

**Enhancing Online Brand Awareness Through Digital Marketing:  
A Website Redesign for an Engineering Company**

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**Declaration**

‘I declare that this Applied Research Project that I have submitted to Dublin Business School for the award of Digital Marketing & Analytics is the result of my own investigations, except where otherwise stated, where it is clearly acknowledged by references. Furthermore, this work has not been submitted for any other degree.’

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## **Abstract**

This research analyses the possibility of a new website to raise awareness of the small Czech engineering company Hillex s.r.o. The aim is to build a professional and easy-to-use website that shows the business's technical expertise, brings in new clients and improves its reputation in the competitive B2B market. Semi-structured interviews with the company owner, project manager, and an external client were used for the research. This was supplemented by an audit of the existing website and an analysis of the competition. The results showed that the current website is outdated, lacking technical information, certification, and multilingual support. This reduces trust and limits growth opportunities. The new website concept addresses these issues. It includes parts focused on specific services, certification and an inquiry form. The research shows that maintaining competitiveness in B2B engineering, improving communication, and building trust all require having a modern user-friendly digital presentation.

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## 1. Introduction

In today's business world, a company's website can often be the first thing new clients see. Websites serve as digital business cards for B2B businesses. It can show professionalism, build trust and offer clients the information they need prior to starting a project together. In comparison to consumer markets, where consumers tend to make decisions more quickly, business-to-business (B2B) clients such as engineers or procurement managers, typically need full details, such as case studies, technical data, and certifications. A professional and user-friendly website is therefore particularly important in technical sectors.

Engineering companies have extra challenges online due to the highly specialised characteristics of their business. Buyers of their products want specific information about services, technical specifications, and previous experience. Even smaller businesses have to show the same professionalism as large corporate companies due to the intense competition. A modern website could help overcome this gap by showing expertise and simplifying the start of collaboration with clients.

This project is focusing on a small-sized Czech engineering company Hillex s.r.o. This company is an excellent example of the previous mentions. However, the company's current website does not reflect its years of experience, knowledge of technology, and significant certifications. It has an outdated appearance, it can be also difficult to use and navigate the website, and it offers no benefit of for new clients. Since the company has this issue, there is a gap between the company's online and offline functioning.

The paper analyses how this issue may be resolved by a redesign of the website. The objective is to develop a website that is up to date, competent, and practical through the use

of ideas from technical sales and B2B marketing as well as feedback from external stakeholder and company employees.

## **2. Problem Statement**

The main focus of this project is how bad is the current Hillex website. The company's online presentation does not reflect its great expertise and reliable partnerships. The website is old, difficult to use, and fails to enable lead generation or customer interactions. Important documents such as certificates, which are crucial for the presentation of the company, are not accessible, and there is nothing written about it. Potential clients may therefore see the business as less professional than it actually is.

Hillex is successful among its loyal customers whom they acquired many years ago when online presence was not as important as it is today. Their poor online presence prevents them from growing further, and unless they are recommended by someone who knows them and has already worked with them, clients will not hear about them and they will instead of that choose some competitor with a more successful online presence so that they can check them out online before contacting them.

The main aim is to fill in the gap by redesigning Hillex s.r.o.'s website. The company's technical expertise and their professionalism should be reflected on the new website, which should also have features that help in lead generation and properly display information. By doing this, the updated website will serve as a strategic tool for competitiveness and company's development in addition to helping with everyday communication.

### **3. Identification of Problem**

This chapter provides an in-depth description of Hillex s.r.o., including its history and the main challenges that made this project needed. It explains why a strong online presence is currently important in the B2B market and describes the environment in which company operates. The chapter also points out the weaknesses of Hillex's current website and shows how these issues make it difficult to acquire new client and maintain relationships with existing ones. When taken together, these ideas serve as a basis for research and choices for an in-depth website redesign.

#### **3.1. Company Background**

This project focuses on the Czech engineering company Hillex s.r.o., which is specializing in high-precision industrial solutions in terms of transportation and manufacturing sectors. The "s.r.o." which continues after the company's name Hillex stands in the Czech Republic for British equivalent "Ltd." which means private limited company. Hillex primarily focuses on welding structures for railway vehicles and the energy sector. They also focus on bonding structures for railway vehicles. Among other thing, they focus on the production of high-pressure axial fans, radial, radial-axial, and diagonal fans. In addition, they focus on machining, specifically turning parts up to a diameter of 900 mm. Hillex employs approximately 40 people and with more than 20 years in the business, Hillex has established a strong name through partnerships with major companies in the sector such as Skoda Transportation or, for example, Skoda Electric. In order to grow the customer base and stay relevant in the market, the small-sized business-to-business (B2B) company, which

works in technological and competitive market, mostly depends on credibility, experience, and strong relationships.

### **3.2. Role of Digital Presence in B2B**

B2B marketing, or business-to-business marketing, focuses on targeting businesses rather than ordinary consumers. It is a strategy that helps build relationships with entrepreneurs, investors, and other companies that may be interested in your products or services. Most B2B companies use online and digital marketing in some form (Andersson, Axelsson & Rosenqvist, 2018). The trend toward online and digital marketing has also been boosted by the COVID-19 pandemic, which has prompted companies to transition from traditional media to the online environment (Bages-Amat et al, 2020).

Without a plan, there is no success, and this is doubly true in B2B marketing. When one knows where they are headed and what results they want to see, their marketing activities will be more effective and lead to success.

It is important to develop a strategy for online B2B marketing. Effective B2B marketing is built on solid foundations. It is not just about promoting a product or service, but about building long-term relationships with companies that are looking for solutions to their needs. If you want to reach the right customers, you need to create an effective marketing strategy. There should be certain steps on how to achieve it, as first goals needs to be set as well as key metrics, as the next step one should identify the right target audience and then select marketing tactics and channels, also it is important to create a content calendar and as last to measure and optimize content performance (Gmeiner, 2024).

All these steps are important for the role of digital media and its presence in B2B to be successful. Digital presence in B2B is important because it helps potential clients perceive a particular company correctly, which can influence whether they agree to cooperate with the company or make a purchasing decision. It also strengthens long-term relationships with clients, because nowadays, thanks to digital presence, a company can look more professional if digital tools are used correctly (Leake, Vaccarello, & Ginty, 2012).

### **3.3. Website Challenges and Impact**

Hillex s.r.o.'s existing online presence, especially its website, goes below of what is required in the contemporary business-to-business market. The website lacks key interactive features that promote participation by users, has an outdated visual style, and a poorly organised navigation system. Important components are missing, such as downloadable documents, current contact information or well-placed calls to action. There is no menu on the website where users click through and find information about the company. The website currently serves only as a kind of signpost, providing some information about the company and its contact details which are not even up to date. Additionally, important certificates that show technical proficiency and regulatory compliance are not clearly visible which reduces credibility of the company and confidence with prospective customers. The website's ability to assist global partners and highlight the company's experience is further limited by the lack of bilingual capabilities. All of these disadvantages make the website less useful as a tool for gaining clients and providing professional representation because based on the current website, one could even say that the company appears to be either just starting out in the industry or no longer in existence.

## 4. Key Literature

This chapter talks about the research and also about ideas that are important for this project. It focuses primarily on digital marketing, user interface (UI), user experience (UX), and business-to-business (B2B) marketing. The goal is to provide a strong basis of verified information for the website redesign. It also highlights the importance of these topics for Hillex s.r.o. and how the company's practical objectives may be supported through the use of current research.

### 4.1. B2B Marketing and Technical Sales

B2B Marketing principles

Digital marketing is becoming more and more important in the changing B2B market. Although, traditional methods like trade shows, print ads, and direct mail are still used, they are frequently less successful in creating demand and raising awareness (Miller, 2012).

B2B marketing is a special area of marketing that focuses on the sale of products and services between businesses as opposed to B2C marketing, which focuses on sales to end consumers (Kenton,2025). In practice, this means that a company engaged in B2B marketing does not directly address individuals but other organizations that can use its products or services for their operations, production, or resale (Pileliené, 2019). Strategies in B2B marketing differ from those in B2C because decision-making processes are more complex and involve multiple levels of approval. Marketing materials and communication strategies must therefore be much more detailed and focused on technical specifications and return on

investment which are key aspects that appeal to professional buyers in organizations. Marketing plans must offer comprehensive accurate and reliable data with a focus on technical details, compliance and ROI (return investment).

