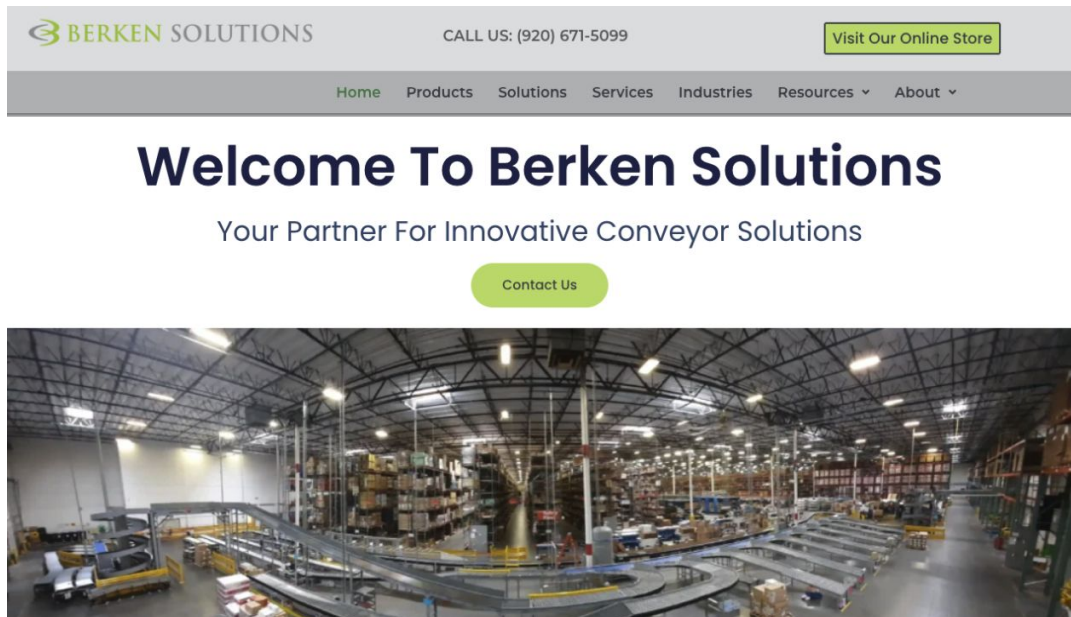


Manufacturing for integrators is present but not prominent in the opening.

BERKEN SOLUTIONS / WEBSITE REVIEW / 01

Make the OEM role clearer.

Berken has a substantial manufacturing story. The website should make that story easier to understand, evaluate and act on.



Scoring: qualitative editorial assessment of the current site, not a measured performance or conversion score. 0 = absent; 2 = weak; 4 = partial; 6 = usable; 8 = strong; 10 = consistently clear and complete. Untested performance, form delivery and mobile accessibility are not scored.

The main opportunity

The current opening welcomes visitors and describes innovation, but does not immediately identify the strongest buying reason: Berken as the conveyor OEM manufacturing partner for system integrators. Bring that audience, the practical engineering support and the equipment itself into the opening message.

Keep what already works

Preserve the real installation photography, direct phone contact, product-family structure, CAD resources and manufacturing information. Modernize the presentation around those assets rather than replacing them with unsupported claims.

Source: Current homepage

Review scope: public pages, current desktop appearance and eight-page source inspection on September 11, 2026. Analytics, inquiry delivery, search rankings and real-device mobile behavior were not tested. This is a design and content audit, not a security assessment or measured conversion study.

Recognizable identity and real photography; inconsistent visual roles.

BERKEN SOLUTIONS / WEBSITE REVIEW / 02

Identity and visual hierarchy

A more disciplined identity can make the same business feel clearer, more current and easier to recognize.

Current brand application

The existing logo combines a green symbol and serif lettering. The site then uses Poppins and Montserrat across headings, body copy and navigation. Green buttons, gray header bands and navy/slate text create several competing visual roles. The issue is consistency, not that any one color or font is inherently unsuitable.

Observed color	Current role
#94B82A / #A1C43D	Green values defined in the site stylesheet
#C0DD6E	Pale lime calls to action
#1C244B / #324A6D	Navy headings / slate body text
#3F444A	Charcoal button text
#DCDDDE / #B3B4B6	Gray header and supporting bands

Recommended change

Approve one palette with explicit roles for backgrounds, text, buttons and accents. Pair it with a modern Berken wordmark and a smaller, consistent set of type styles. Use the full company name in company details where it provides context.

Give photography more responsibility

The panorama communicates the scale and complexity of the work. Use it prominently, with a concise headline and one main project action. Avoid placing essential copy over visually busy machinery without a tested contrast treatment.

Make page rhythm purposeful

Use varied sections for different jobs: a large image for scale, concise product comparisons for selection, project stories for evidence, and a clear inquiry section for action. Reduce repeated generic quality and innovation language.

Source: Current homepage and styles

The three homepage concepts are separate proposed directions, not evidence of an approved final identity.

Useful routes exist, but project intake and technical resources need stronger connections.

BERKEN SOLUTIONS / WEBSITE REVIEW / 03

Help each buyer take the next step.

Organize the site around the decisions buyers need to make, with a clear distinction between new projects and existing-customer support.

1 / Make the audience explicit

Lead with Berken as the OEM supplying conveyors to system integrators. Explain what Berken manufactures, what can be configured and where design or installation support fits. This reduces the work visitors must do to understand the relationship.

2 / Separate project inquiries from parts

The store link is prominent in the header. Keep parts and support accessible, but give a new visitor a distinct project-discussion action. A parts buyer and an engineer planning a new system need different routes.

