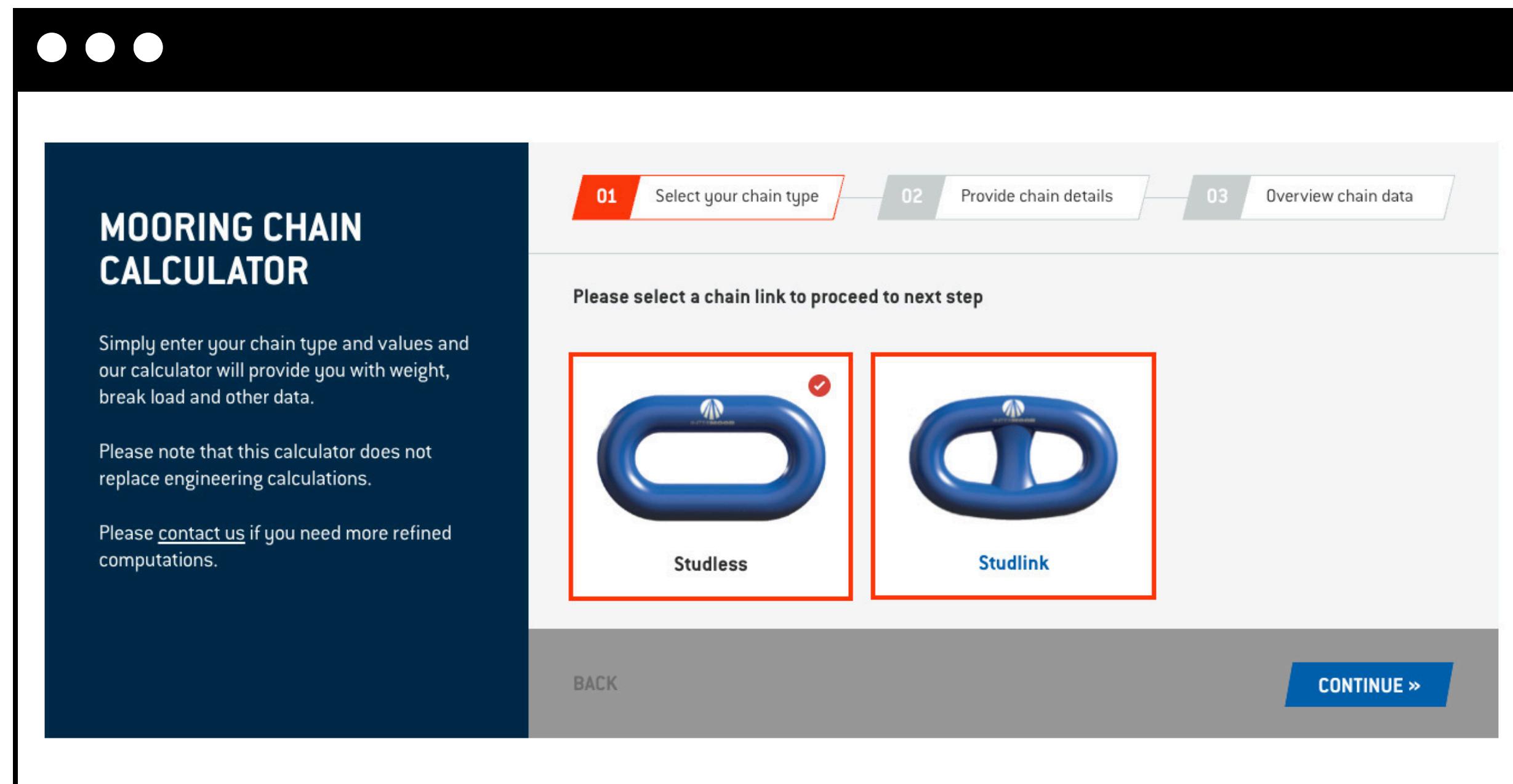
The image displays two screenshots of the Acteon website. The top screenshot shows the 'PRODUCTS AND SERVICES' page, which features a dark header with three white dots, a breadcrumb navigation ('HOME > PRODUCTS'), and a large title 'PRODUCTS AND SERVICES'. Below the title is a section titled 'OUR FULL RANGE OF OFFERINGS' with filters for 'Business line' (dropdown: 'Select business line') and 'Brand' (dropdown: 'Please select'). A search bar on the right is labeled 'Search all products' and 'Search products'. The bottom screenshot shows the homepage, which has a dark header with three white dots, the Acteon logo, and a navigation bar with links for 'PRODUCTS AND SERVICES', 'BUSINESS LINES', 'INDUSTRIES', 'ABOUT ACTEON', and 'CONTACT US'. The main content area features a large image of an offshore wind farm at sea. Text on the page reads 'ENGINEERING SEALED TO SURFACE FOR SUSTAINABLE ENERGY SOLUTIONS' and 'Industry-leading products and services for the renewable, nearshore construction and oil and gas sectors across all phases of the lifecycle.' Below this are sections for 'SEARCH PRODUCTS AND SERVICES' and 'EXPERT INSIGHTS', each with a search bar and a 'VIEW ALL PRODUCTS AND SERVICES' or 'RESOURCE HUB' button.

