Design Tips Of B2B Companies Websites

With easy customization steps do wordpress sites.

No coding or programming required!

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Websites: Definition

- **What is a website?**

  -Simple Webpages that provide online content. Normal website is not a sales page encouraging a purchase

- **Informative content, no sales/no ecommerce**
- **Helpful to readers without confusing**

Websites: Find More Samples

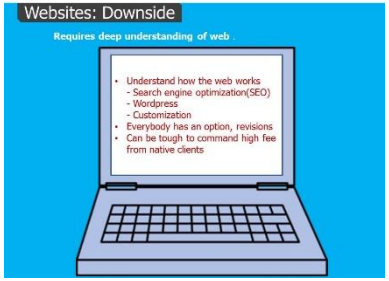
- **Web marketing Association Web-Awards shown by the http://www.webaward.org/winners.asp**

- **Google any B2B industry**
- **Any B2B vendor website**

Websites: Typical Scope

Make-It-Search-Engine-Friendly

- **Length**
  - **Varies widely, from 5 to XX pages**
    - **From refresh of a few pages…**
    - **To total overhaul of whole site**
- **Effort**
  - **Medium to difficult**
- **Timeline**
  - **Varies widely, weeks to months**



B2B Websites

Typical Fees

Websites done in Wordpress using Woothemes and various plugins to extend the functionalities.

Pack1

Developing a sitemap : $750 to $1,250+
Writing a webpage $250 to $500+
- Then multiply by the no of pages in the sitemap

12-page website completely refreshed

Beginner: $750 + 12@$250 = $3,750
Advanced: $1,250 + 12@$500 = $7,250

Feel free to move around these objects to give yourself more or less room.

Pack2

Impression

Website is a first name card for any business.

Websites: Notes on Fees

- Don't charge by page, but by project
- Depends on your expertise, research required, total space
- Not a lot of repeat business
- But lot of repeat business doing other
- Content from the same client

Website is charged by project.

Project

Typical Clients

Websites:

- 99% of B2B firms use websites
- Any sector, any size, any location

Replace this image with your own logo.

Best to cherry-pick good clients

- Red flogs
  - No ideas for website
  - Archaic web technology

Research Tips

Research company, industry and competitors, interview experts, take inventory, look for “untold stories”

Copywriting Tips

Website: Copywriting Tips

- Keep it short and compelling
- Write for online viewing
  - Short words, sentences and paragraphs
  - Write in conversational tone
  - Highly scan-able
  - lot of visual breaks
  - Sub heads, bold heads
  - Graphics, charts, photos

Websites:
Your Team

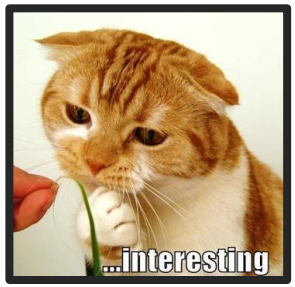
Team Work

- Designer
  - Works on visual appeal
  - Can yours, clients or outsider
- Programmer
  - Works on coding and integration
  - Can be yours, clients or outsiders
- You can be a prime contractor
- Or just take care writing

