



MANUFACTURERS WEBSITES WORKING AREN'T

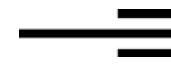
AND HOW YOU CAN FIX THEM

A BIGFORK REPORT
FEBRUARY 2025





WHAT'S THE BIG PICTURE?



THE BIG PICTURE

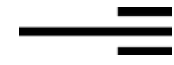
Websites are a must-have for manufacturers in today's digital world.

However, many manufacturing businesses struggle to get it right, from outdated websites and poor user experience to unclear messaging. These issues can drive away prospective customers and damage a business's reputation, as well as your bottom line.

In this report we share what the main website issues are for manufacturers and where the high performance websites win.

70% of B2B buyers research online before reaching out.

[Contentsquare](#)

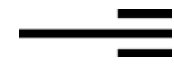


CONTENTS

- Websites matter for manufacturers.
- Six issues holding back manufacturers websites.
- What makes a winning manufacturers website?
- Summary.



**WEBSITES
MATTER FOR
MANUFACTURERS.**



WEBSITES MATTER FOR MANUFACTURERS

A manufacturers website needs to do so much more than sell products.

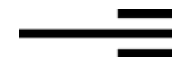
It can build brands, help existing customers, support distributors and recruit the right people.

Purchasing decisions in manufacturing can take many months, with customers revisiting websites over and over again. Having a user-friendly, informative site is key to building trust and credibility.

The B2B buying journey is increasingly complex, with at least 6 -10 decision makers in a buying group all with different buying motivations.

A survey by Gartner reports that 77% of B2B buyers found their latest purchase was very complex or difficult.

[Gartner](#)



WEBSITES MATTER FOR MANUFACTURERS

Successful manufacturers are integrating their websites with internal systems.

These include online ordering, stock control, accounts, ERP, CRM systems and other integrations that help make their websites work harder.

80% of B2B sales interactions will occur through digital channels by 2035.

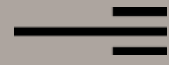
[Contentsquare](#)

68% of B2B buyers prefer remote interactions online over traditional buying methods.

[Contentsquare](#)



SIX ISSUES
HOLDING BACK
MANUFACTURERS
WEBSITES.



WHAT'S HOLDING BACK MANUFACTURERS WEBSITES?

1. **POOR USER EXPERIENCE (UX)**

B2B manufacturing sites often struggle with clunky navigation, overwhelming product catalogues, and poor mobile usability.

2. **SELLING COMPLEX & TECHNICAL PRODUCTS**

Confusing documentation and missing visuals leave buyers unsure of product benefits, features, and the problems they solve.

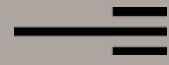
3. **OUTDATED CONTENT & DESIGN**

Manufacturing websites can often feature outdated content that fails to address current industry pain points, as well as being uninspiring, leading to a lack of engagement and trust.

4. **WEAK LEAD GENERATION**

Unclear or lack of calls to action mean missed conversions.

Manufacturers are still relying heavily on traditional methods for lead capture.



WHAT'S HOLDING BACK MANUFACTURERS WEBSITES?

5. LACK OF DIFFERENTIATION

A key frustration for B2B buyers is that most manufacturing websites have similar designs and messages. Clear differentiation helps customers shortlist and choose the right supplier.

6. SLOW SPEED

No-one likes a slow to load website. Research from [Contentsquare](#) shows nearly 30% of visitors to manufacturers website were frustrated by slow speeds.

73.1% of users
abandon a site if it's
not mobile friendly.

[Contentsquare](#)

Just a one-second
delay in page load
time can result in a
7% reduction in
conversions.

[Major Digital](#)



WHAT MAKES A WINNING MANUFACTURERS WEBSITE?



THEY ARE CUSTOMER FOCUSED

Our recent B2B Buyer research report clearly showed the frustration buyers have with manufacturers and suppliers websites. The best websites have been developed on the back of solid customer and stakeholder research that identifies:

- what content your customers want to see on your website.
- what they like and don't about your website.

75% of B2B buyers prefer a rep-free sales experience.

