



FIVE PRINCIPLES FOR

BUILDING AN EFFECTIVE B2B WEBSITE

When creating a new website, decisions often focus on the visual. However, a B2B website's performance and the business outcomes it generates are driven by factors beyond design alone – some of which happen behind the scenes.

These factors determine how visitors engage with the site and perceive your organization.

And the driving force behind them? The user experience (UX) – giving visitors an efficient, consistent and enjoyable experience that encourages them to stay on the site and do what they came to get done.

SHOW UP IN SEARCH

What's the point of building a great site if it doesn't show up as a top result on Google or across other search engines? Smart SEO practices must be baked in from the start.

THAT MEANS...

Providing the optimal user experience, which includes fast page loading, perfect rendering on every device and robust content so bounce rates are low and time on page is high. Think speed, convenience and eye-catching design all rolled into one.

Refreshing content so sections for news, the blog and other areas are up to date, which means dedicating time and resources for regular maintenance.

Making every page an entry point. Don't assume people start on your home page. And by the way, people prefer scrolling over clicking, which is why we recommend window shades and jump menus.

CASE IN POINT:

This website for GT Software improved the company's SEO performance by 62% within six months.



HELP VISITORS FIND WHAT THEY NEED

Visitors come to your site to fulfill an objective. This could mean researching your product or getting quick answers to their questions – but it does not mean they want to hear your sales pitch right off the bat. Scale back the sales messaging and make it easy for visitors to go where they want while showing off your assets.

CONSIDER...

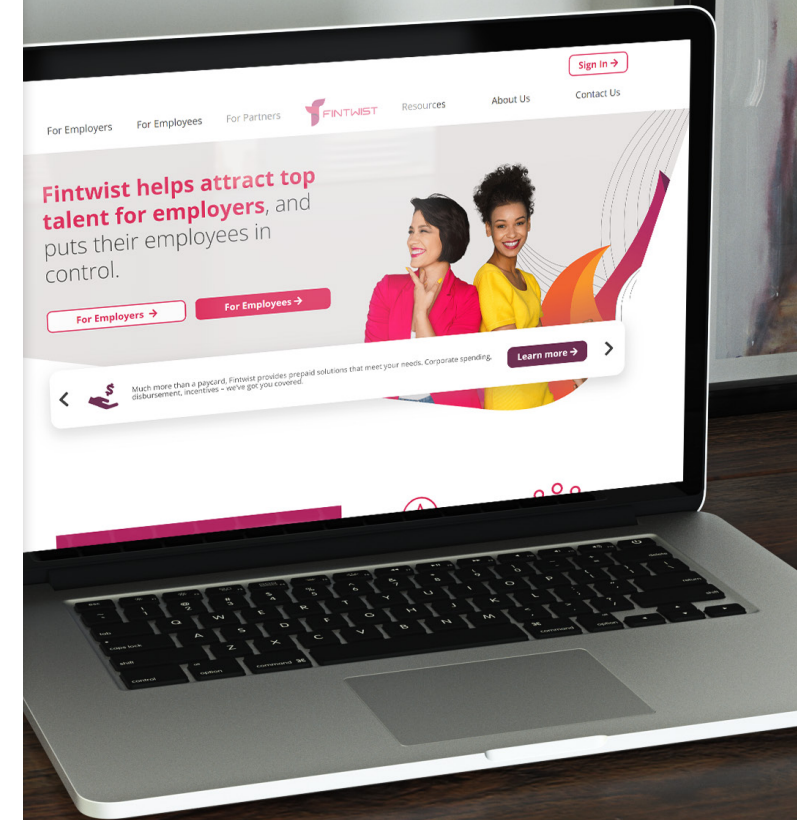
Adhering to common navigation best practices and meaningful section titles. For instance, give visitors fixed navigation so the menu bar remains in the same position as users scroll. People do not – and will not – scroll back to find the menu. Make it easy.

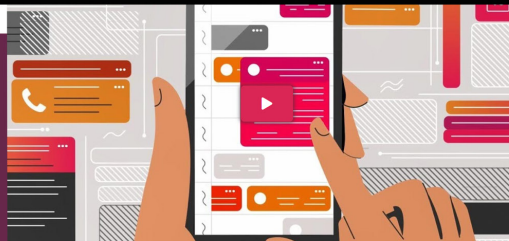
Structuring content and navigation around your visitors' challenges and needs rather than your solutions.

Segmenting those challenges and needs by vertical, industry or otherwise so visitors can choose what they came for and ignore the rest.

CASE IN POINT:

Fintwist caters its prepaid solutions to three highly specific audiences: employers, employees and partners. To get its message across, Fintwist constructed its website to present specific solutions and communications for each group.





Don't wait until payday to get your wages.

With Fintwist OnDemand pay, you don't have to. Get ahold of your money right after your shift. It's easy if your company offers it. Check with your HR or Payroll department to see if Fintwist OnDemand is available to you. If not, ask for it!



