

# How to structure B2B tech website pages and content to drive results

Using pages, content, and narrative to generate success



When looking to design or revamp a business website, knowing where to start can be a real challenge—especially for B2B technology organizations, which have longer sales cycles and more stakeholders to consider than most B2C businesses. For companies with a wide range of technology, products, and solutions, plus multiple personas to address, the information architecture can be even more complex. This white paper will help mid to large size B2B tech firms determine how to best structure their websites in order to tell a compelling brand story, generate leads, build relationships, and create effective journeys to guide multiple personas down the path to purchase.

## Establishing your brand purpose and point of differentiation

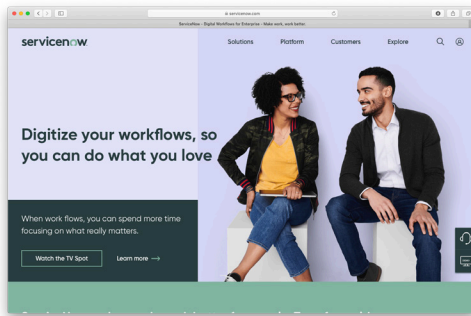
The first step to designing an effective B2B website page and content structure is to clearly define your brand's positioning in the market. While this may seem obvious, it's a vital step that plays a huge role in determining success. Before you can communicate your brand story to potential clients, you need to be clear about what that story is. Start by answering three simple questions: Why should businesses buy your product or service? How are you different from the competition? And who is your product for?

### **Start by establishing a strong brand positioning:**

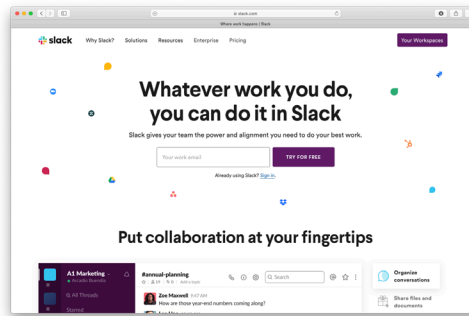
- Why should businesses buy your product or service?
- How are you different from the competition?
- Who is your product for?

Attention spans today are shorter than ever, which means you need to hook potential buyers right away. If it's not immediately clear why they should stay on your site, they're likely to move on. According to a [Gallup study](#), B2B companies that report high client engagement achieve 50% more revenue and 34% higher profitability. Starting with a strong brand positioning will help you make user journeys meaningful, and create content that connects with what's really important to your audience.

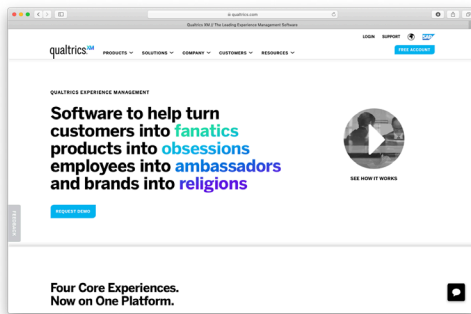
## Examples of B2B Tech Websites with successful brand positioning



