



THE POWER BEHIND ENERGY AND OIL & GAS WEBSITES

A BIGFORK REPORT

NOVEMBER 2025





THE INTRO

Bigfork are a specialist B2B web agency and in this report we've taken a deep dive into websites in the Energy and Offshore sector.

We know what makes a high performing B2B website, so we've analysed 20 websites in the following areas:

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

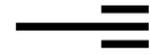
We'll show you how the Energy and Offshore sector websites perform across each area with tips to help you improve your website too.

30% of B2B website sessions end in frustration.

[Contentsquare](#)

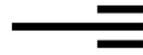


KEY FINDINGS IN THIS REPORT



KEY FINDINGS

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.



OUR ASSESSMENT

We assessed each website based on these five categories and three criteria. Each criteria was rated with the following scores:

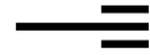
- 0 — Non-existent
- 1 — Poor
- 2 — Acceptable
- 3 — Good
- 4 — Smashed it

The numbers in this report are the average scores calculated, with 2 or over being generally positive.

Categories	Criteria
Conversion rate optimisation	Calls to action
	Contact forms
	Data capture
User experience	Navigation
	Interactive tools
	Mobile experience
Reputation	Compliance
	Credibility
	Thought leadership
Positioning and branding	Visual appeal
	Value proposition
	Clear service offering
Content	Product detail
	Readability
	Funnel coverage



WHAT'S THE SCORE FOR CONVERSION OPTIMISATION?



CONVERSION RATE OPTIMISATION (CRO)

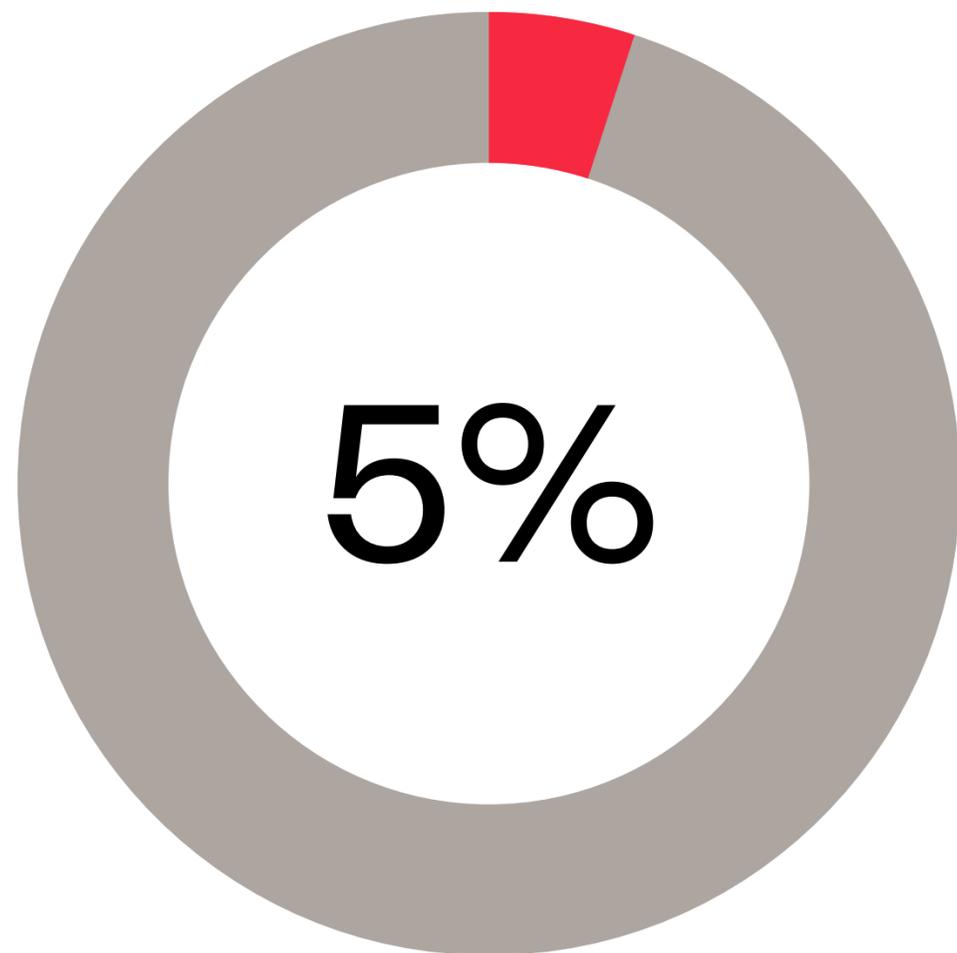
Effective CRO is proven to increase leads

Here are the CRO criteria we reviewed for each website:

Does the website have...	Average score
Clear calls to action (CTAs) that stand out on the page?	1.95
Contact forms that short and easy to find?	1.87
Data capture for ongoing marketing, such as email sign ups?	0.53
Area average score out of 4	1.42 (poor)



CONVERSION RATE OPTIMISATION (CRO)



Only 5% of the sites we assessed had methods for ongoing data capture.

It appears that Energy and Offshore companies are not optimising their websites enough for lead generation and brand building marketing.

Ongoing data capture, like encouraging website users to sign up to a newsletter, is an effective method for nurturing leads that aren't quite ready to convert yet.

Staying in touch with potential customers builds a deeper relationship and keeps your business at the forefront of a customer's mind when they decide to make a purchase.

The average conversion rate for B2B websites is 2.2%.

[WebFX](#)