[B2B Buying - Gartner](#)

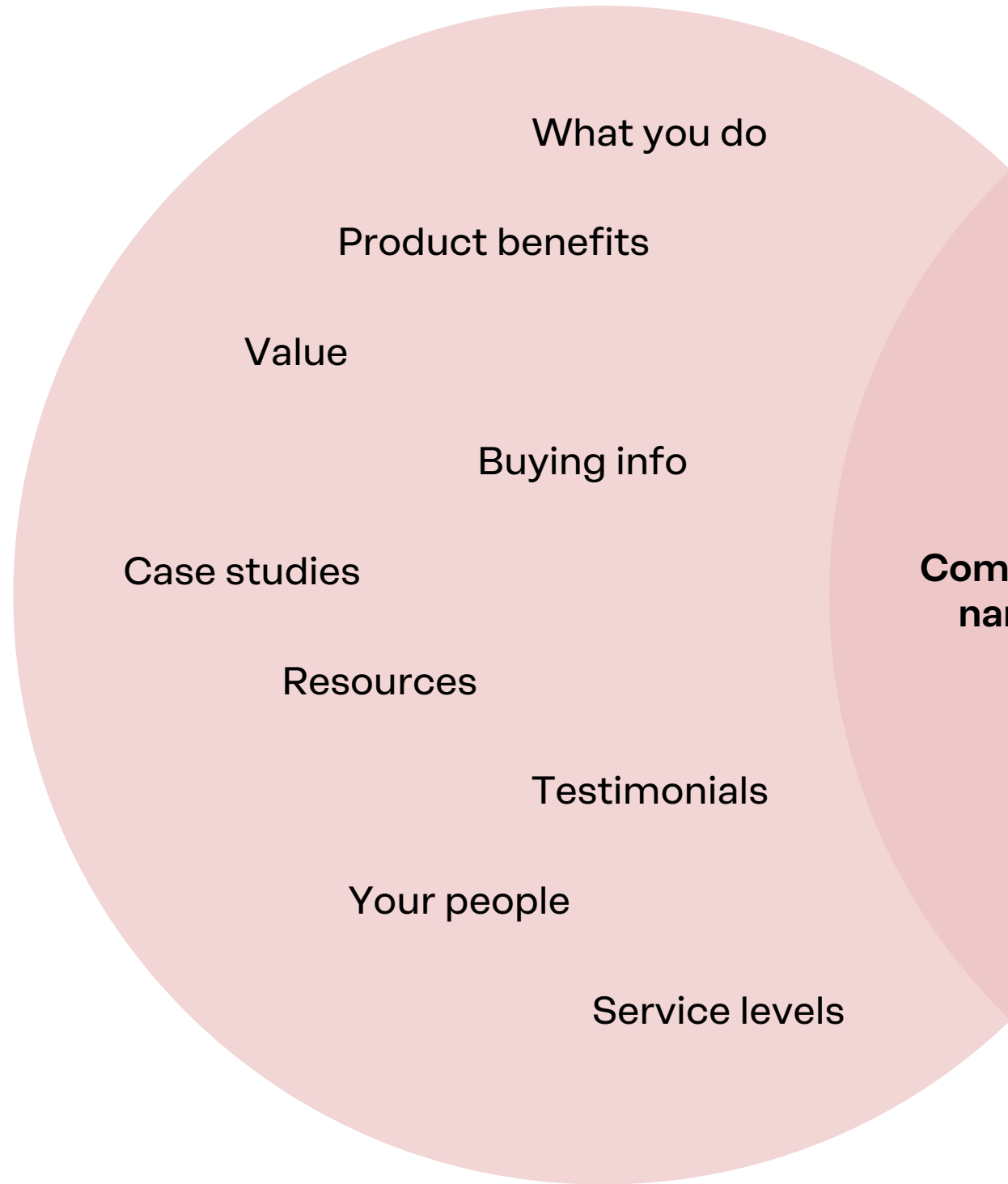
69% of B2B buyers gather information online before talking to BDMs.

[Master B2B Seller Survey](#)

