

# THE ULTIMATE GUIDE



**to prepare for your B2B website design**

## WHAT'S INCLUDED:

→	<b>Your questions answered: faq on web design</b>	<b>3</b>
→	<b>Get buy-in: web design statistics</b>	<b>8</b>
→	<b>Preparation: how to mentally gear up for your project</b>	<b>13</b>
→	<b>Lay the groundwork for success: tips to make a project run smoothly</b>	<b>15</b>
→	<b>Sharing your vision: how to give effective feedback</b>	<b>18</b>
→	<b>Glossary: helpful terminology for web development</b>	<b>21</b>

# FAQ

## on website design

What every B2B marketer needs to know about creating a website




## Why is web design important?

A well-designed website builds trust in your products and services, creates an exceptional user-experience, increases brand awareness, enables you to reach a broader audience of potential customers, and positively impacts your search engine rankings.



## What does a website cost?

Websites can range greatly in price. Like buying a car, price is determined on what features you want and what you need it to accomplish. At Bop Design, we work with businesses that are serious about growth. Most of the websites we create cost between \$25,000 to \$60,000, which includes design, content, and development. This supplies businesses with a website that will last them at least three to five years and allows them to manage it internally.



## What questions should I ask as I search for the best web design firm?

There are many individuals and companies that claim they can build you a website. Unfortunately, not many can help build an effective B2B website that is easy to update. It's important to ask about the company's process and to check out their portfolio. Find out what team members will be involved and ask about their experience. Payment options are also an important topic to discuss. Don't forget to ask for references!




## How long does the web design process take and what are the steps?

The length of the website design process varies depending on the amount of pages, desired functionality, and the responsiveness of your team. Most of our website redesigns are completed within 16–20 weeks.



## What is a site map and why is it important?

The site map is a critical piece of every website. In a nutshell, the site map lays out the navigational structure of your new website. It includes parent pages (which show up in the navigation bar of your website), child pages, top links and bottom links. It serves as the “blueprint” for your website and is a guiding document throughout the design and development process.



## Why is WordPress an effective Content Management System?

WordPress is a popular content management system (CMS) and blogging platform. At Bop Design, all the websites we create are built in WordPress. WordPress gives you autonomy – once the website is complete, you can make updates yourself in the easy-to-use backend. Because of the many plugins that work with WordPress, it is possible to quickly add elegant functionality to your website.

---

## What is user experience (UX) and why is it important?

User experience (UX) is how a visitor feels when navigating through a website. How visitors feel affects how they may respond physically (in terms of actions they may take), intellectually and emotionally. A good UX engages visitors with the website content, creates a sense of trust, helps the user find the information they need, and encourages visitors to complete the desired actions.

---


## What does “mobile-friendly” mean?

“Mobile-friendly” can mean a variety of things, including responsive design (see next question) or a simplified website that renders easily on smaller devices. Mobile-friendly development detects when users are visiting from a mobile device and loads the appropriate design. Google gives priority to mobile-friendly sites in its search rankings (yes, SEO is affected). This is due to the fact that sites that aren’t mobile-friendly create a poor user experience.

---


## What is responsive web design?

Responsive web design is a popular form of mobile-friendly design and development that restructures the appearance of a website depending on the type of device being used to visit it (e.g. desktop, mobile, or tablet). It’s different from a separate mobile site as it keeps all your original design and content the same. Not only is it beneficial from a user experience, it’s also proven to increase search engine rankings and is the preferred development option by Google.



## How can my website generate sales leads?

A website should be more than an online brochure; it needs to be a lead generation and nurturing tool. Websites that generate quality sales leads have intuitive website design and engaging messaging that guides a prospect toward a conversation with the sales team. A lead generating website should also have premium content downloads to capture contact information and encourage newsletter sign-ups.



## How do I know what people are viewing on my website?

Google Analytics, a free tool you can install on your website, can move you past “educated guessing” and onto data-driven decisions. Google Analytics provides easy-to-read reporting on what links your visitors click on the most, both on your homepage and throughout the rest of your website. The tool also offers goal and conversion tracking, which allows you to optimize your website content for lead generation.

# GET BUY-IN

## web design stats to guide your project

Check out these web design statistics before you build a B2B website to create a website that functions seamlessly and generates leads. Need help getting internal approval or buy-in? These stats should help.