BEST PRACTICE: 4SUBSEA

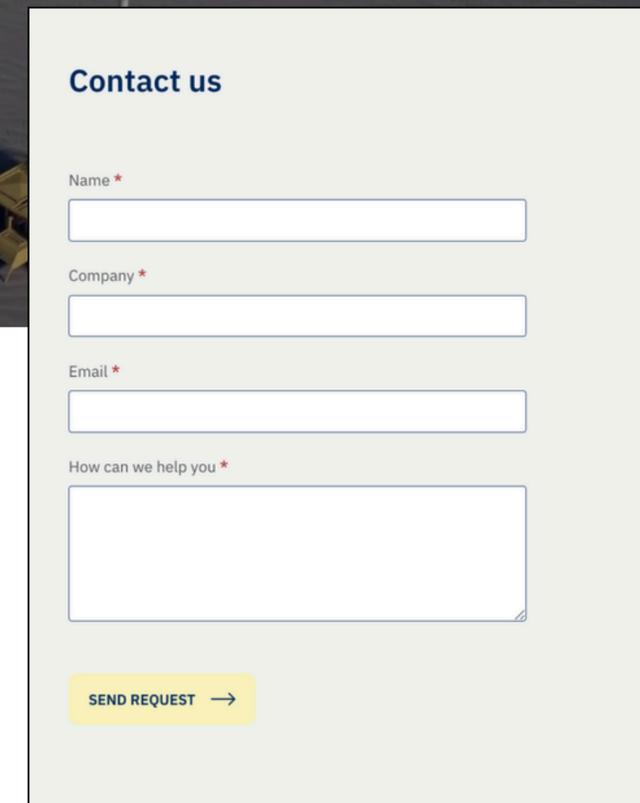
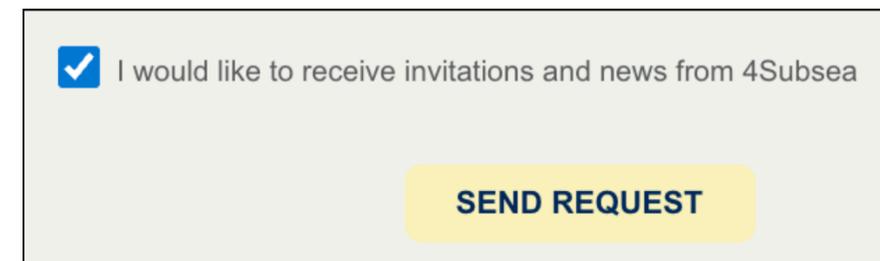
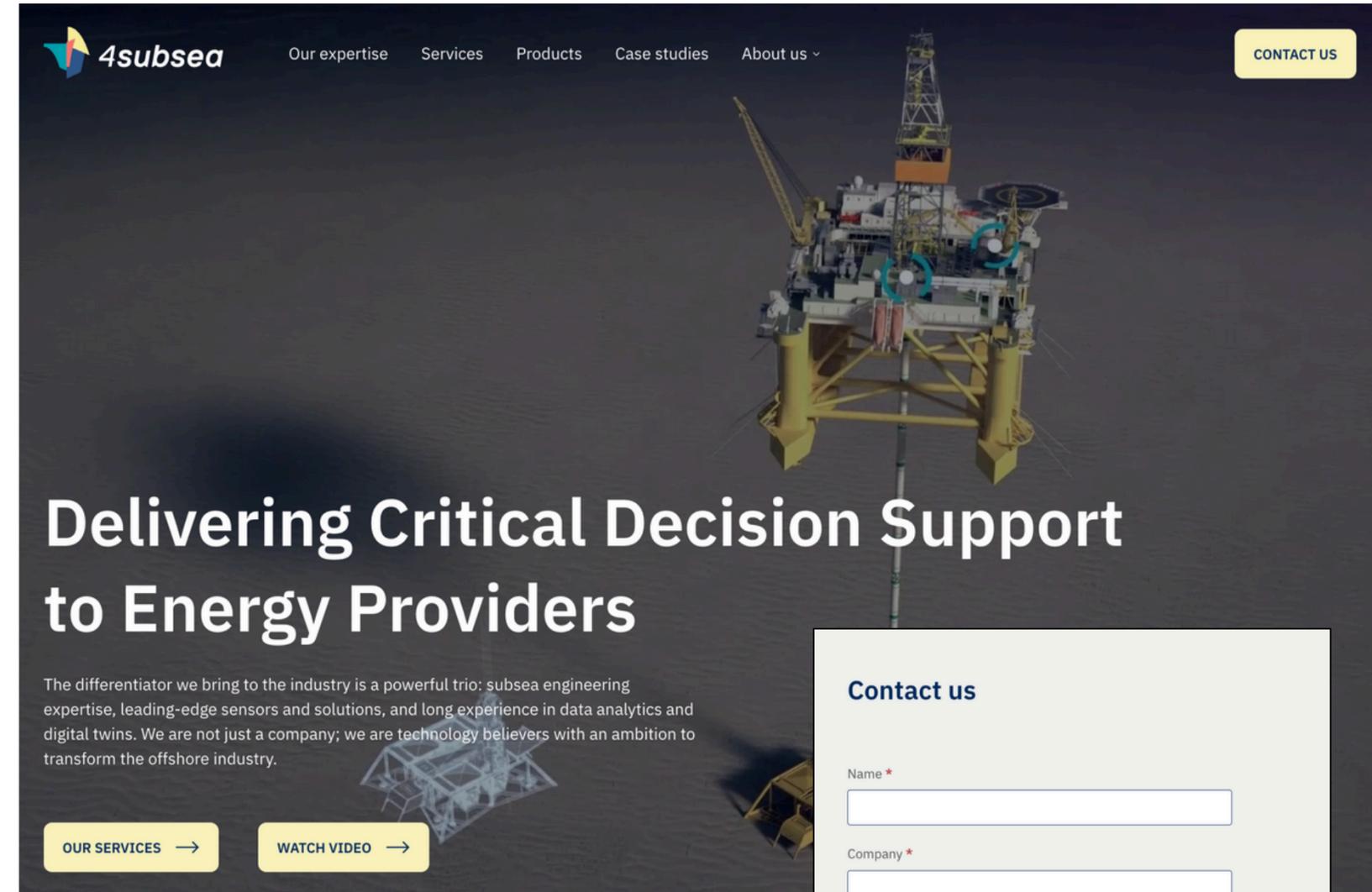
4subsea provide technology and engineering services that transform the offshore sector. Their site ticks all the boxes for conversion optimisation.

First, look at their calls-to-action. They stand out clearly on the page, and tell users exactly what they can expect from clicking on them.

The contact forms are short and easily accessible with a button in the navigation bar, as well as a button at the bottom of every page.

Finally, they give users the option to receive ongoing communication. This is the perfect way to nurture warm leads.

BIGFORK





HOW DID THEY
RATE FOR USER
EXPERIENCE?



USER EXPERIENCE

A good user experience on a B2B website is crucial for user retention and conversions.

Here's what we assessed:

Does the website have...	Average score
Straightforward menus and extra navigation tools such as mega menus, site search, breadcrumb trails, filters, dropdowns?	2.15
A good experience on mobile devices?	2.85
Interactive tools such as ROI calculators or product selectors?	0
Area average score out of 4	1.67 (poor)



USER EXPERIENCE

Make it easy for website users to find the information they're looking for.

With technical buyers doing more of the heavy lifting in B2B purchases, having a good user experience is vitally important. But websites in the Energy and Offshore sectors did not score positively in this area overall.

The biggest weakness of these websites was the lack of product tools or calculators, which are considered most valuable in technical research.*

A mega menu and search bar are effective ways to create a simple user journey.

[*State of Marketing to Engineers, Trew Marketing 2025](#)

Technical buyers now 'self serve' almost two-thirds of the B2B buying process before speaking to a sales person.

[State of Marketing to Engineers, Trew Marketing 2025](#)

77% of B2B buyers found their latest purchase very complex or difficult.

