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The Ultimate B2B Website Framework

A no-BS guide to creating a Marketing-first website
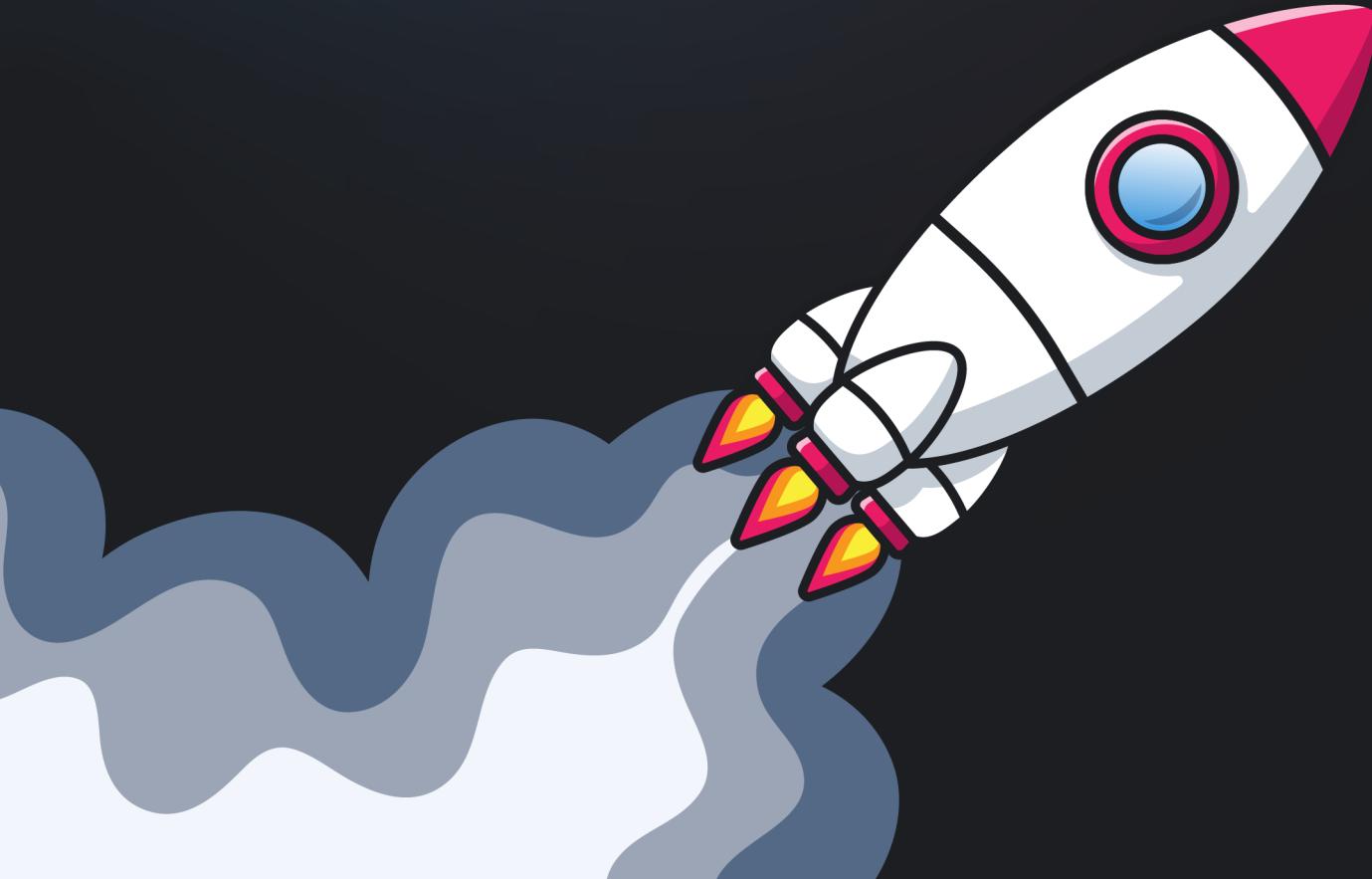
Why Marketing-first website design matters

Beyond the pretty picture

In your possession is a no-BS guide to building a B2B website that actually works–one that's built from the ground up with your Marketing goals in mind. Too often, B2B websites end up being primarily online brochures. They look good but they're not actively driving leads or achieving clear Marketing objectives. This framework is designed to change that.

The Marketing-first difference

This framework flips the traditional "design-first" mentality on its head. While aesthetics are undoubtedly important, they should always serve a higher purpose: **achieving your business goals and Marketing objectives**.

