

# Welcome to SBR Consulting's new website

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To all our clients & prospects with the common goal of growth, we're proud to announce our new reimagined website, with you in mind.

## What's new?

- **Thought leadership:** Organised by industry and your interests for easy access.
- **Success diagnostic Tool:** Evaluate your team for long-term growth.
- **Industry pages:** Discover insights into the people, processes, and platforms driving revenue acceleration.
- **Our approach:** Learn how SBR combines curiosity with expertise to deliver measurable results.
- **Fresh look:** A sleek, user-friendly design optimised for any device.

Not one resource has been untouched, we've had a complete refresh of industry articles to actionable video learning, all aimed at elevating growth.

## A thought from SBR's leaders

"This redesigned website reflects a shared mission to provide accessible, practical support for anyone who visits. With a more intuitive user experience and refreshed resources, it's designed to help you focus on what truly matters—growth and success."

Alan Morton, Managing Director

"Creating an environment that encourages learning, collaboration, and growth has always been the priority. This new site is a continuation of that effort, offering solutions to real-world challenges. It's exciting to see how this platform can support those seeking to make a tangible difference in their organisation."

Stuart Lotherington, Managing Director

## A thought from the design team

“When designing the site, the focus was on creating an experience that delivers value through insights and practical tools. The upcoming Critical Success Factor Tool we’re particularly proud of, designed to measure the effectiveness of yourself and your team in preparation for long-term success. We look forward to hearing what you think.”

Patrick Fogarty, [Fogarty+Patchett Design](#)

## A thought from the Marketing Team

In today’s digital world where information is so easily accessible, a website is more than just a shop window—it’s a place to learn something, benchmark yourself, and become inspired to make a change.

### 1. Clearly define your value:

Your offering needs to be clear, concise, and customer-centric, using language that speaks directly to their needs. Highlight the challenges your customers face and demonstrate how your expertise provides actionable solutions. A strong first impression ensures your audience knows they’re in the right place.

### 2. Show you understand your customers

Resonating with your audience is about more than just listing services—it’s about telling a story they connect with. Highlight the problems you solve and the measurable impact your solutions deliver. Use real-world examples, like client success stories or case studies, to demonstrate credibility and expertise in their specific industry. Clear, targeted calls to action will guide your visitors toward taking the next step.

### 3. Build reasons to return

B2B relationships are rarely built in a single interaction. To encourage repeat visits, offer valuable, fresh content that keeps your audience engaged. Regular updates like complimentary webinars, white papers, tools, and industry insights not only position your site as a trusted resource but also keep you top-of-mind.

### 4. Prioritise speed, security, and accessibility

A high-performing website is critical. If pages take longer than a couple of seconds to load, potential customers will leave before they even see your offering. Optimise performance, especially for image-heavy pages, ensuring a smoother experience. Use an external site to house videos like [Vimeo](#). Equally important is ensuring the site is secure and mobile-friendly. SSL encryption and mobile optimisation aren’t just essential for customer trust—they’re non-negotiables for search engine rankings. A secure, fast, and accessible site elevates both SEO performance and brand perception.

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## 5. Put the customer at the centre

Every aspect of your website should be designed with the customer in mind. This means understanding their challenges, goals, and decision-making processes. Provide rich, relevant content that addresses their needs, and make it easy for them to see why your business is the right choice. From intuitive navigation to actionable insights, every element should focus on creating a seamless, value-driven experience.

## 6. Plan before you innovate

When transforming a B2B website, it's crucial to take a step back and align your strategy with customer expectations. Begin by identifying the product or service that delivers the most value to your audience. Build a team that believes in this vision and put processes in place that enhance the customer experience. By prioritising culture and customer connection over flashy technology, you'll create a site that truly serves its purpose.

Modern websites are no longer static brochures—they're interactive platforms that connect businesses with their customers. By combining meaningful content with the latest technologies, your website becomes a tool for building trust, strengthening relationships, and unlocking opportunities.

To discover more about connecting sales and marketing, [let's talk growth](#).