[Gartner](#)



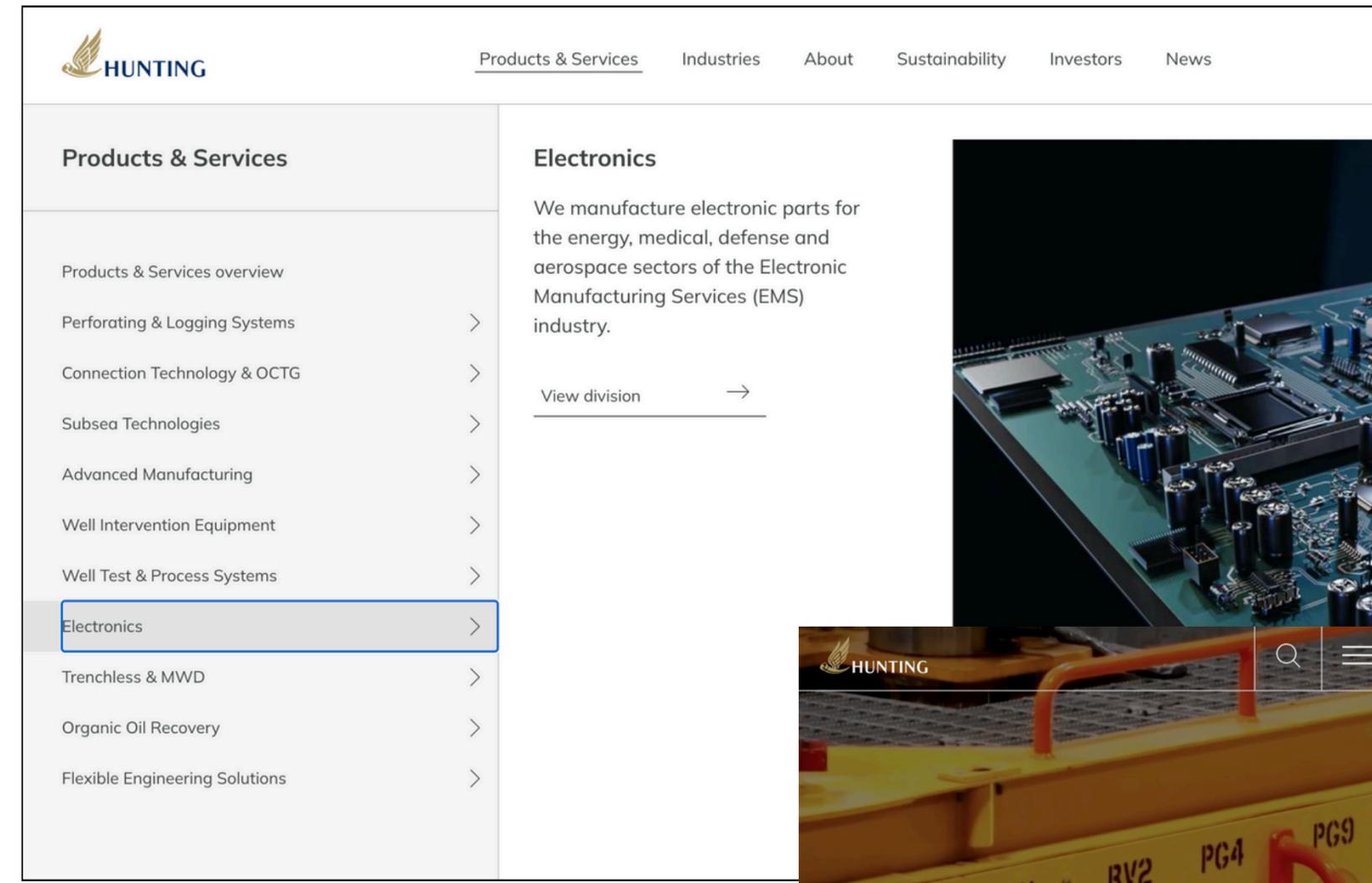
BEST PRACTICE: HUNTING

Hunting specialise in the global manufacture, trade and rental of high quality equipment for the energy industry.

Their website has a seamless user experience, with a well detailed mega menu, a search ability with filters, and breadcrumb trails for each page. The site is also very responsive to mobile use.

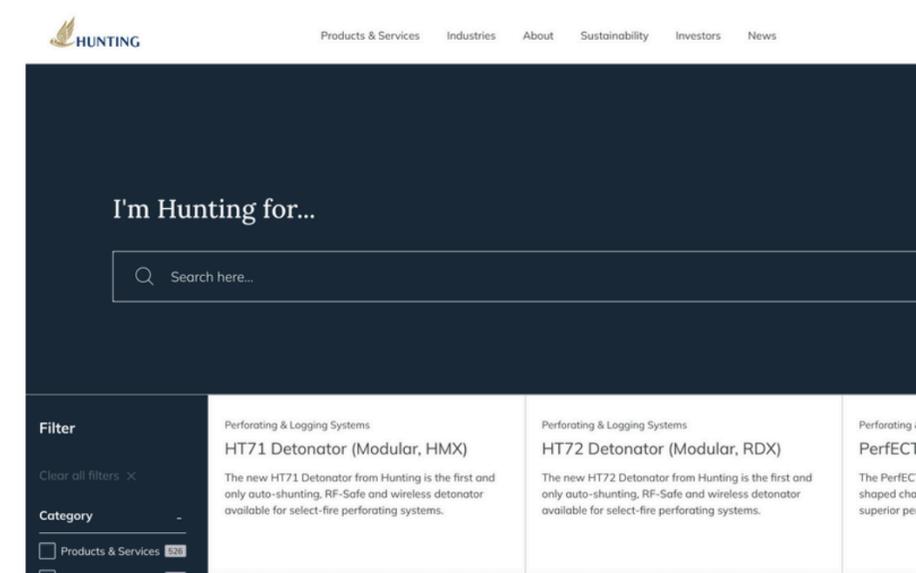
Don't know what a breadcrumb trail is?

It's the small bit of text that shows the journey to a current page. It allows the user to understand where they are on a website and navigate back to where they came from.



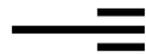
Proven capabilities for energy and beyond

We specialise in the global manufacture, trade and rental of high quality equipment for the energy industry.





DO THEY
SHOW THEIR
REPUTATION?



COMPANY REPUTATION

In high risk sectors like Energy and Offshore services, reputation is everything.

Here's how the websites scored:

Does the website have...	Average score
Case studies, client lists, testimonials or reviews?	1.73
Industry compliance certificates for standards, quality, H&S on display?	1.67
Thought leadership content such as knowledge articles, industry trends?	1.80
Area average score out of 4	1.73 (poor)



COMPANY REPUTATION



Give your website users a reason to believe you're the best choice.

Scores in the reputation section were consistent, but the average scores for each criterion still fall below the positive threshold.

Typically, we found company updates and business announcements were published rather than testimonials, case studies, or thought leadership content that builds trust and demonstrates credibility.

66% of technical buyers say product reviews are most valuable in B2B decisions, when published by an independent source.*

With so much influence on purchasing decisions, businesses in the Energy and Offshore sectors risk losing out to competitors if they do not have content on their website that showcases their reputation.