## ADDED A LEAD GEN CALCULATOR

Research identified that a "Mooring Chain Calculator" would be useful.

We designed and built this functionality with a data capture form.

It became one of the most popular pages on the Acteon website.



The screenshot shows a mobile-optimized landing page for a "MOORING CHAIN CALCULATOR". The page has a dark blue header with three white dots. Below the header, the title "MOORING CHAIN CALCULATOR" is displayed in large white capital letters. A subtext explains: "Simply enter your chain type and values and our calculator will provide you with weight, break load and other data." It also includes a note: "Please note that this calculator does not replace engineering calculations." and a link: "Please [contact us](#) if you need more refined computations." At the top right, a navigation bar shows steps: "01 Select your chain type" (highlighted in red), "02 Provide chain details", and "03 Overview chain data". A message "Please select a chain link to proceed to next step" is displayed above two options: "Studless" and "Studlink". Each option features a blue chain link icon with a red checkmark above it. A "BACK" button is at the bottom left, and a "CONTINUE >" button is at the bottom right.

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**“Bigfork were a pleasure to work with: knowledgeable, responsive, and genuinely collaborative.**

**They quickly understood our challenges and delivered smart, user-focused solutions that made a real impact.”**

Rebecca l'Anson, Marketing Automation Strategy Manager, Acteon

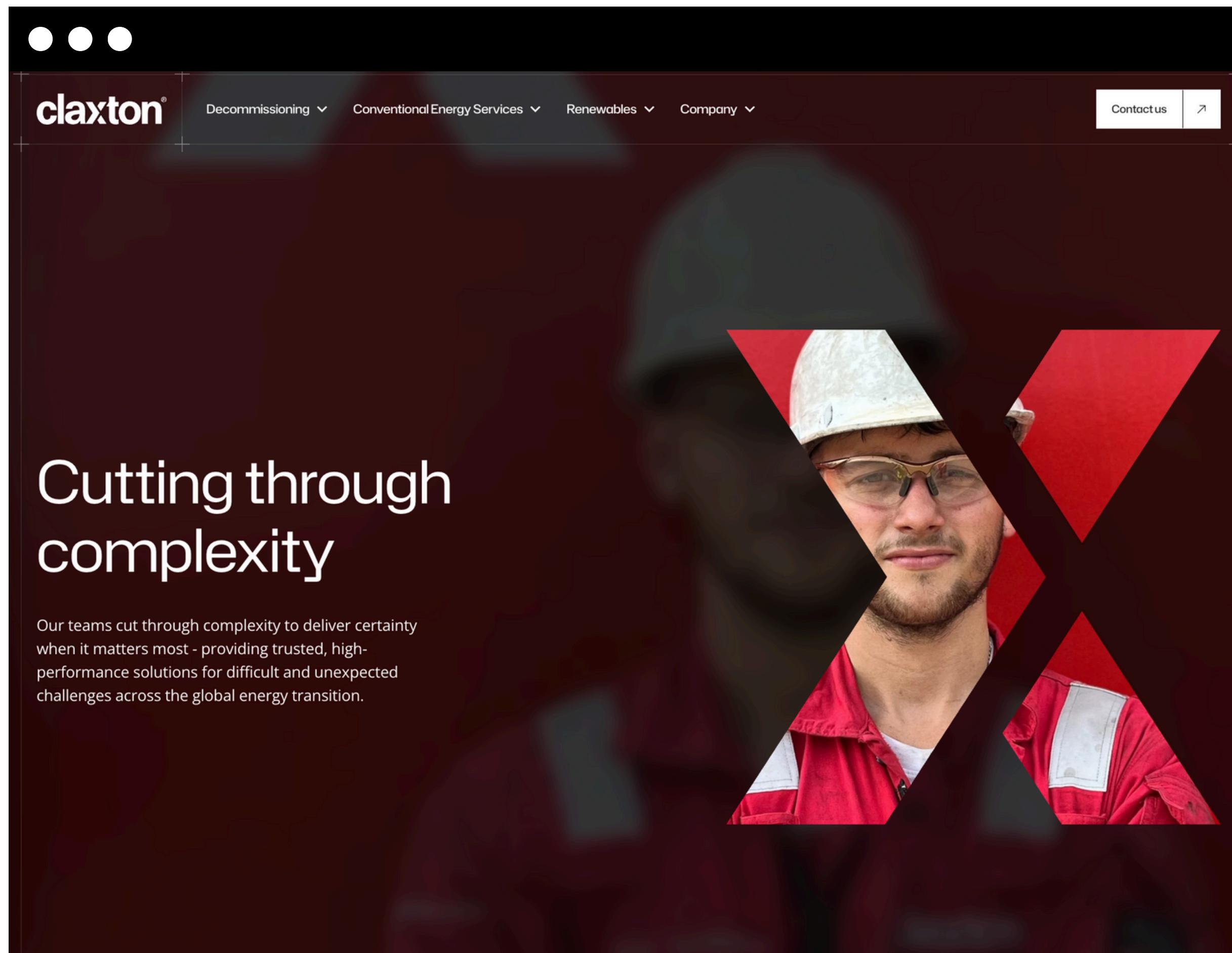


## A CUTTING EDGE WEBSITE FOR CLAXTON

Claxton needed a new website that communicated their strengths - high quality engineering services and reliable performance, for difficult challenges in the global energy sector.

Bigfork's task was to create a website that achieved this aim, as well as differentiating them from their competitors.

[claxtonengineering.com](http://claxtonengineering.com)