# Professional, Polished Design Matters

---

**75%**

of people determine a website's credibility on the overall design

**94%**

of visitors' first impressions about a company are design-related

Users form an opinion about a website in

**.05**  
seconds

---

**38%**

of website visitors will leave if they find the website unappealing

WordPress accounts for

**42.2%**

of all websites worldwide

# User Experience: It's All About the Users

---

**88.5%**

of visitors leave a website if it takes too long to load

A poor user experience drives off

**89%**

of visitors to a competitor's website

---

**40+ %**

of B2B buyers leave a website that does not have contact info or a phone number

The average website visit is

**2 : 17**  
**minutes seconds**

# Insightful Content Is Crucial

---

**65%**

of consumers want to see contact information on the site's home page

---

**46%**

of consumer think the most annoying thing about a website is the lack of messaging

---

**70%**

of consumers learn about a company through their blog rather than ads

---

**82%**

of consumers enjoy reading relevant content from company blogs

---

B2B companies that blog 1x or 2x a month generate

**70%**

more leads than companies that don't blog

---

**60%**

of consumers feel more positive about a brand after consuming content from it

# Mobile Design Is Mandatory

---

If your website isn't optimized for mobile, visitors are

**5<sub>x</sub>**

more likely to leave

Mobile drives or influences

**40%**

of revenue in the leading B2B organizations

**50%**

of B2B searches today are made on smartphones

---

More than

**90%**

of buyers who have a superior mobile experience say they are likely to buy again from the same company

## SOURCES:

<https://serpwatch.io/blog/web-design-statistics/>

<https://99firms.com/blog/web-design-statistics/#gref>

<https://www.vendasta.com/blog/58-spooky-stats-for-websites/>




# HOW-TO

## mentally prep for a website project

Creating a new website is an exciting time. It can also be the most stressful project you work on this year. To launch a new website, there are a lot of moving parts, emotions, opinions, conference calls, mini freak-outs, design changes, holding hands, back-patting, screen shares, and panic attacks.

To help you mentally, emotionally, and psychologically prep for your new website project, we've put together these following tips:



### **ANXIETY OR UNCERTAINTY IS NORMAL**

A fear of the unknown is totally common. You may feel uncertain or uneasy because you don't know what to do or expect. If you feel anxious, remember that you hired a team of experts to get you through the process. Don't sit and stew anxiously about your project. Instead, ask questions and find out what you are responsible for in the project.

### **TRUST YOUR WEB DESIGN TEAM**

You likely haven't worked with the website firm before and you may feel you can't trust them. Remember, you hired the firm because they impressed you and showed you other websites they've built. Have faith in the website experts and listen to their suggestions, they know what they are doing.

### **DON'T OVER-SHARE OR GIVE T.M.I.**

It's normal to feel confused about giving feedback or how the revision process works. However, don't be tempted to give too much feedback. Your website design team will let you know when they need your input or feedback. Remember, it's OK to like what you see and not need changes. Don't feel you have to change everything that is sent to you for feedback or approval.

### **GIVE THE PROPER ATTENTION TO YOUR CONTENT**

You know your product, services, and value propositions, so writing content is simple and quick, right? Wrong. Content is NOT easy. It takes time, thought, and attention. Allow enough time to carefully review content and provide clear feedback or input. By being thoughtful about your content to start with, you will save yourself time during the revision process.

### **KNOW THAT IT'S A PROCESS AND YOU WILL LAUNCH**

Many people think that a website is just throwing graphics, copy, and a layout all together. Underestimating the process is the number one cause of website launch delays. The truth is that a website redesign is tough and can be a painful process, but, with the right investment of time and resources, the end result can be awesome, uplifting, and game-changing.