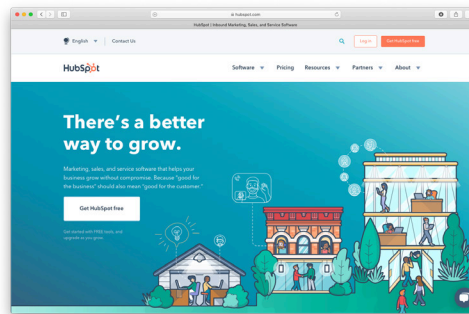
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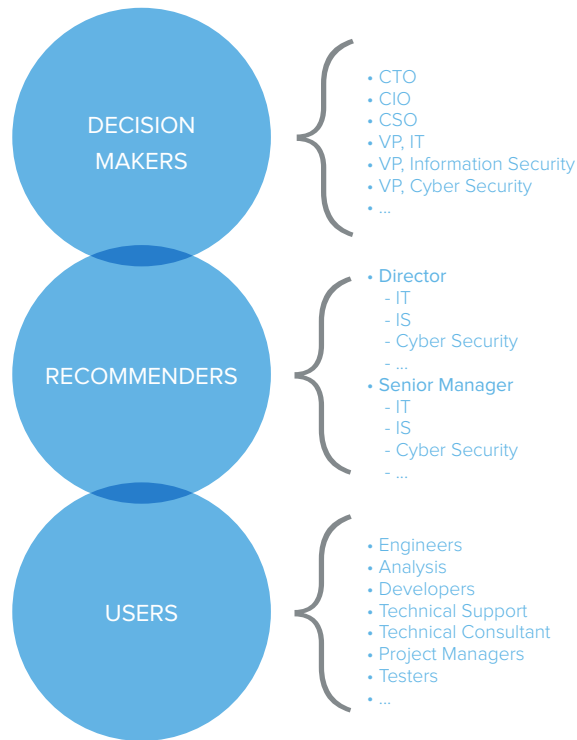


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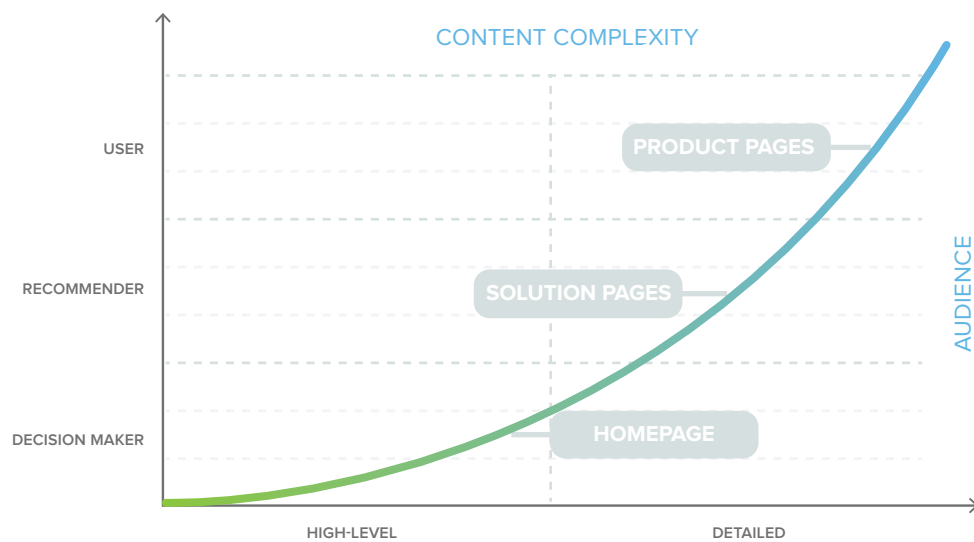
## Identifying your audience

Once you have solidified your positioning, think about what types of personas you need to build relationships with to generate leads and drive sales. B2C websites speak to a broad audience interested in purchasing a company's products or service, and more often than not, the purchaser is the consumer. Unlike B2C websites, B2B websites need to address multiple personas ranging from C-level decision makers to technical users who are involved in different aspects of the decision-making process and want specific information.

For enterprise-grade tech investments, the price point is high and the sales funnel is long. Different people weigh in at different stages from initial interest to purchase, so it's important to structure your website so that each of these personas can easily find the information they need at various stages of the buying journey. A [Neilson Norman Group report](#) found that B2B website audiences are either "users" or "choosers," with very distinct UX and content expectations. In our experience, B2B technology prospects typically fall into three categories: Decision Makers, Recommenders, and Users.



Decision Makers need to grasp the benefits and validate that your solution is a good fit for their organization, not understand the nuances. Recommenders need to help short-list the products being evaluated for Decision Makers. And Users need to dive deep into what your products and solutions do and how they work. Your website content structure needs to support this long, multi-audience, and complex purchase funnel.



