



MARKETING GRAHAM

Website Structure

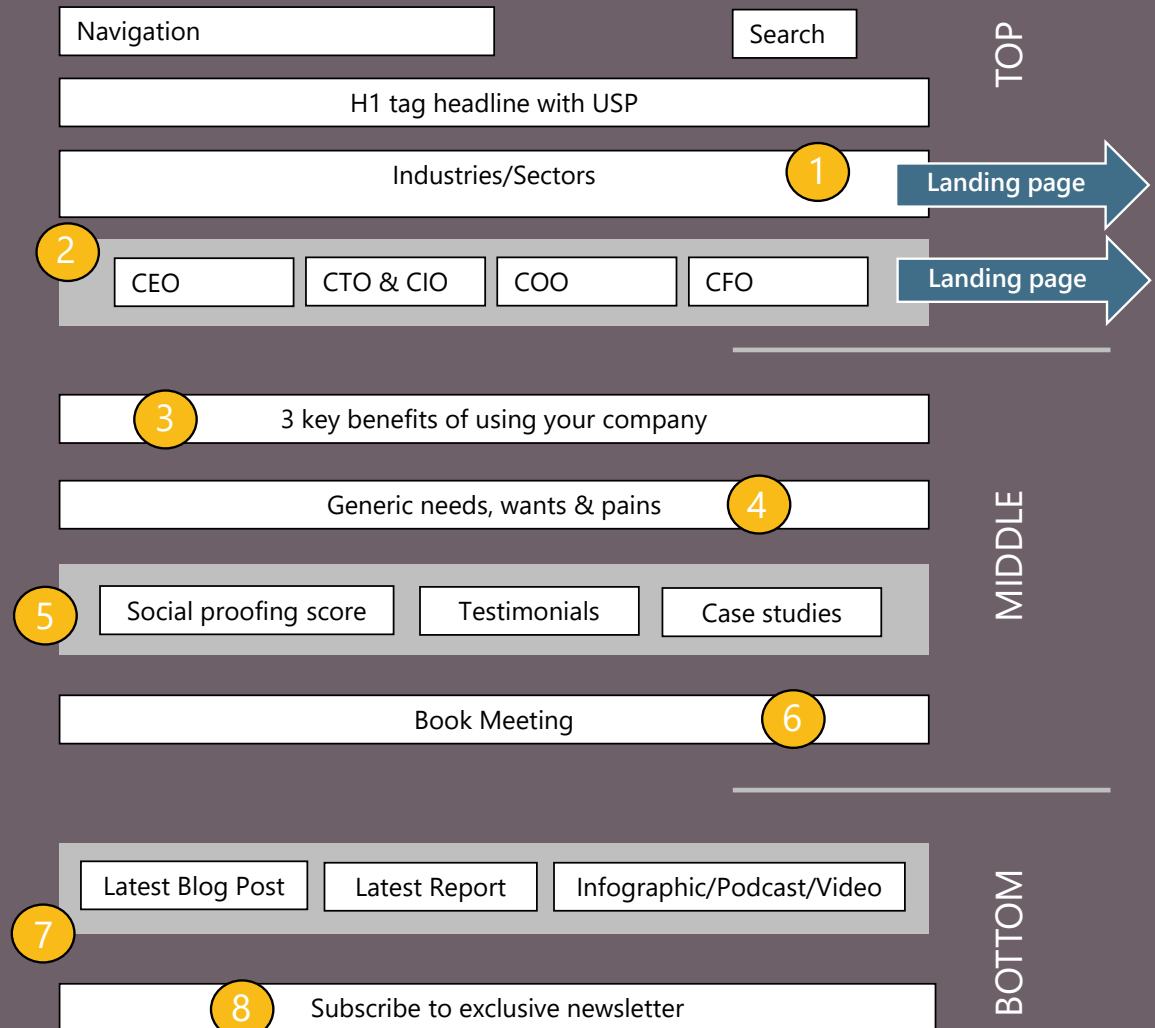
A typical B2B home page

While there is no one-size-fits-all website structure, this guide is intended to show how visitors can be led along a path to take action.

Home Page Structure

The top section is designed to show you understand the visitor's job role and sector. The middle section provides proof you are good, and the bottom section is for those that are not ready to buy.

- 1 Highlight the sectors you serve*, take them to a dedicated landing page
- 2 Relevant message for specific job titles*, take them to a dedicated landing page
- 3 Three benefits for job titles and sectors not listed in items 1 & 2
- 4 Needs/Wants/Pains for buyers not listed in item 2
- 5 If you've convinced them you know their challenges, they'll want proof you're as good as you claim
- 6 At this stage in the path they should want to book a meeting
- 7 If they are not ready to buy, give them content that teaches them something they didn't already know
- 8 Encourage them to sign up for exclusive content so you can nurture



* If possible, use 'smart content' that delivers a different message based on the visitor's job title or sector.

An award-winning, Marketing Director with over 25 years' experience in both digital marketing strategy and social media tactics, as well as data marketing (including marketing automation, email marketing campaigns and direct mail)... the full marketing mix. Currently focusing on data compliance (GDPR and ePrivacy), content-driven marketing programmes and lead generation.

A qualified marketer and Fellow of the Chartered Institute of Marketing (CIM), I also served on the 'GDPR Working Party' at the Data Marketing Association (DMA) and was a Council member at the DMA for 3 years. Published my first marketing book in 2018 - started writing it in 2016!



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