

B2B

WEBSITE CONTENT

GUIDE

logit.net

B2B WEBSITE CONTENT GUIDE

Writing web page content is arguably the hardest part of a typical website project. This write-it-yourself guide helps you create content **fast** by **showing you what is important to write about**. You work by simply answering the questions and gathering the facts that you'll hand over to your web agency when you're finished.

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WHY YOU NEED A WEBSITE CONTENT CREATION GUIDE?

“CONTENT IS KING.” ~ BILL GATES

Only a few people are willing to argue with this old statement. This is especially true for 2015, the year in which studies have already shown that **content marketing is the most important digital marketing trend**¹. Marketing bloggers constantly write about it, SEO experts cannot emphasize it more. But the importance of content is still misunderstood in the B2B world. Content is what transforms websites into a sales and marketing tool capable of supporting a company's current sales and marketing efforts.

With quality structured content, your website performs better simply because your visitors can find what they want in a short amount of time. User experience improves drastically if visitors feel comfortable on your website and if they can easily find what they want. In a highly competitive online world, **you only have a few seconds to make a good first impression**. If you don't do it immediately, you are losing visitors, potential leads, and potential business revenue.

In front of you is a **‘Do It Yourself’** guide that can help you easily collect all important content every B2B website needs. By following our step-by-step instructions, you will **save time and money, have all important content in one place, and make your corporate website look more professional** than it was before.

B2B sales are already demanding; you shouldn't waste your time exploring all B2B websites to find the best way to organize your content. **We already did that!** The result of our work—combined with more than 15 years of experience in web development and digital marketing—is written in the next 70+ pages. Your path to a better website starts right here.

¹ camfoundation.com, <http://www.camfoundation.com/blog/content-marketing-important-trend-2015/>

WHY WE CREATED THIS GUIDE?

Logit was extensively a web development company in the last decade, and we successfully launched hundreds of small and large website projects. It may seem counter-intuitive, but the list of biggest problems in this business didn't include issues such as: rapidly changing technology, problematic clients, sub-skilled employees, competition, and the like.

The biggest issue was our clients' ability to produce the desired content and to accomplish that in a timely manner. Without (enough) content it is hard to predict the scope of the whole project (which means additional charges) and to deliver the project on time (problem both for the client and the agency).

We had solution for this by implementing:

A) website planning as a mandatory service in the website project, whose output is complete project documentation

B) creating a guide/handbook that serves as a foundation for collecting desired content (by the client themselves, or by us interviewing the client)

If you wonder what a website written with the help of this guide looks like, you can check our own business website: <https://www.logit.net/>, or the [sites we produced for our clients](#).

As we become aware that writing website content is a widely-present problem, we decided to share our guide with the rest of the world. Just as these guidelines have helped our clients, and us to finish website projects successfully (and faster!), we are confident they will help you as you use it for your own website content creation.

WHAT IS WEBSITE CONTENT CREATION ANYWAY?

Well, we won't quote encyclopedias and university definitions. In one simple sentence: content creation is a process of **deciding** (which content), **finding** (required information), and **writing it down**.

- **Which content?** It is the information your current and future buyers need. B2B marketplace (and B2B sales cycle) has some specific rules, and this guide is addressing those completely.
- **Required information?** Some facts you can write yourself. For others, you need to interview the right people in your company or dig it up in your company's written material.
- **Writing it down?** That could be you or your copywriter (it is your responsibility to feed whomever that is with the right (raw) material).

This guide is addressing the first and the third part of content creation process: to help you decide which content you will use, and to help you to write it down.

Both parts are critical and can lead to typical problems:

- your website is published, but missing essential content (which hurts your marketing and sales)
- your website launch is postponed because the content is still not finished

In the next sections, you will find the solutions for both problems.

HOW TO USE THIS GUIDE?

HOW TO CREATE CONTENT BY FOLLOWING THIS GUIDE?

This is a do-it-yourself guide - that means that you will write everything that you want to see on your website. Take your time and write down the answers. Don't worry, this guide follows a step-by-step process, it's easy to use, and it's very intuitive.

Useful tip: In our experience, a good practice is to conduct an interview with people in charge. You can record their answers and write them down later, or just write them down immediately into the spaces provided later in this document.

If you get stuck, you can contact us at: www.logit.net/contact/. Be sure to take your time to answer **all the questions**. A good website relies highly on quality content, and you want your visitors to find the right information at the right time, so don't skip any mandatory parts of this guide.

TAKE IT ONE QUESTION AT A TIME. HERE'S ALL YOU NEED TO REMEMBER:

1. Please enter your content in the **table cells marked yellow** and the **[your answer here]** placeholders.
2. Please answer all the questions **in as much detail as you can**.
3. Please **add** as many rows to any tables as your business requires.
4. If a question does not apply to your business, simply enter **"does not apply"**.