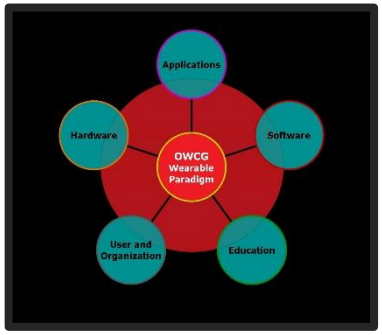
Websites: Upside

Insatiable demand

Constant learning



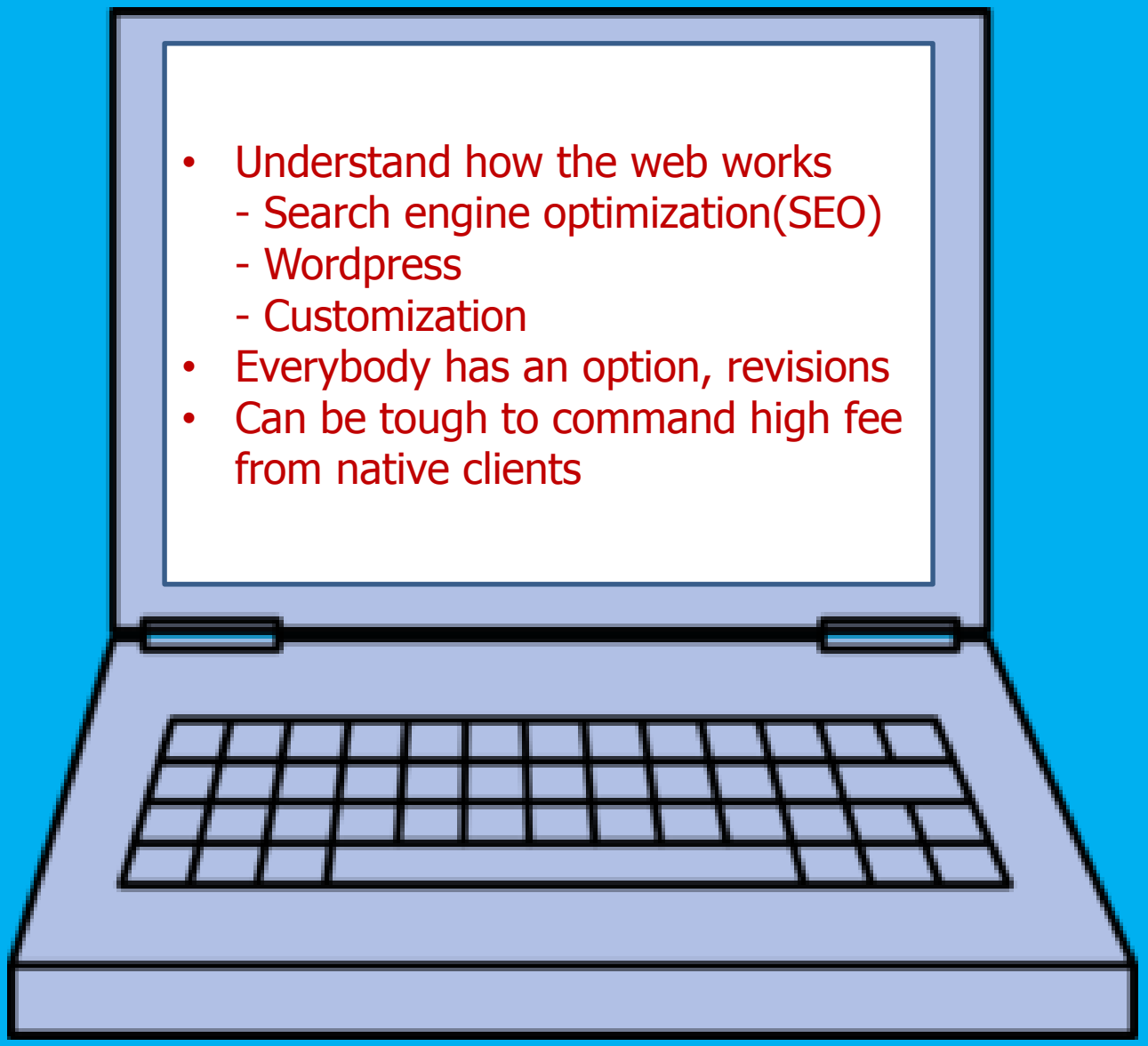
Endlessly interesting



Lots of different topics to cover

Websites: Downside

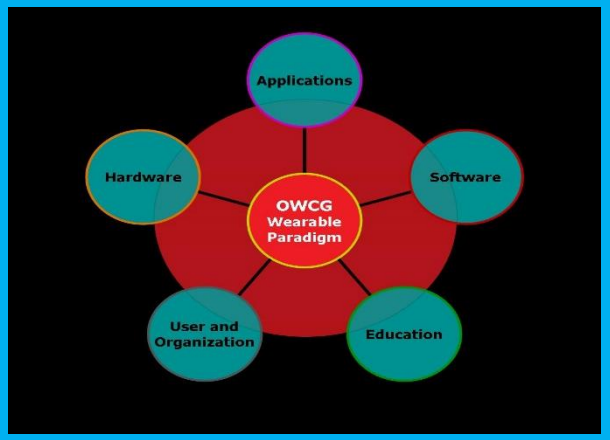
Requires deep understanding of web .