*State of Marketing to Engineers, Trew Marketing 2025



FOOD FOR THOUGHT

The relationship between a poor user experience and company reputation.

A poor user experience doesn't just feel inconvenient. It feels unsafe.

When a website is confusing or difficult to navigate, it raises questions about the quality of the business: the processes, the organisation and clarity, and how seriously the little details are treated.

It either reinforces the perception of a capable, reliable company, or introduces doubt before the conversation has even started.

Our tip: make sure your B2B website reflects your company standards, then boost your credibility with testimonials and case studies.

Technical buyers are almost **twice as likely** to view a strong website as an indicator of a company's credibility, than sponsorship at a trade show.

[State of Marketing to Engineers, Trew Marketing 2025](#)

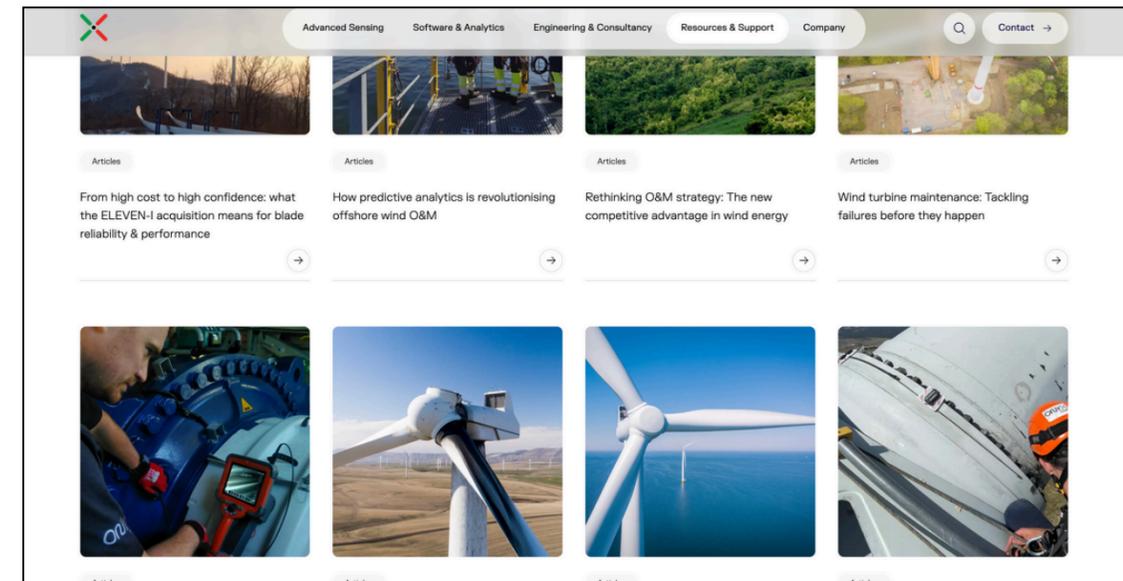
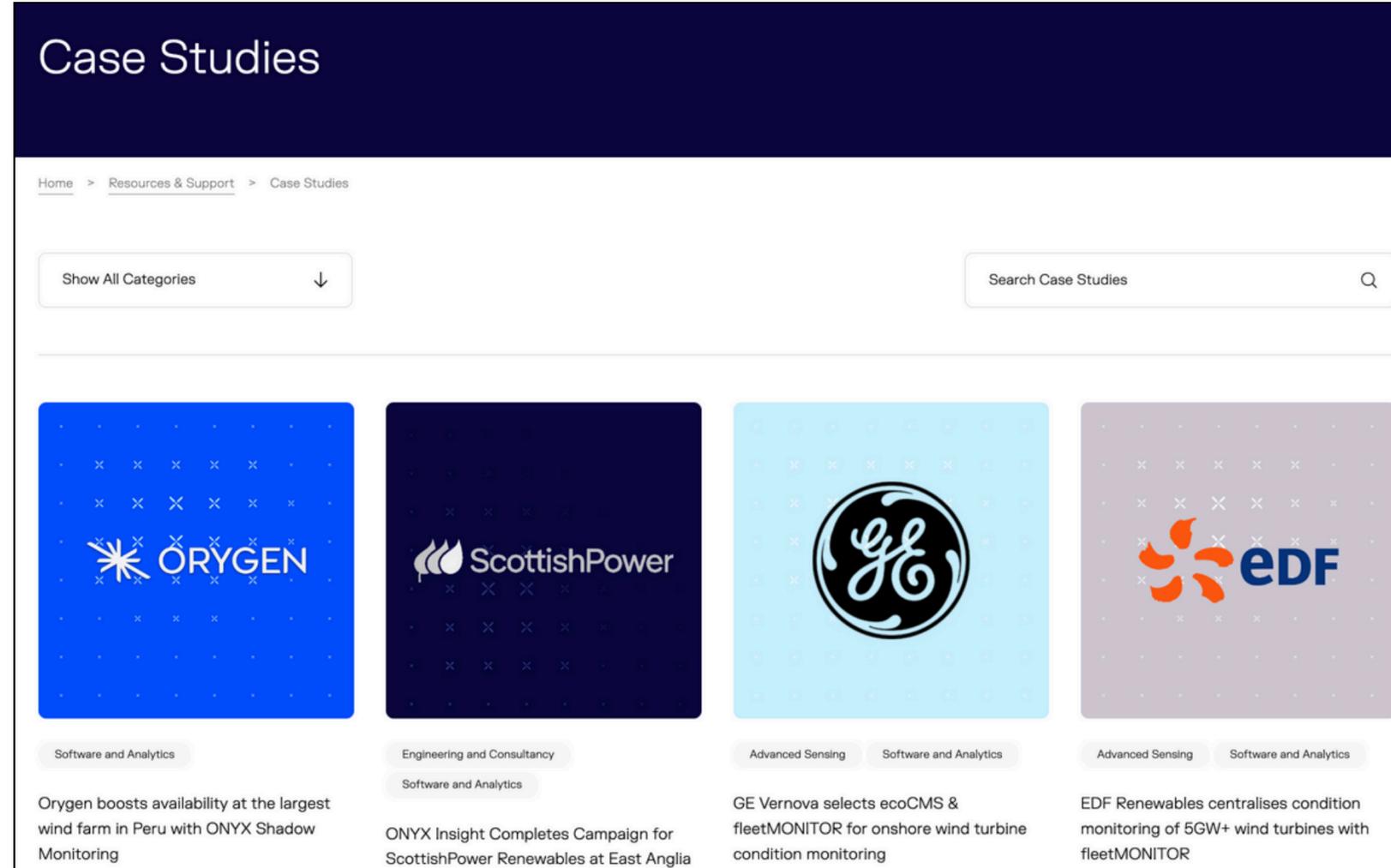


BEST PRACTICE: ONYX INSIGHT

ONYX Insight provides expertise in sensing, analytics and engineering to the global wind energy industry. Their website successfully proves their credibility and reputation to users.