HERE'S HOW YOU SHOULD USE YOUR ANSWERS:

- **You'll create the actual content** for your website. Once completed, you'll see that the guide will give you an organized view of your company at a glance, and will make your web developer's job much easier. Not to mention, your website project will not be delayed.
- **This is simple, easy to use do-it-yourself guide.** You don't need to have any previous knowledge of content creation. Just write down the answers to the questions, and give the completed guide to your website developer, who will appreciate it.

WHO IS THIS GUIDE FOR?

This guide is covering the key content needed for a modern B2B company website, and serves as a tool to help you produce that content efficiently.

Basically, everyone with a goal to create a content for a B2B corporate website will find this guide very useful. The guide's main feature is deciding for you what is important to write about. There are blank placeholders throughout, waiting for your text to be typed in! Believe us, just start to fill these pages in, and content for your B2B website will be finished sooner than you think.

Many of our guide's buyers are people from marketing departments who are responsible for the content part of a corporate website. It works for them in both of these typical scenarios:

- when they are starting a new website
- when they are making improvements (a “redesign”) to the existing one

And there are two typical problems they have to overcome:

Problem #1 Delay in finishing content for your website

You are busy and unable to find enough time to organize the whole process and to write down all the content. Meanwhile, your website isn't performing as it could, the number of leads is stagnating or even decreasing over time. Weeks, months, or even years are passing by, and your web project is still in that annoying "I don't have all the content yet" phase. It is postponed until... well, until now. With this guide, you will be able to carry on (not necessary alone, you can collaborate with your colleagues) because it will guide you and even decide for you what to write about. You don't need to think and plan as much; instead, you only need to write down the content.

Problem #2 Don't know what to write about

When you find enough time to start with content creation, you may get stuck and ask yourself "What exactly should I write about?". We did this for you: all the necessary content pieces of a modern B2B website are listed in this guide. You will decide the ideal structure for your website, and once you start answering the questions under each content piece, you will have your content ready in short order.

Another scenario is when website developers (agencies, freelancers) have trouble collecting the content from a client. As a web development agency producing websites since 2002, we had a constant problem with getting content from our clients. We received content drop by drop, and of course, that caused projects to be late - which was frustrating for both sides. Once we'd put this guide into the game, things changed. Whether the client themselves wrote it, or we did (after interviews with the client), the guide helped us produce the content on time.

WHO THIS GUIDE IS NOT FOR?

- **Companies that know what exactly they need to write**

If you are a company that spends lots of time organizing and writing content, you probably have a clear vision of what your site should look like. You are familiar with your company and you already have a good idea of the site's structure. If that is true for you, then you don't need this guide. We assume that you are a well-organized and that you invested a lot of time to get to this point, and maybe you even wrote some kind of guide similar to this one.

- **Companies that have lots of time for developing content**

Maybe you didn't spend lots of time developing and organizing structure, but you plan for it. That is also fine. Time is a valuable resource and you have it. You can do what we already did and search for best B2B websites to see what they are doing right. You can view their structure and get some ideas for your own site. Make sure you don't miss anything, since lack of content can be a key reason you are not getting enough leads.

- **Companies that have already hired an agency to create content for them**

Another valuable resource is money. You can invest money to outsource content creation to some agency to do all the work for you. In this case, all you need to do is hire the right agency (one that is specialized in B2B) and give them the right information. Of course, this is the most expensive approach. Another downside of this approach is that nobody understands your company as well as you. You have all the experience and you know your customers, so even if you hire the best agency, keep in mind that they will need a lot of time to do their work correctly. They will probably ask you the same questions this guide is asking you, in their content gathering phase.

HOW MISSING CONTENT AFFECTS SALES RESULTS

For a typical B2B company, a website should be the most effective sales and marketing tool. To accomplish that, a website needs to be informative enough and publish the type of content known to influence purchase decisions the most.

How exactly does missing content affect sales results? Here is how: IDG conducted a research² on a sample of 400 business customers in the IT industry and found that the likelihood of a product sale decreases by 45% if the B2B buyer doesn't find relevant information on a vendor's website.

In other words: **if the content is missing, the customer is leaving.**

We wondered recently in what shape are B2B websites these days. Are they missing important content or not? So we conducted our [original research](#) in August 2015. We analyzed whether or not the content essential for making purchase decision was present on 189 export-oriented B2B company websites. Our conclusion was that many analyzed websites are lacking some essential content.

How do you know which information is relevant and needs to be provided in the form of web content? These are different **answers to the questions** that customers ask, depending on the **B2B sales process** stage they're in. Specific phases of this process are:

1. Awareness of the problem
2. Research of solutions to the problem
3. Building relationships with selected bidders
4. Inquiry to the ideal provider(s)
5. Post-sales support

² businesswire.com, <http://www.businesswire.com/news/home/20081218006263/en/Technology-Vendors-Losing-Close-50-Potential-Sales#.Vgv624-gpBc>

DO I REALLY NEED THIS GUIDE IF I ALREADY PAID FOR WEB DEVELOPMENT?