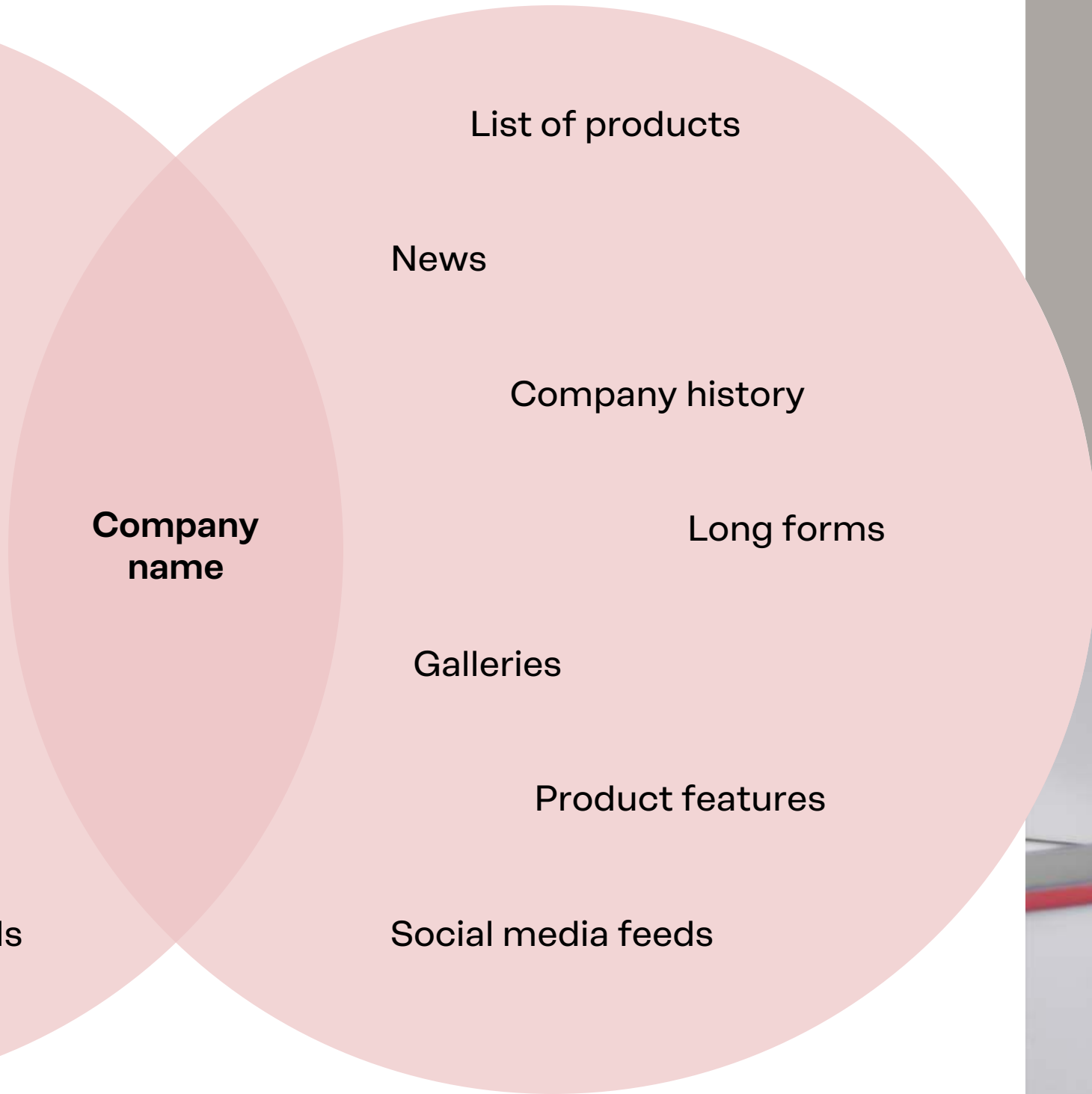
66% of B2B buyers expect B2B website experiences to match B2C ones.

[BigCommerce](#)

WHAT CUSTOMERS WANT

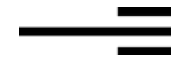


WHAT THEY GET



Company name





**THEY DIFFERENTIATE
THEIR WEBSITE**

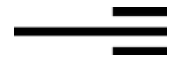
**Successful manufacturers websites
differentiate their website from competitors.**

Why? Because the sector suffers from a sea of sameness,
where manufacturers websites all look and say the same thing.

They really don't need to be.

Potential customers need to know what makes you different from your competitors. By analysing competitors websites and their marketing strategy, you can identify opportunities to make your website stand out.

Successful B2B differentiation strategies include attribute leadership, market specialisation, customer experience, and unique technology.