In B2B marketing, creating a trust is just as important. Deals are often long-term and high-value so buyers demand evidence of a supplier's competence and dependability. For this reason, resources such as case studies, brochures, and samples of prior work are useful for demonstrating trust in the company. The main goal of B2B relationships is mutually beneficial cooperation. It enables both parties to achieve their business goals. In reality, it means that companies are constantly looking for reliable partners with whom they can create long-term relationships based on trust, experience, and the quality of services or products which they offer. Good B2B relationships between companies are usually based on transparent contracts. These protect both sides from different risks and define the parameters of cooperation, like delivery terms, prices, payment methods, and other conditions (Pileliné, 2019).

Nowadays, first impressions are greatly influenced by digital platforms. Potential customers frequently rate a company's professionalism for the first time on its website, LinkedIn profile and email promotions. A website that appears outdated or confusing may hurt a business's reputation and lower its chances of attracting new clients.

## B2B Technical sales process

The B2B technical sales process is a structured strategy for marketing complex products and services, mainly in tech-oriented industries. It begins with finding potential customers whose requirements match specific solutions. It is necessary to research target companies and understand their challenges (McKnight, n.d.).

After finding a potential client, the next step is to check if they have the right decision-making power, what they need, how much money they can spend and their time plan. Once they move into the engagement stage, the sales team starts building a relationship. At this point, CRM (customer relationship management) tools are very useful because they help to track talks with the client, it can adjust messages to their needs, and keep the sales process organized (McKnight, n.d.).

Successful B2B sales are key for any company that wants to succeed in a competitive market. They help build trust, strong relationships, and increase the chance of repeat business. Good B2B strategies also reveal new opportunities for growth and development. The B2B sales funnel has several stages, each of which requires its own approach (Murali, 2025).

The first stage is awareness. It involves finding potential customers and capturing their attention. The second stage is interest. Here, it is important to present the unique benefits of your product or service. The third stage is consideration. Customers evaluate whether your product meets their needs. The final stage is purchase. This involves closing the deal and converting prospects into paying customers (Gmeiner, 2024).

## 4.2. Digital Marketing Strategies

Digital marketing has become an important part of business communication. Old methods such as direct mail, printed brochures, and trade shows are still used, but they are not as effective in maintaining long-term interest. When businesses have a strong online presence, they can connect with potential partners and communicate relevant details at the right time. A website often serves as the primary digital marketing tool for business-to-business (B2B) organizations. B2B buyers prefer value, reliability and proof of quality unlike B2C customers who are more influenced by emotions. Website should therefore represent services, skills, and accomplishments in the understandable and professional manner. It is also very important to include things like certificates, case studies, and past projects, as they help engineers and buyers quickly determine whether a supplier meets the required technical and quality standards (Pilelienė, 2019).

### SEO

Firstly, search engine optimisation is important to ensure that relevant keywords such as “industrial welding” or engineering services in the Czech Republic” can be used to find the company. Clear headings, meta descriptions, and an optimized website structure will increase search engine accessibility and attract potential target visitors (Miller, 2012).

### Social media

Social media can help websites by enabling interaction with audiences and increase visibility. Given that engineers, purchasing managers, and employees who make important decisions in B2B companies often use LinkedIn, this platform is the most suitable for Hillex. Posting new about projects, new certifications and business updates on LinkedIn can help

build the company's reliability and trust. Right now, Hillex's does not have platforms like Instagram or TikTok but these platforms could be useful in the future if the company wants to reach bigger audience (Gupta, 2024).

#### Email marketing

By using gated content and newsletter sign-ups, the updated website could help email marketing. This gives Hillex a direct line to call on to offer information on new projects, new certifications, and technologies as well as maintaining leads over time (Miller, 2012).

#### Multilingual support

Support for many languages (Czech, German and English) is an important strategy to establish Hillex as a globally focused business. Having clear language options improves professionalism and opens the company to more international partners.

### **4.3. UX Principles for B2B Websites**

User experience, or UX for short, is defined by as a person's perceptions and reactions resulting from the use and/or intended use of a product, system or service. UX focuses on any human experience with a technology, product or service. The experience applies to any manufactured object, it could be a mobile device, medical equipment, a web app or even a dashboard in a car. User-friendly and popular UX is not just about graphic design, but takes into account the complex experience, physical, mental and mechanical. Physical interaction relies on the five basic human senses, sight, taste, smell, touch and feel (Rosenzweig, 2015). User experience (UX) is important for all products and services. "User experience is not about the inner workings of a product or service. According to Garrett (2020), "*user*

*experience is about how it works on the outside, where a person comes into contact with it.”*

UX becomes even more important on the web than for other products. Websites are a complicated technology. It is a product for which there is no manual, no training, or often no user support. The user has to deal with them themselves. If users feel stupid and irritated about using a particular website, they are likely to close it down and never visit it again (Garrett, 2020). Most people just scan the web with their eyes, looking for clues to guide them where to go next. People are in a hurry most of the time and are only looking for specific information, so it is pointless for them to read entire pages. Websites are actually there to save time. With more complexity comes more frustrations for users and the site becomes difficult for them to use (Garrett, 2020).

The homepage is the first thing a user sees when visiting a website. It is therefore very important that it is perfect and that users can quickly find what they are looking for. The purpose of the homepage is not to provide users with all the information or the entire offer right away. People do not want to read a lot of information. People want everything briefly and immediately. On the homepage, it is important to highlight the most important things about the business, what the business can offer users, etc. It needs to make the best first impression as quickly as possible.

All essential messages should be in the visitor's field of vision, i.e., on the screen that the customer sees immediately after arriving at the page. It should not be forced to users to scroll down the page to find what they are looking for, also everything should be arranged hierarchically, nicely and gradually. Having a good, intuitive menu on your website is essential. The quality of a website menu depends on its size, look and position. It should be easy to see, it should not be hidden, and it should not have too many links that confuse user.

Customers don't want to think; they want us to intuitively guide them to what they need to do. The best place for the menu is on the left side of the page or at the top. Other locations may be original, but they tend to annoy users.

Nowadays, it is not enough to have a good website only on a computer. It must be responsive, i.e., it must display well on all other devices, including mobile phones. People are increasingly accessing the internet from mobile devices, which is why responsiveness has become an integral part of good UX (Garrett, 2020).

However, more businesses are recognizing that user experience is an important part of the process and helps to maintain a consistent competitive advantage, not just for websites. It is the user experience that shapes customer impressions of a company and differentiates from other competitors. It also determines whether the user will return to the company (Rosenzweig, 2015).

#### **4.4. UI Best Practices**

The User Interface (UI) is described as all the components of an interactive system (software or hardware) that provide information and controls for the user to perform specific tasks with the interactive system. Unlike UX, UI is a strictly digital concept. UI is about how people interact with a digital device, like using the screen on smartphone. UI on a website takes care of the look and feel and interactivity of the product. The goal is to make the interface of the product intuitive and easy to use for the user. It focuses on every interactive element the user touches or uses, giving special attention to each detail (Lamprecht, 2023). A well-designed UI can significantly increase user satisfaction, improve usability, and increase engagement. On the other hand, a badly designed UI can frustrate users and make

them leave the website. A good UI helps build the brand and their first impression, as it is the first thing visitors of the website will see and use. A clear and attractive interface strengthens the brand image and leaves a positive impression. Intuitive design makes it easier to navigate and interact with the website. A pleasant and attractive interface motivates users to spend more time on the website. Clearly defined visual elements reduce the number of errors during the use. In a competitive market, a well-designed interface can significantly influence the success of a product. Products with a high-quality user interface are easier to differentiate and attract more users.

The key thing to remember is that UX and UI are interrelated and cannot work effectively without each other. Without their interaction, a quality final product could not be created. However, UI skills are not necessary for a UX designer. They are different roles with different sub-tasks (Lamprecht, 2023).

## **5. Research Approach**

This chapter describes the preparation and carrying out of the study. It explains the interview process, the used materials, the participants, and the concerns about ethics. The primary objective was to understand the points of view of external stakeholder and internal stakeholders on the company's website. The data analysis used to support the new solution's design is also explained in this chapter.

## 5.1. Interview Participants

Three participants were interviewed in order to get a variety of views about the purpose of the company's website in B2B marketing and communication. Every participant was selected based on their direct participation in either supplier website use of Hillex website management and decision-making in the company.

The company's owner, who gave a strategic view on the website, was the first participant. He views the company's website as an important "digital handshake" that impacts potential partnerships' or clients' first impression. From his point of view, the website has to show professionalism, it needs to increase important projects, and clearly show certificates in order to encourage trust for potential clients but also for already existing long-term partnerships.

