

IS YOUR B2B WEBSITE AUDIENCE-READY?

5 web development trends
to set your website apart.



Mot Juste is a

B2B marketing communication agency

that specialises in the
design and development of

professional, high-quality websites

that work for your business.

Business communication is constantly evolving, and your website needs to keep up. But optimising a B2B website isn't the same as building a consumer-facing site. If you take the same approach, you risk ending up with a website that doesn't effectively serve your audience.

B2B businesses span a wide range of industries, from manufacturing to software and specialised solutions. You deal with complex solutions, meaning that your website must present technical details, use cases, and best practices in a way that's easy to navigate. Customers need to quickly access specification sheets, engineering drawings, and product comparisons—without getting frustrated!

The B2B buyer's journey is different, too. These are high-value purchases made after extensive research. Your website should guide potential customers seamlessly, helping them understand your competitive advantage and making it easy to find the right products.

Most importantly, your website must attract the right audience. It's not about broad reach—it's about targeting niche buyers who genuinely need your services. Strong, well-structured content improves search visibility among this segment, and ensures your site works as a relevant lead-generation tool.

We can help you build a website that drives real results.

Here's how to optimise yours and leverage key B2B website practices.

01

DETAILED MENU STRUCTURES

Why?

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You offer hundreds of products, serving dozens of industries. You even customise delivery based on customer needs. With so many options, your website can quickly become a maze of pages—product pages with specifications, solution pages, and more.

Sure, creating these pages might seem simple. Automation and CMS tools can help streamline the process. But with an overwhelming number of pages, your users are left frustrated, unable to find what they need.

That's why navigation is crucial. Your website must be easy to browse, with clear pathways to help users quickly find what they're looking for. Organise all that information effectively with a comprehensive menu.

Customers getting lost in a maze of webpages?

Streamline your navigation with detailed menu structures.

How?

All your key webpages need to be listed in your website header menu, but you need to ensure that it's structured for easy browsing and seamless navigation.



Work with your agency to design a menu structure that truly works. For instance, Mot Juste consults with businesses to identify the key information that needs to be front and centre.



How do you make these decisions? First, **understand your own business and clients.** What are your priorities? How do your customers typically browse? What are they really searching for?



Mot Juste creates comprehensive menu structures that showcase your products and services in an **intuitive, user-friendly format.**



