WHAT DOES GOOD WEBSITE DESIGN AND CONTENT MEAN FOR AN INDUSTRIAL ORGANIZATION?

Abstract

In the hard-hat world of business, many organisations are so intensely focused on showcasing their product portfolio that websites are often treated as an afterthought or, worse, non-existent! In today's web-oriented marketplace, however, that is a crucial lapse in marketing strategy. A website is the foundation of a company's digital presence and an important B2B marketing tool. Critical to the successful functioning of a website is good web design and content, for it is these elements that spike SEO rankings and drive traffic and conversions in today's insanely competitive digital marketplace.

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Why web design matters

Visitors to any website typically form an opinion about it within seconds. Within that extremely short span of time, the impression a website leaves can determine whether the visitor decides to explore further or bounce off to another site. It's very difficult to register much information within seconds.

It means the initial impact that a website makes is a visual one. An interesting, clean, and aesthetically appealing design will score over a plain, confusing, or outdated design. And that, in turn, will influence the sequence of events in a visitor's journey, from arriving as a curious visitor to becoming an appreciative and loyal customer. Here we will see some reasons why web design is such an important aspect of marketing strategy.

Design adds value to the company brand

Web design influences a visitor's perception of an organisation's brand, even in the sober world of B2B marketing. A 2019 research by WebFX suggests that if allowed 15 minutes to browse a site, 66 per cent of visitors would rather see a web page that pleases the eye than a plain vanilla digital version of, say, a printed page. Poor web design has negative fallouts too:

- It gives the impression that the company cares little about online customers.

- It also lowers the credibility of the organisation.

On the other hand, a good design pulls in potential leads to your website rather than letting them click away to a competitor.

Design affects search ranking

Here is the simple truth about doing business today in our highly competitive, digitally connected world—an ill-designed website struggles to get ranked high on search engines, thereby negating its raison d'etre; hence, it is imperative for organisations to work on their web design from the get-go.

Consider an example that illustrates the importance of design. It is widely acknowledged that a vast number of searches are now conducted on mobile devices. If your website design is not optimised for mobile devices, your SEO rankings will drop dramatically. Google, for instance, uses mobile-first indexing. Its algorithms will struggle to crawl through a site that is not mobile-friendly, which means—you guessed right—a low ranking.

The way out? Partner with experienced web designers who will assess your company's needs and design your website to function optimally across devices.

Good design is cost-effective

Companies that skimp on hiring competent web designers can end up losing more money when their site rankings drop and, consequentially, traffic, and conversions will go south. What is worse, the company will still have to spend to fix the poor design. By then, there is a good chance that some visitors to the site who have had a negative user experience may never come back.

On the other hand, a design that enables a clear, easy-to-navigate website helps you network and connect better with customers.* Customers who find swift, clear answers to their queries and can buy or enquire about a product/service without glitches will be able to interact better with the company or revert if they have other concerns.

Content is king

You would think it is a no-brainer that a professionally designed website would also be populated with well-developed content. Not quite true, as many of us have experienced after wandering around a website and failing to find accurate information or resolve a problem. Typically, under such circumstances, a frustrated visitor will simply amove on to another site.

Well-developed content is complementary to good web design. It is equally critical in terms of attracting customers, converting them into leads and, hopefully, paying customers. Here are some key factors to help you understand what content can do for your business.

Content and SEO–it is good only if it is visible

From the digital perspective, "good" content refers not only to useful, accurate and well-presented information but also to its high visibility on search engines.

Google's algorithms, for instance, will pick up all manner of interesting content; in recent times, going with consumer trends, the search engine privileges videos and crisply written blogs. To get higher rankings, use SEO strategies appropriately so that potential customers are attracted to your site and learn more about your company.

Content with consistency builds credibility

As part of the company's overall marketing strategy, your content needs to have a signature style and tone across channels–website, blogs, videos, case studies, social media posts and more. A consistent voice reinforces an organisation's credibility, enhances its reputation, and helps build trust.

Content helps retain attention

Social media platforms like Facebook and Instagram are typically used by marketers to spark interest and attract customers to their company's landing pages. Website content that is accurate and engaging helps retain this interest so that visitors spend more time on the website. Creating a good impression early on improves the odds of your generating leads and getting more conversions.

Content informs and guides search engines

The more content and pages you create about your products and services, the better you enable search engines to inform customers about your business.

Here are some tips to do this effectively:

- Develop crisply written text that targets search terms
- Provide clear information about your business
- Include a call-to-action

If search algorithms are not able to identify what your business is or are unable to match your content with what customers are searching for, your organisation will not show up on their screens.

Content helps create internal links

Think of your website as a virtual roadmap. Visitors who use it should be able to move easily from one page to the next until they reach their destination. Good quality content has a role here in enabling internal linking strategies that virtually "move" people in stages through the marketing pathway. Web pages that are linked in a logical and user-friendly way allow visitors to check out varied products and pages and browse through information posts–all of which can potentially increase leads and sales.

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Content cultivates brand followers

Customers who appreciate your content and have positive impressions about your brand are likely to become your brand advocates even before they have done business with your company.

Building good website design and content takes time and effort but pays off handsomely in multiple ways. Use professional web designers to develop a visually appealing and easily navigable site.

Create good content that builds your brand using blog articles to educate visitors, video explainers, customer references and case studies.

*For organizations on the digital transformation journey, agility is key in responding to a rapidly changing technology and business landscape. Now more than ever, it is crucial to deliver and exceed on organizational expectations with a robust digital mindset backed by innovation. Enabling businesses to sense, learn, respond, and evolve like a living organism, will be imperative for business excellence going forward. A comprehensive, yet modular suite of services is doing exactly that. Equipping organizations with intuitive decision-making automatically at scale, actionable insights based on real-time solutions, anytime/anywhere experience, and in-depth data visibility across functions leading to hyper-productivity, Live Enterprise is building connected organizations that are innovating collaboratively for the future.

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