The project manager of Hillex s.r.o., was the second participant. Since he prepares technical offers and communicates with clients on a daily basis, he is aware of the content that engineers and potential clients are likely to expect and look for online. He offered recommendations on what kinds of content and materials, such certificates and certain technical documentation would be the most beneficial to put on the updated website.

The last participant was a project manager from Skoda Transportation, which is Hillex's one of the biggest clients.

## **5.2. Research Design**

The primary method of collecting data in this qualitative research is semi-structured interviews. In comparison to a survey or quantitative research, this method enables for a more detailed exploration of people's experiences, points of view, and expectations, which is why it was chosen. Semi-structured interviews provide a mix between structure and flexibility (DeJonckheere & Vaughn, 2019). The interviewer can ask follow-up questions when new topics come up but they can prepare guiding questions ahead.

The goal of this design is to understand the needs and expectations of more stakeholders about the company's official website, as well as how the current website meets or fails those goals. The website's redesign is then guided by the acquired insights in order to improve the business goals of the company.

## **5.3. Materials**

The primary sources of information for this study was an interview guide conducted by the research. The guide's open-ended questions were organised into a variety of topics, including the purpose of website in business communication the kinds of information that decision-makers require the most, existing website problems, design of the website, and usability expectations, and possible improvements like multilingual options, or, for example, inquiry form. The discussion was led by the interview guide. At the same time, it allowed participants to share their own experience and opinions. It also helped guarantee that all interviews covered the same cover areas. This method made it possible to get both comparable data from interviews and participants' personal point of view.

#### **5.4. Procedure**

The research approach was multi-stage and progressive to make sure that every data source could validate and inform the others. According to participant availability, semi-structured interviews were first planned and carried out one-on-one in person. Every interview lasted 15 to 30 minutes and notes were taken based on the answer of the interviewee. Digital record was not possible in this case because of language barrier of the interviewees.

#### **5.5. Ethics**

Ethics were important because this study involved real participants from small-to-medium companies. Each participant received an information sheet describing the study's objectives, also the topics of the interviews and the intended use of the findings before the interviews. In addition, it explained that participation in the research was completely up to them and that individuals might leave at any moment without facing any problems.

Before starting, each participant's consent was collected. They agreed to participate after being informed about the purpose of the study. Also, participants were told that they might end the interview at any time and skip the questions they did not want to answer. Since Hillex is a small business, certain employees may be recognised by their position. Names were avoided in the thesis and in transcript to avoid this. Instead of using names, participants were only described by their job titles, like "project manager" or "owner of the company". This kept the focus on their work and opinions rather than their individual traits. Every interview's data was safely stored. No one outside the study was given access to the transcript.

The study was done out in line with acknowledged research ethics guidelines. These guidelines involve, for example, avoiding harm or respecting interviewees.

## **5.6. Analysis**

The data from the three interviews were analysed using a framework that made it easier to recognise similarities and differences in responses. Providing a deeper understanding of stakeholders' perceptions of the company's website and their expectations. Notes from the interviews were carefully reviewed and divided into main topics such as trust and first impressions, technical details, certification, user experience, and language options. Each of these topics was important to at least one stakeholder group. For example, both the company owner and an external client emphasized the importance of presenting certificates, while the project manager focused more on case studies and technical documents.

It was possible to identify areas of agreement and differences in opinions by comparing these topics. This made it easier to figure out which features were most important for the new website. The findings showed that the current website has weaknesses in almost all areas which were highlighted by stakeholders. It became clear that the problem was not only outdated design but also a lack of clear and useful information. The website must present content in a way that is understandable and accessible to different users so it can be rated as effective one. These findings directly influenced the redesign plan and led to the final concept for the website.

## **6. Research Findings**

In this chapter, the primary findings from website audit, competition analysis and results from the interviews are presented. The primary findings from the website audit, competition analysis, and interviews are presented in this chapter. The research revealed what individual stakeholders expect from the website, what the main weaknesses of the current website are and where competitors have the upper hand. The results show that Hillex's current online presence differs significantly from what is needed to succeed in today's modern B2B market. These findings therefore served as a solid foundation for the design of the new web.

### **6.1. Stakeholder Views**

Hillex owner's view

The website works as an digital first impression, according to the owner, the website serves as the business's "digital handshake" and is frequently the first thing potential clients or partners see. The website should have a modern, polished appearance because the business deals with large companies and technical buyers. In addition to providing documentation like certificate it should clearly describe the company's activities and provide details about important collaborations or projects.

The owner feels that the website is important to building trust and making a positive first impression, even if it might not immediately result in a new deal. The website currently these objectives. The current website looks outdated and fails to adequately present the quality and standard of work that the company is less competent than it really is, especially, if visitors cannot find key information about their qualifications and experience online. Engineers and

buyers would find the company more credible if these papers were added and the design was improved.

#### Hillex project manager's view

The project manager, views the website primarily as a tool to assist with his daily client work. The project manager is more interested in how the website may facilitate communication with technical clients whereas the owner is more focused on the website as a "first impression". He said that clients frequently want to know exactly what the business can accomplish, how quickly it can deliver and what certifications it has. Since the website does not currently offer this option, he and his team have to repeatedly answer the same questions.

Additionally, he pointed out that the lack of technical documentation, case studies, and brochures gives the impression that the company is less professional than it actually is. According to him, including these materials would show the company's experience and build confidence. In keeping with Hillex's international partnerships, The project manager thinks that the website should be multilingual. Also, he pointed out that staff are unable to maintain the website themselves, making it nearly useless for customer communications or some promotions. He also said that the redesigned website must be a useful tool that saves time and builds client trust, and it must also be a powerful tool for building the brand.

#### Skoda Transportation project manager's view

According to the project manager at Skoda Transportation, he claims that he often starts his search for new suppliers by visiting the business website. He also says that the website provides a fast first evaluation of the supplier's competence, dependability and ability to satisfy demanding technical requirements. Before the technical specifics are examined, a

website that appears outdated or lacks information, it can create a doubt on the supplier's trustworthiness.

He also noted that technical buyers are expecting detailed service descriptions, technical specifications, and evidence of certifications since this information are often required before a supplier can even be evaluated. Examples of previous work are especially important since they show the supplier's actual experience and how they solved issues for other clients. Contact information must also be easily accessible since a complicated or unclear contact website frustrates users.

Additionally, he said that website with organised services pages, easy-to-navigate, and information in both Czech and English provide the impression that the supplier is more responsive, both locally as well as globally. Skoda Transportation has many clients abroad to whom it also supplies goods, often acting as an intermediary, as it does not manufacture many of the technical parts itself. Hillex therefore often comes into contact with these foreign clients, which is why it is also good to have a good online presence, including a multilingual one, in case Hillex is searched for. Although he believes that technical quality cannot be replaced by a website, it is an important component of creating trust and reputation in the early phases of supplier selection.

## **6.2. Website Audit Results**

The current Hillex's website was evaluated on 1-5 scale, with 1 being very poor, and 5 representing excellent. Based on existing best practises in digital marketing, user experience, and B2B website design, the categories were created (Garrett, 2020). Each category outlines

what makes for good performance and is followed by a score accompanied by proof (see Table 1).

*Table 1: Website audit*

<b>Categories</b>	<b>Criteria for assessment</b>	<b>Score</b>	<b>Rationale</b>
Navigation & structure	Clear, intuitive navigation menu, logical content hierarchy, minimal clicks to access key information.	2	Menu is minimal but lacks grouping, navigation menu is missing. Essential sections (e.g. services, certifications) are not on the website.
Design & visual appeal	Modern and minimalistic, professional layout, consistent branding, high-quality images, effective use of whitespace.	2	Outdated layout and imagery, minimal visual hierarchy, it does not reflect the company's technical capabilities and their professionalism.
Mobile responsiveness	Works well on different devices, with easy navigation	2	The mobile version of the website works but it is not well-

	and readable content on mobile.		adapted. The text does not adjust well to the screen size and the entire layout is practically the same as on a computer which reduces usability on mobile devices.
Loading speed	Fast page load (approximately 2 seconds), optimised images and text.	4	Loads pretty quickly, within 1.5 second but the reason probably will be that there is not many data which would take time to load.
Content quality & relevance	Clear, concise, and engaging content, emphasises value propositions, uses customer-focused language.	2	Content is short and too technical, with little storytelling or focus on client needs, and it has no clear calls to action and minimal user experience.

