



Website project planner

For B2B businesses wanting more web leads



Bespoke

Making sense of digital.

Who is your customer?



Redesigning and rebuilding your company's website can feel like a big project. But with good planning, and the right process, it can be very smooth and successful.

At Bespoke, we've been rebuilding B2B websites for over 20-years.

We know that one of the keys to success is to plan well. That includes both client and agency being clear on the objectives of the project before any work begins.

For a B2B company, if planned well, your website will be an asset for the business and one which pays for itself quickly, and many times over.

This planner puts focus on the questions that lead to success from the very start.

Your company name

Your website URL

Your ideal customer

What is their job title?

Who do they work for?

What problem do they need to solve?

Your closest competitors

Competitor #1

Competitor #2

Competitor #3

What do you need from your website?

Which goals are most important?

(Rate 1-5, with 1 being most important)

- Get more new business leads
- Get better quality new business leads
- Retain existing customers
- Improve/update brand positioning
- Attract job applicants

How many leads is enough?

(Add numbers for leads per month)

| Current website | | New website |
|----------------------|--------------------------|----------------------|
| <input type="text"/> | New business enquiries | <input type="text"/> |
| <input type="text"/> | Brochure downloads | <input type="text"/> |
| <input type="text"/> | Scorecard completions | <input type="text"/> |
| <input type="text"/> | Email newsletter signups | <input type="text"/> |

What is a good lead for you?

Which product/service do you want enquiries for?

What is the approx lifetime value of a new client?

Setting goals for your web project

Over the years we've seen that the businesses that treat their website like a salesperson get the most leads.

That means measuring the number of leads the website gets on a continuous basis.

For example, for our clients, we measure leads on a board in our office. Our team keeps track every day, and makes adjustments and takes action where needed.

Pearson's Law states that "what gets measured improves" and that is certainly the case with online lead generation.

That's because working this way keeps everybody focused on the only outcome that really matters - the value your website gives you each day.

Would you like to dig deeper on how your website could deliver more for you?

Book a free exploratory video call for additional planning advice at no cost by emailing hello@bespokedigital.agency

The 3 essentials

For a B2B business to generate leads online 3 things need to be in place, and well executed. Let's take a look at the 3 essentials:

Strategy.

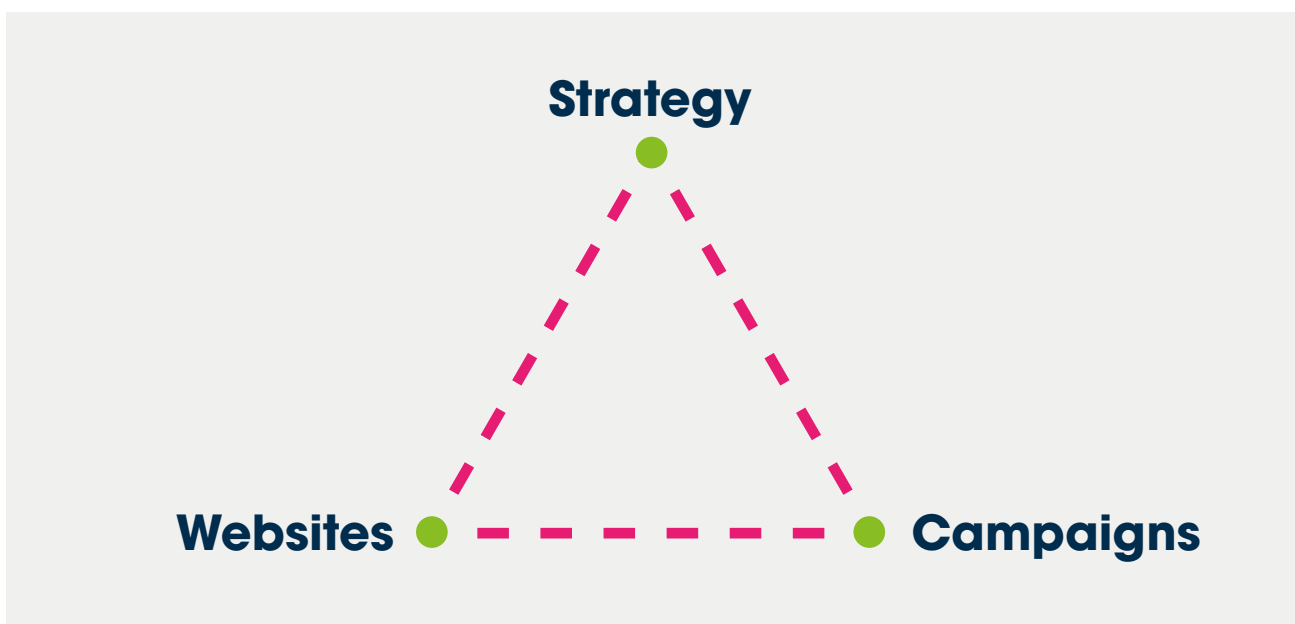
Budget is wasted if work on websites or campaigns begins before the strategy is fully developed. Building the right strategy requires a deep understanding of the customer, competitors, the tactics that get the most leads for the least spend, the value proposition and content pillars. By way of example, Bespoke only takes on client projects after a workshop has taken place to build the strategy. It would be irresponsible to do otherwise.

Websites.

For B2B businesses, performance websites are custom built using fast, lightweight, enterprise-level tech. They convert visitors to enquiries at a high rate, and are continually monitored and optimised once live, to further improve performance.

