

OVERVIEW

Rebuilding a Global B2B Website for a Leading Aluminium Manufacturer

Honeycomb works with established businesses to modernise their digital presence and make complex B2B information easier to navigate and understand. For a leading aluminium manufacturer, we brought UX, development, copywriting and SEO together to rebuild its website around the needs of a global B2B audience.

THE CORE CHALLENGES

**Outdated Digital Presence:**

The older website stopped reflecting their scale or global B2B audience.

**Poor Information Discovery:**

Complex navigation made product and technical information harder to find.

**Technical Limitations:**

Slow performance and an ageing WordPress setup restricted the site's usability.

**Broken Infrastructure:**

47 broken internal links affected the website experience.

**Weak Mobile Performance:**

An 8.2s page load and 34/100 Lighthouse score pointed to major performance issues.

**SEO Gaps:**

The site needed a stronger technical and on-page SEO foundation.

OUR APPROACH

User-Led Structure:

We rebuilt the information architecture around three key user journeys and simplified navigation from 9 sections to 6.

Technical Rebuild:

We replaced the legacy setup with a custom, responsive WordPress theme without page-builder plugins.

Product Clarity:

We standardised product pages to make technical specifications and information easier to access.

Content + SEO:

We rewrote 22 webpages and strengthened the site's technical and on-page SEO.

Protected Migration:

We managed the redevelopment through staging and implemented redirects to protect existing search visibility.

THE OUTCOME

Stronger performance. Better engagement. Greater impact.

**PAGE LOAD TIME**

8.2s → 2.4s

**MOBILE USABILITY**

34/100 → 91/100

**ORGANIC SEARCH TRAFFIC**

+68%

**AVERAGE SESSION DURATION**

+42%

**BOUNCE RATE**

-31%

**SEO-ALIGNED CONTENT**

22 PAGES

ADDITIONAL OUTCOME



47 BROKEN LINKS RESOLVED



+38% INTERNATIONAL ENQUIRY SUBMISSIONS



FUTURE-READY DIGITAL PLATFORM



FUTURE-READY DIGITAL PLATFORM

A faster, smarter website that drives engagement and supports their global business.

WHO WE ARE

Honeycomb is a **Marcom partner** that helps businesses bring strategy, creativity and execution together across brand, digital and communication. We work closely with in-house teams as a long-term creative partner, not just a vendor.

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