Get paid faster.

Rather than stretch your finances too thin to pay bills on time, get the money you've earned when you need it.



Free access to your cash.

You have immediate access to your funds on the card immediately and have unlimited free cash withdrawals when using



Your Fintwist card can be used anywhere Mastercard is accepted

By tapping into earned pay early, you've got money in your pocket for rent.



No bank account, no problem

This complete digital payment solution is as powerful as online banking ~ minus the monthly

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Be an employer of choice.



Give employees what they want. Align employees' economic needs with your payroll solutions. Let them decide when and how they get paid.

Fintwist Paycard

Minimize payroll with a no-fee paycard solution that allows employees to gain access to earnings when they need them most.

- Streamlines traditional payroll functionality.
- Lowers payroll costs, improves payroll efficiency.

PROVIDE CONTENT FOR VARIOUS NEEDS

Depending on where visitors are in the buying cycle (not to mention personal preference), some want to watch a video, while others prefer to sink their teeth into meaty written content. By providing three or more content formats for top-level pages, you're more likely to hit the mark.

YOU'LL NEED TO...



Provide videos for assets like case studies, testimonials, explainers and corporate values.



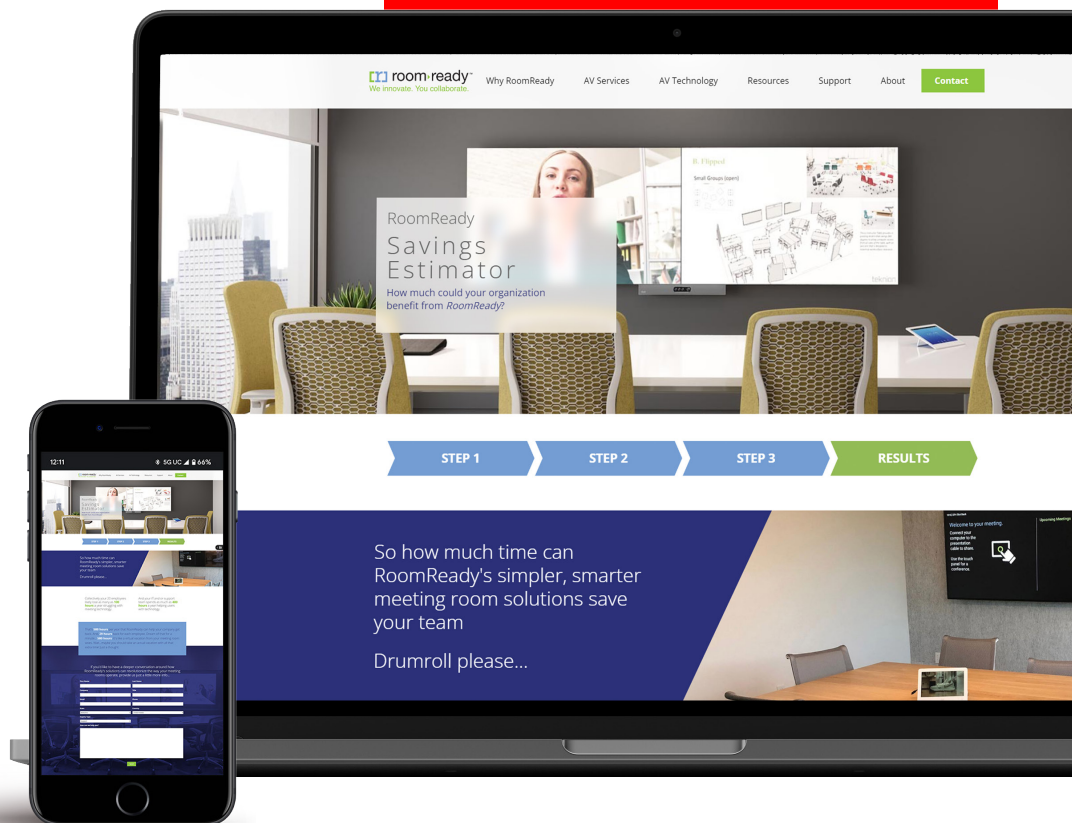
Supply interactive content to entice visitors to play with a widget, customize a solution or try out an ROI calculator.



Offer written content that's compelling and numbers-driven (when possible) – both on the page and as a download so users can copy and paste into their research.

CASE IN POINT:

This short, five-question ROI calculator is built to appeal to RoomReady's audience of office managers and human resources professionals. In fact, it's one of the most visited – and most shared – pages on the site.



CAPTURE LEADS CREATIVELY

Of course, generating leads is what your website is all about, and visitors know that, too. But if you let lead gen drive the bus, user experience will veer off course and suffer as bounce rates rise.

IT HELPS WHEN YOU...

Gate content that is educational or useful – not sales collateral, case studies or videos.

Resist the temptation to overuse multiple pushy popup chat windows or “want to know more?” forms. Visitors who want to know more will ask – trust us on this one.