Lead generation features	Visible, calls-to-action, easy contact forms, downloadable resources, clear ways to conversion.	1	Contact details are shown on the main page but not current, and there are no forms, brochures, or clear calls to action for capturing leads, only a pdf link to some welding innovations which does not look professional at all.
SEO basics	Optimised meta tags, headings, alt text, and keyword use, accessible URLs.	2	Some SEO basics are there, but they are not used, meta descriptions are too generic, and heading are not consistent.
Trust signals	Certifications, client logos, case studies, testimonial visibly displayed and easily accessible.	1	Certifications not visible from homepage, no case studies, or social proof to build credibility.

The audit identified serious gap in visual presentation, lead generation skills, and user experience in general. Even though, the website fulfils its basic functions, it does not meet modern B2B standards, it lacks conversion readiness, ease of use and credibility.

Furthermore, its ability to support sales and marketing goals is weakened by a lack of clear trust-building elements and poor responsiveness on mobile devices.

### **6.3. Competitor Analysis**

The first competitor in the Czech market is a company Koramex. Koramex's website is straightforward and efficient with its six-tab navigation bar, containing Home, About Us, Metal Fabrication, Certifications, Careers and Contacts. Also offering Czech, English, and German as language choice shows a worldwide mindset and is appropriate for export-oriented business operations (see figure 1). The visual presentation which highlights technical procedures is practical and industry focused. The website is quite well organized and easy to read. The TRUMPF 3D tube laser, a new technology, is boldly displayed with a "NEW" label, an essential feature that demonstrates an attempt to establish Koramex as a technological innovative company. Production Capabilities describes the company's welding, machining and assembly services. Although the information is informative, it mostly consists of technical details with little customer-focused narrative or visual records of previous work. In the navigation bar, certifications are highlighted indicating a focus on quality standards and accountability. There are no highlighted badges, downloaded files, or easy-to-read signs (such as ISO or EN standards) on the actual certification page which makes it visually unappealing.

Otravske strojirny a.s.

Otravske strojirny has a more thorough menu which includes Home, Production, What We Offer, References, Jobs, About Us, and Contact, as it is shown in figure 2. It provides again multilingual navigation and supports Czech, English and German, just like Koramex. The company's slogan "Art in mechanical engineering," offers an emotional branding element. The homepage has modern industrial image and makes it a tidy and expert first impression. Under Production and What We Offer, production capabilities are described with a particular focus on technological research, welding, machining and contract manufacturing. Most importantly, Otravske strojirny includes a section titled "References" that lists previous clients and projects. This presents the business as experienced and trustworthy, and it also increases trust through social evidence. Certification do not have their own section unlike Koramex. Rather, they are incorporated into other part, which could make them less noticeable. Although certification is probably held, they are not clearly visible through downloadable papers or visual aids, which might mean that a chance to strengthen trust with quality assurance and procurement specialists is lost.

Compared to its competitors, Hillex's current website has significant weaknesses in terms of usability and design (see figure 3). The website contains too much text in long paragraphs which seem unorganized and do not have clear structure, it is making it difficult for visitors to quickly find key services or navigate the site. Unlike the clear and multilingual websites of Koramex and Otravske strojirny, Hillex lacks hierarchical navigation which would make it easier to find specific information. In addition, there are no photos, project examples, or other visual elements that would present the company's work and experience to date. Hillex relies solely on written texts which appear outdated and unattractive while its

competitors use visual content to show their technical capabilities and enhance their credibility. The marketing function of the website in a B2B environment is further weakened by the lack of clear calls to action, downloadable materials, and visible confirmation of certifications. The website does not engage potential customers in its current condition, does not support brand positioning and faces the risk of losing them to competitors with more sophisticated designs and features.

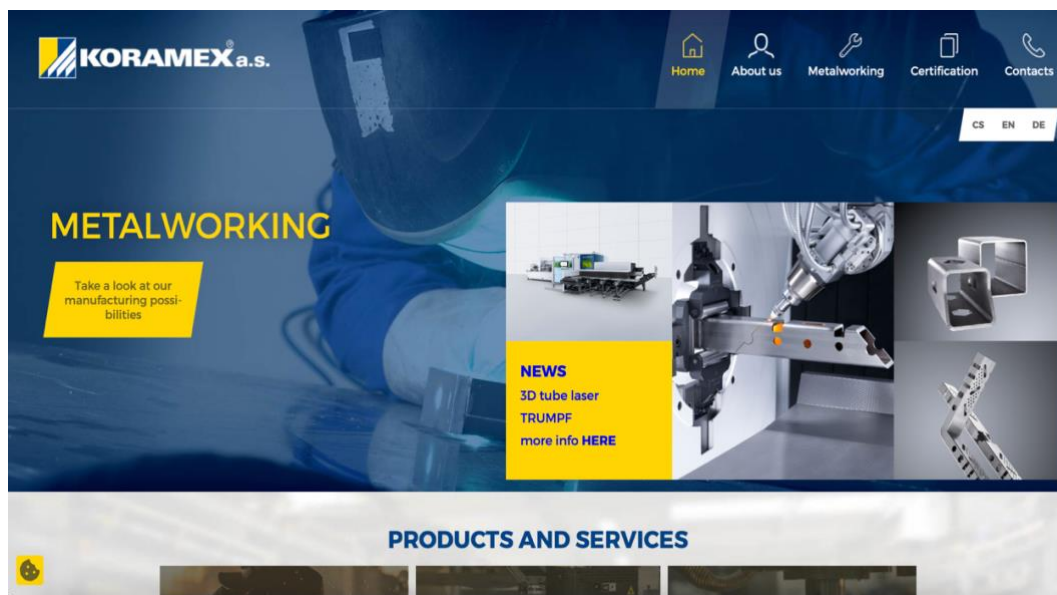


Figure 1: Competitor's website Koramex

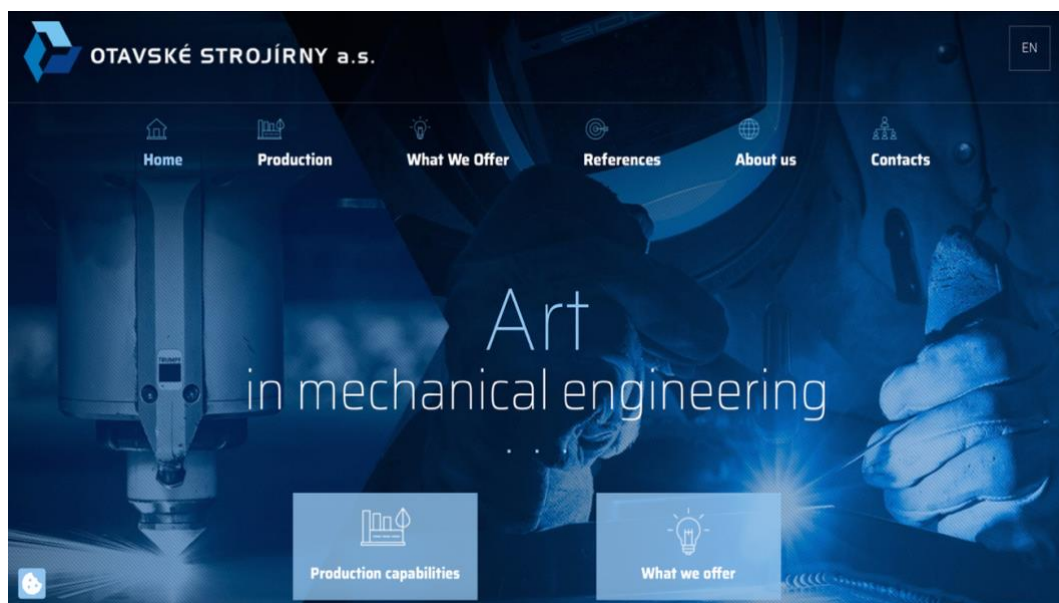


Figure 2: Competitor's website Otavské Strojírny a.s.