Websites: Are they for you

- **Yes, if you like to write for the screen**
- **Yes, if you like to interview and research**
- **Yes, if like challenging projects**

- **No, if you like to write for the page**
- **No, if you don't like learning techie stuff**



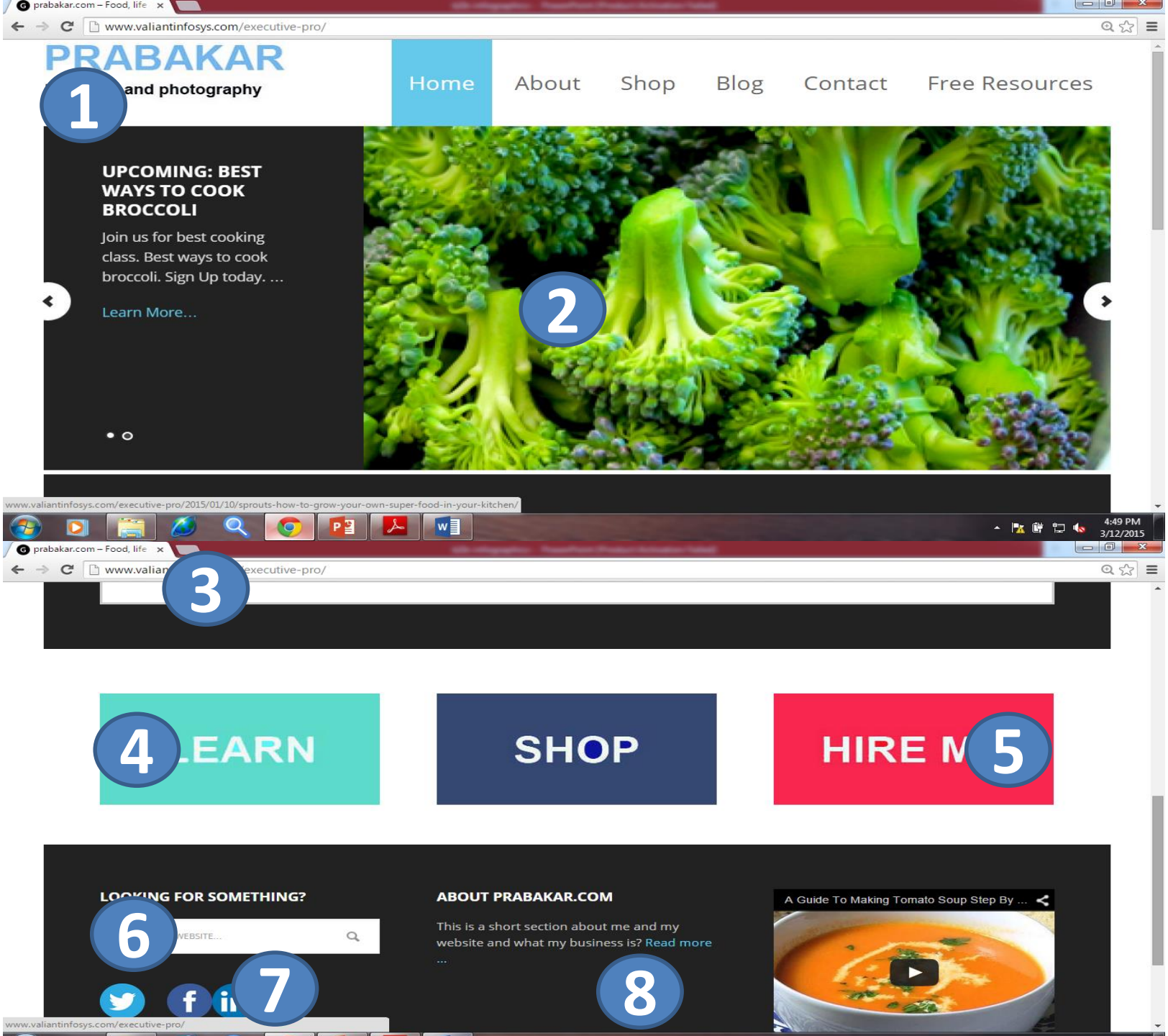
Websites: Learn more

Usage of Persuasive Content

- **Letting Go of the Words**

  -Learn how to engage website visitors strong text, graphics, and videos

- **Follow the great tips to a B2B website design**
- **Great content, eye-catching design, extended functionalities, search field, call-to-action statements, e-commerce features, adding videos, and content marketing texts like press release, white paper, email newsletter etc. are some of them.**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SHOP
HIRE M
5
LOOKING FOR SOMETHING?
6
WEBSITE...
7
ABOUT PRABAKAR.COM
This is a short section about me and my website and what my business is? Read more ...