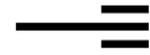
They have a page dedicated to case studies, broken down into categories, as well as specific sections to demonstrate their certifications, compliance and company policies.

When it comes to thought leadership, they have a range of articles, downloads, webinars and reports published, demonstrating their industry knowledge.





IS THERE CLEAR
POSITIONING
AND BRANDING?



POSITIONING AND BRANDING

A B2B website is often the first impression for customers, so it needs to stand out.

Overall, the scores in this section were good.

Does the website have...	Average score
Statements of what the company does and for who?	2.8
A clear, differentiated 'value proposition'?	2.25
Visual appeal and engaging effects?	2.65
Area average score out of 4	2.57 (good effort)



POSITIONING AND BRANDING

Several websites claimed to be the 'market leaders' in their industry.



Energy companies need to show their skills and expertise. Not just tell the reader they are a 'market leader.' This is something we see often on B2B websites.

It all comes down to differentiation.

Having a unique value proposition and a high quality, engaging website makes a company more memorable to users.

68% of B2B buyers agree with the statement:

"Many of the brands I see at work have very similar marketing and communications messages – they all sound and act the same."

*Dentsu, 2024

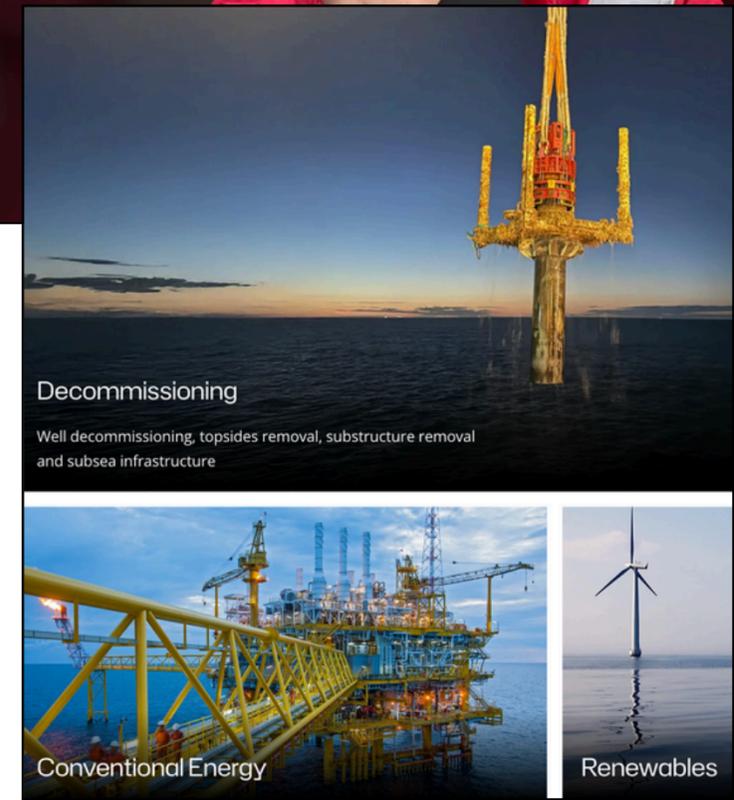
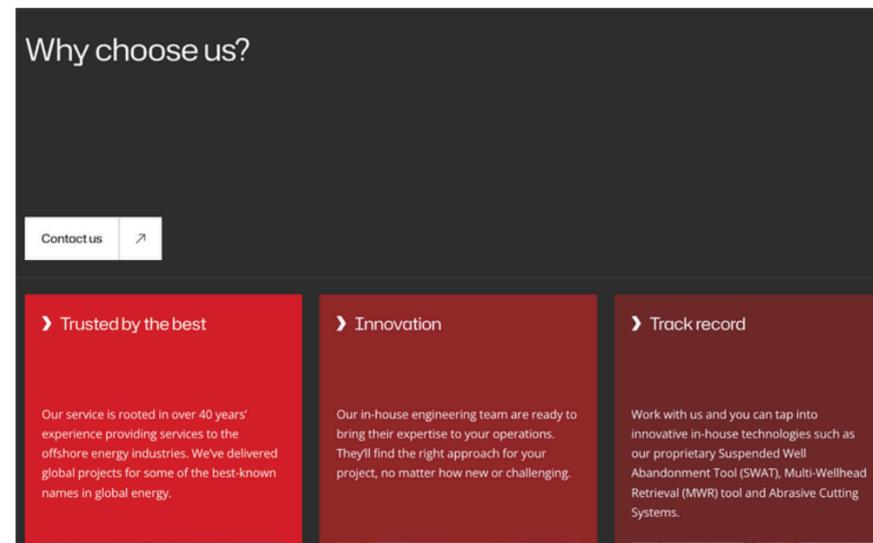
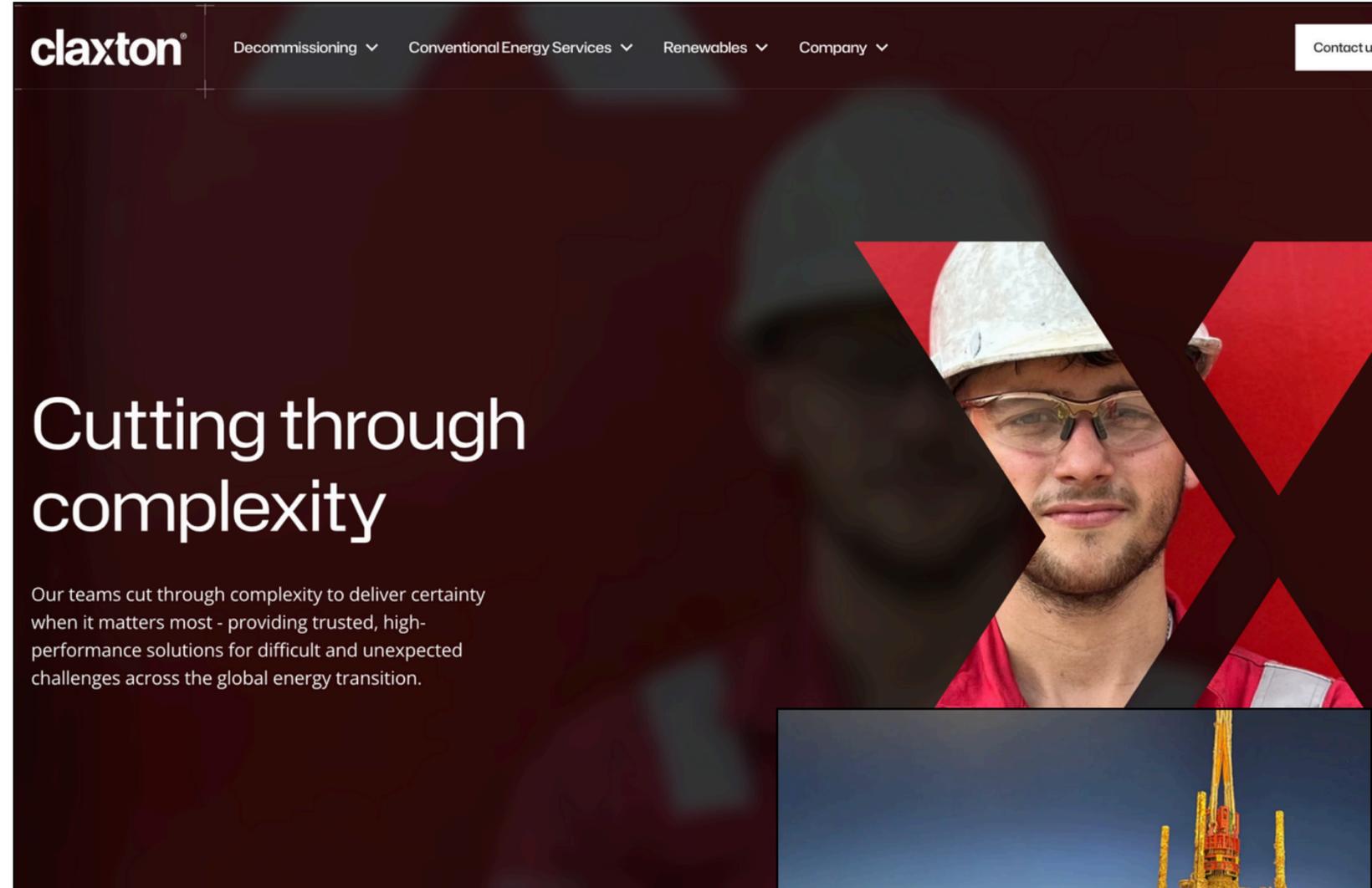