## Shaping the audience experience

The next step in building a compelling narrative starts with identifying which key pages will help tell your story while addressing the different audience types. This will help you structure content effectively and efficiently. For B2B tech firms, there are four key pages to consider: home, solutions, product, and about. Each page speaks to different audiences and plays a different role. Top level pages (home, about) should contain high-level messaging and value props. Second and third level pages (solution/product overview and detail pages) should be more technical and avoid anything that feels like marketing.

### B2B TECH KEY PAGE TYPES

- Homepage
- Solutions pages
- Product pages
- About page

Let's start with wireframes, which provide a framework for the information architecture and flow. Think about the priority of content on each page, and where you want the various personas you're targeting to go, and structure content to guide them there.

### Homepage

As the first page all of the various personas will see, the homepage has a big job to do. It should read almost like a sales presentation, getting right to the point with clear and concise information. Start by telling your audience who you are with your brand positioning message. This should include what problems you address, and how you solve those problems. Next, explain why they need you with high-level value propositions that resonate with all your key audiences. This section will lead to the solutions pages, where you'll provide greater detail for Decision Makers and Recommenders.

Below your value props, tell your audience what you do by presenting your product portfolio. This section will lead to the product pages, which offer Users more nuanced information. Finally, prove why they should believe you with customer logos and success stories, analyst reports, use-cases, and other compelling content.

## Homepage structure

### 01. Who We Are

Typically a brand message or positioning statement



### 02. Why You Need Us?

Challenges you solve for companies addressing all audiences

### 03. What We Do?

Your technology or product portfolio

### 04. Why Us?

Validation such as customer stories, analyst reports, stats, customer logos, testimonials

### 05. Thought Leadership

Insights, articles, reports

### 06. Promote Engagement

Free trial, schedule demo, contact sales

## Audience focus weight



## Solutions pages

Primarily aimed at Decision Makers and Recommenders, these pages tell the story of what your products do. Solutions are not purchasable per se (that's products), but rather highlight product use cases to show how enterprises can use them to solve specific problems. You want your audience to spend time here and really understand the value you can offer.

Start with an overview of the solution, then provide use cases that explain in greater depth both the challenges and how the solution helps enterprises overcome them. From there, show related products to dig deeper into the specifics. You should also address related roles, which lets you get more granular and demonstrate how the solution impacts different industry verticals, or types of jobs such as sales, marketing, or customer service. The goal is to get your audience to see themselves or their company using your solution. Validate your claims with things like customer stories, awards and accolades, and include a resources section to show thought leadership. At the end of the page, push to the product pages and be sure to include a CTA to contact a sales rep or get started to ensure there is always an action.



## Solutions page structure

### 01. Solution Title

Can be specific to an industry, application, or a topic

### 02. Solution Overview

The challenge you are solving for

### 03. Use Cases

Situations where your product can be used to solve the challenge

### 04. Related Products

Your related products that solve the challenge

### 05. Related Roles

Company roles that are effected by the challenge and solution

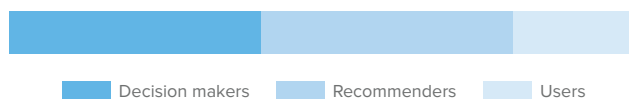
### 06. Validation

Customer stories or reports that demonstrate success

### 07. Promote Engagement

Link to a product and/or start lead generation

## Audience focus weight



## Product pages

While Recommenders and Decision Makers may look at the top few blades of product detail pages, the bulk of this content should be aimed at the Users who will dig deeper. These pages should include greater depth of content because this audience needs to understand precisely how your products work. As third-level pages, anything that feels like marketing dilutes your message. Keep it technical and direct. While you can include benefits, the product detail pages should focus on features and deliver the depth of information Users are looking for.

Start with an overview, including technical detail. Then go into even deeper detail when describing the product features. Next, share relevant customer stories that demonstrate how businesses are actually implementing the product. Just like on the homepage, use case studies and real-life applications to validate why they should believe you.