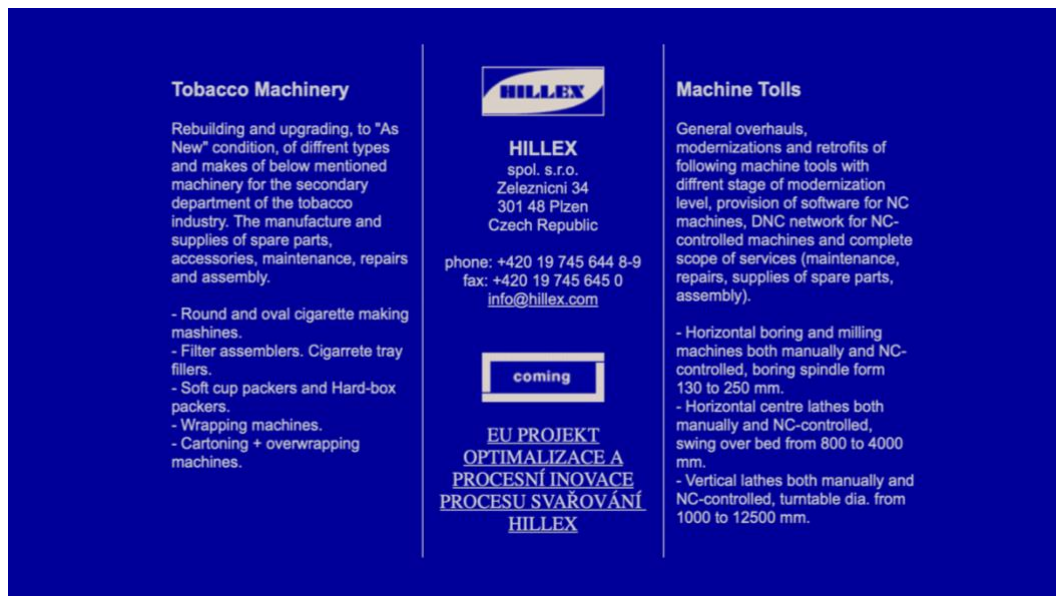


Figure 3: Hillex's website

## 7. The Solution

This chapter presents the redesign of Hillex s.r.o.'s website as the suggested solution for the identified problem. It presents the key personas, content plan, design goals, and wireframes, followed by mock-ups. The chapter describes how the new design satisfies stakeholder expectations while addressing the weaknesses of the existing website. The artefact serves as a useful outcome of the study.

### 7.1. Key Personas

Persona 1: technical buyer

Name: Pavel Dvorak

Age: 38

Occupation: senior mechanical engineer

Technology use: able to work with engineering software, such as CAD, be familiar with technical databases, and be generally proficient with computers.

Motivation: looking for suppliers who have experience with demanding engineering projects, industrial qualifications, and clearly demonstrated technical capabilities. It is important to quickly verify that a potential partner can deliver exactly what we need.

Frustrations: current supplier websites often do not show specific examples of their work, do not have clear contact details for technical inquiries, and lack complete technical documentation.

Preferred device: desktop computer during work hours.

Online Behaviour: instead of searching through conventional search engines, suppliers usually search directly on industrial portals, technical forums, or directly on company websites.

Persona 2: procurement manager

Name: Jana Novotna

Age: 45

Occupation: head of procurement

Technology use: she is familiar in work and purchasing tools and easily navigates platforms in different languages.

Motivation: it ensures that suppliers offer fair prices and deliver reliably, while complying with laws and regulations and looks for signs of their financial and operational stability.

Frustrations: it is sometimes difficult to quickly find certificates, example of completed projects or contacts for public procurement on a supplier's website

Preferred device: laptop or desktop computer during office hours.

Online behaviour: before contacting a supplier, they usually visit their website, check their offers and verify that the company complies with all necessary regulations.

## **7.2. Content Plan**

The redesigned Hillex s.r.o. website's content approach is aimed to meet the needs of technical and procurement-focused audience while strengthening the business's reputation in the competitive industry. Presenting the company's abilities in a reasonable and appealing way that increases user engagement and helps in lead generation is the primary goal. A visual sequence displaying portfolio of the company's work will be below this section.

### Homepage

The homepage will be used as Hillex's concise yet impactful introduction. An excellent banner image showing significant technology or project work which will be included in a hero section along with a brief and compelling caption that highlights the company's value proposition. Below this, there will be a brief overview of the services along with direct connections to sites with further information. A "Send an Inquiry" button will be placed in a visible position to encourage immediate action.

### Services

There will be a specific page designed for both quick scanning and in-depth reading for each of the key services areas- Services will be divided into categories, such as Radials Fans, Axial Fans, and more services which the company dies, in drop-down-menu. With the use of high-resolution photos, each service description will combine technical details with useful

applications and advantages. Clients will be able to download a PDF with technical information to help them make decisions.

#### Certifications

All certificates, such as ISO, EN and others will be clearly displayed in separate section which users can access via the navigation menu. Each certificate will be linked to official documentation for download, but it will also be possible to view it on the website. This will make it easy for clients to verify compliance with industry standards.

#### About us

The company's history, mission, beliefs and staff will all be presented on the "About us" page", which will humanise the business. A brief history of the company will present the most important milestones and supplement them with photographs of production, maybe in the future photos of company management would be included as well to make it more authentic. Special attention will also be paid to Hillex's headquarters, the former Bartelmus factory, which belonged to Czech chemist and entrepreneur Eduard Bartelmus in the 19<sup>th</sup> century. This will also highlight the company's connection to Pilsen's rich industrial tradition.

#### Contact & inquiry page

The "Contact" page will put an emphasis on communication simplicity and accessibility. A specific "inquiry" page with dropdown categories for choosing the service type will be added to the regular contact form for more organized approach. A consent checkbox will be used to make GDPR compliance obvious. Other forms of communication such as direct email, phone numbers will be also presented there for easy connections.

## Content style & language

The tone is going to have a mix between accessibility and professionalism. For readers who are not technical, the technical terms will be clarified when necessary, but they will be kept for specialised readers. Among other things, calls to action will be carefully placed throughout the website to encourage direct communication and increase the likelihood that more new clients will contact the company.

## Supporting elements

Content will be offered in Czech, English and German language in order to simplify international operations and provide accessibility for clients all over the world.

Consistent design, near organised layouts and the selected colour scheme of corporate blue and light grey will be used on all pages.

The texts on the website will be optimized for search engines, with clear headings, meta descriptions, and keywords to make the site more visible.

### **7.3. Design Goals**

The goal of the Hillex s.r.o. website redesign is to create a modern and easy-to-use website. It is needed to show the company's expertise and help B2B customers find what they need. The new website will look professional and reliable. The website will have a clear structure and simple navigation. It will work well on both computers and mobile devices. Contact information and calls to action will be easily accessible so that visitors can quickly contact the company. There will be also supplemented the text with photos that show the company's strengths, partnerships, important projects and certification. The site will also help Hillex make a good first impression and attract new clients.

The company's established identity will be kept in the visual design to ensure recognition and consistency. The existing logo's fundamental corporate blue will continue to be the dominant colour with light grey elements added for a neat, modern, and harmonious look. While minimising unnecessary visual distractions, this colour scheme, consistent font, and a well-chosen selection of photos will demonstrate professionalism and reliability. Aligned with Hillex's broader digital marketing objectives, the design will improve understanding and enhance brand trust

#### 7.4. Wireframes

Wireframes show how the website will be organized before the actual design process begins. They do not address final colours or style but focus on how visitors navigate the website, how content is organized and how practical and clear the website will be for users.

All wireframes were created in Figma.

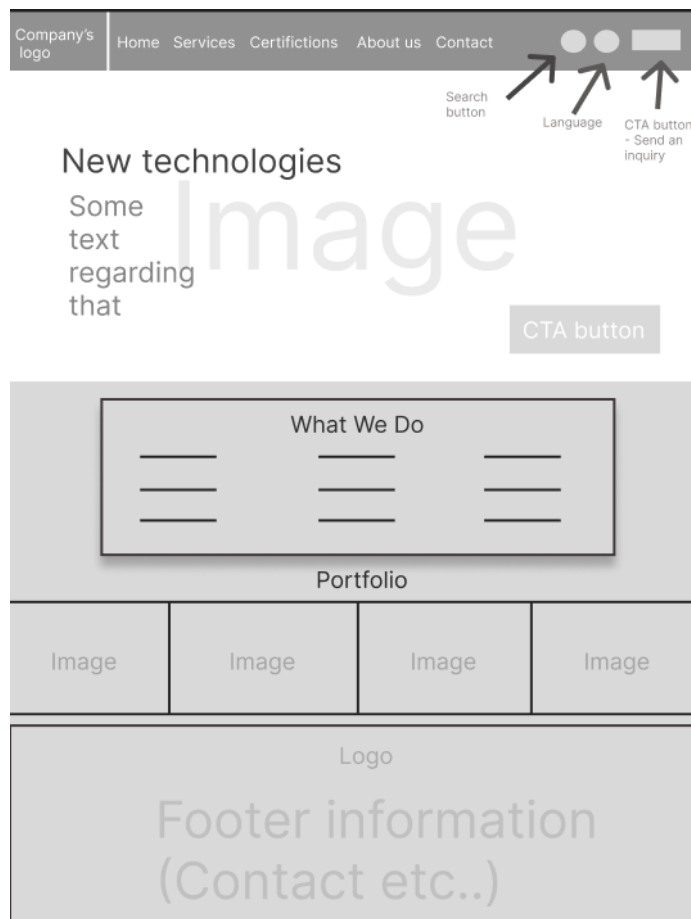


Figure 4: landing page

The wireframe of the landing page focuses on the main navigation menu, the company's portfolio, some highlights of services they provide, section for promoting new technologies, and providing clear calls to action. The design puts emphasis on important information and makes sure that they are easily accessible, such as services, certificates and contact (see figure 4).

