

WHAT MOST B2B WEBSITES ARE GETTING WRONG



BIGFORK





What's the problem with B2B websites?





B2B websites aren't designed for buyers.

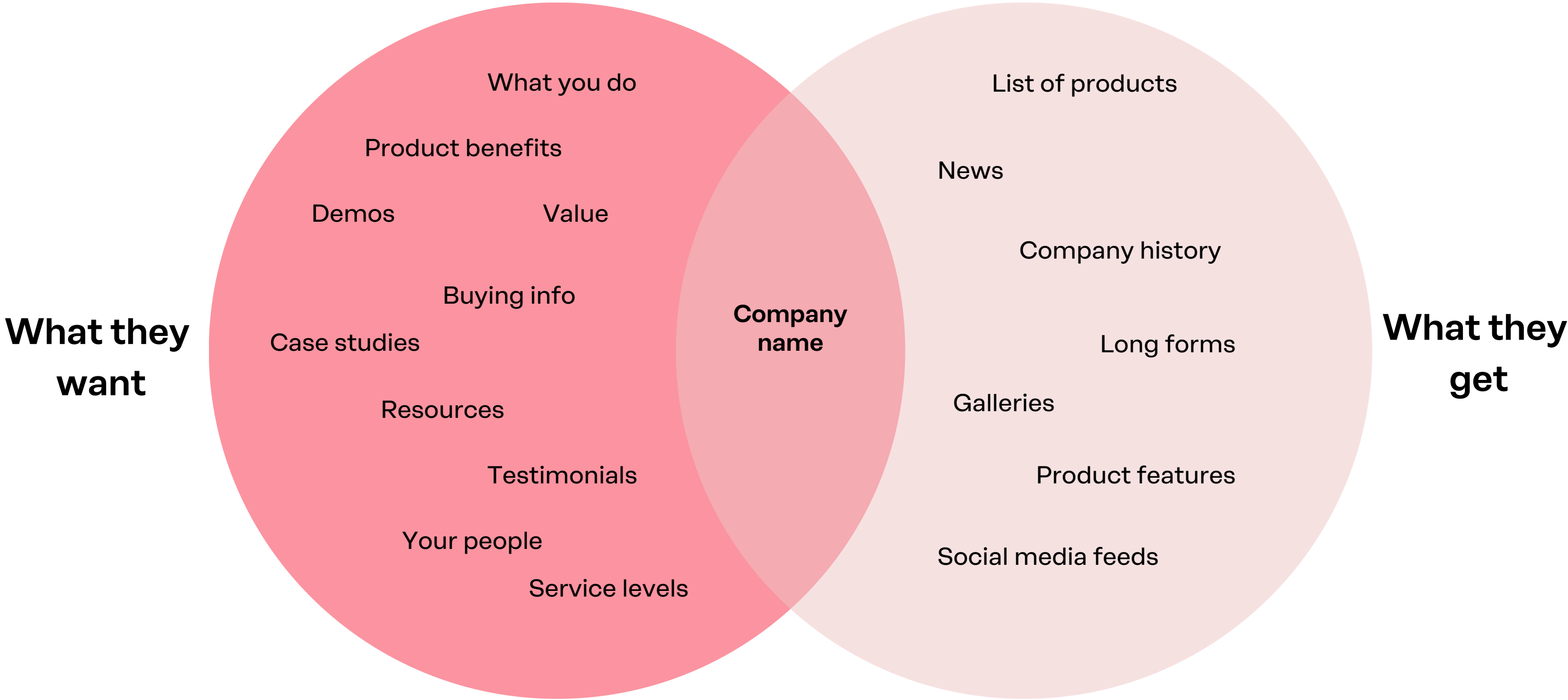
61% of B2B companies are losing leads and sales because of their websites.

(Master B2B Seller Survey)





What do buyers want from your website?





How do you fix this?

Ask your website visitors 3 questions:

1. What were you trying to do on our website?
2. Was anything hard to find, not clear or missing?
3. What would have made it easier to take the next step?



B2B websites lack proof content

A recent study showed that 53% of businesses lost deals due to missing proof, not because of their product.

B2B buyers are highly risk averse. Without credible proof they will abandon websites.





Websites with proof content get more conversions

Case studies, testimonials and verified reviews are shown to increase B2B website leads and sales.

High ticket B2B conversions can be increased by over 300%.