3 / Improve the inquiry brief

The contact page requests first and last name, phone, email and a message. Add company and application context; invite an optional load envelope, layout constraint and desired timing. Keep the first inquiry lightweight and avoid requiring technical details a visitor may not yet know.

Source: Contact form

4 / Give projects descriptive context

Four entries on the projects page share the label “Conveyor System” and link to videos. Replace those generic titles with application names. Explain the challenge, Berken’s scope and the delivered configuration. Add customer names or measured outcomes only with permission and supporting evidence.

Source: Projects

5 / Make CAD easier to evaluate

The downloads page already lists DWG resources by dimensions. Add a preview and the related product family, with clear format and revision information. Link relevant drawings from product pages, so visitors do not need to restart their search.

Source: CAD downloads

Product limits and manufacturing evidence exist; conditions and project scope need clarification.

BERKEN SOLUTIONS / WEBSITE REVIEW / 04

Strengthen the technical story

Keep product limits, configured operating settings and customer outcomes distinct. They answer different questions.

Clarify specification language

The homepage describes category limits using “less than”; the product page uses inclusive limits. Standardize that wording with engineering. Product pages list different speed limits for different families, so avoid presenting one number as a universal conveyor capability.

Product family	Published load limit	Published speed maximum
Light goods	Up to 60 lb	200 ft/min
Medium duty	Up to 250 lb	400 ft/min
Pallet conveyor	Up to 4,000 lb	90 ft/min

These are current public catalog statements, not independently verified engineering limits and not validated settings for the photographed installation. Confirm applicable conditions before reusing them in new marketing.

Source: Product specifications

Promote concrete manufacturing evidence

The facility page describes a 160,000-square-foot operation with design, fabrication, assembly and inventory functions. Bring this evidence onto the homepage and explain how it supports a project. Facility area is a scale indicator, not a promise of throughput or delivery time.

Source: Manufacturing facility

Explain configuration and scope

Show the information needed to select a system: load envelope, required rate, accumulation behavior, available footprint and controls interfaces. Clearly distinguish Berken-manufactured equipment from integrated third-party technology. Confirm what the site means by vendor-agnostic or open-source controls before turning those terms into headline claims.

Keep motion mechanically accurate

Any future hero animation should be reviewed for conveyor direction, accumulation, carton spacing and indexing. The visual should reflect the actual installation. Use an approved still or real operating footage until the motion has passed technical review.

Repeated metadata and heading issues in the sampled pages.

BERKEN SOLUTIONS / WEBSITE REVIEW / 05

Search and usability foundations

There are specific content-structure fixes to make now, plus performance and accessibility checks to complete on the finished site.

Metadata and headings

Seven of eight sampled pages share the same title. Six share the same general description. The Projects and Downloads source contains no H1. Give each page a topic-specific title, description and primary heading.

Page	Observed H1	Title treatment
Home	Welcome to Berken Solutions	Shared general title
Products	Conveyor Products	Shared general title
Solutions	Conveyor Solutions	Shared general title
Services	Conveyor Services	Shared general title
Manufacturing	Manufacturing Facility	Shared general title
Projects	Not found in source	Shared general title
Contact	Contact Us	Shared general title
Downloads	Not found in source	Older sub-integrator title

Accessibility

The current logo link is announced as “default-logo”; replace it with the company name. Many equipment photos have descriptive alternatives worth retaining. The homepage uses skipped heading levels, including H5 subheads and H4 cards below H2 sections; use semantic headings rather than choosing levels for appearance.

Do not confuse an observation with a test result

WordPress, Elementor and structured-data markup are present. Their presence does not establish a defect. No Lighthouse, Core Web Vitals, complete keyboard audit, form-delivery test or real-device mobile audit was run. Assess those before launch; do not assign invented performance or accessibility scores.

Source evidence: eight public page snapshots and technical-inventory.json, September 11, 2026. Public homepage accessibility-tree check reconfirmed the generic logo name and heading hierarchy.

Buyer positioning, technical approvals and project evidence still need consolidation.

BERKEN SOLUTIONS / WEBSITE REVIEW / 06

Integrator-first launch plan

Start with clarity and evidence. Then complete the identity and implementation, and measure what happens after launch.

Priority	Recommended action	Done when
1 / Message	Lead with manufacturing, audience and configuration support.	Opening explains who Berken serves and what it provides.
1 / Inquiry	Separate project, parts and support routes.	Each buyer can find a clear next step.
1 / Accuracy	Approve specification wording and controls claims.	Engineering has confirmed limits and conditions.
2 / Identity	Select one palette, wordmark and type system.	Desktop and mobile layouts use consistent roles.
2 / Proof	Develop useful project stories and CAD previews.	Examples explain scope; resources are identifiable.
2 / Search	Rewrite metadata and heading structure.	Each page has a clear topic and hierarchy.
3 / Validation	Test keyboard, contrast, reflow, forms and loading.	Observed defects are resolved before launch.
3 / Measurement	Measure qualified inquiries and resource usage.	Confirmed inquiries and lead quality can be reviewed.

Suggested measures

Track project-action clicks, successful inquiry submissions, CAD downloads and product interest. Review qualified opportunities alongside those events. Establish a baseline before claiming an improvement; a more modern appearance alone does not prove commercial impact.

Decisions needed from Berken

Confirm the integrator audience, conveyor manufacturing scope and integration interfaces, approved specifications, inquiry owner, available project evidence and preferred brand direction. Confirm form routing and any promised response times before launch.

This audit and the homepage concepts are prepared for review. No changes have been made to the live website.