claxton

Decommissioning ▾ Conventional Energy Services ▾ Renewables ▾ Company ▾

Contact us

Cutting through complexity

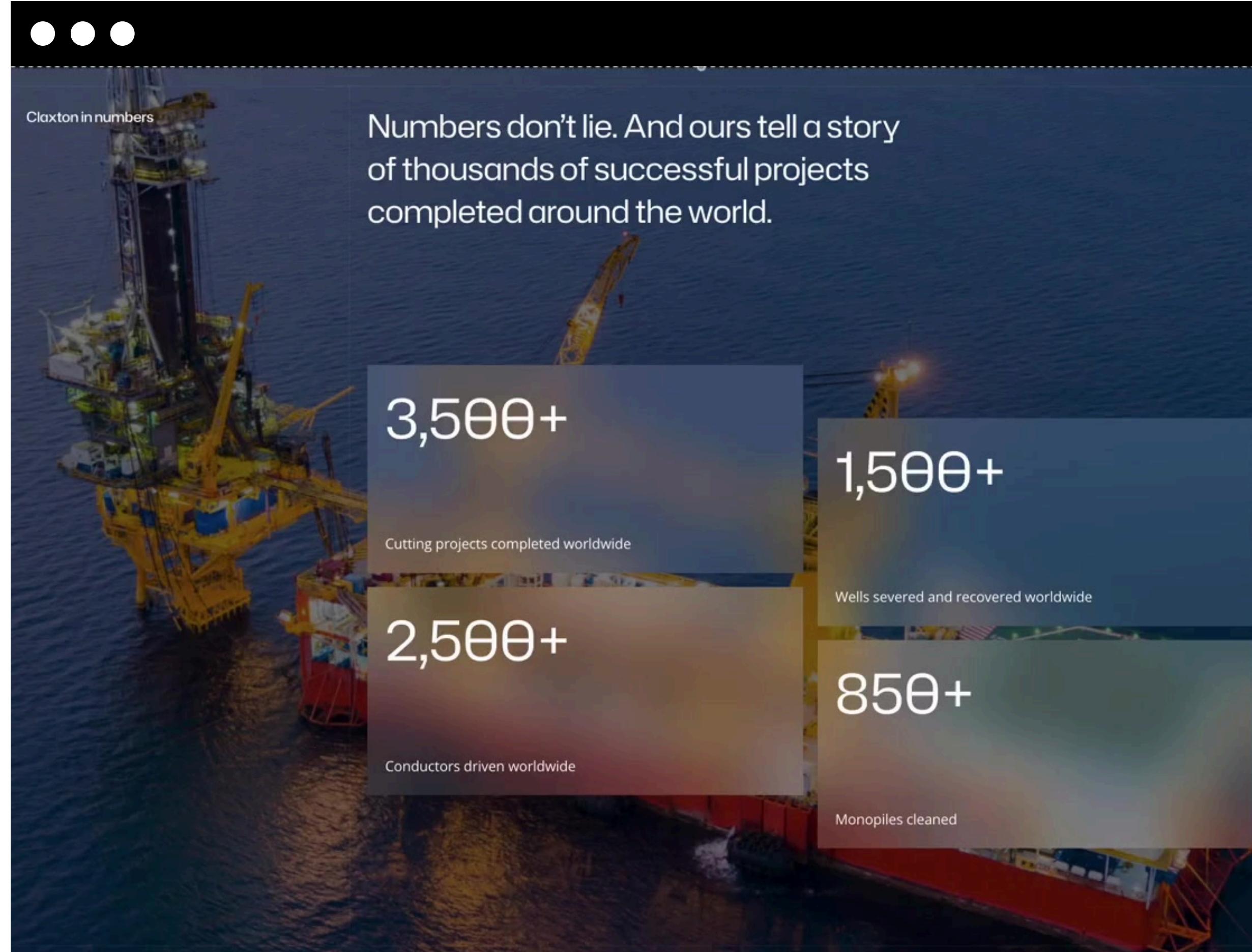
Our teams cut through complexity to deliver certainty when it matters most - providing trusted, high-performance solutions for difficult and unexpected challenges across the global energy transition.

