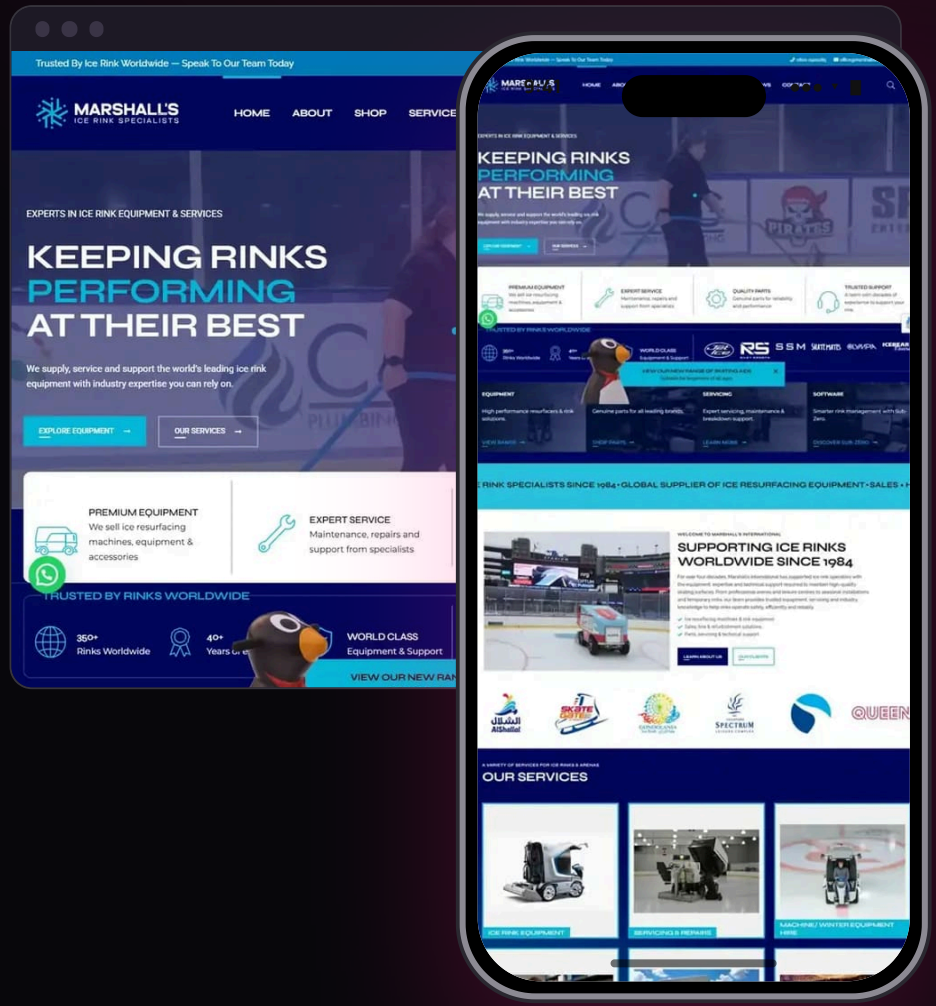
WEBSITES FOR MANUFACTURERS

Turn the engineer's question into an RFQ.

A short guide to how industrial buyers research suppliers now, the pages your site needs and how we build them.

- Capabilities
- Materials
- Certifications
- Industries supplied
- RFQ routes



HOW CUSTOMERS FIND YOU NOW

Buyers do their homework before they get in touch.

Specifiers, engineers and procurement are all on your site looking for one answer each. Most of them leave if they cannot find it. They ask three things first.

1

Can you make it?

A page for each capability and process, stating what you make and in what.

2

Are you certified?

Your certifications and the sectors you supply shown clearly, not buried in a PDF.

3

Will I get a straight answer?

Clear routes to request a quote or ask a technical question.