Campaigns.

Once a performance website is in place, to maximise leads, laser targeted campaigns are run. These are online campaigns that are only seen by likely prospective clients. These complete the jigsaw, for a steady flow of leads.



What would prospects search for?

(What might their top 3 search keyphrases be?)

1st keyphrase

2nd keyphrase

3rd keyphrase

What might they want to find?

(What are 3 menu options they'd want to see?)

1st menu option

2nd menu option

3rd menu option

What might make them leave?

(What might frustrate them on your website?)

Think of one good example

Organising content for your website

One of the classic mistakes people make with website content is to plan what they want to say rather than what their prospect wants to hear.

So the first job in any web project is to take a step back and switch into our prospects frame of mind.

The questions on this page are designed to encourage this more user-centric approach to planning content.

To complete this page effectively, think of an ideal customer you would like to duplicate if you could.

Why would they visit a website like yours? What would be the problem they are trying to solve? What would a complete solution look like to them?

Thinking this way makes it easier to plan a website that will deliver on your goals.

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Which agency?

Regardless of process, website projects also fail or disappoint where the wrong agency is chosen. This is surprisingly common, and every week we get a call or email from somebody dissatisfied with their current agency.

But by following some simple criteria, it's possible to make the right choice. Here are some questions we encourage people to ask when choosing the agency for the web project. These are also our criteria for accepting or rejecting projects.

1. Sector specialism.

A website from a specialist agency will perform better than one from a generalist agency. For example, Bespoke specialises in B2B lead-gen websites. We deliver these projects very well, but if enquiries come in for other sectors or types of website, we refer them elsewhere. It's always best to work with a specialist.

2. Size specialism.

The client-agency relationship is key. So agencies that normally work with businesses your size are the ones to choose. For example, Bespoke works with businesses with 10 or more staff, but not small start-ups.

3. Location.

If you want a website that performs, you'll want your agency to be accountable for results. Face-to-face meetings increase understanding and a natural accountability develops. So choose an agency in your area. Bespoke only takes on projects in the UK, normally in the north-west or London, near our offices.

4. Retention rate.

Your agency should have a good retention rate, and shouldn't be taking on too many new clients each year. Ask any prospective agency how many new clients they take on each year, and their client retention rate. Bespoke takes on a handful of new clients each year, as our retention rate is well above 90% each year.

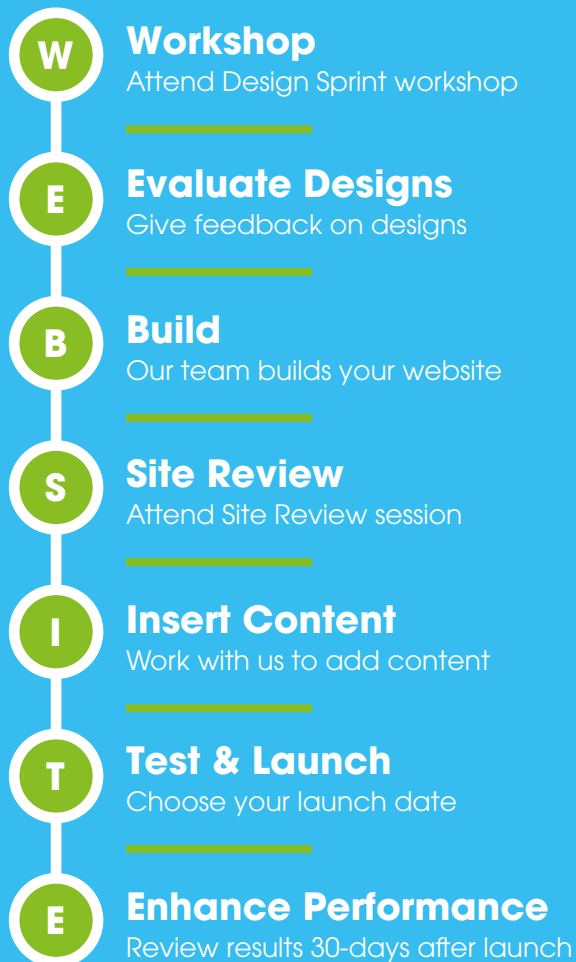
5. Strategy workshop.

Your agency should offer you a workshop as the first step. As well as the insights you'll take away, this gives you the opportunity to meet the key people at low cost, and at no risk, before you invest larger amounts in a website or retainer.



Project process

Lead-gen website process



Bespoke's website process has been built over 20-years, and delivers on time, on budget projects.

- The size and complexity of your website dictates the time needed, and the cost (get in touch for indicative costs and timescales).
- Designing and building a new website normally takes 6-10 weeks start to finish. Part of this is the time the website is with you for review.

Projects are successful if they follow the steps, and more risky if they don't.

What is your Launch date?

Launch month

Workshop month (approx 12 weeks earlier)

Appoint agency (approx 10 weeks earlier)

To discuss your project, or to book a strategy workshop to plan your project:

Call 01772 591100

Email hello@bespokedigital.agency

Or visit www.bespokedigital.agency

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Ready to chat?

hello@bespokedigital.agency

Northern HQ

Strawberry Fields Digital Hub,
Chorley, PR7 1PS

01772 591100

London HQ

1 Pancras Road,
London, NC1 4AG

0203 441 6695

Bespoke

Making sense of digital.