You might find that some of the steps in this framework challenge conventional wisdom or even your current processes. That's okay. This approach is built on proven strategies that consistently deliver Marketing results. A Marketing-first website prioritizes

- ✦ **Clear messaging**: Ensuring your value proposition resonates with your ideal customers from the moment they land on your site

- ✦ **User experience (UX) focused on conversion**: Guiding visitors intuitively toward taking the actions you want them to take, whether it's requesting a demo, downloading a resource, or contacting your sales team

- ✦ **Search engine optimization (SEO) built-In**: Making sure your website is discoverable by the right people searching for your solutions online

- ✦ **Measurable results**: Setting up the framework so you can track your website's performance and continuously optimize it for better outcomes

A framework built for Marketing success

This guide provides a structured, actionable framework for creating a website that is not just visually appealing but is a powerful tool for lead generation, customer acquisition, and overall business growth. It's about creating a website that works for your business and, more importantly, for your customers.

# The Ultimate B2B Website Framework overview

Phase 1: Discovery and Foundation
We figure out what this website is supposed to do, who it's for, and what tech it needs to actually work.

Phase 2: Strategy and Planning
We've got a solid plan for the website with content, structure, SEO, and the whole shebang. It's all focused on Marketing your business, not just looking pretty.

Phase 3: Content and Design Sprints
Content's done, designs are approved. This is where the website starts taking shape.

Phase 4: Website Development, Technical SEO, and Testing
The website's built, it works, and Google can find it.
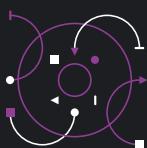
Phase 5: Launch, Optimization, and Growth
The website's live, we're tracking how it's doing, and we keep tweaking it to get better results.
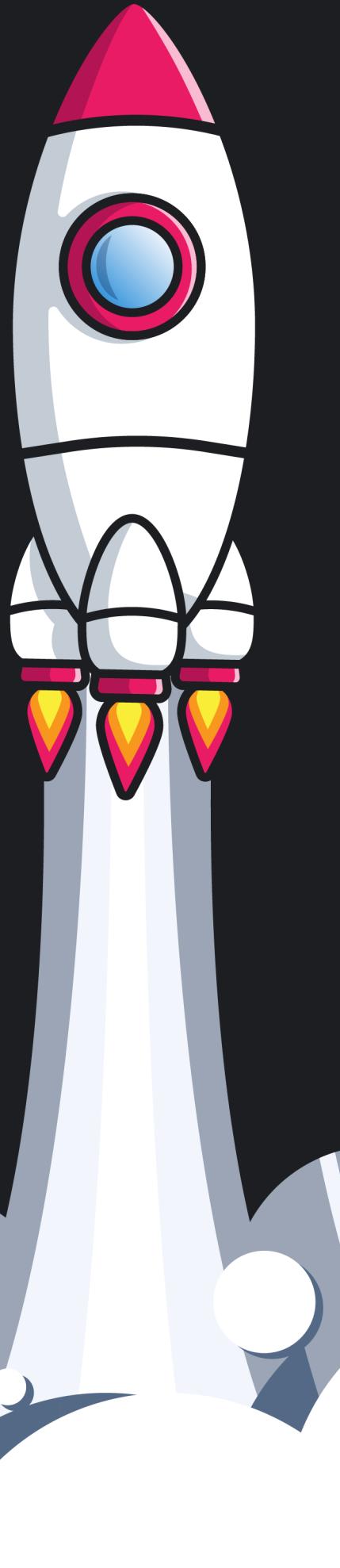
Phase 1: Discovery and Foundation

✦ Figure out what the website needs to do. No fluff, just results.

✦ Know the target audience like your best client.

✦ Sort the tech upfront. A pretty site that breaks is a no-go.

Outcome
We figure out what this website is supposed to do, who it's for, and what tech it needs to actually work.
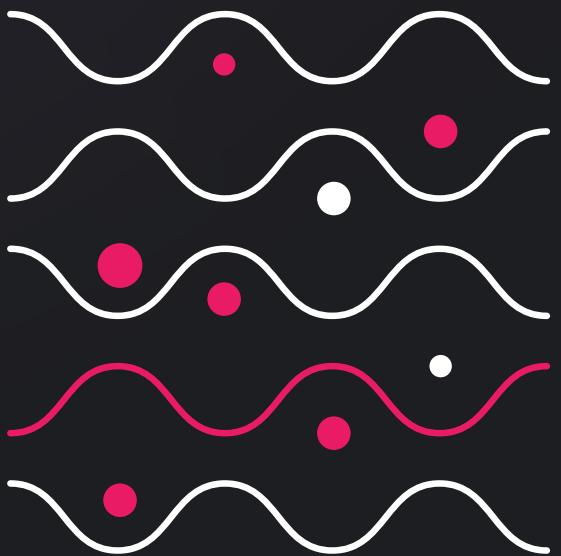
Know your why, who, and what

Step 1.1 Define your website's Marketing goals and KPIs

Vague "make it look good" goals are a recipe for wasted budgets and effort. We're talking about driving measurable Marketing results here. Your website needs to do something for your business.

First things first: Stakeholder and team alignment kickoff

- ✦ Goal alignment
  - Review the high-level website goals and timeline established during the initial conversations about the new website. Confirm if anything has changed and ensure all stakeholders are aligned on the project's objectives.
- ✦ Framework overview
  - Provide a high-level overview of the website redesign phases, outlining what everyone can expect and when.
- ✦ Stakeholder input on website preferences
  - Engage stakeholders by asking them to share three websites (excluding Apple!) they like and explain what specifically appeals to them about the design, functionality, or user experience. This provides valuable early insights into the desired direction.