### **STICK TO DEADLINES**

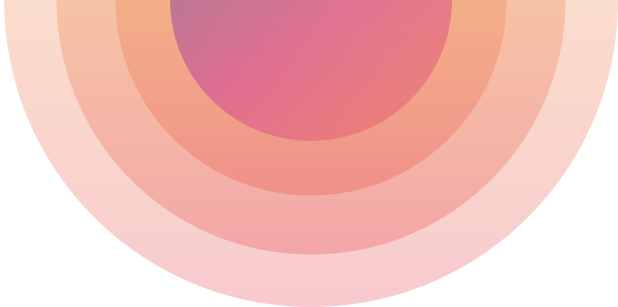
You may already have a lot on your plate and have trouble finding time to work on your deliverables. Being on time is important for website projects. All deadlines affect a website launch. Build time into your work schedule to complete your duties for the website, which include providing the agency with requested information and giving feedback in a timely manner. Make your priorities clear to your internal teams and don't take on any other new projects during that time.



# TIPS

## to make a web design project go smoothly

Missed deadlines, misaligned objectives, and lack of communication are just some of the problems that can throw a wrench into the successful implementation of a website. But it doesn't have to be that way.



At Bop Design, we strive to keep projects on track and on budget with thoughtful foresight and planning. With over 400+ website launches under our belt, we've put together the following tips to help keep your project moving forward:

---

## Condense Feedback.

Try to keep all of your feedback and comments to one email. When feedback is spread out over five or more emails, it becomes more difficult to keep track of everything. Important elements may fall through the cracks!

---

## Get Consensus Before Giving Feedback.

Make sure everyone on your team agrees before sending feedback to your design agency. Too many differing opinions can confuse and slow the design process.

---

## Finalize All Website Copy Before Development.

Before diving into developing a website, we finalize all copy with clients. This ensures consensus on how the website will communicate your brand and services, as well as limit any risk of human error that comes with tweaking content during development.

---

## Keep Everyone in the Loop.

Be sure to copy important individuals (e.g. your internal team, project manager, and creative director) on all emails regarding the project. This ensures that everyone is on the same page and tasks are accomplished in a timely manner.

---

## Carefully Review the Sitemap.

The sitemap is the spine around which your website will be built. Making edits early in the design process, before the website has been developed, ensures fewer headaches down the line.





---

## Limit the Cooks.

Be judicious when selecting the team members involved in the web design project. When there are too many cooks in the proverbial kitchen (and a mishmash of differing opinions), the process becomes stalled and the end result often becomes a jumbled mess in trying to satisfy everyone.

---

## Ask for Clarification When Necessary.

If you don't understand something, ask for more information! This may be the first time you've been through this process, so questions and explanations are normal.

---

## Be Specific.

When giving feedback, please be as clear and specific as possible. If you can explain why you don't like something (or at least what you don't like about it), our design and content teams are better positioned to give you what you want.

---

## Understand the Deadlines.

Few things are more frustrating than missing a deadline. Set reminders however you best respond to them, whether that's a calendar alert, email reminder, or Post-It.

---

## Keep Decision Makers Consistent from Start to Finish.

Ideally, one person or team on your side will oversee the project from beginning to end. However, circumstances often dictate otherwise. If a transition must occur, bring the new decision maker(s) into the project as early as possible so they can be brought up to speed without undue delay. Make sure everyone is aware of the upcoming transition, and clearly define who will be responsible for what once it takes place.

# HOW

## to give effective feedback

When you partner with an experienced website design agency, you and the agency are working toward the same goal: the efficient launch of a new website. Our most successful website design projects always include great feedback from clients and from our team of professional designers, developers, and marketers.

Let's take a look at best practices for giving effective, constructive feedback during a website design project.



# Be polite

It's easier to communicate and get a meaningful response when feedback is delivered in a polite and professional manner.

## **RUDE:**

"We hate this design and your team didn't listen. Get to work on a new one ASAP!"

## **POLITE:**

"We've reviewed the designs and would like to discuss our feedback. We don't think the designs are matching up with our goals for this web design project and we would like to review our objectives with your team."

# Share thoughtful insights

Rather than simply stating something doesn't work or you don't like it, it's more effective to share the why behind the statement.

## **VAGUE:**

"That color doesn't work for me. Please find a different color."

## **THOUGHTFUL:**

"The red color in the logo is a little overpowering. We'd like the logo to communicate power, but not appear forceful or so bright. Our mantra is stealth power."

# Be honest

The biggest issue in not providing honest feedback throughout the process is that the end result won't be a success.

## **DISHONEST:**

"Yeah, so the homepage design looks fine."

## **HONEST:**

"The homepage design needs to be modified to be more simplistic and clean. Our potential clients are only interested in learning what we can do for them, they don't care about our awards or past projects."