Focus lead gen efforts on dedicated landing pages targeting incoming searchers.

Use retargeting as a subtler, more effective way of staying top-of-mind after visitors leave your site.

CASE IN POINT:

The Technology Association of Georgia (TAG) always wants to encourage member sign-ups. Because users were leaving the website before converting, TAG enlisted Arketi to create a new website where visitors feel in control and can register at their own pace.



LAUNCH, LEARN, MODIFY

Long build cycles and big, splashy launches are neither necessary nor the norm. Rather, it's better to launch quickly – say, with top-level pages built out – and learn which content most engages visitors.

CONSIDER...

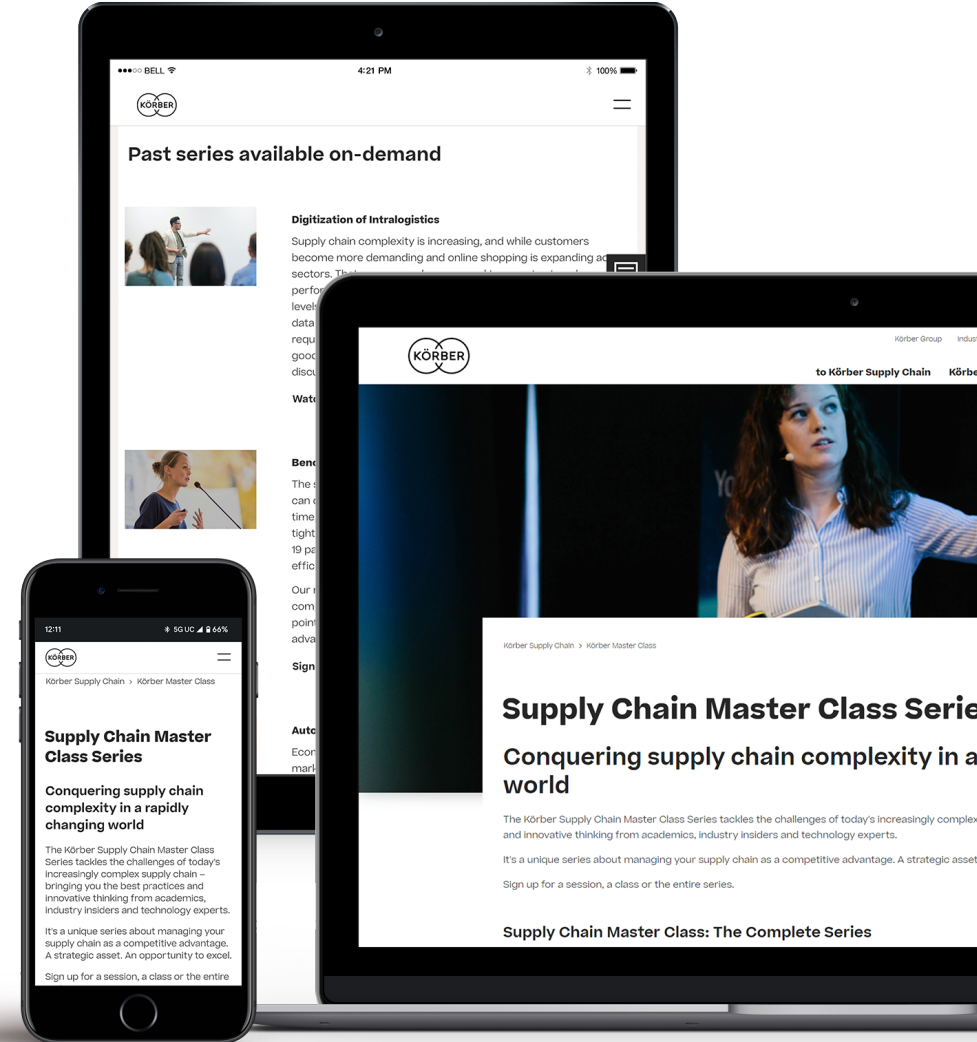
Agreeing on a minimum viable site and setting internal stakeholders' expectations accordingly.

Selecting a few meaningful, actionable metrics to track site performance.

Creating a back-end design that's easily changeable or can be quickly rolled back – from content to navigation and layout.

CASE IN POINT:

This thought leadership microsite for Körber Supply Chain had to launch on a very tight timeline. Smart decisions allowed us to stand up a site that's open for business, despite being very much a work in progress.



..AND LOOK LIKE A MILLION BUCKS

Although website decision-making shouldn't focus solely on the visual, as we opened with, design is still important since first impressions matter.

The average visitor spends less than three seconds on your home page, deciding to read on or click back to the next search result. Good design makes a crucial difference in helping them feel comfortable enough to stay a moment and start engaging.

And a B2B website that adheres to these five principles coupled with a strong design... well, that's when marketing starts generating revenue!

Need help building a website that compels, convinces and closes? Let's talk. Reach out to Mike Neumeier at 404.451.7832 or mneumeier@arketi.com.