Stop guessing, start measuring

- ✦ Use the "SMART Goals" framework (They're cheesy, but they work!)
  - Don't just say "generate more leads." Get specific. Ensure each website goal is Specific (what exactly do you want to achieve?), Measurable (how will you track progress?), Achievable (realistic within your resources?), Relevant (aligned with business priorities?), and Time-bound (by when do you want to see results?).
- ✦ Brainstorm goals aligned with your Marketing funnel (or flywheel or pyramid or tornado...)
  - Think about how your website can contribute to each stage of a more comprehensive funnel
    - Awareness: Increase organic traffic by X% in 6 months, improve brand visibility in search for key terms
    - Engagement: Increase time-on-site for blog content by Y%, improve social sharing of website content by Z%, boost newsletter sign-ups from website by A%
    - Consideration: Drive Y demo requests per month from service pages, increase downloads of resource content by Z%
    - Decision: Improve conversion rate on contact forms by A%, shorten the sales cycle by guiding prospects through website content

- Action/Loyalty: Increase customer self-service through website resources, improve customer onboarding efficiency
- ✦ Identify your top 3-5 primary website KPIs
    - Focus on the metrics that truly measure Marketing effectiveness and website ROI
    - Examples of impactful KPIs
        - Conversion rate on key landing pages
        - Organic traffic growth specifically for target keywords
        - Bounce rate on key service pages
        - Time on page and pages per visit for resource content and key pages
        - Newsletter sign-up rate from website
        - Marketing qualified leads (MQLs) generated via website
- ✦ Document and share your goals and KPIs (no excuses!)
    - Create a written document outlining your SMART website goals and target KPIs. Share it with your team and agency partners.

Step 1.2 Know your audiences inside and out

Generic audience descriptions won't cut it. In B2B, you're dealing with a buying committee (a bunch of people with different needs and opinions). Your website needs to speak to the specific people on that committee who will actually be using your site to do their research and make decisions. Forget the fluff and focus on them.

Quick wins for website personas

- ✦ Identify your top 2-3 website personas
    - Don't try to create a persona for every single person who might interact with your company. Focus on the 2-3 key individuals who are the most critical to your website's Marketing success. Who are the primary people you absolutely need to attract and convert through your website to hit your Marketing goals?
- ✦ Answer 3 core website questions per persona
    - For each of your top 2-3 personas, answer just these three crucial website-focused questions:
        - What are their top 2-3 information needs when they visit your website? What are they trying to find out?
        - What type of website content will best grab their attention and keep them engaged? Are they into case studies, white papers, blog posts, and videos? Be specific.

- What is the primary trigger that would make them convert on your website? What action are you hoping they'll take (e.g., request a demo, download a guide, contact sales)?
- ✦ Document website personas
  - For each persona, create a bullet-point list summarizing your answers to the three core website questions. Stick to a single page per persona. Ain't nobody got time for a novel.
- ✦ Website and Marketing analytics review
  - Even a quick peek at your current website and Marketing data can give you some serious clues about your audience.
  - What to look for: Which website pages get the most traffic from your target audience? What content do they download or engage with most? What are the demographics and interests of your website visitors (if available)? Which Marketing channels are sending you the best leads?
  - Tools: Google Analytics, heat maps, your CRM, your Marketing automation platform– these are your friends. Use them to dig up this info.
  - Why Bother? Because this gives you real, data-backed insights into what your existing audience is actually doing and what they like. No more guessing.
- ✦ Use these insights for website planning
  - Take those super-concise persona summaries and use them directly to inform your website strategy in Phase 2 (how your site is structured, what content you create) and Phase 3 (how it looks and feels). This is about getting quick, actionable insights that lead to a better website, faster.

NO-BS TRUTH

No budget or bandwidth for buyer personas?
Try this.

You know you should have buyer personas, but time and resources are tight. Don't let that be a roadblock to building a better website. Here are two quick and practical ways to get valuable audience insights without a massive undertaking.

Tap into your sales team's knowledge AKA The Front Lines

- ✦ Schedule short (15-20 minute) interviews with 2-3 members of your sales team. They talk to prospects and customers every day and have a wealth of insights.
- ✦ Ask them directly: "What are the most common questions prospects ask you?," "What are their biggest pain points related to our solutions?," "What kind of information are they

looking for before they contact us?," "What type of content (e.g., case studies, pricing pages, blog posts) seems to resonate most?"

✦ Benefit: Fast, direct insights from those who know your audience best.

The LinkedIn profile "AI hack"

✦ Download LinkedIn profiles of individuals who represent your Ideal Customer Profile (ICP)– think about job titles, industries, company sizes, etc. Aim for a small but representative sample (e.g., 10-15 profiles).

✦ Feed profiles into an AI summarization tool like ChatGPT or Gemini and ask it for recurring keywords, skills, pain points, goals, and content they might engage with.