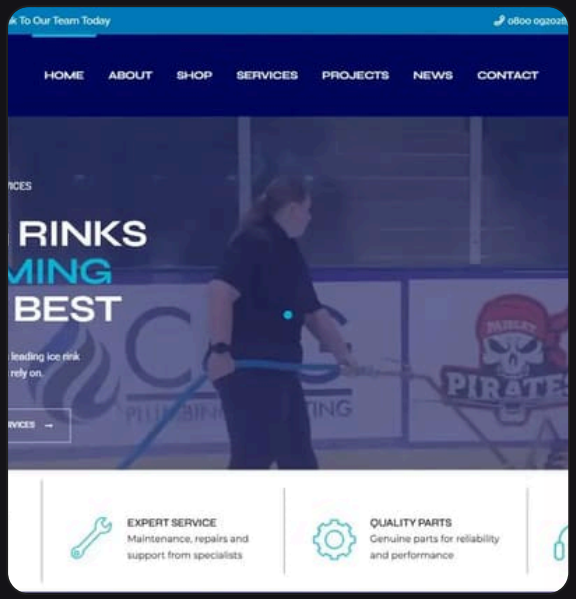
4

Can AI tools name you?

ChatGPT and Google's AI answers read clear capability pages. Vague sites get skipped.

HOW WE KNOW YOUR TRADE

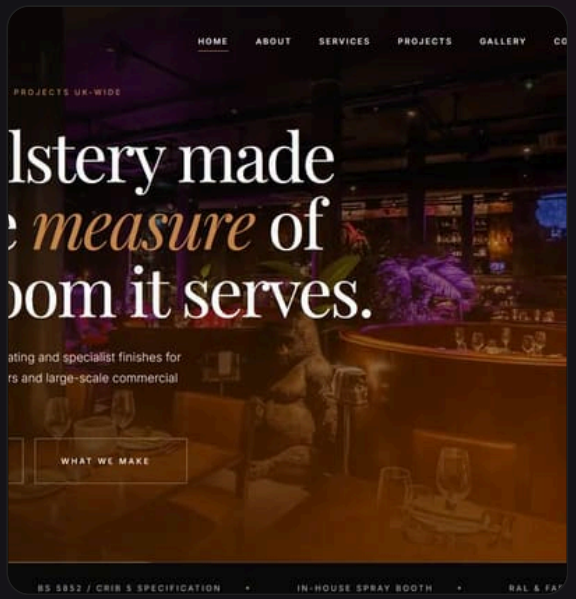
We build for industrial and engineering firms.



Marshall's International

Ice rink equipment, worldwide

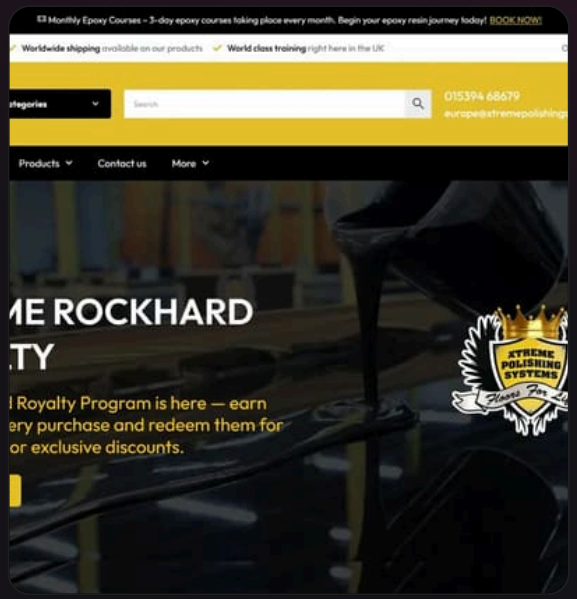
A structured product catalogue with tailored enquiry forms for the sales team.



Ashbrook Upholstery

Contract seating, Manchester

From no website to a 14 page site in roughly three weeks.



