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## B2B Website Best Practices **for 2023**

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## INTRODUCTION:

### Importance of B2B website development

According to Techjury, a tech platform, as of April 2022, there are over 5 billion internet users worldwide, of which two out of three people prefer to read well designed content. A study conducted by Web FX, a leading digital marketing agency, points to the importance of a well-designed website. It says that 94% of initial perceptions of a company are based on its website. Additionally, a well-functioning B2B website can guarantee that customers will have a favourable experience with your business.

But what is B2B web development? It involves creating and developing a website as an effective online hub for your B2B business.

### With B2B web development, you can give online users the following options:



Make purchases.



Contact your company.



Look through your offerings.



Find out more details about your company.



View your videos and read your blog posts.

## Why is B2B marketing important for businesses?

B2B web development impacts user experience. The user's interaction with your website can influence how long they stay on it and if they would make a purchase. The fact that your website creates the initial impression is another factor that makes B2B web development important. Your website is essential if you want to grow your business by generating more leads and conversions.

Web development for your B2B business can also assist in differentiating your website from your competitors. In fact, according to the same survey, 73% of companies employ web design and development to differentiate themselves from the competition.



In this eBook, we list out the six best B2B best practices that can give your business an edge.



# 6 B2B Website Best Practices for 2023

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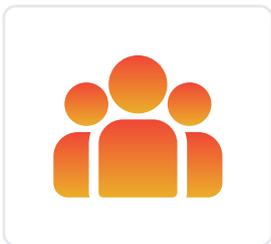
## How Can You Make Your B2B Business Website Better?

Take A Look At These Practices That Can Help You Enhance Your B2B Website:

### Create The Layout

One of the first considerations you should make while creating your website is its design. At this point, you should consider the kind of pages and information your website should have.

A B2B Website Might Include The Following:



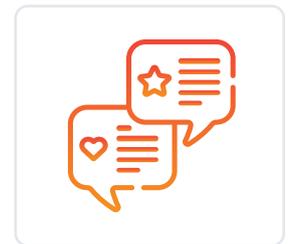
"About Us" Page.



Product And Service Pages.



Blogs And Other Written Material.



Customer Testimonials And Reviews.

You can begin creating your website once you have decided on its layout.



## Create A Seamless Navigation

The navigation of your website is crucial to delivering the optimal user experience. How readily users visit different pages on your website and locate the information they're looking for depends on your website navigation.

You should ensure seamless user navigation while designing your B2B website. Your website's navigation can encourage visitors to stay on it longer and discover more about your company before making a purchase.

## Optimize Your Design

Optimizing your design is the next item on our B2B web development checklist. Optimising your design, you can focus on modifying the pages your existing and new clients will engage with.

You can select colours and themes that reflect your B2B business, which helps increase user recognition of your brand.

Additionally, you should make sure your website has enough visual components. Visuals are excellent for drawing users in and dividing up long text passages.

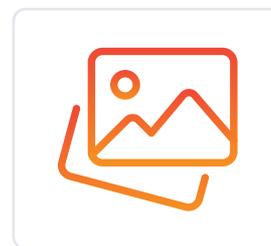
You can include visuals like:



Videos



Infographics



Photos & Images



## Use Clear Messaging

Any knowledgeable user ought to be able to determine the legitimacy and goal of your website in less than five seconds. The language must adhere to industry standards, and the brand's products must be immediately clear. The fundamental objective of your website must be to develop the audience's understanding of your brand.



## Plan For Search Engine Optimization (SEO)

The goal of SEO is to increase the visibility of your B2B website on Search Engine Result Pages (SERPs). You can help your website rank higher than its rivals and take the top spot in the SERPs by using an SEO plan. Enhance the user experience by using keywords and increasing website load speed.

## Promote Your Website With Digital Marketing Strategies

The final step is to launch your B2B website after it has been operational. To increase traffic to your website, you should also use digital marketing techniques to advertise it.

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# You Can Promote Your Website With The Following:





A screenshot of a development environment. The top-left pane shows a file explorer with a project structure including folders like 'bin', 'conf', 'lib', and 'src'. The top-middle pane displays C++ code for a class named 'Aggregator'. The top-right pane shows a debugger's call stack with various methods like 'initialize', 'build\_tree', and 'update\_raw'. The bottom-left pane shows a terminal window with a debugger's output, including a crash report for 'Arcadia 12181240 dying at 2012-11-18 17:19:29 +0100'. The bottom-right pane shows a console window with error messages: 'Batch Calibration.exe (Min32): Loaded C:\Windows\System32\kernel32.dll. Cannot find or open the PDB file.'

# Enhance your B2B website with Skillmine



## Get A Sales-Optimized B2B Website With Skillmine Web Development Services

Skillmine provides full-cycle services for website design, integration, and management. The company oversees the entire website development process, from conception and concept to delivery and continuous support.

Our website developers have more than ten years of experience creating solutions that satisfy market demands, strengthen corporate brand identities, and promote company growth and expansion.