8
A Guide To Making Tomato Soup Step By ...
www.valiantinfosys.com/executive-pro/

Structure Of B2B Website Components

1

93%

of B2B companies using Logo and tagline in the top left corner.

2

27%

of B2C companies using Image gallery to attract customers.

B2B Companies Use Various Website Elements

3

51%

of B2C companies using signup form.

4

47%

of B2B companies using Call-to-action buttons.

Structure Of B2B Website Components

5

80%

of B2B companies using light background color.

6

62%

of B2C companies using Search feature.

B2B Companies Use Various Website Elements

7

11%

of B2C companies using Social Media links above the fold and 89% use below the fold.

8

51%

of B2B companies using YouTube videos to get leads.

B2B Companies Marketing Strategy

Both Offline And Online

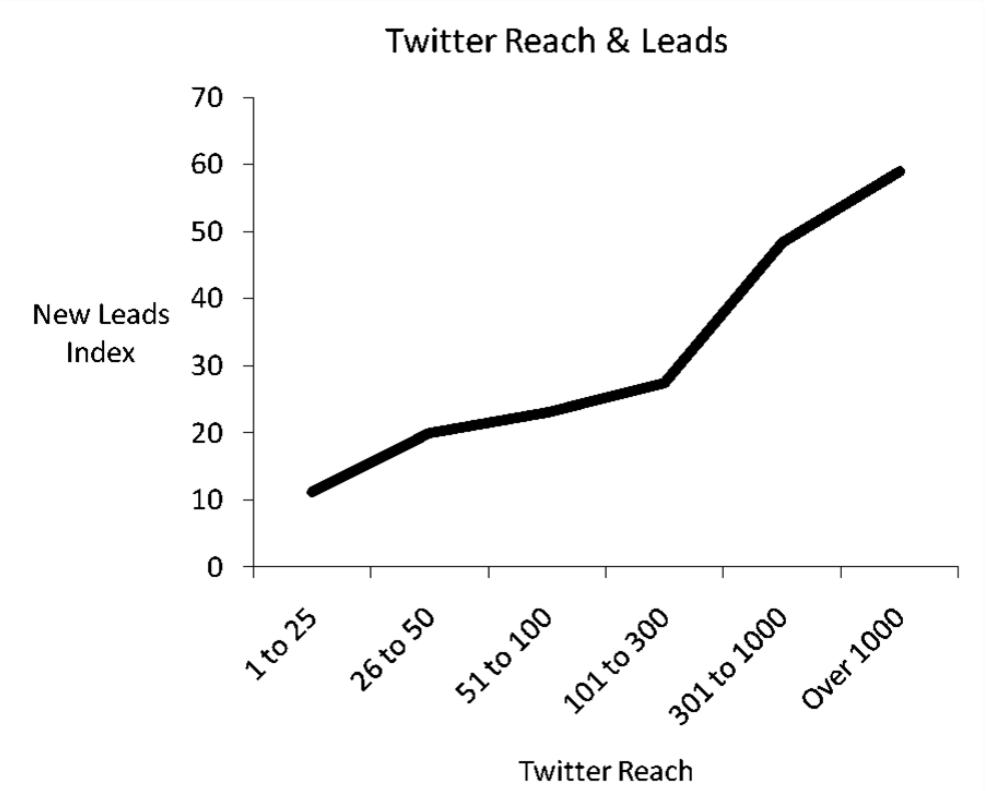
Content marketing And Social Media are approaches used by B2B Companies.