You might not be aware of this, but **content creation is not part of the cost for a typical website development contract**. Also, you must be aware that developers are not planners or copywriters, so appointing them to create your content might not be such a good idea.

However, most developers will offer you this service for extra money. They can do this for you, but you will **certainly pay much more** in comparison to the price of our content guide.

Although we don't want to comment on the quality of work from other developers, we can guarantee you that our B2B website content guide has all the components that **modern B2B website** should have.

So if you want your content to really shine, you need professionally organized structure that we can offer. This guide makes it really easy to write good content that will eventually bring you more leads and sales.

Now that you are aware of the fact that a website development project can be painful if you order website development without providing content upfront (and your agency is willing to work with you this way), it is time to continue with this guide.

IF THIS PROCESS SEEMS LIKE TOO MUCH...

...it's only because we did something other agencies didn't bother to: we show you the reality of content creation and website development. There's no way around content, and our process will work better - how come?

It's because awareness is empowering. Our hope is that you'd accept our helping hand if we show you in advance how deep the rabbit hole goes. The fewer surprises, the better, right? **Absolute transparency rocks.**

ISN'T IT GREAT TO HAVE **EVERYTHING YOU NEED TO DO ABOUT CONTENT** IN ONE DOCUMENT?

THANK YOU for following our process. Next, it's time to start organizing and writing your content. Just follow our instructions over the next few pages, and soon enough, you will have well-organized content that will give you a competitive advantage.

Let's go!

WEBSITE CONTENT ARCHITECTURE OF A MODERN B2B COMPANY

WEBSITE MAP

Here's a visual representation of a **good** website map of a modern B2B company ([see this map online in higher resolution](#)). Manufacturing company = a company selling products.

This is the **approximate scope**; you can always adapt to do what best suits you and your company.

This document will guide you through creating content pieces for a website of this scope.

Don't worry about how the menus will look on your website. That is not your job. For now, you just concentrate on gathering the information that this document requires.

In the illustration, ("Map of Essential Website Content"), you can see the organization structure of every modern B2B company. In this guide, we will go through all components of this map.



First, we'll go through the parts of the map that need to be on every B2B website, whether they are a product or service-oriented company. We will go through:

- 'Contact Us' page
- 'About Us' page
- 'Customer Support' page
- 'News' page
- 'Newsletter' page
- 'Terms of Service' page
- 'Privacy Policy' page
- The Homepage

After that, there is a 'Product pages' part that is designed only for "product" companies. Service-oriented companies can skip this part and go to the next chapter.

The next chapter following that is a 'Services pages' chapter which is mandatory for all companies that offer services; product-oriented companies may skip this part.

If your company also offers solutions, you will then be guided to the 'Solution page' as your next step, and if that is not the case, you can skip that part and go to last two chapters which we recommend be completed by everyone. Those chapters are:

- Industries Pages
- Customer pages

'CONTACT US' PAGE

This page is important for any site, especially if it's the only way for your customers to reach you. On B2C websites, we are used to having a well-organized e-commerce site, while in B2B websites that is not a so common case. In fact, that is the wrong approach for B2B companies. Your page should contain forms for ordering your product and a good 'Contact Us' page. In this chapter, we are going to learn how to write one.

GENERAL COMPANY CONTACTS

	Data Piece	Enter Your Content Here	Examples
1.	Full company name		Logit internet services Ltd.
2.	Main website address		www.logit.net
3.	Main email address		info@logit.net
4.	When can people expect a response if they email you?		We respond to all email within 24 business hours.
5.	Main phone number		Toll-free: 0800 1234 567

COMPANY OFFICES

You can also use this information to publish your company's locations on Google Maps.

	Data Piece	Enter Your Content Here	Examples
1.	Office 1 working hours full physical address phone number fax number email (if applicable)		MAIN ZAGREB OFFICE Working hours: 09-17h Ulica Ivana Sibla 15 HR-10000 Zagreb Croatia, EU
2.	Office 2 working hours full physical address phone number fax number email (if applicable)		RIJEKA OFFICE Working hours: 09-17h Radnicka 45 HR-51000 Rijeka Croatia, EU

BILLING INFORMATION

You'll want to publish this information to simplify receiving payments, especially from customers in foreign countries.

Ask your bank for this information if you're unsure.

	Data Piece	Enter Your Content Here	Examples
1.	VAT / (sales) tax ID		HR81592331325 (EU VIES)
2.	Bank account number		HR7123600001102146072
3.	Name of your bank		Zagrebacka Banka d.d.
4.	Your bank's address		Paromlinska 2, 10000 Zagreb Croatia
5.	SWIFT / BIC code		ZABA HR 2X

CONTACT US PAGE: MEDIA

IMAGES

Please collect high quality, representative images in **high resolution, in JPG or PNG format**.