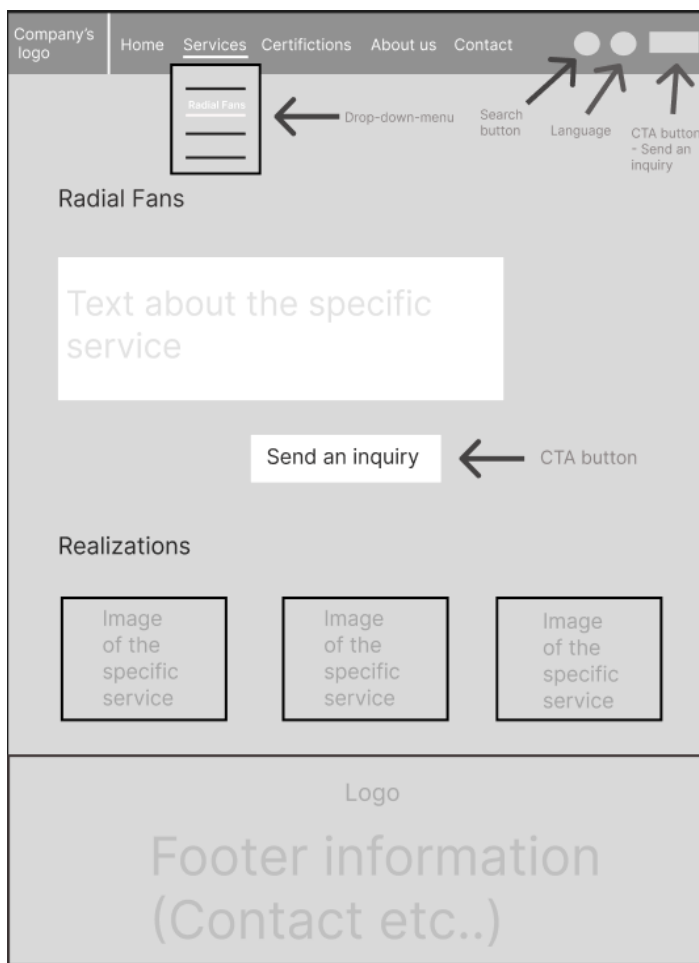


Figure 5: service page

The layout of the “service page” offers users an overview of the company's main offerings of what they do. Radial fans, axial fans, diagonal fans, or also welding for railway vehicles fall into the categories into which services are divided by a drop-down-menu in the navigation bar. There is a brief summary for each category, along with photos of previous

work and real-world-examples. To make contacting the business simple, an easily accessible “send an inquiry” CTA button is positioned inside each section. Calls to action, photos and specific service information are all combined to make sure that potential clients may access relevant information and proceed promptly (see figure 5).

The wireframe shows a web browser window with a navigation bar containing 'Company's logo', 'Home', 'Services', 'Certifications', 'About us', and 'Contact'. The main content area is titled 'Inquiry' and contains a form with the following elements:

- Form fields: Name, Email, Phone number, Type of Service, and Your message.
- A checkbox labeled 'GDPR terms and conditions' with a checkmark icon.
- A 'Send' button.

An annotation with an arrow points to the 'Type of Service' field, stating: 'Drop-down-menu to choose the service'. The footer area contains a 'Logo' and 'Footer information (Contact etc..)'.

Figure 6: inquiry page

This wireframe is focusing on the inquiry form and the purpose of it is to make it easier for the website users to contact the company. The form includes clear fields for name, email, phone number, type of service, and message, and meets the GDPR regulations. The goal is to make the communication process more simple, also to eliminate unnecessary steps, and encourage more inquiries that can turn into potential customers and new business (see figure 6).

## 7.5. Mock-up: the artefact

This section shows a mock-up for the new Hillex website. It consists of six parts, all of which were created in Canva Pro. The design retains Hillex's iconic blue color but warn grey has also been used to soften the look. The first part is the landing page (see figure 7) which serves as the introductory page. If the user is browsing the website and navigates further, they can always return to the homepage by clicking on the Hillex logo in the top left corner. The second photo shows the services category which is located in the navigation menu. It will have a drop-down menu because Hillex offers multiple services (see figure 8). The third part are certificates which were emphasised by the interviewees. That part is also in the navigation menu and if the user clicks on certificates category they will see which ones Hillex has. The user can click on them and view them online or download them (see figure 9). Next is the about us category which is also in the navigation menu where are information about the company and its history (see figure 10). The last item on the navigation menu are contacts where all contact information is located (see figure 11). Finally, there is the "send an inquiry" section which the user can access via CTA buttons and fill out a request form which is sent to the company's email address for further processing (see figure 12). When viewing the website on mobile devices, the page will be adapted to them, including the navigation menu which will be adapted so that the pages can be used easily on mobile devices.



Figure 7: mock-up of the landing page

**MILLEX** Services Certifications About us Contacts [Send an Inquiry](#)

- Radial Fans
- Bonding of structures
- Diagonal Fans
- Machining
- Radial Fans
- Welding of structures

## Radial Fans

Our radial fans are designed to deliver strong and reliable airflow, even under the toughest conditions. They are built to handle high pressure, making them ideal for industrial environments where durability and performance matter most. With a focus on efficiency, safety, and long service life, our fans provide a dependable solution for a wide range of engineering applications.

[Send an Inquiry](#)