B2B companies use Press release, Whitepapers, Case studies, Blog posts, Articles, and Social Media.

89% of marketers are maintaining their inbound budgets by content marketing.

More Traffic To B2B Websites

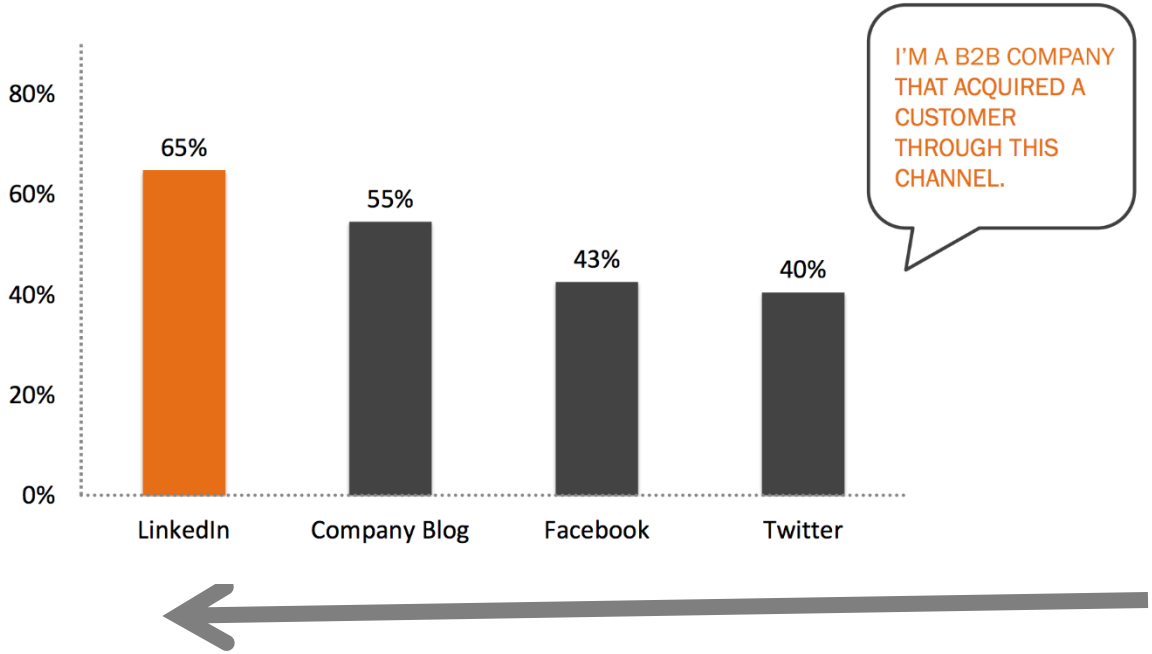
Ignoring Social Media is highly risky.



A proven lead generating engine to drive more traffic to B2B websites.

B2B Companies Get Leads From Social Media

Social Media Marketing By B2B Companies



The Influence of Linkedin to receive leads

B2B Companies receive the most leads from Linkedin

CONCLUSION

Websites perfectly fit into B2B's inbound marketing strategy. The valuable piece of content attract more visitors converting into buyers. Websites spread across the Internet fast, allowing more and more people to see the products and services offered by the B2B company.

And now that you've learned how the websites influence as a marketing tool, it's time to share them! Use these powerful internet technologies as a lead generating machine. Pin them, tweet them, share them. You should also draft a blog post about your products and services. Have a brief introduction that provides further detail about your company, and then paste it into the blog post for viewers to peruse through.