## Be direct & clear

Even if your feedback is subjective, it's OK to get right to the point.

### **EVASIVE:**

"Well, we think overall the design is starting to come together and the colors seem to be a good fit. Your designers have done a super job with creating a nice-looking website. The website layout is OK but we want something different."

### **DIRECT:**

"The website layout needs to be changed. Remove the image at the top, add a section for testimonials, and take the pale blue out of the color palette."

## Touch on positives & negatives

Rather than simply stating something doesn't work or you don't like it, it's more effective to share the why behind the statement.

### **ALL NEGATIVE:**

"The navigation is too big, the blog layout is too cluttered, the images look too flowery, and the CTAs are weak."

### **NEGATIVE & POSITIVE:**

"We like the topics covered in the navigation, but we need to pare it down so we don't overwhelm our users. The blog layout looks cluttered, so we need to add more negative space. We really like the images that are similar to our brand colors and think those flow well on the website."

## How you provide feedback affects the end result

Everyone has their own style of giving feedback, but some methods of providing feedback are more effective. We believe these are valuable insights on how to provide quality feedback that contributes to the success of a web design project.

# GLOSSARY

## of web design + development terms

Here are some common web design and development terms you may hear during the design, development, and launch of a new website:

**Hypertext Markup Language (HTML):**

the standardized language used by web developers to build websites.

The most recent version is HTML5.

**HTML tag:** an element used to define the structure of a webpage, using the opening (< >) and closing (</ >) keystrokes.

**Script:** code that allows a web browser to conduct an action rather than displaying static content. The most well-known is JavaScript, with variations that can be embedded to play a video, show a Google Map and more.

**HEX:** colors used to design a website. Written starting with a hashtag symbol (#) and six numerical characters, HEX spells out the levels of red, green and blue to create that color.

**Cascading Style Sheets (CSS):** the common technique used to create the design of the website. Most recently updated to CSS3, this works with HTML to create the overall website by defining design elements such as font, size, colors, borders, and more.

**Responsive Web Design:** design that changes the size of a website based on the devices used to access it. For example, visiting the same website on a desktop versus a mobile device will result in different outputs due to the smaller screen width and layout.

**World Wide Web Consortium (W3C):** an international organization that sets the standard for websites on the World Wide Web. W3C website approval is critical to ensure quality, accountability, accessibility and security.

**Unique Visitors:** the number of unduplicated visitors to a website in a given time range. For example, if Person A visits your website three times in one week, they will only be counted for the first visit. Unique Monthly Visitors (UMV) is a common measurement to determine a site's usability, popularity, and overall clout.

**Pageviews:** the total amount of pages visited in each time range. This includes duplicate pages, so if Person A visits the home page, a blog post, and the home page again, three total pageviews are recorded.

**Pages/Visit:** the average number of pages seen in a single visit, including duplicate pages. While this sounds similar to Pageviews, Pages/Visit is referring to one average user experience, while Pageviews is the total of all user visits.

**Bounce Rates:** the percentage of single page visits, this is if Person A enters and exits the site from the same page. A site will always have a bounce rate, but effective marketers and developers will analyze this percentage to determine which pages are causing the bounce, and if it's due to a user receiving the information they need or the page needs to improve.

**Direct, Search and Referral Traffic:** direct traffic is when a visitor knows the exact URL of a website and types it into the search bar, whereas search traffic is when a visitor finds a site from a keyword search. Referral traffic is when visitors come to a site using links from other websites or platforms.

**Organic and Paid Search:** organic search is unpaid visits to a website based on keywords typed into a search engine. Paid search is visits to a website based on specific keywords or phrases the business identifies and pays to associate with its website. Organic search results can be increased using search engine optimization (SEO), while paid search is increased using pay-per-click marketing (PPC).

**Google Search Console:** a free Google program that reports how search engines read a website and provides helpful information on site configuration, indexing, broken links and more. This tool is not to be confused with Google Analytics, as Search Console is primarily used by developers for backend web maintenance.

# QUESTIONS ABOUT

an upcoming B2B website design project?  
contact us to discuss your goals.

888.670.7803 // [bopdesign.com](http://bopdesign.com)

BOP DESIGN<sup>®</sup>