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## CREATING TRUST

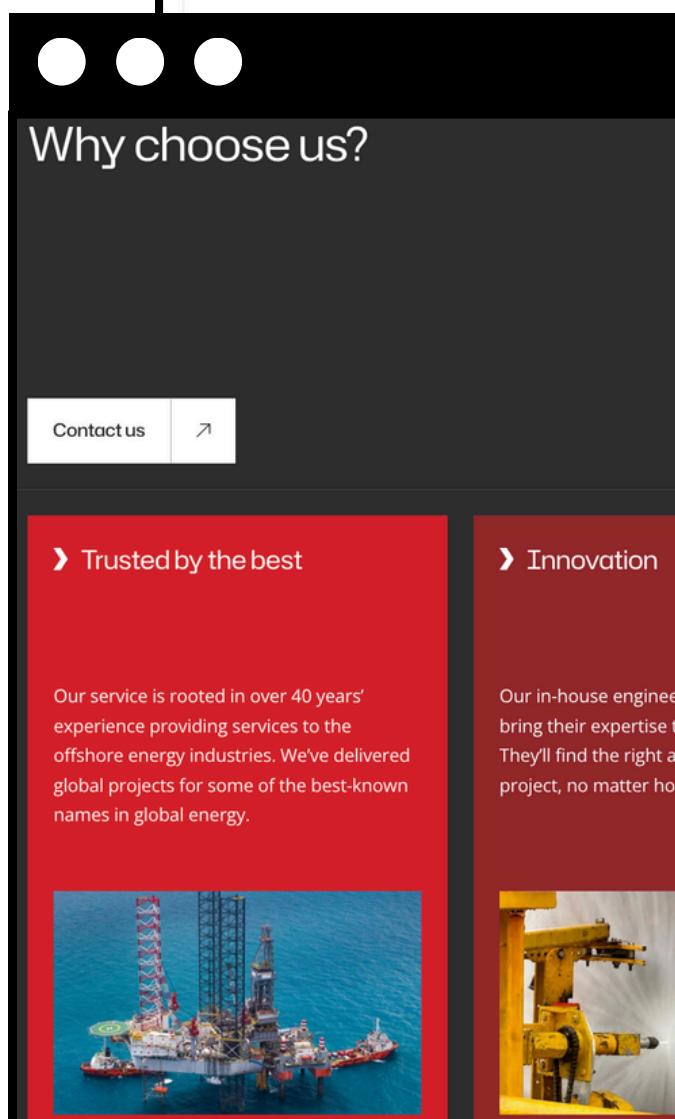
In this sector, trust is essential. We designed “Claxton in numbers” content that backs up their claims.

Combining animation with graphics helps tell this story in a far more engaging way. One that successfully communicates trust.