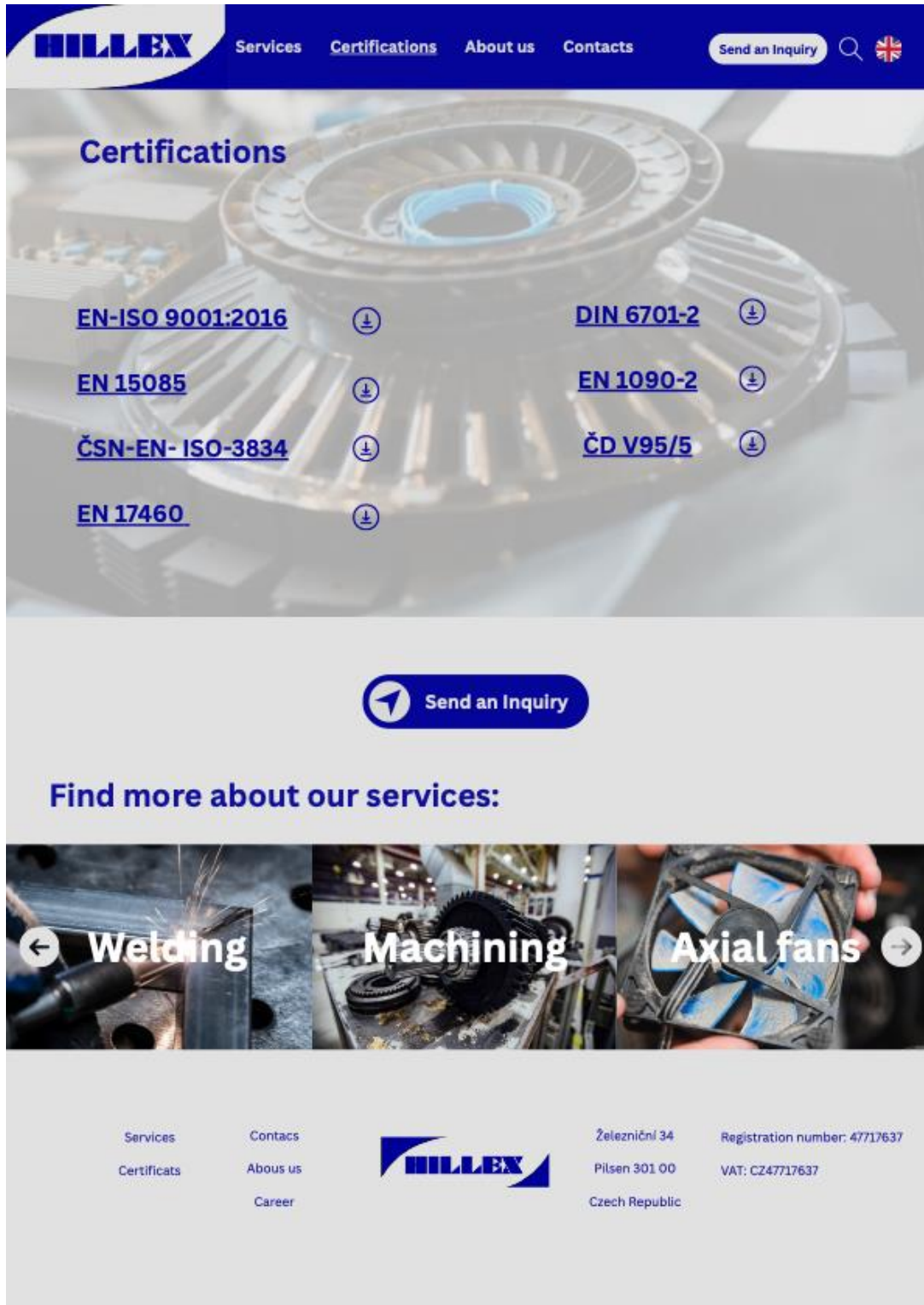
### Case studies



Services      Contacs  
 Certificats      Abous us  
                          Career

**MILLEX**



Železniční 34      Registration number: 47717637  
 Pilsen 301 00      VAT: C247717637  
 Czech Republic



Figure 8: services category






**MILLEX** Services Certifications About us Contacts [Send an Inquiry](#)  


## Certifications

[EN-ISO 9001:2016](#)  [DIN 6701-2](#) 




[EN 15085](#)  [EN 1090-2](#) 

[ČSN-EN- ISO-3834](#)  [ČD V95/5](#) 

[EN 17460](#) 

 [Send an Inquiry](#)

### Find more about our services:

 [Welding](#)  [Machining](#)  [Axial fans](#)

Services Contacts  
Certificates About us  
Career

**MILLEX**

Železniční 34 Registration number: 47717637  
Pilsen 301 00 VAT: CZ47717637  
Czech Republic

Figure 9: certifications category

HILLEX

[Services](#)
[Certifications](#)
[About us](#)
[Contacts](#)
Send an Inquiry

## About us

At Hillex s.r.o., we bring engineering expertise and reliability to every project we deliver. For over 20 years, we have partnered with leading companies in the transport and industrial sectors, providing high-quality welded components, assemblies, and solutions tailored to strict technical requirements. Our strength lies in combining technical knowledge with practical experience, supported by certified processes such as ISO 9001 and EN 15085.



We work closely with our clients' engineering and procurement teams to ensure every solution meets their expectations for quality, safety, and performance. From small custom parts to large-scale projects, we are committed to precision, efficiency, and long-term cooperation.

## History



In 1870, Eduard Bartelmus, a Czech chemist, inventor, and entrepreneur of German nationality, moved from Brno to Pilsen. As early as the beginning of the 1830s, he discovered a type of enamel that was harmless to health and ideal for the production of tableware, which he manufactured on a large scale in Pilsen-Slovany. Our building is a former foundry and enamel factory, where we left the Bartelmus sign according to its original owner. The end of the company is similar to that of many other such enterprises.

The First World War brought various problems, which were more or less remedied during the First Republic, but the Second World War put an end to that. In 1992, the current owners and executives of the company jointly purchased the building, which continues to grow to this day.

[Services](#)

[Certificats](#)

[Contacs](#)

[Abous us](#)

[Career](#)



Železniční 34



Pilsen 301 00

Czech Republic

Registration number: 47717637

VAT: CZ47717637

Figure 10: about us category

**HILLEX** Services Certifications About us **Contacts** Send an Inquiry  

## Contacts

**Hillex s.r.o.**

Železniční 128  
326 00 Plzeň  
Czech Republic

info@hillex.cz  
+420 377 442 918


## Company management

**Ing. Frantisek Maxa**  
The owner and director of the company  
+420 603 225 580  
f.maxa@hillex.cz

**Miroslav Lukes**  
The owner and director of the company  
+420 728 075 128  
m.lukes@hillex.cz

## Trade

j.lukes@hillex.cz  
+420 608 645 238

 **Send an Inquiry**

Services Contacs  
Certificats Abous us  
Career

**HILLEX**

Železniční 34  
Pilsen 301 00  
Czech Republic

Registration number: 47717637  
VAT: CZ47717637

Figure 11: contacts category

**MILLEX** Services Certifications About us Contacts

## Send an Inquiry

**Name**

**Email**

**Phone number**

**Type of service**

**Your message**

I agree with the terms and conditions

Services    Certifications    About us    Career

**MILLEX**

Železniční 34  
Pilsen 301 00  
Czech Republic

Registration number: 47717637  
VAT: CZ47717637

Figure 12: inquiry page

## **8. Discussion**

This chapter describes how the results of the study were linked to the final website design and the chapter also summarizes the entire project. It describes the challenges and limitations encountered during the project and explains how the collected data influenced the decisions. It also suggests possible ways for improvement and future development. The chapter links the artefact itself, the study results, and the broader context of digital marketing in the B2B environment.

### **8.1. How Research Informed the Final Design**

The redesign of the website was directly impacted by the research conducted for this project. What matters most to internal stakeholders and external buyers was made clear through interviews with the company owner, project manager and the project manager from Skoda Transportation. Every viewpoint offered an entirely new perspective of insight that impacted the design choices.

The website needs to function as a “digital handshake”, according to the owner. This meant that the design needed to be up to date, clean and capable of making a good first impression. Without this, the business runs the danger of coming out as less competent and out of date than it genuinely is. The influenced decisions such as the homepage’s clear key certificate display, easy navigation, visible navigation menu and generally clean design which is organised well. The importance of certificates on the website confirms what Miller (2012) argued about trust in B2B digital marketing.

The Hillex project manager brought attention to everyday problems with client communication. According to him, potential clients frequently have the same questions regarding certain certificates, technological expertise and delivery speed. Their staff has to spend time responding to the same questions over and over again since this information was not available online. In consideration of this, specific sections for services and certificates were incorporated into the new website design. The goal was to create a self-service platform where customers could easily find what they needed before contacting the company. According to Leake, Vaccarello, and Ginty (2012), this is the right move because it promotes online content oriented toward customer needs.

The Skoda Transportation project manager's input provided the external buyer's perspective, confirming that a website is typically the first thing looked at when evaluating new suppliers. He highlighted the importance of seeing technical specifications and easily accessible contact information which are in this case more important when, for example, having an e-shop with products which you can directly buy. His view clearly showed that a website must be more than a digital catalogue, it should demonstrate the reliability and credibility of the company- He also recommended that the website be available in both Czech and English for international clients which it can be confirmed by Andersson, Axelsson, and Rosenqvist (2018) who deal with international B2B challenges. All these findings were reflected in the final design which combines functionality with brand presentation. The new website is simple and clear, offering bilingual display options, separate pages for individual services, and an easy-to-use inquiry system. As a result, the website has been transformed from an outdated presentation into a usable website that will enable relationship building, marketing and sales support.

## 8.2. Project Challenges and Limitations

Like many other projects, this project had a number of difficulties and restrictions. The first difficulty was a lack of digital resources. In addition to the company's lack of easily accessible previous work photos or documents, the previous website also had very little information which were not even current. New content had to be created completely from scratch as an outcome. Gathering resources required additional time, and in some cases, examples needed to be simplified in order for them to function online.

Balancing different stakeholder expectations provided also some smaller difficulties. The project manager wanted a tool that would cut down the repetitive tasks, the owner focused on brand image, and the external buyer sought thorough technical proof. It was not always easy to create a website that fairly covered each of the three different points of view. A large amount of technical detail, for example, could be too much for regular visitors, while a lack of it could let procurement specialists down. The website was reorganised to show the most important information first, followed by the ability to download additional detailed documents so it would be possible to achieve a good solution.