Xtreme Polishing Systems

Products and training, UK and Europe

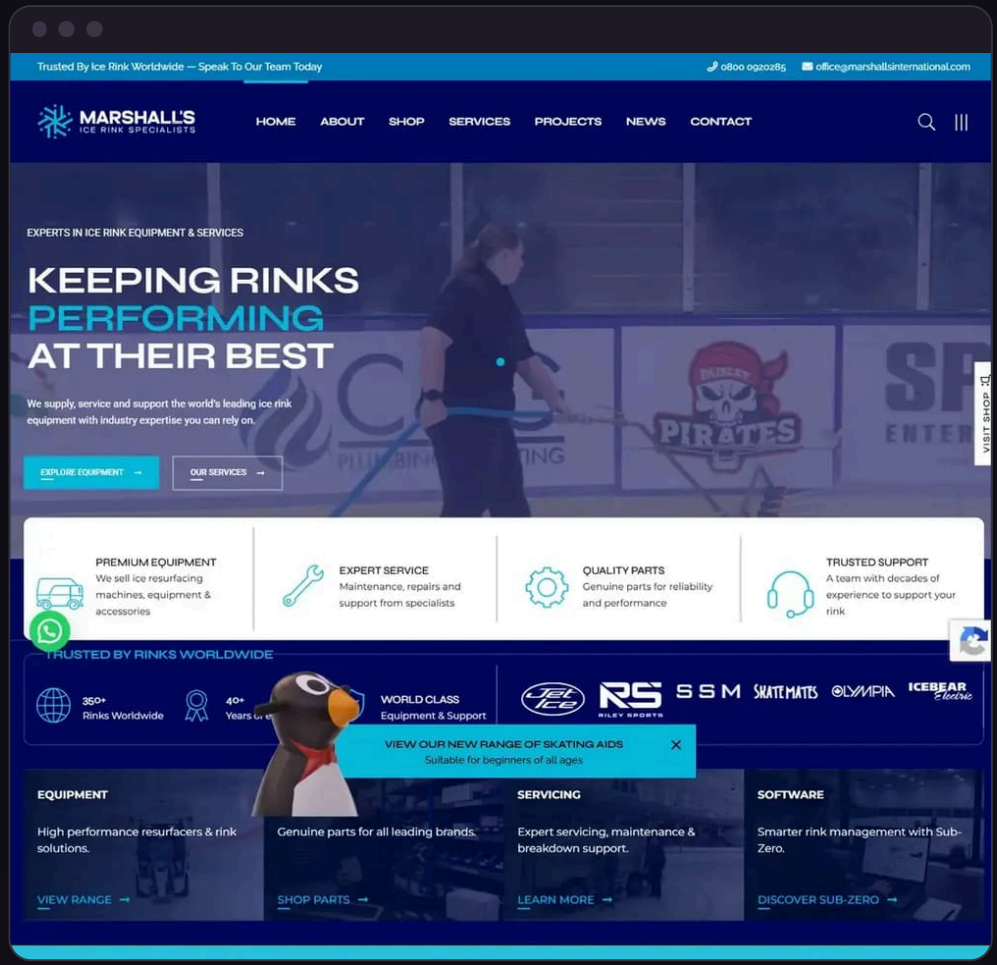
Online impressions nearly tripled after we took over their SEO.

WHAT WE BUILD

The pages a manufacturing site needs.

Your team supplies the technical detail. We write it, you read it and nothing goes live until you are happy.

- **A page per capability:** machining, fabrication, finishing and assembly.
- **Materials and applications** because buyers search by material and by use.
- **Technical information** out of the PDF and onto the page.
- **Industries you supply** so buyers in those sectors recognise you.
- **Certifications up front** only the ones you hold.
- **Routes to an RFQ** that reach the right person and not a shared inbox.



NEED IT SOONER?

Need it sooner? We can design and go live faster.

Buyers compare suppliers before they ever make contact, so a thin or dated site loses the enquiry before you know it was there. Most sites go live in 5 to 10 working days. When you need it quicker, tell us and we will move faster.

Same day

GBR Hoarding saw their first design on screen the same day as the brief.

5 days

GBR Hoarding was ready to go live in five working days.

7 days

Volt Fire & Security's website was built in 7 days.

24 hours

Spartan Resin had their first enquiry within 24 hours of launch.

Day one

Brief by chat or WhatsApp. Design can start the same day.

Within days

Your homepage design on screen, built around your own work.

5 to 10 working days

Live, set up for Google and fast on phones.

After launch

Changes usually made the same day you ask.

Got a date to hit? Tell us when you need to be live and we will plan the build around it.

PROOF, NOT PROMISES

Xtreme Polishing: impressions nearly tripled.

100+

businesses looked after

10 days

from go-ahead to live

Nearly 3x

online impressions for Xtreme Polishing Systems

Xtreme Polishing Systems came to us after trouble with a previous developer and SEO provider. Their online impressions nearly tripled.

Case study: whiteskidigital.com/projects/xtreme-polishing-systems-uk-and-europe/

Ashbrook Upholstery had no website and no photographs of its own work. It went live as a 14 page site in roughly three weeks.

Case study: whiteskidigital.com/projects/ashbrook-upholstery/

TRUSTED BY

Businesses across the UK trust us with their sites.