✦ Benefit: Provides rapid, data-backed clues about your target audience's professional concerns and online presence, even without direct interviews.

Remember: These are quick, actionable alternatives. While they might not replace in-depth persona research, they'll give you a significant head start in understanding your audience for website planning.

Step 1.3 Define essential technical website requirements

A website that looks like a million bucks but doesn't actually work is just a digital paperweight. You need to sort out the essential technical requirements upfront so your fancy new site can actually, you know, function.

Think tech, strategically

✦ Consider your current setup (if applicable)

- If you've got an existing website, jot down the basics: What platform is it on (WordPress, HubSpot, something custom)? Where is your DNS managed? Who's hosting it? What crucial integrations do you absolutely have to keep (like your CRM or Marketing automation)? This gives you a starting point.

- Once you have all this information, make sure the owners of those assets or your IT department is aware of the plan, so they can be ready for launch with no hiccups or delays.

✦ Think about core functionality

- Forget the bells and whistles for a second. What are the must-have features your new website needs to achieve your Marketing goals? Contact forms? A blog? Specific page layouts? Maybe even a calculator? Focus on the core actions you need visitors to be able to take.

✦ Prioritize performance and security

- Nobody has the patience for a slow website, and getting hacked is a nightmare. Make a note of any specific performance targets or security needs you might have. These are non-negotiable.

✦ High-level content inventory

- Get a general ballpark of the different types of content you're planning on having (how many service pages, blog posts, downloadable guides, etc.). This will help you figure out what kind of content management system and hosting you'll need.

✦ Initial thoughts on integrations

- List out all the critical Marketing, sales, or other business tools your website must connect with (your CRM, email platform, analytics). Knowing this early will save you headaches later.

Phase 2: Strategy and Planning

✦ Plan essential website content. What really matters?

✦ Define site structure. Make it logical and easy to navigate.

✦ Plan to get seen and look pro. Rank high, look good.

✦ Prep a detailed content plan to serve as a blueprint for success.

Outcome

We've got a solid plan for the website with content, structure, SEO, and the whole shebang. It's all focused on Marketing your business, not just looking pretty.
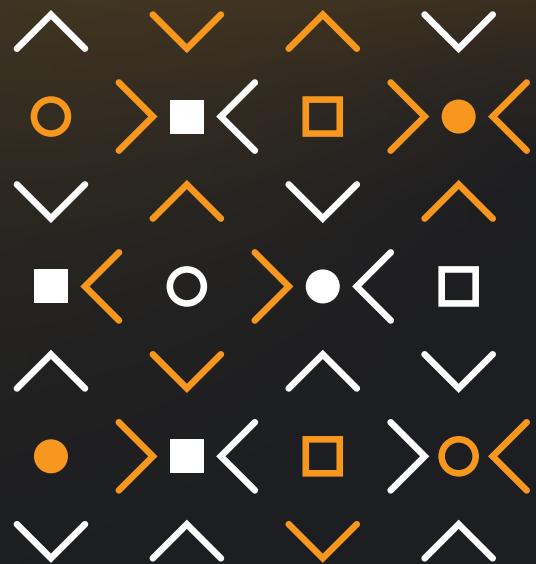
Strategy before building

Step 2.1 Plan your core website content

For a Marketing-first website, your content isn't just information–it's the fuel that drives your Marketing engine. This step is about strategically planning the content that will attract, engage, and convert your ideal customers.

Map out your key content needs

✦ Figure out your must-have pages

- What are the absolute core pages your website needs to effectively market your business? Think Homepage (your primary Marketing entry point), Services/Products (where you showcase your value), About Us (building trust and connection), and Contact (making it easy to reach out). Don't get sidetracked by pages that don't directly support your Marketing goals at this stage.

✦ What's the actual Marketing purpose of each page?

- For each core page, get crystal clear on its primary Marketing objective. What specific action do you want visitors to take? What Marketing message should this page convey?

✦ What needs to go on each page to drive Marketing results?

- For each core page, think about the essential content elements needed to fulfill its purpose. This might include
  - Compelling headlines that sell: Make them clear, benefit-driven, and focused on attracting your target audience.
  - Key Marketing messages: Clearly articulate what you do, how you help, and the benefits you offer.
  - Keywords your customers actually use: Ignore internal jargon and think like your ideal customer. Identify the terms they'd use to find your services.
  - Clear calls to action (guide them to the next Marketing step): Tell visitors exactly what you want them to do next in your Marketing funnel (e.g., "Book a demo ," "Download our case study," "Let's get started").
  - Visuals that enhance your Marketing message: Plan for images or videos that support your Marketing claims and make your content more engaging.

✦ Look at your previous Marketing efforts

- If you have an existing website, review its content. What can be reused or updated? What content gaps do you need to fill to better serve your audience and achieve your goals?

Marketing message pro-tip: Make your customer the hero, not yourself

B2B websites often underperform because they're all about the company, not the customer. Your website isn't your online brochure–it's a resource for your ideal customer.