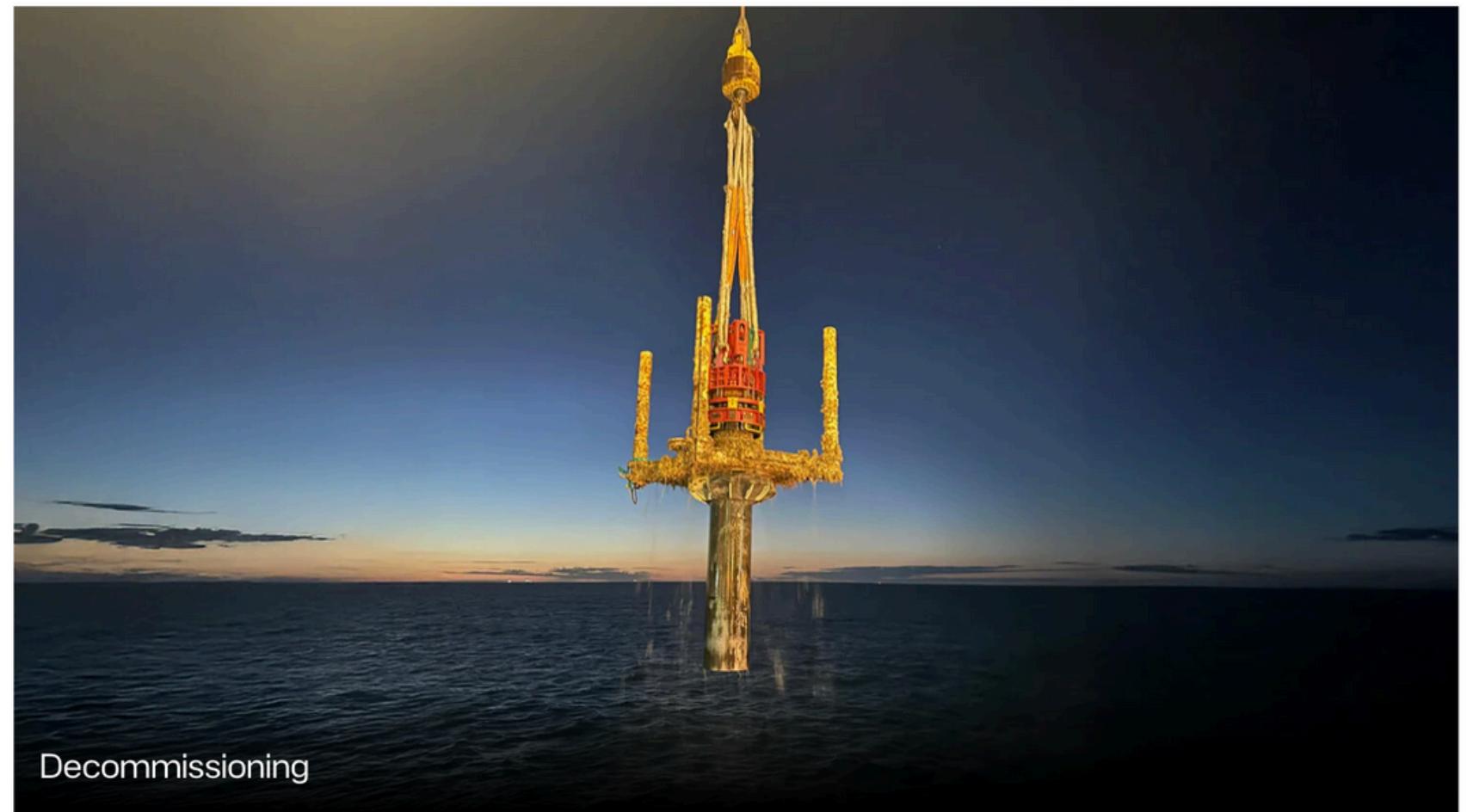


## A CLEAN, MODERN DESIGN

Using high quality images combined with appealing copy, we designed a branded, modern user experience for their audience.



The biggest names in energy trust us to deliver in our three main areas of work.



## AN INTERACTIVE MAP TO DEMONSTRATE GLOBAL REACH.

It was essential that we visually showed Claxton's global capacity.

This was successfully achieved with an interactive map, rather than a list of offices.

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• • •

Our locations

Global reach, local presence

Our global team is here to solve your offshore operating challenges, add value to your upstream projects and help you boost efficiency.



**BIGFORK**

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**"Working with Bigfork on our new website has been an outstanding experience from start to finish. They took the time to understand our brand, our goals, and our audience, and translated that into a sleek, modern, and highly functional site that truly reflects who we are.**

**The team was responsive, creative, and incredibly professional throughout the entire process. We've already seen a noticeable improvement in user engagement and enquiries. We couldn't be happier with the result and would highly recommend them to anyone looking to elevate their online presence and create something unique."**

Mark Beadie, Marketing and Events Specialist, Claxton Engineering Services

# 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

# OUR ENERGY WEBSITE REPORT



## WHAT IS THE REPORT ABOUT?

In this report we've taken a deep dive into websites in the Energy, Offshore and Oil & Gas sectors.

With our experience, we know what makes a high performing B2B website, so we analysed 20 websites in the following areas:

- Conversion optimisation
- User experience
- Reputation
- Content
- Positioning and branding

We look into what websites are doing well, where they're messing up, and how you can do better.

## KEY FINDINGS DISCUSSED IN THE REPORT

1. Websites in the Energy and Offshore sectors **lack data capture and conversion optimisation tactics**, which means they're missing out on leads and valuable marketing data.
2. No websites assessed had **interactive product tools**, despite these being considered most valuable by B2B buyers doing technical research.
3. Most websites scored highly in 'Positioning and Branding' and 'Content' assessments, showing that the basics are there, **they just need improvement rather than starting over**.

[Download the full report here and see how your website compares \(no form fill required\).](#)

# READY TO GET STARTED?

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

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