**Satisfy Market Demands**



**Strengthen Corporate Brand Identities**



**Promote Company Growth**

## CASE STUDY

### How Skillmine Enabled An Upcoming ECommerce Platform To Develop A Modern, Interactive, And Intuitive Website.

The eCommerce platform, in its initial stage of set-up, wanted a website that offered an enhanced performance. It needed a B2B solution that could be easily customized based on the requirements.

The company approached Skillmine to develop a unique platform that supports a range of businesses and provides better service to each of them. Skillmine's primary focus was:



Making Use Of The Latest Technologies.



Creating A Modern User Interface.

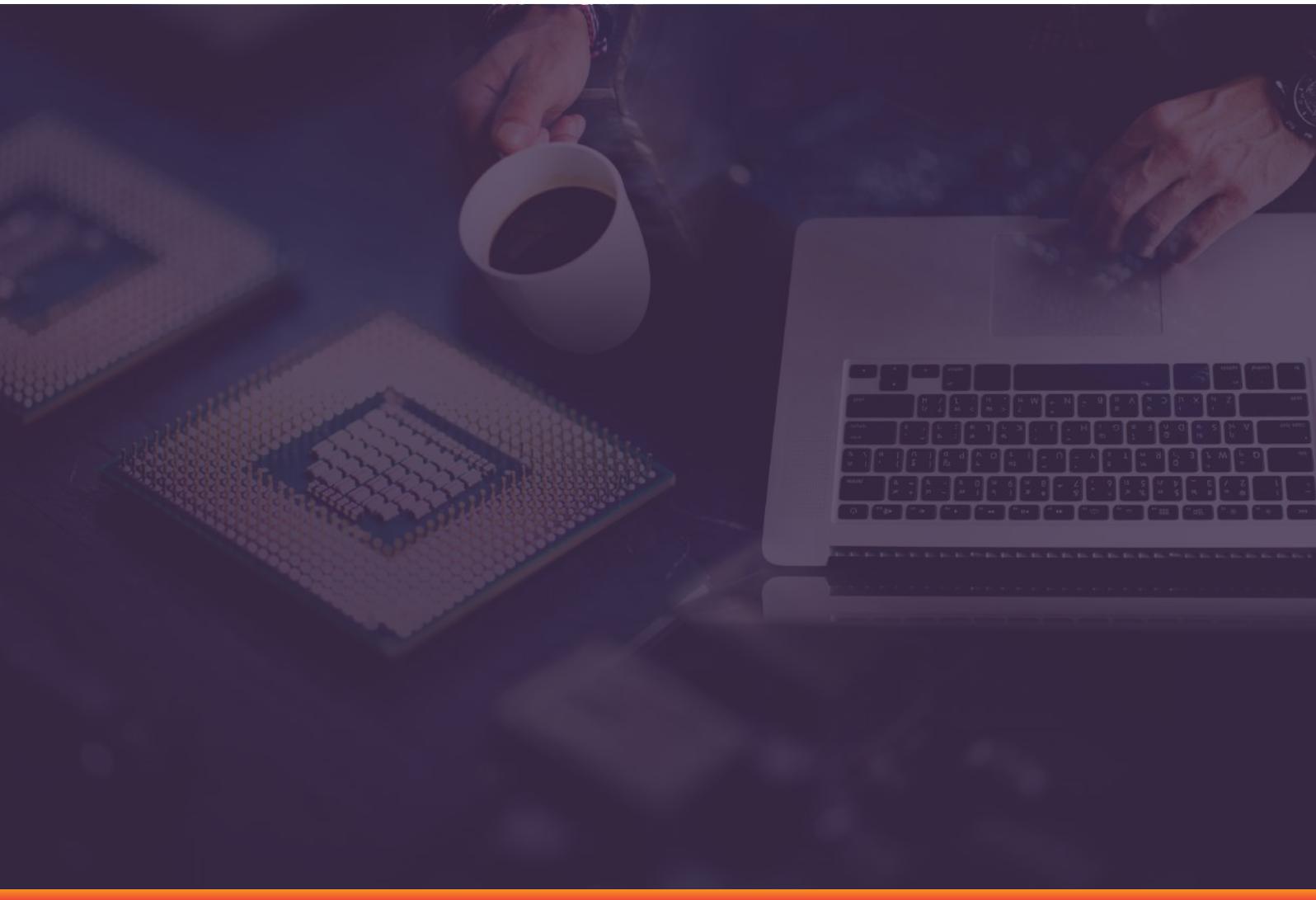


Adding Value To The Business.

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## Skillmine Could Deliver The Following Functional Features For The Organization:

- Browse through catalogues.
- Reports & Admin Control, My Account.
- Offline Order form submission to place order
- Catalogue-specific product browsing and Product Search
- Customer-specific Orders, Save orders, View Order History
- Option to Download customer-specific catalogues and offline order forms
- Login and Registration portal for the sales representatives and retailers.



# Want to transform your Business?

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[Know More](#)



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