In all website messaging (homepage, service pages, content offers):

✦ Focus on customer benefits, not just features. How do you solve their problems? What results do they achieve?

✦ Use "you" and "your" language more than "we" and "us." Speak directly to the customer and their needs.

✦ Position your customer as the hero of their own story. Your website should show them how you empower their success.

Example

Instead of: "Our advanced sensor technology provides real-time data acquisition."

Try: "Gain complete visibility into your production line and optimize efficiency with real-time sensor data."

Step 2.2 Define your website's information architecture and sitemap

If your website's content is a jumbled mess, good luck getting visitors to find what they need–and even worse luck converting them. This step is about structuring your website in a way that makes sense for your Marketing goals and your audience's journey.

Structure your website effectively

✦ Identify your main content categories

- Think about the core topics your website needs to cover to attract and convert your ideal customers. These are your main navigation items – your Services (and what problems they solve!), About Us (why should they trust you?), Contact (how to become a lead!), Blog (valuable content to attract and nurture), etc. What are the essential chunks of information your target audience will be looking for?

✦ Establish a logical content hierarchy

- Don't just throw pages up randomly. Think about the natural path a potential customer would take on your site. What information do they need first? What comes next? Structure your content logically, like guiding them toward a conversion.

✦ Plan your website navigation

- Your main navigation is prime real estate. Make sure it's clear, concise, and includes the most important pages. Don't overload it! Keep it intuitive.

✦ Create a sitemap

- Develop a visual map or a clear list showing how all your website pages connect. This helps both users and search engines understand your site's organization. Tools like Miro or Google Drawings are great for this. Think of it as the roadmap for your Marketing website.

✦ Consider your user's journey

- Imagine your ideal customer landing on your homepage. Where do they need to go next? What steps will they take to find the information they're looking for? Map out these common user journeys from a Marketing perspective.

✦ Plan for future scalability

- Think ahead. Will you be adding new services, products, or content as your Marketing evolves? Make sure your information architecture is flexible enough to handle future growth without becoming a confusing mess.

NO-BS TRUTH

Migration sanity check: Keep, cut, or optimize your old website content?

No-BS truth: Migrating everything from your old website is rarely the best move. Use content migration as an opportunity to prune, optimize, and improve.

Migration decision framework (in a framework!)

✦ Keep and migrate (and optimize)

✦ High SEO value

- Pages that rank well for target keywords and drive organic traffic.

✦ High conversion value

- Pages that generate leads or contribute to conversions (e.g., successful landing pages, case studies).

- ✦ Evergreen and still relevant
  - • Core service/solution pages with accurate, up-to-date information.
- ✦ Optimize and migrate
  - • Decent SEO or conversion potential
    - • Pages with some value, but needing updates, SEO optimization, or content refresh. Migrate and improve.
- ✦ Kill and redirect
  - • Outdated, inaccurate, or low-value content
    - • Blog posts that are no longer relevant, old news, redundant pages. Don't migrate. Set up 301 redirects to relevant new pages or parent categories if appropriate for SEO.
  - • Pages with zero traffic or conversions
    - • Use analytics data to identify and prune truly underperforming content.

A strategic content migration approach improves website quality, SEO, and user experience, rather than just moving over "website clutter."

Step 2.3 SEO strategy and design direction

Having a killer website that nobody can find is as useful as a Ferrari with no gas. And a site that ranks but looks like it's from 1999? Forget about it. This step is about making sure you get seen, and you look good doing it.

Plan to rank and look the part

SEO strategy **|** Get found

- ✦ Really dig into keywords
  - • Conduct thorough research to identify the keywords and search terms your target audience uses to find information related to your business. Analyze search volume, competition, and user intent.
- ✦ Lay out your SEO game plan
  - • How are you actually going to get your site to rank? This isn't about magic–it's about a strategy. Think about the content on your pages, how your site is structured, and how you'll build authority.
- ✦ Optimize each dang page the right way
  - • This isn't about stuffing keywords. It's about making sure each page has the right titles, descriptions, headings, and images so Google knows what it's about.

✦ Prioritize high-quality, relevant content

  • Recognize that valuable content is crucial for attracting and engaging your target audience and for strong SEO performance.

✦ Don't forget your old stuff (if you're migrating)

  • Moving from an old site? Don't let all that SEO juice disappear. Have a plan for redirects and make sure your new URLs are structured in a way that makes sense to your website visitors and Google.

Search query	Volume	Difficulty	Click Potential
digital marketing for manufacturing	110	25 •	25%
marketing agency for manufacturing	110	20 •	33%
industrial manufacturing marketing	90	45 •	76%
marketing for manufacturing industry	70	70 •	20%
marketing strategy for manufacturing	70	15 •	55%

Design direction | Look professional

✦ Gather design inspiration

  • Check out websites you like, not just your competitors. What design elements and overall feel resonate with you and your audience? Save those ideas.

✦ Nail down your website's vibe

  • What's your brand's personality? Your website's visuals need to reflect that. Think about your logo, the colors that represent you, the fonts you'll use, and the type of imagery that matches.