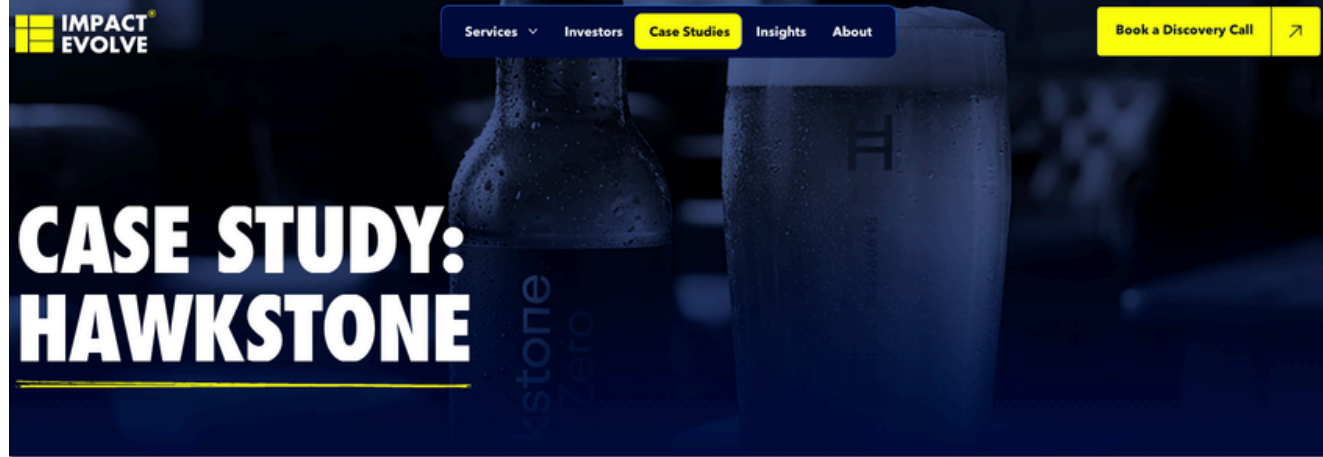
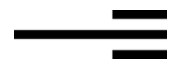
Research by the Content Institute of Marketing shows that case studies and videos are the most successful content.





The best B2B proof content

1. In-depth case studies that show how you solve problems.
2. Customer testimonials placed on product + landing pages.
3. Third party reviews significantly increase sales.



Home > Case Studies > Hawkstone

IMPACT EVOLVE HELPED HAWKSTONE HIRE CRITICAL CAPABILITY AND SELECT A NEW 3PL PARTNER

From chaos to control: scaling talent and logistics for the UK's fastest-growing beer brand. IMPACT EVOLVE helped unlock the supply chain foundations needed for Hawkstone to scale at pace.

[Book a Discovery Call](#)



WHAT CHANGED

THE RIGHT TEAM TURNED CHAOS INTO CAPACITY, AND GROWTH BECAME SUSTAINABLE



£15M+ Scale Enabled

Operational capacity unlocked to support rapid revenue growth and multi-channel expansion.

50% Cost Savings Per Keg In Transit

By leading a competitive 3PL tender and optimising pallet configuration, we slashed keg logistics costs while boosting trailer utilisation.

3-Stream Supply Chain, 1 Partner

Unified D2C, retail, and trade into a single scalable logistics model using site visits, benchmarking, and commercial analysis.

7 Critical Hires In 5 Months

From demand planning to logistics contract management, building the internal engine to manage scale, not just survive it.



Anna Pinder

Director of Operations, Hawkstone

Hawkstone



“ **IMPACT EVOLVE delivered key roles rapidly and seamlessly.** Their understanding of our operation and ability to attract top-tier talent made the process smooth. **They've become an extension of our business.** ”