SJS Group · Spartan Resin Design · MD Environmental · Westcross Environmental Services · Volt Fire & Security · LD Plumbing & Heating Ltd

Urban Resin Design · Daniel James Group · AD Apex Doma · Swales the flooring experts · Sanctum · Dr. Sof

AiMM & Co Creating Exciting Environments · CloudFusion · Curator Natural Skincare · URBAN FUN play · win · meet · eat + drink · The Lockdown Pub And Kitchen

100+
businesses looked after

Rated 5 stars on Google · Every project gets its own case study at whiteskidigital.com/projects/

WHAT CLIENTS SAY

In their own words, on Google.

Fast and easy to deal with

★★★★★

"...gets things changed and updated so quickly. Very easy to deal with, just send a what's app and it all happens in the background."

Hannah

★★★★★

"An idea inside my head became an amazing business website in next to no time."

Darran Smith, Around Ashford

★★★★★

"Absolutely brilliant to work with. Nothing is ever too much..."

Rebecca Cloke, NT Cloke Pumps & Water

Results you can see

★★★★★

"...our website now ranks on the first page of Google..."

Sofia Polushkina, Roots & Shoots

★★★★★

"I was spending like £200pm on google ads, now I spend hardly anything and yet I get the calls and enquiries."

Charles Winton

★★★★★

"The SEO work has already started making a real difference"

Luke, ReNewIt

A partner for the long run

★★★★★

"Whiteski see themselves as a long-term partner, not a company that simply hands over a website and disappears."

Mark Johnson, Marshalls International

★★★★★

"Top class service from Whiteski Digital, they have completely transformed our construction companies website."

Dan Henderson

★★★★★

"My website has improved drastically."

Feature Finishes

Read all our reviews on Google: search Whiteski Digital on Google Maps.

WHY WHITESKI

Why businesses pick Whiteski.

One team for everything
Website, SEO, Google profile, hosting and social from one place.

Live in 5 to 10 days
Homepage design within days. Faster when you need it.

Same-day changes
Send a WhatsApp. Most changes are done the same day.

You write nothing
We write it, you read it. Nothing goes live until you are happy.

Found from day one
SEO and AI search set up as we build, not bolted on later.

Our own UK hosting
Fast servers, daily backups and security watched for you.

Your own case study
Every project gets its own page on our site.

A long-term partner
We stay after launch. We don't hand over a site and disappear.

1. **Tell us**
Your work, your area and the jobs you want more of.

2. **See it**
Your homepage design within days.

3. **Shape it**
Changes made fast, usually the same day.

4. **Go live**
In 5 to 10 working days.

5. **Get found**
Help with Google from day one.

How much will a manufacturer website cost?

It depends on what you need and want. We can work to most budgets. See every figure at whiteskidigital.com/pricing/

Basics

A clear site with your services, gallery, reviews and enquiry form.

Ask for a price →

Full

Service and town pages so you show up across your whole area.

Ask for a price →

Custom

Bigger sites, booking, quote tools or anything your business needs.

Ask for a price →

WE DO IT ALL

The site is the start. We do the rest.

Websites
Fast, custom sites built around your own work.
/web-design/

Online shops
Sell online with a shop that is easy to run.
/online-shops/

Rebuilds
Tired site or stuck on WordPress? We move you over.
/website-rebuilds/

SEO
Page packs and monthly SEO that answer real searches.
/seo/

Google Business Profile
Set up, filled in and looked after.
/seo/google-business-profile/

AI search
So ChatGPT and Google's AI answers can name you.
/seo/ai-search/

Our own UK hosting
Servers, backups and security in one place.
/web-hosting/

Care and updates
Small changes and checks each month.
/web-updates-care/

Social media
Posts that show your work, planned and booked.
/social-media/

Email marketing
Newsletters that bring past customers back.
/email-marketing/

CRM systems
Leads, jobs and follow-ups on one screen.
/crm/

Growth plans
One monthly plan that covers the lot.
/digital-retainers/

NEXT STEP

Want more of the enquiries you like?

Tell us your capabilities and the sectors you supply. We will show you what your site could look like.

Ask for a price

WhatsApp 07725 541812

Email info@whiteskidigital.com
See our manufacturer work at
whiteskidigital.com/manufacturing-web-design/