✦ Develop two mood board design directions

  • Create two distinct mood boards that visually represent different potential design styles for your website. This approach helps prevent overwhelming your stakeholders while still offering clear options.

  • These should include examples of colors, patterns, imagery, button styles, fonts, and icons, all while incorporating your branding and style guidelines.

✦ Stakeholder design direction checkpoint

- This is a crucial step for gaining buy-in! Present the two mood board design directions to key stakeholders for a dedicated review session. Encourage open feedback and facilitate a clear decision on which design direction best aligns with their vision and goals. This checkpoint ensures everyone is on the same page before moving into detailed design work.

Step 2.4: Detailed content planning and preparation

You've got the strategy, the structure, the SEO direction, and a design vibe. Now, before anyone starts typing furiously, you need a rock-solid plan for how that content is going to come to life.

**Your blueprint for content creation**

- ✦ Your Website Copy Document is your bible
  - This isn't just a suggestion. **It's essential**. Create a centralized document (think Google Docs or Microsoft Word) where you'll outline every single piece of content for your website, page by page. For each page, detail the target audience, key messages, content goals, tone, keywords, and calls to action. This keeps everyone on the same page (pun intended).
- ✦ Plan your content in manageable chunks
  - Don't try to write the entire website in one go. We've found it's most effective to work on chunks of content at a time. Focus on all the content for one section of the website before moving to the next. This makes the process less overwhelming and helps maintain consistency.
- ✦ Map out your content calendar
  - Create a realistic schedule for when each chunk of content will be drafted, reviewed, and finalized. Stick to it.
- ✦ Assign content creation responsibilities (if applicable)
  - If you have a team, clearly assign who is responsible for writing each section or page.
  - Have a technical product or service? Pull in Subject Matter Experts (SMEs) to get accurate information.
- ✦ Establish your content review and approval workflow
  - Decide who needs to review and approve the content at each stage. Having a clear process ensures quality and prevents delays.

Phase 3: Content and Design Sprints

✦ Run content and design together. Sprints, not marathons.

Outcome
Content's done, designs are approved. This is where the website starts taking shape.
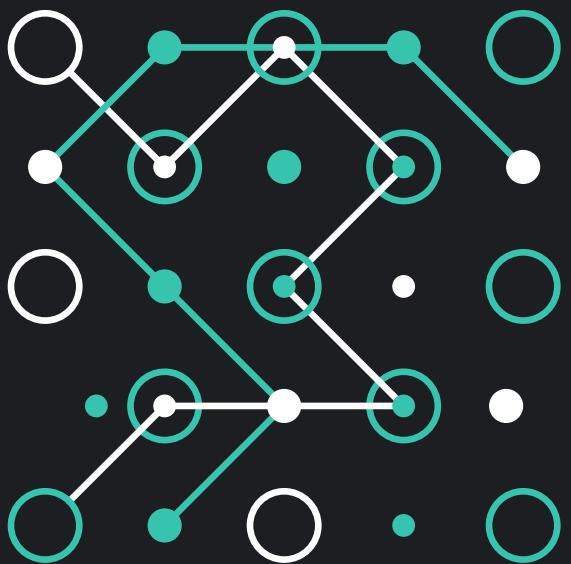
Getting content and design done (finally!)

Step 3.1 Content and Design Sprints

You shouldn't wait around for one to finish before the other starts. This phase runs content and design in parallel through "Sprints"–short, focused two-week cycles. This means you'll see progress on both fronts consistently, and they inform each other like they should. Plan on about 4-5 sprints to get through the core pages.

Breaking down the Sprints

- ✦ Content creation buckets (4-5 pages at a time)
  - • Your content team or agency starts writing in your Website Copy Document, keeping SEO locked and loaded
  - • Start with your key, top-level pages but not the homepage (more on that later)
- ✦ SEO review and optimization
  - • Smart marketers double-check that the content actually has a chance of ranking
  - • Ensure keywords are incorporated and on-page optimization recommendations are followed
- ✦ Content approval
  - • Stakeholders give the thumbs up (or tell you to adjust it)
- ✦ Design development (for the content that just got approved)
  - • Designers make those words look good, following your brand and the agreed-upon style
- ✦ Design approval
  - • Stakeholders sign off on the visuals

COPYWRITING CALLBACK
Make your customer the hero!

	Sprint 1	Sprint 2	Sprint 3	Sprint 4	Sprint 5
Content	• Create content for 4-5 top pages • SEO review/ optimization • Stakeholder approval	• Create content for 4-5 pages • SEO review/ optimization • Stakeholder approval	• Create content for 4-5 pages • SEO review/ optimization • Stakeholder approval	• Create content for 4-5 pages (including homepage) • SEO review/ optimization • Stakeholder approval	• Final content review for accuracy, completeness, and formatting
Design	• Create favicon, OpenGraph image, and optimize logo variations needed for the site	• Design for 4-5 pages from Sprint 1 • Stakeholder approval	• Design for 4-5 pages from Sprint 2 • Stakeholder approval	• Design for 4-5 pages from Sprint 3 • Stakeholder approval	• Design for remaining pages from Sprint 4 and homepage • Stakeholder approval

NO-BS TRUTH

Homepage last, seriously.