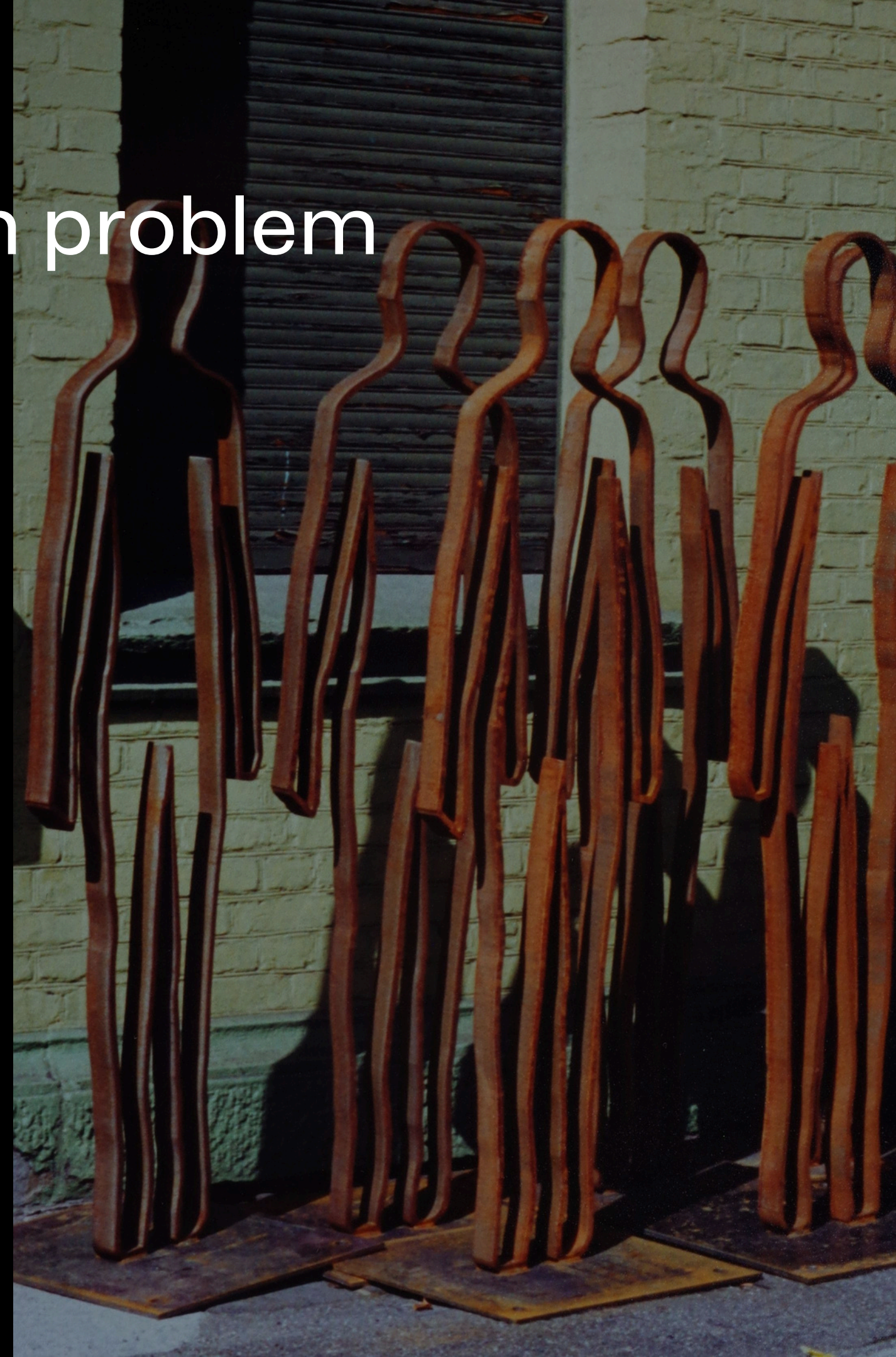


B2B websites have a differentiation problem

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."

*Source: State of marketing to engineers 2025, Trew Marketing





Does website differentiation really work?

Yes!

Makes you memorable.

Attracts the type of customers you want.

Increases your profits.



How to differentiate your website

TACTIC	GENERIC WEBSITE	DIFFERENTIATED WEBSITE
Positioning	Tries to be everything to everyone.	Focused on a niche or audience.
Messaging	Common jargon - "world class solutions".	Talks about the buyer's pain points.
Value Proposition	Focuses on product features.	Shows the results and value you provide.
Branding	Very generic eg. standard tech blue.	A distinct, visual identity that is memorable.



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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.

Ashtead Technology

We are **Ashtead Technology**, an integrated subsea technology company

Supporting the global offshore energy sector since 1985

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- Pioneering new SPARACS system
- Mark Storrage is Energy voice
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RECAP

B2B websites need to be designed for buyers.

Find out what they want.

B2B websites need proof content.

Case studies, testimonials and verified reviews increase conversions.

B2B websites are too generic.

Differentiating your website increases lead quality.



Assess your website to see if its customer friendly.

We'll send you our Website Optimisation Checklist.

It covers goals, positioning, content, conversions, UX and SEO/AI.