BEST PRACTICE: CLAXTON

Claxton provide high quality, offshore engineering services in three main areas - decommissioning, conventional energy and renewables.

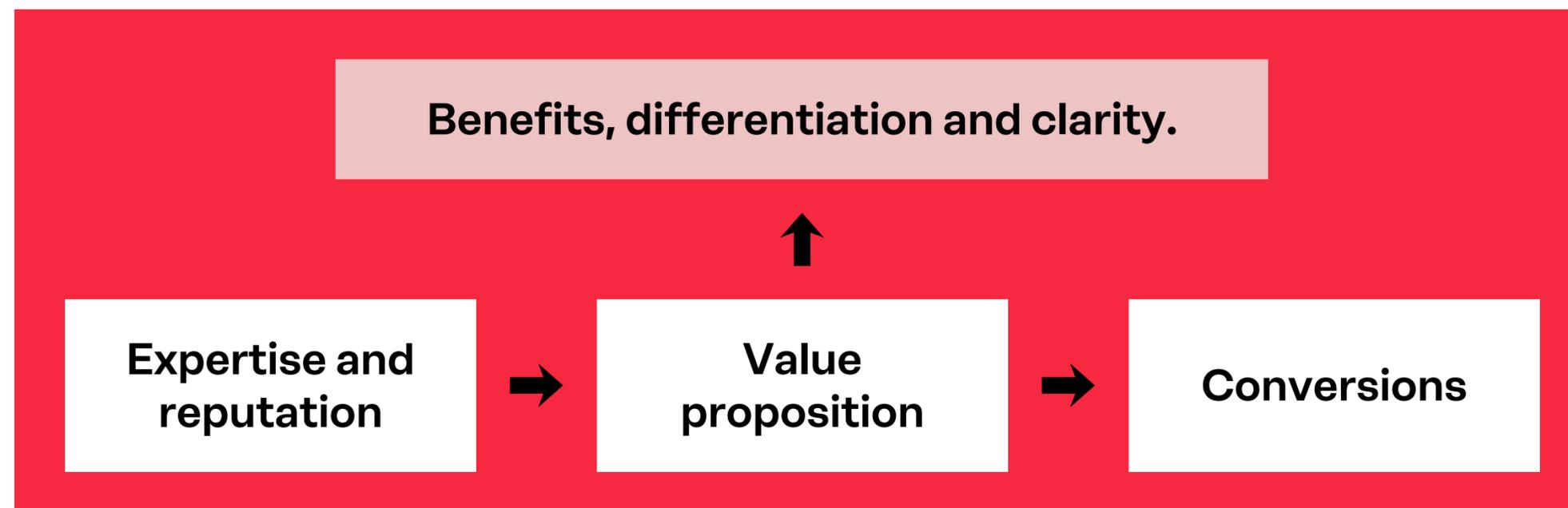
The modern design, quality imagery, and bold colours on their website reinforce their premium positioning.

There are clear sections to demonstrate what Claxton do, and why they are the industry leaders, through reputation, innovation and a proven track record.



FOOD FOR THOUGHT

The bridge between expertise and conversions.



Technical knowledge is the foundation of Energy or Offshore companies. But what happens when several companies have the same expertise?

That's where the value proposition comes in. A strong value proposition tells users why they should choose one company over another.

Providing more context and understanding helps a user build trust and increases the likelihood of them becoming a paying customer.



DOES THEIR
CONTENT SPARK
INTEREST?



WEBSITE CONTENT

Quality content can strengthen a brand and makes a B2B site widely appealing.

Here's how we assessed content quality.