CASE STUDY

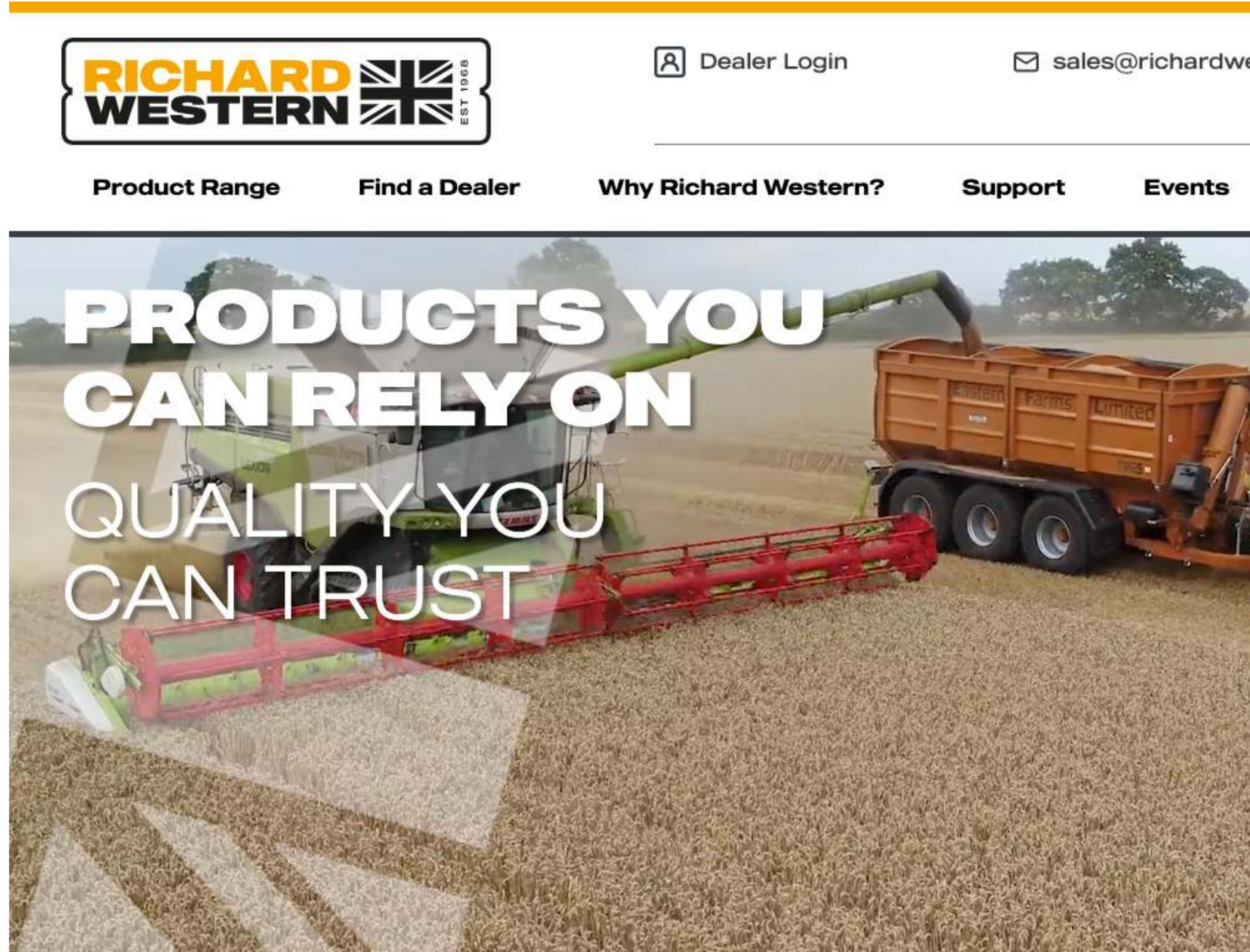
Richard Western manufacture agricultural trailers.

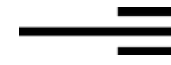
They clearly differentiate their products as trusted and reliable.

This is a huge benefit at harvest time for their customers.

[See their website](#) →

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THEY'RE GOOD AT SELLING COMPLEX PRODUCTS

Manufacturers often have complex products which they find difficult to market. Customers can find it difficult to find the information they need and understand the benefits.

The best manufacturers make this easy with:

- User friendly navigation with mega menus, simple product finders or quiz based searches.
- Clear product benefits and features.
- Content that is broken down into sections with titles and bullet points.
- Visual aids with videos, charts, graphics and animations that show how product features work and what the benefits are.
- Easy to read copy that doesn't baffle people with jargon and acronyms.
- FAQs that answer common questions potential customer ask.



CASE STUDY

Well known manufacturer, Lockheed Martin, does a great job in visually showing the benefits and features of their products on their website.

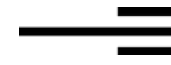
Here they use a 'hotspots' visual to show off benefits and features.

[See an example](#) →

**Reliable, Proven
Dual GE CT7-8A6
Engines**

Produces more power in higher altitudes and hotter temperatures.