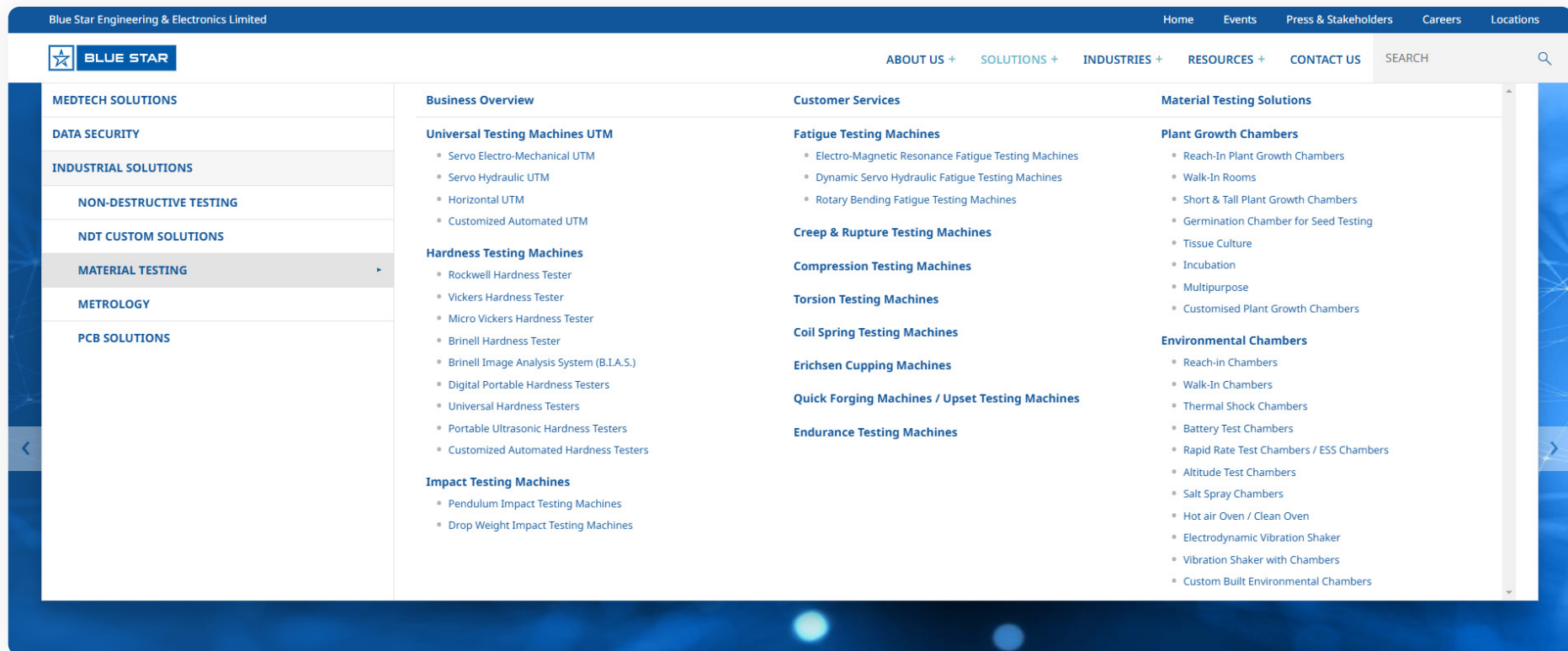
This ensures your **customers can quickly find** what they need—without confusion or second-guessing whether they're in the right place.

Mot Juste offers a consultative approach to understand your customer's on-site journey. We then help design and organise menus and submenus to suit your website's navigation needs.

In the Real World

Blue Star Engineering & Electronics needed to showcase over 50 product categories on their website, along with numerous subcategories and individual product pages.

To tackle this complexity, we designed a clear and intuitive product menu structure. Here's how we organised their offerings to ensure seamless navigation and an improved user experience.



02

UNIQUE GRAPHIC STYLE

Why?

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Your business operates in a competitive landscape, where subtle differences often separate you from your competitors. Relying on your website's content alone won't cut it—you need to stand out visually.

Strong branding and design can elevate your perceived value, making your business look more premium and professional. A cohesive, holistic branding strategy helps you differentiate and catch the eye of your audience.

Your unique branding could come from a signature color, a distinctive font, or a memorable design element. Among these, design elements and graphic styles are the most impactful tools for creating a lasting impression.

Stand out from your competitors visually.

Elevate your perceived value with a cohesive branding strategy.

How?

It's all about aligning your visual style with your brand personality. There's no one-size-fits-all approach. However, there are some universal graphic design principles that you can follow.

Keep your colours, fonts and elements **consistent**.

Use **animation and video** wherever possible to add vibrancy.

Convey **professionalism** through classic shades and elegant fonts.

You can also stand out by leveraging some emerging web design trends.