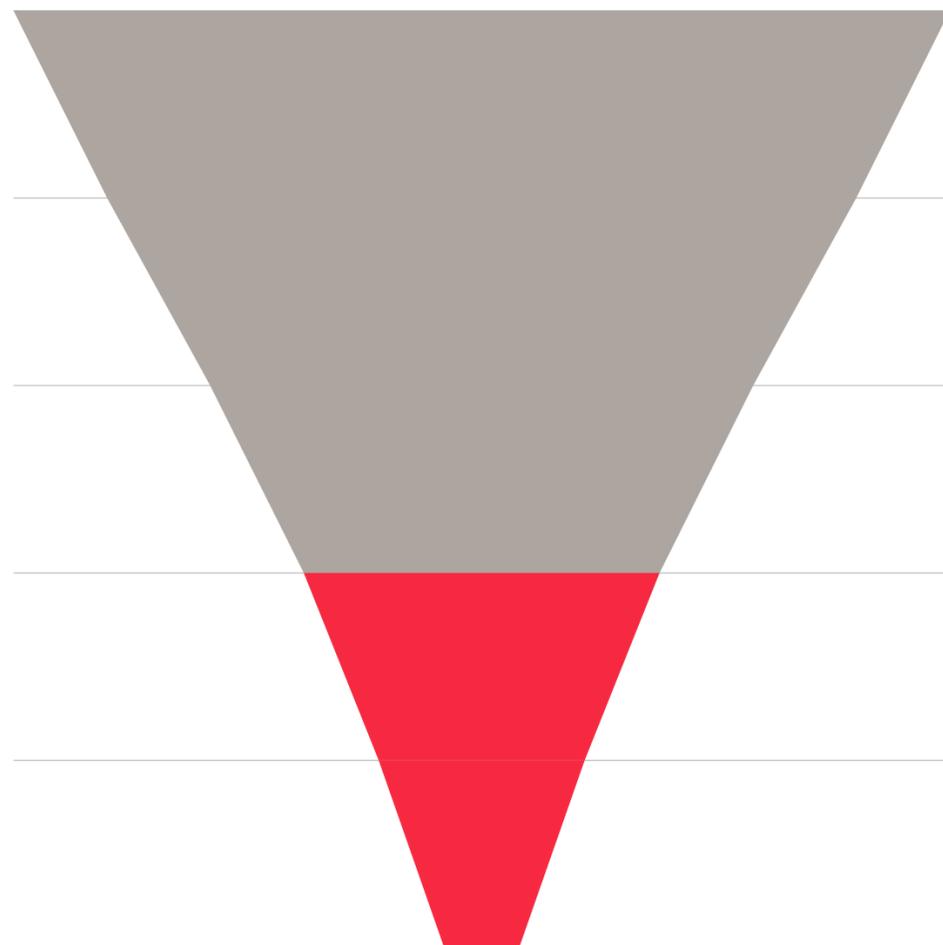
Does the website have...	Average score
Product pages with features, benefits, images, data sheets, demos, drawings, reviews?	2.05
Content that covers the whole funnel? Articles, FAQs, customer support.	1.08
Easy to read content? Not too wordy, consistent tone of voice.	2.90
Area average score out of 4	2.25 (good effort)

We found that product pages lacked downloadable resources, such as data sheets and drawings, despite **79% of engineers finding datasheets the most valuable form of content.***

*State of Marketing to Engineers, Trew Marketing 2025



FOOD FOR THOUGHT



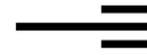
Websites need to address the whole B2B funnel to streamline the buying journey.

The data showed that less than half of the Energy and Offshore websites had quality content to cover the whole B2B sales funnel, typically only targeting the final decision stage.

When this is the case, technical buyers have already done their online research, and have discovered other companies they want to talk to.

Traditionally, B2B companies have relied on business development reps to sell their products. But now, the reliance is on websites.

Content that guides users through the full buying process is more likely to generate more brand awareness, build trust with customers and result in a conversion.



WHAT CONTENT DO YOU NEED?

Here are some examples of content that works well for each stage of the B2B sales cycle. Ensure you have a mixture on your website to appeal to a wide audience.

AWARENESS

- Industry articles
- E-books
- Educational videos
- Informative blog posts
- Differentiated value proposition (what you do and why you do it well)

CONSIDERATION

- Case studies/ testimonials
- White papers & guides
- Webinars
- Comparison guides
- Product datasheets

DECISION

- FAQs
- Demos/ trials
- Content about company people and processes
- Awards/ certifications
- Pricing pages
- ROI calculators and product selectors

LOYALTY

- Company growth, investments and training
- Product roadmaps or updated features
- Case studies with existing clients



A great product page: AIS

AIS are a global supplier of insulation, passive fire protection, buoyancy, and cable protection systems.

Their product pages stand out with eye catching images, clearly listed benefits, and technical product specifications.

At the bottom of the page there are also product applications, so buyers can understand exactly how the products can be used.

The screenshot shows the AIS website for the ContraBlast product. The page features a dark blue header with the AIS logo and navigation links. A large orange banner highlights key benefits: £100,000 saving per tonne, up to 1.5 bar maximum peak overpressure, and 120 minutes hydrocarbon pool fire rated. Below this is a large image of a fire. The main content area includes an introduction to ContraBlast, a detailed product specifications section with technical details and standards, and a benefits section with an image of a fire test. At the bottom, there are sections for blast options and a technical diagram of the product structure.

Product specifications
Extensively tested for use in offshore or onshore environments providing significant weight saving over steel blast walls.

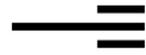
- IMO 2010 FTP Code Part 3 - IMO Resolution MSC 307(88), under a hydrocarbon HC fire curve according to EN 1363-2:1999
- ISO 22899-1:2009 - Determination of resistance to jet fires of passive fire protection materials
- The ContraFlame® MS400 foam (at the ContraBlast® panel core) has also passed HHF jet fire scenarios for 60-minutes duration
- ISO 20340 - Accelerated ageing and weathering of the D2004 laminate system which meets the performance requirements of NORSOK M501 edition 6th Feb 2012 system one.

Benefits

Blast options
Accessories and options including hinges and lifting points, blast-rated doors, penetrations, and cable entry points.