Put the images on your local drive in the folder `/yourdomain.com/contactus/media/`. You'll give those images to your web developer later.

Name every image so that everyone can recognize what's on it, i.e. `office1.jpg`, `mainbuilding.jpg`.

	Image	What does your image represent, in one short sentence?	Examples
1.	Main company building		Photo of the main building
2.	Office 1		Photo of our Berlin office
3.	Office 2		Photo of our London office
4.	Office 3		Photo of our Vienna office

'ABOUT US' PAGE

What does your company do? How you do it? How did you start? Include those, and much more company-related information on your 'About us' page. If your visitors are interested in your product or service, they will most certainly visit a page that talks about you.

WHAT DOES YOUR COMPANY DO?

- How will your company change the world/industry you represent?
- What problem is your company trying to solve?

[your answer here]

HOW MANY EMPLOYEES DOES YOUR COMPANY HAVE?

[your answer here]

WRITE YOUR COMPANY'S HISTORY:

- What year was the company founded?
- What is interesting about how your business was founded?
- Why and how did you start?
- How did you evolve and grow to become the company you are now?
- What were the major milestones or turning points in your history?
- What kind of a company are you today?
- Can you present your history on a timeline ("year - major event - short description" format)?

[your answer here]

WHO ARE THE MOST PROMINENT PEOPLE IN YOUR COMPANY?

- people's names
- people's roles in the company
- people's major competencies, awards, specializations, qualifications
- What is interesting, different or unusual about your founders?

[your answer here]

WRITE ABOUT YOUR BUSINESS PHILOSOPHY:

- Your vision?
- Your mission?
- What are your core business values?
- What does your company care about?
- How do you feel about your business, your customers, yourselves?
- Are you involved in any social responsibility programs, and how exactly?
- Do you donate or support certain causes? If yes, to which organizations, and what made you choose to support that particular cause?

[your answer here]

SHOW US PROOF OF RECOGNITION BY THIRD PARTIES:

- **Awards:** did you or a prominent person in your company win any awards? Which ones?
- **Media mentions:** are there news articles about you? Give us a link or a scan of the article.
- **Honors:** was your company honored in any way? Explain.
- **Certificates:** Is your company or an employee a holder of an important certificate? List all of them.
- **Permits:** does your business require any permits to operate? List all of them.

[your answer here]

ARE YOU A MEMBER OR SUPPORTER OF ANY REPUTABLE ORGANIZATIONS?

- Which professional organizations does your company belong to? **List their name, website address, description.**

[your answer here]

ABOUT US PAGE: MEDIA

IMAGES

Please collect high quality, representative images in **high resolution, in JPG or PNG format**.

Put the images on your local drive in the folder `/yourdomain.com/aboutus/media/`. You'll give those images to your web developer later.

Name every image so that everyone can recognize what's on it, i.e. `johndoe.jpg`

	Image	What does your image represent, in one short sentence?	Examples
1.	Company logo and/or graphic standards manual		Official company logo
2.	CEO's profile image		John Doe, our CEO
3.	Prominent people's images		Jane Doe, our CMO
4.	Company history images		Our team in 1994, when the company was founded
5.	Group photos		Our research and development team on the job
6.	Awards		"The best small manufacturing company in the UK in 2014,

			awarded by the National Chamber of Commerce"
7.	Honors		Donor of the year
8.	Certificates		ISO 9001
9.	Permits		Scan of permit for water quality management
10.	Memberships		Logo of the National Independent Software Vendors Association we're a member of
11.	Partner logos		Logo of our partner ACME Ltd.
12.	Media mentions		nytimes-05-2015.jpg

MARKETING AND SALES MATERIAL

Please collect **high-resolution videos in FLV or DVD format, or as a Youtube link.**

Please collect **presentations in PPT or PDF format, or as a SlideShare link.**

Put the videos and presentations on your local drive in the folder `/yourdomain.com/aboutus/media/`. You'll give those files to your web developer later.

Name every media file so that everyone can recognize what's on it, i.e. `companypresentation.pdf`

	Media	What does your media represent, in one short sentence?	Examples
1.	Company presentations		Presentation of our company's services
2.	Videos		TV ad for our products
3.	White papers (general)		White paper #1: "Cloud technology for education"
4.	Catalogs (general)		Complete Pricelist
5.	Brochures, leaflets		Brochure "How to choose the best cloud solution for your small company"

Purchase The **Full Version** of the Guide Today And You Will Receive:

- **worksheets** for writing 20+ B2B website pages
- A **visual website map** template for structuring your website pages
- a **folder structure** for neatly organizing your website content

VIEW PRICING



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