

# B2B WEBSITE DEVELOPMENT

# THE 10 GOLDEN RULES



[www.delianet.com](http://www.delianet.com)

1

# IT'S ALL ABOUT THEM, NOT YOU!

All content is laser-focused on the viewer.

Inform, and inspire . . . Don't sell.

They don't care about how much you know.  
They want to know how much you care.

2

# STUFF IS BORING. SOLUTIONS EXCITE!

## BORING ☹️

About us  
Our Services  
Features  
Functionality  
Specifications  
Equipment

## EXCITING 😊

Advantages  
Efficiencies  
Cost-savings  
Speed  
Profitability  
Security  
Performance

3

# SIMPLIFY! MAKE IT EASY (ON THEM)

# EASY

TO UNDERSTAND  
TO NAVIGATE  
TO TAKE ACTION

4

# THINK CONVERSION EVERY STEP OF THE WAY

**MULTIPLE WAYS FOR VIEWERS TO ENGAGE:**

A Toe In: Download, View, Try

A Foot In: Sign Up, Inquire, Ask, Chat

All In: Call, Quick Contact Form

**THINK “LANDING PAGE” ON EVERY PAGE.**

5

# KNOW YOUR IDEAL CUSTOMER

IDEAL = CUSTOMERS THAT WE . . .

Are most passionate about (love 'em)

Can serve better than anyone

Are mutually prosperous with

ENGAGING THEM IS PRIORITY #1.

6

# BEWARE OF THE 3 “DON'TS”

# DON'T...

BE ALL THINGS TO  
ALL PEOPLE

MAKE EVERYTHING  
THE TOP PRIORITY

MAKE THE VIEWER  
WORK TOO HARD

# 7

## AVOID HOME PAGE “INFO DUMPING”

Your Home Page should be your top converting page.

It is NOT the dumping ground for new content (recognition, widget, video, image, PDF, etc.).

Think before you introduce new content.  
Don't be an info dumper!



8

# CONVERSATION + PARTICIPATION = RELATIONSHIP

Build a blog calendar around key words, key concerns, and key seasonal buying times.

Stick with it.

Use social media to spread the word.

# 9

## IT'S A PROCESS, NOT AN EVENT.

Don't have a "set it and forget it" mentality about your site.

Continue to smartly introduce new content.

Audit your site content on a quarterly basis at a minimum.

10

# SYNERGY = SUCCESS



The 3 core components of your digital brand.

Strength and effectiveness of each is vital.

All must work in harmony to achieve success.

**LEARN MORE**



[www.delianet.com](http://www.delianet.com)

**OR "OLD SCHOOL":**

**908.534.9044**