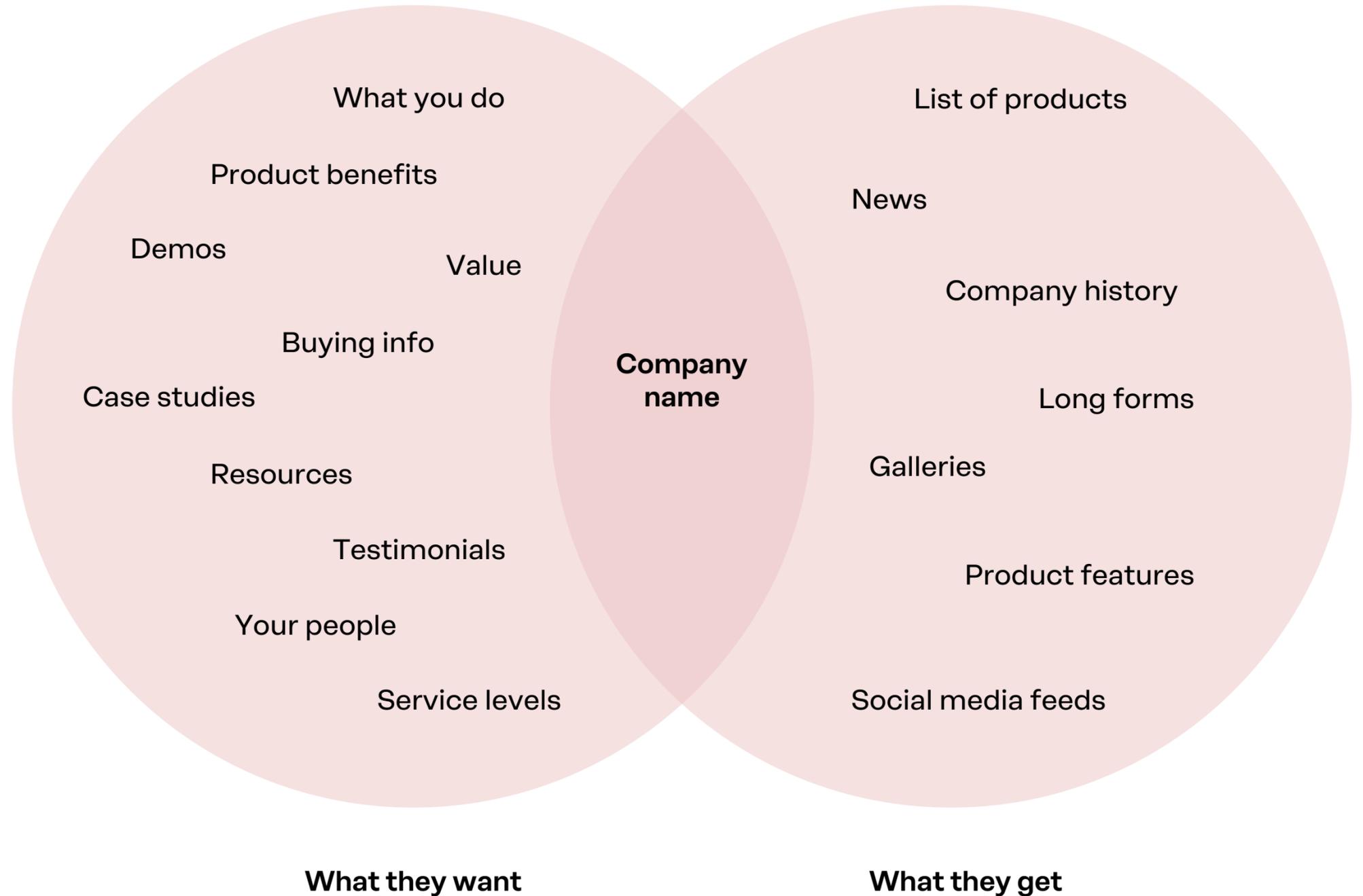
WHAT B2B
ENERGY BUYERS
ACTUALLY WANT



DISCONNECTED WEBSITE CONTENT

Research from the Content Marketing Institute identifies that there is a big disconnect between what the B2B buyer wants from a website and what the suppliers website delivers.

WHAT CONTENT DO B2B CUSTOMERS WANT FROM YOUR WEBSITE?





HOW DOES YOUR WEBSITE COMPARE?

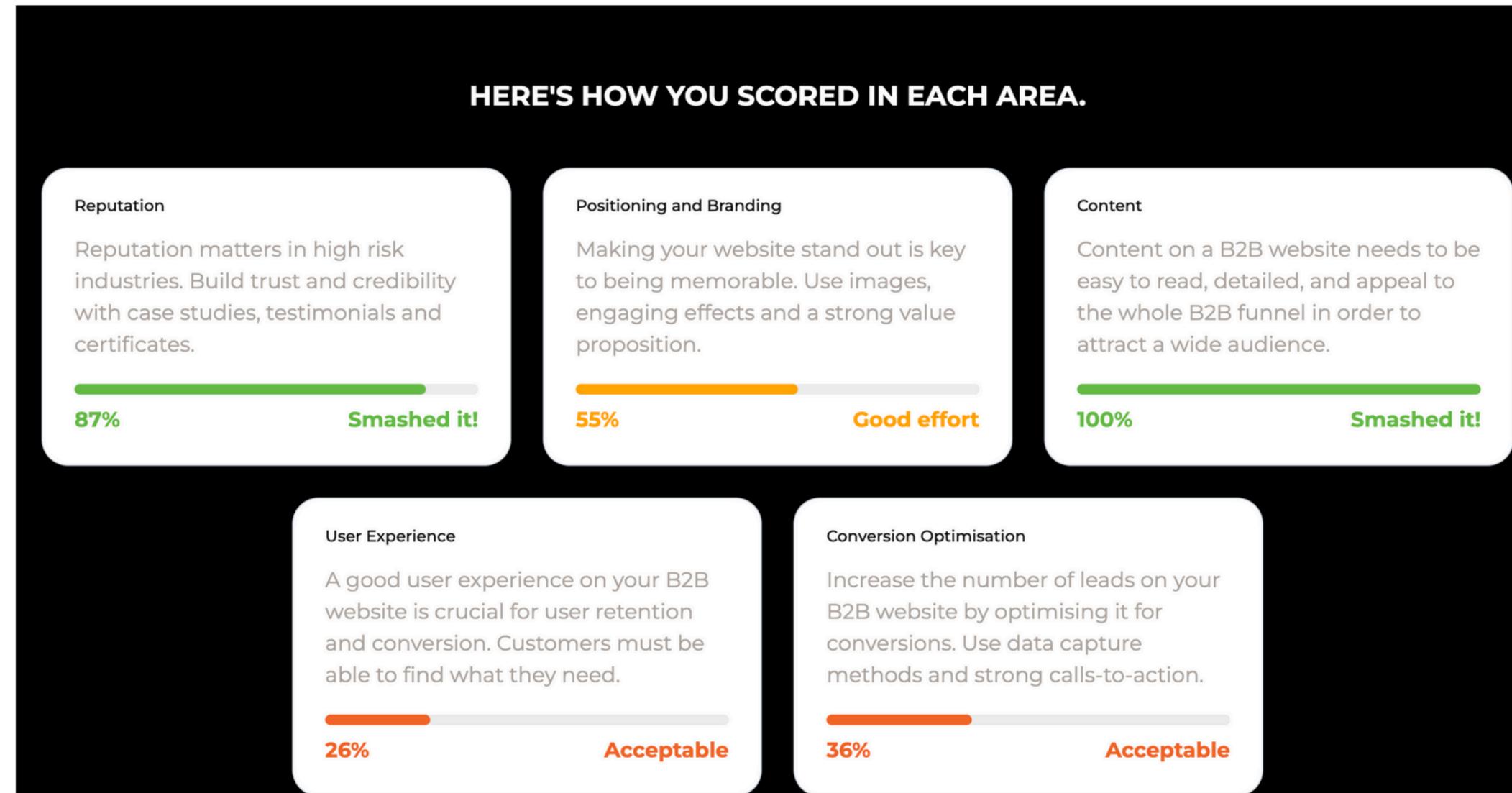


HOW DOES YOUR WEBSITE COMPARE?

[Get your score here](#) →

See how your website scores.

We've designed a questionnaire to score websites in the Energy and Offshore sectors. By answering some questions, you'll get a personalised score broken down into the same five categories as this report:





THE BIG SUMMARY



Too many websites in the Energy and Offshore industries aren't built for their technical audience.

Technical buyers want to see expertise, credibility and guaranteed safety.

Key features that websites in these sectors need are data capture methods, client case studies and testimonials, and a seamless user experience.

The companies that use those features on their website will benefit hugely.





WHAT'S NEXT FOR YOUR WEBSITE?

If you're thinking about spicing up your website, Bigfork is the answer.

We can help with a brand new site, or work with you to improve your existing one.

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