No-BS truth: Most people default to designing the homepage first. That's a mistake. The homepage is the most complex page–design it last for better focus and results.

Marketing-first logic:

✦ The homepage is your first impression

  • The homepage is usually the first impression for your website. If a user sees nothing else but this page, it needs to communicate exactly who you are, what you do, and how you can help solve their problems in just a few seconds. You need to define the details (service pages, content, user journeys) first to effectively create a homepage that makes them want to dig deeper into your website.

✦ Focus on conversion pages first

  • Design key conversion pages (service pages, landing pages, contact pages) first to nail down core user flows and conversion elements.

✦ Design homepage after you have clarity

  • Website goals, personas, SEO keywords, content strategy, and key user journeys.

Plus, let's be real, things can shift as the project evolves. Designing the homepage last ensures it accurately communicates your final, refined message.

Phase 4: Website development, technical SEO, and testing

- ✦ Watch the build and ensure quality. The devil's in the details.
- ✦ Test everything thoroughly. It's gotta be solid.

Outcome
The website's built, it works, and Google can find it.

Let's get this site built right

Step 4.1 Website building and technical SEO

This is where you keep an eye on your team or agency as they build the website (we love Divi on WordPress or HubSpot because of their flexibility, especially for Marketers!). Your job is to make sure they're sticking to the plan and maintaining quality.

Key steps to manage

- ✦ Platform setup
  - Make sure they get the basics right
    - If there was an old site, it should be backed up (manually, via FTP, or through an archival service)
    - The staging site needs to be hidden from Google while they're working on it ("No Index")

- ✦ Design implementation
  - Watch those mockups come to life
    - Keep an eye on how they're customizing the site to match the approved designs
    - It needs to look good on all devices–phone, tablet, and desktop
    - Make sure they're plugging in all the necessary features and setting up the navigation so it makes sense
- ✦ Content population
  - Get your words and pictures on there
    - Check that they're copying the content from your Website Copy Document correctly and making it look good
    - Image sizes need to be optimized so the site loads fast
- ✦ Functionality check-ins

- Does it actually work?
    - Regularly test that all the forms are working and connecting to your systems
    - The website search should actually find things
    - Make sure other tools you need are properly integrated
- Technical SEO Monitoring
    - Don't forget the important stuff
        - Make sure they're implementing the key technical SEO elements: title tags, meta descriptions, headings, image optimization, structured data, and the robots.txt file

Step 4.2 Testing and quality assurance (QA)

This phase is all about making sure the website is rock-solid before it goes live. It's a team effort involving both your internal team and potentially an agency partner. The goal is to catch any issues–big or small–and get them fixed.

Let's make sure this thing actually works

- Create a QA plan and document
    - Make sure a clear plan is in place for testing all aspects of the website
    - A dedicated QA spreadsheet should be created to track all identified issues
- Try to break it
    - Anyone willing should thoroughly test all the forms, navigation, interactive elements, and calls to action to ensure they're functioning correctly (Everyone gets hands-on!)
    - All issues found will be logged in the QA spreadsheet
- Usability testing
    - If possible, get some real users to try out the website and provide feedback on their experience
    - Note their observations in the QA spreadsheet
- Performance testing
    - Ensure the team is testing how quickly the website loads on different devices and browsers
    - Check official load speed times using tools like GTmetrix and PageSpeed Insights
    - Slow loading times are unacceptable, so these issues go into the QA spreadsheet
- Mobile-friendliness check
    - Double-check that the website looks and works perfectly on mobile phones and tablets

- Any mobile-specific issues? You guessed it–QA spreadsheet
- Security testing
  - Confirm that security vulnerabilities are being checked and that the SSL certificate is in place
  - Any security concerns need to be addressed and noted
- Bug fixing
  - The implementation team will use the QA spreadsheet to track and fix all identified bugs
- A second round
  - Once the initial testing and fixes are done, take another turn to thoroughly test the website, documenting all feedback and issues in the QA spreadsheet
- Final sign-off
  - After all testing rounds and fixes are complete, everyone signs off on the QA spreadsheet, indicating their approval for launch

**NO-BS TRUTH**

A few technical things to keep in mind

- Platform setup
  - If you're using WordPress, install Yoast. Make sure the OpenGraph image is loaded. Link up Google Search Console. **Crucially, the site should be set to "No Index" while it's being built**.
- Technical SEO
  - You need to do a full final technical SEO audit. On-page optimization (titles, descriptions, headings, image optimization) needs to be implemented. Structured data should be added. The robots.txt file needs to be optimized. Use Yoast to fix any on-page SEO issues.
- Functionality
  - Make sure they configure all the necessary forms (contact, lead capture, etc.). The website search functionality needs to be working. Ensure any required third-party integrations (like analytics or your CRM) are properly set up.