Build some flexibility into this page in case you need to highlight promotions, industry recognition, and the like. Towards the bottom of the page, we recommend cross-linking to solutions or technology pages throughout the site. This is good for both SEO and UX. Finally, be sure to provide relevant resources and end with a strong CTA as the footer.

## Product page structure

### 01. Product Title

A headline about the product

### 02. Product Overview

Description of the product, can include technical detail

### 03. Product Features

List of distinctive attributes, capabilities, functionalities, or components

### 04. Validation

Customer stories or reports that demonstrate success

### 05. Related Solutions

Cross-link to solution and technology pages

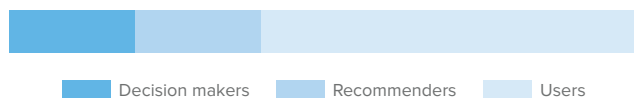
### 06. Related Resources

Datasheets, whitepapers, blog posts, videos...

### 07. Promote Engagement

Free trial, schedule demo, contact sales

## Audience focus weight



## About Us page

As another top-level page, About Us should speak to a broad audience including the three key personas as well as investors, journalists, analysts, career-seekers, and anyone else who might be interested in your company. It's the second most important page after your homepage. This is where Decision Makers and Influencers will go to collect data about your company, do comparisons to other providers they're considering, and present their findings to stakeholders. So be clear, direct, and inclusive. Overall, the About Us page should validate why your audience needs you and why they should believe you. Visitors should get a good idea of how viable your organization is, which is crucial to show them that you can meet their needs and requirements.

Start with a brief company overview. Tell your audience who you work with and what solutions you offer. Then provide a company history or timeline to show your trajectory or longevity as well as key innovations and performance over time. Next, introduce your leadership team—which could be anyone from management to your board of directors. This is the most important section of the About Us page. By sharing who's on your team, their past success, and where they've worked previously, you're showing potential clients that you're reliable and up to their standards. Showcase any awards and accolades. For enterprise tech companies, recognition from high-value organizations like Gartner and Forrester prove you're in the right league. Finally, offer a jumping-off point for career-seekers. And as always, end with a strong CTA.

## About Us page structure

### 01. About Page Title

A headline about the company

### 02. Company Overview

Overview of the most important aspects of your company, including mission, vision, history...

### 03. History/Timeline

Show your longevity, trajectory, innovations, and performance

### 04. Team

Management, board of directors, key contributors to your success

### 05. Awards & Accolades

Showcase any awards, accolades or recognition

### 06. Careers

Provide a jumping-off point for career seekers

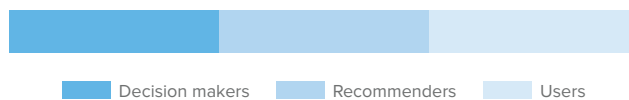
### 07. News & Events

Latest press releases, events or news mentions

### 08. Promote Engagement

Free trial, schedule demo, contact sales

## Audience focus weight



## Crafting the narrative

After planning your key page content, narratives and flow, it's time to map out lead-generation mechanisms that can be integrated throughout the pages and the flow of information. In addition to gated content and progressive profiling, tools like ROI calculators or free trials can also help build the case for technology investment and open up new sales opportunities. News and events can be sprinkled throughout the experience, and every page should end with a CTA to learn more, contact you, request trial information, or get started. Just be sure that all content is strategically aligned with each page's purpose and content flow.

## Telling your brand story

Your website is key to telling the world your brand story. Start by defining your positioning and messaging, and identifying your objectives and audience. Then, you can start crafting your brand narrative using the page types and content recommendations in this white paper. With the right partner, you can design and build a website that meets your goals and engages your audience, and that you can keep up-to-date and relevant as your business and the industry evolve.

Ready to get strategic about your website?

Let's talk

**WebEnertia** is a full-service Silicon Valley digital agency with offices in San Jose and San Francisco. With a 20+ years experience in delivering award-winning results for its clients, WebEnertia specializes in building strategic digital brand and web experiences for B2B technology companies. Clients include Cisco Systems, Intel, McAfee, and Riverbed.