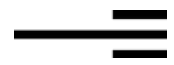


THEY USE EFFECTIVE CALLS TO ACTION

Good websites are very effective at using calls to action (CTAs). Many manufacturers sites are poor at this, but good CTAs help guide the customer and increase lead generation on your website.

How do winning manufacturers websites use CTAs effectively?

- They place them strategically on all pages of the customer's journey. CTAs should appear in prime areas on pages such as "Key benefits".
- Good use of Primary and Secondary CTAs. Primary CTAs are for lead gen, for example "Book a demo" or "Get a quote". Secondary CTAs are lower commitment for the user, such as "Watch our product video" or "Read our case study".
- Action verbs are used in CTAs that prompt action, such as "Download", "Subscribe", or "Book".
- Finally, they make their CTAs more personal. "Book your demo" is more effective than "Book a demo."



CASE STUDY

Niterra manufacture ignition and sensor parts.

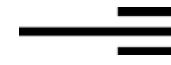
They use calls to action on their website very effectively.

They stand out, are well placed and are very clear what you get.

[See their website →](#)

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The screenshot shows the Niterra website interface. At the top, the Niterra logo and "Niterra North America, Inc." are visible. Navigation links include PRODUCTS, RESOURCES, ABOUT US, CAREERS, WHERE TO BUY, and PART FINDER. A search bar is located in the top right corner. The main content area features a large image of a green and black product box for NTK sensors, with a sensor component shown next to it. The box text includes "NTK THE SENSOR SPECIALIST", "Premium quality and performance", and translations in Spanish and French. To the right of the image, the heading "PRESSURE SENSORS" is displayed, followed by a descriptive paragraph and three call-to-action buttons: "DOWNLOAD BROCHURE", "WHERE TO BUY", and "PART FINDER". Below this, a section titled "DELTA PRESSURE FEEDBACK EGR SENSORS" provides a detailed description of the sensor's advanced design and includes a "DOWNLOAD SPEC SHEET" button. A close-up image of the Delta sensor is shown in the bottom right corner.



THEY USE PROOF CONTENT THROUGHOUT THEIR WEBSITE

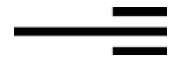
Customers want to see proof of the claims being made on a website.

Trust and credibility content are big sellers and this is backed up by the Content Marketing Institute whose recent survey showed that case studies were the most sought after content for B2B buyers.

The most popular proof content (video and written) used on successful manufacturers websites include:

- Case studies
- Testimonials
- List of clients
- Awards and accreditations
- Articles, guides and reports

This content works best when placed throughout the website to back up any benefits and claims.



CASE STUDY

Adaptavate manufacture carbon-negative construction materials.

Proof content is vital for them and their website has some good, informative case studies, that demonstrates the benefits of their products.

[Check out their case studies](#) →

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At a glance

Project type

Office Refurbishment

Property type

1980 Office Building

Product(s) used

Breathaplasta Universal

Location

London, United Kingdom

Date

2018

Client

Grosvenor

Architect

Barr Gazetas

Installer

MDG Plastering

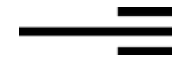
Download one-pager



Summary

Adaptavate proudly played a role in the transformation of Holbein Gardens, a 1980s office building in Chelsea, into Grosvenor's flagship net zero development. This retrofit, conducted by architects' practice Barr Gazetas and aligned with the UK Green Building Council's (UKGBC) Net Zero Carbon Buildings Framework, epitomises a commitment to sustainability in urban development and echoes Adaptavate's vision.





**THEY ARE
CONSTANTLY EVOLVING**

Successful websites don't stand still, they are constantly being testing and improved.

Many manufacturers websites aren't regularly reviewed for their performance meaning they are missing opportunities.

Regularly testing website elements such as new content, calls to action, and navigation should be the norm rather than the exception. High performance websites don't just happen.

The focus is on how they can contribute more leads and increase brand engagement for the manufacturer.

Trying new technology such as AI Chatbots or 3D product visuals keeps manufacturers websites relevant, drives conversions, and shows they have their finger on the pulse.



THE BIG SUMMARY



Too many manufacturers are behind the curve with outdated websites that don't appeal to customers.

Customers want a better digital experience.

Websites should be focused on delivering what customers want, and what the business needs from the website.

The manufacturers that make this a priority will benefit hugely.





WHAT'S NEXT FOR YOUR WEBSITE?

If you're looking to improve your website, Bigfork is the answer.

We can help with a new website, improving the one you have, or our website consultancy service can point you in the right direction.

www.bigfork.co.uk

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