The project's research depth was one of its limitations. The number of stakeholders contacted was relatively small, so the opinions may not cover all possible perspectives, for example, those of smaller clients or foreign partners outside the Czech Republic. Nevertheless, they provided valuable information. However, a larger sample could further strengthen and expand the findings. The design was further limited by technical limitations. It was needed to make plans for a content management system (CMS) in the future because the company's teams is not unable to take care of the website on their own and do not have access to it since it is old and they did not use it for some time. The website faces a risk of

being out of date again without this. However, the project did not include funding or expertise for the addition of such a system.

The project's primary focus on website redesign but the further limitation was the lack of connection with larger digital marketing. Although this part was not completely developed, platforms like LinkedIn might help with visibility and lead generation. Given the target population, social media platforms like Instagram and TikTok were considered less important at this time. However, the website's potential influence can be reduced by its absence of a broader strategy. Hillex must start its online presence where it matters the most, which is currently its website because in this type of business and age category which is higher in engineering than in some other sectors, a functional website is the most important at the moment which can be confirmed by Gregoire 2024, who points out the importance of technical content in B2B sales. Over time, the company's online presence could gradually expand.

The final limitation was time. Activities such as design, testing and feedback gathering required more time than was available. For this reason, some parts of the website, such as interactive features or more advanced client portals, could not be included at this time. These features will therefore remain as an opportunity for the future.

### **8.3. Future Suggestions**

In the future, the company might enhance its new online visibility by taking a few more actions. At first, the company should invest money on a content management system (CMS) as mentioned before, that enables employees to make changes to the website on their own as

Leake, Vaccarello & Ginty, 2012 highlight self-sufficient digital marketing systems. The existing issue of depending on outside developers for every change would be resolved by doing this. The website will be regularly updated with new certificates, case studies, and client references once employees will be trained on how to update the content there.

Second, the company could continue collecting technical materials and case studies for its library. They will show how the company solved complex client problems in a professional manner. This makes the website a technical resource that attracts more visitors and serves as more than just a sales tool.

Third, although Instagram and TikTok may not be that relevant now, LinkedIn is definitely useful for business-to-business networking. A simple plan for posting updates, case studies, and news on LinkedIn with a links to the website might be developed by the company. This could raise awareness among industry experts, not just in the Czech Republic but abroad as well.

The fourth point is that the company could consider adding interactive elements in the future, such as a client portal where partners could access personalized documents or track the status of projects. Although this might require a larger investment, it would significantly strengthen long-term relationships with clients.

Another future step could be search engine optimization (SEO). This would increase the company's chances of being easily found by potential clients who would be searching online. Clients could be searching for information about fans, railway welding, or engineering

services. This would directly help attract new customers who are looking for services such as those offered by Hillex.

Finally, it is important to continuously monitor and evaluate the website, The company should monitor how visitors use the website, for example, how many inquiries it receives, which pages visitors spend the most time on, and what materials they download most often. As Gmeiner (2024) points out, these are key steps for measuring and optimizing digital performance. In the future, Hillex could connect to Google Analytics to gain a better understanding of its online presence and this promote its business more effectively. These findings would point next changes and guarantee that the website keeps up with the company's goals.

## **9. Conclusion**

The project focused on how a small B2B engineering company can use a new website to gain the trust of clients, showcase its technological know-how, and attract new customers. The analysis combined technical and marketing concepts for B2B with the opinions of key stakeholders, such as the company owner, internal project manager, and external project manager from Skoda Transportation. This created a vivid picture of how digital tools, and especially the company's website influence relationships and trust in an industrial environment.

The study showed that the company's real abilities and reputation were not properly conveyed on the current website. Before starting to work with a company, customers and

partners often first assess the credibility of its website, both according to external opinions, such as a project manager from Skoda Transportation, and internal stakeholders such as the owner or project manager from Hillex. Even if a company has excellent relationships and expertise, a website without certificates, that looks outdated or lacks case studies can raise doubts. It has therefore become clear that a website must be more than just a digital business card, it should be an active part of the sales process. (Pileliené, 2019).

The project's solution was to create a website that is up to date, user-friendly, in harmony with the way business-to-business (B2B) clients look for and evaluate suppliers. Three key areas were highlighted, the first one was a clear presentation of services and technical skills which the company offers. Also, a higher visibility of certificates and past projects. The third one was a simple method for potential clients to contact the company. With this strategy, the website is beneficial to both external users and Hillex's project and sales team, who can point prospects to resources rather than delivering the same materials over and over again.

The project showed that digital technologies should be a natural part of a company's growth. They should not be separate. A strong online presence cannot replace technical know-how or personal relationships. This is important for a company like Hillex, as it often works with large clients in demanding sales cycles. However, the website helps build transparency and trust and provides easy access to evidence of expertise.

According to the research, it is important to personalise the digital strategy for certain companies and clients. While some companies rely on social media such as Instagram or TikTok, Hillex reaches its customers most effectively through LinkedIn, professional

networks and website visits. When a company understands this, its digital activities are more effective and then the right information reaches the right audience.

At last, the updated website represents more than just technological improvements. It shows how Hillex is presented to the public. The project connects the goals of digital communication with the company's actual capabilities. It creates a tool that strengthens brand recognition, build trust, and opens up new opportunities for development. It shows that in today's B2B environment, a website is not just a necessity but an important tool for keeping a company running. (Gregoire, 2024).

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## 11. Appendices

### Copy of interview questions

#### Questions for the owner of Hillex s.r.o.

1. What role should the website play in attracting potential clients or partners?
2. How does the sales process typically work for new clients?
3. How long is the sales cycle, and who is involved in decision-making on the buyer side?
4. Do you believe the current website reflects the company's technical expertise and credibility?

#### Questions for the project manager of Hillex s.r.o.

1. Do you interact with potential clients or technical buyers?
2. What information do technical decision-makers typically want from us?
3. Would showcasing detailed case studies or technical papers on the website be valuable?
4. What technical capabilities or certifications should be highlighted?
5. Is the website currently used for recruitment, marketing, or client communications?
6. How is content updated? Do you have the ability to make changes?
7. Would you see value in adding case studies, downloadable brochures, or gated resources?
8. Should the website support multiple languages for international partners?

### Questions for the project manager from Skoda Transportation

1. When sourcing new suppliers in the engineering/technical sector, do you visit their websites?
2. What information do you expect to find that influences your perception or decision?
3. Do case studies, certifications, or downloadable technical resources impact your view of potential suppliers?
4. How important is a modern, professional website in building trust with new suppliers?
5. Beyond technical specifications, what features or content on a supplier's website make them stand out as credible or innovative in your eyes?

## INFORMATION SHEET FOR PARTICIPANTS

PROJECT TITLE: Enhancing Online Brand Awareness Through Digital Marketing: A Website Redesign for an Engineering Company

You are being asked to take part in a research study on how websites can support brand awareness and communication in business-to-business companies. The aim of this study is to understand what makes a good company website and how the current Hillex s.r.o. website can be improved. My name is Michaela Maxova and I am a master's student in Digital Marketing & Analytics at Dublin Business School. This project is part of my applied research project.

### WHAT WILL HAPPEN

In this study, you will be asked to take part in a short interview. The interview will focus on your views about company websites, especially what information and features are most important in a B2B setting. I will ask about your experience with the current Hillex website and what improvements you think would make it more useful and professional.

### TIME COMMITMENT

The study typically takes 15 to 30 minutes in 1 session.

### PARTICIPANTS' RIGHTS

You may decide to stop being a part of the research study at any time without explanation required from you. You have the right to ask that any data you have supplied to that point be withdrawn / destroyed. You have the right to omit or refuse to answer or respond to any

question that is asked of you. You have the right to have your questions about the procedures answered (unless answering these questions would interfere with the study's outcome. A full de-briefing will be given after the study). If you have any questions as a result of reading this information sheet, you should ask the researcher before the study begins.

#### CONFIDENTIALITY/ANONYMITY

The data I collect does not contain any personal information, including name or any personal details. Instead, you will be only identified by your job role. This means you will not be personally identifiable in the project. The information you provide will be used for my project at Dublin Business School. Parts of the findings may also be shared in academic settings such as presentation. In all cases, your identity will remain anonymous.

#### FOR FURTHER INFORMATION

I or / and Pablo Maldonado will be glad to answer your questions about this study at any time. You may contact my supervisor at [pmaldonado@unyp.cz](mailto:pmaldonado@unyp.cz).