

Schedule investment in your website: it's the only way

Adapted from Chris Rand's [Online Marketing: An Article A Day](#), March 2011

Long-time readers will be quite familiar with my recipe for a successful B2B company website. It's not particularly radical, and almost every online marketing advisor in the world would agree with it. There are three stages. Firstly, ensure your website is well structured and is search-engine friendly, and that new content takes on all the correct attributes automatically. Secondly, write new content frequently. If the way you want to present your company and its products doesn't lend itself to having more material added within the main structure, start a blog or a section of the website where you can add this content. Thirdly, promote what you've done. Use email, use social media, use pay-per-click advertising, use the facilities which other websites offer to publicise yours. As part of all this, you'll start to build external links as well as real traffic too.

Your website is the single biggest marketing asset you have. Do **not** treat it like office furniture: *"Right, I've bought a new desk, that should do for the next few years, when it gets tatty I'll buy a new one."* A website is not like that – it's a fire which needs constant stoking. You should be spending time and money on it every week. If you're not, I can only assume you have no marketing budget, because nothing has a greater priority.

Item number one for next year's marketing budget? *What percentage are we going to devote to ongoing expansion of our website and its visitor traffic each week?*

A practical plan to invest in your website

You're now probably thinking: "Give me a practical plan to do that". So here it is. You'll need the following:

A freelance web designer/developer who can add a new section to your website, which matches the style of what you've got, but is in fact a proper content-managed system like WordPress or something similar. It'll cost you about £1,000, but there's no ongoing expense and it'll last forever. If you don't know anyone, ask me and I'll sort you out.

Secondly, you'll need **a reliable freelance technical writer** who can populate this section for you. I would suggest budgeting about £500-£750 a month for this. Again, if you don't know anyone, ask me and I'll point you in the right direction.

Now, we'll call this section of your website "Questions and Answers". Every couple of months, you and the technical writer are going to sit down together and draw up a list of 6 to 8 "questions" which might help prospects and customers. They might refer to your products, or (equally likely) they might refer to the technology in your industry in general. The technical writer will then go away and answer each question in a short article of no more than a couple of hundred words. The articles will be loaded up into the system, and released, one per week.

Having read all that, it's time to ask yourself the question: *can you find £10,000 to invest in making your website into a prospect magnet over the next twelve months?* If not, I'd love to know what else in your marketing budget is preventing this, by apparently being better value.

5 reasons to add more general content to your B2B website

So, what will you get from expanding the content on your website? Here are some of the outcomes.

1. **Your company will look so much better.** Have you ever looked at your company website through the eyes of a prospect who doesn't really know you? Is there really anything there which suggests they should give you a call, other than the normal marketing waffle about your complete holistic multi-dimensional systems capability and your customer-focused outward-facing philosophy? A list of products isn't much of an incentive. They can get products from that big catalogue company, and they know what the products will cost, and be confident they'll arrive in the morning. *You* know how much more you can bring to the table, but does your website demonstrate that you know your stuff? Once you've got questions and answers on the website, it shouts: *"We're knowledgeable, we're involved in the market, and we're going to make sure you get the right product for the job"*. (Unlike, presumably, that catalogue company).

2. **You'll start getting more visitors to your website.** More content means more chance of being found in the search engines, automatically. But useful content, which answers questions other people don't want to answer, gets links from other websites. And more links means more visitors, both directly from that site, and through improved ranking in the search engines. This really does work, slowly and steadily.

3. **You'll start getting more genuine prospects to your website.** More visitors are no good if they're not the right visitors, but they will be, because they'll find you from search engines where they've been researching a question and where your site was suggested as having the answer. *"How do I*

do this?" "What does this mean?" "What's happening with this legislation?" If you've got the answers, they'll instantly be interested in what else you've got to say and to offer.

4. You're building a cumulative marketing asset. You know that half-page advert you just placed in a magazine? Some people will see it when it arrives on their desks. And within days, it'll be history. Just like that trade show, once it's over. But content on a website just quietly sits there, working away, forever. I can show you articles I put on the web in 1997 which are getting more visitors 14 years later than they did when they were first published.

5. You can push it out to prospects as well as pull them in. "Did you find this article useful? Join our free mailing list and we'll send you something similar every week." Get that part right and you can build a circulation of hundreds of prospects who perhaps might not want your products now, but will be hearing from you regularly when the time comes that they *can* make use of your services.

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