Phase 5: Launch, Optimization, and Growth

- ✦ Launch the website. Time to go live!
- ✦ Monitor, fix, and optimize to win the long game.

Outcome
The website's live, we're tracking how it's doing, and we keep tweaking it to get better results.
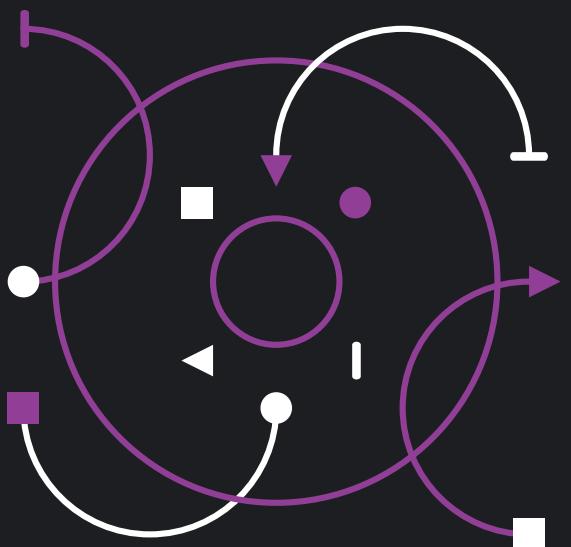
Time to go live (and make sure it stays that way)

Step 5.1 Website launch
Let's launch this thing!

Alright, this is the moment you've been waiting for. First things first, figure out who's actually going to hit the "go live" button. If you've got an IT team, loop them in early. Make sure they're clear on the plan and any technical stuff that needs to happen. If you're running this through WordPress or HubSpot yourself, get familiar with their specific launch procedures.

DNS Records

Think of DNS records as the address book for the internet. You need to make sure the address for your website (your domain name) is updated to point to the location of your new website. This usually involves making changes with your hosting provider.

Confirm with your IT team or whoever is managing your domain name that these DNS records will be updated to point to the new website. This is a critical step to make sure people actually land on your new site!

Propagation

Once those DNS records are updated, it takes a little while for these changes to spread across the internet. This is called DNS propagation, and it can take anywhere from a few hours up to two days for everyone to see the new website.

Be patient! During this time, some people might still see the old website. This is normal, so don't panic.

5.2 Post-launch activities
- ✦ Post-launch QA (one last sanity check)
  - • Conduct at least two more rounds of testing internally to make absolutely sure everything is working correctly
- ✦ Analytics tracking
  - • Installation
    - • Make sure your analytics tracking (like Google Analytics) is properly installed, configured, and firing
    - • This is how you'll see who's visiting your site and what they're doing

- Goal setup
  - Set up goals in your analytics to track the important stuff, like form submissions or downloads
  - This will show you if your website is actually helping you meet your business goals
- ✦ XML sitemap submission
  - Submit to search engines
    - Submit your website's XML sitemap to Google Search Console and Bing Webmaster Tools
    - This is like giving them a map of your entire website so they can index all your pages
  - Verification
    - Double-check that the sitemap has been submitted and processed correctly by both search engines
- ✦ robots.txt optimization
  - Accessibility
    - If you haven't already, optimize your robots.txt file
    - This tells search engine crawlers which pages they should and shouldn't access
  - Testing
    - Use online tools to test your robots.txt file and make sure it's configured correctly
- ✦ Initial performance monitoring
  - Analytics
    - Using your analytics, watch your website traffic and performance in the first few days after launch
  - Uptime
    - Use a tool like UptimeRobot to monitor your website's uptime and get alerts if it goes down
  - Issue identification
    - Based on this initial data, identify any immediate issues or areas that need improvement
- ✦ Post-Launch Technical SEO
  - Website crawling

- Crawl your new website using a tool like Semrush to find any errors, warnings, or notices
- Google Search Console Crawl
  - Crawl your new site using Google Search Console to see what Google sees
- Basic structured data
  - Implement basic structured data or schema (you can use Google's Data Highlighter tool if needed)
  - This helps Google understand your content better
- Speed test comparison
  - Run speed tests on your new website using Google PageSpeed Insights and GTmetrix and compare the results to the speed of your old website (if you have that data)
- Fix SEO issues
  - Use the results from Yoast (if you're using WordPress) to fix any remaining on-page SEO problems

You're ready for takeoff

So there you have it. This framework isn't about fluff or endless meetings. It's a no-nonsense guide to getting a B2B website built the right way–one that actually helps you hit your Marketing goals. Stick to these phases, keep your team or agency accountable, and you'll end up with a website that not only looks great but also drives real results for your business. Now go make it happen.

We don't just talk the talk. This framework is battle-tested and proven to deliver websites that drive growth (and win awards). See the results for yourself.

Optimized website redesign drives 179% more traffic

Read the case study

Website redesign drives 292% traffic increase

Read the case study

Want your own award-winning website but need help making it happen? We'd love to partner with you to knock your Marketing goals out of the park. Contact us to get started.

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