Custom illustration



Frosted glass effect



Smart video usage



Text-only hero images



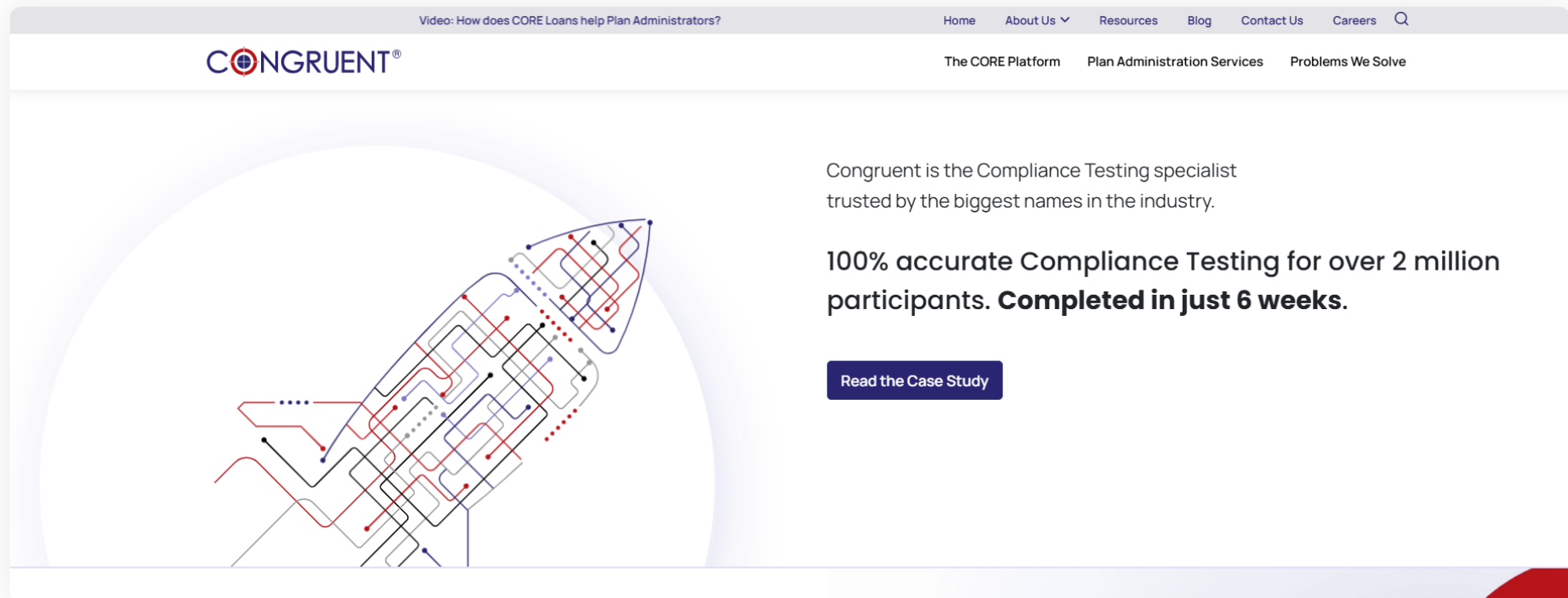
A blend of photos with graphics

Mot Juste works with you to craft an offbeat graphic style that sets your B2B website apart, helping your brand make a lasting impression.

In the Real World

Congruent Solutions wanted to build a brand identity that stood out and would be memorable. We helped them achieve this with a unique design style that was dynamic and distinctive.

To reflect the brand's personality, we animated key design elements, creating a visual identity that truly captures their dynamic spirit.



03

CONSULTATION AT-SCALE

Why?

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B2B buyers are hands-on, dedicating significant time to research before making decisions. They're not just looking for products or services; they're seeking thought leaders—experts they can trust. Offering consultations is a proven way to build that trust, but how can you provide this personalised guidance at scale?

That's where actionable, interactive modules come in. These tools deliver expert advice at scale while doubling as a highly effective lead acquisition strategy.

Buyers often have specific questions early in their journey, long before they make direct inquiries. By offering valuable insights or tools at this awareness stage, you position yourself as a trusted authority, build confidence, and capture leads—all by delivering something valuable upfront.

Provide scalable, meaningful consultations through simple, impactful web modules that answer questions, guide decisions, and pave the way for deeper engagement.

Your customers value a consultative sales approach.

Impress with actionable, interactive modules for consultation at-scale.

How?

With most buyers starting their journey online, actionable modules deliver real value while positioning your brand as an industry expert.



Actionable modules that enable consultation at-scale, or interactive web tools, provide **tailored information** that customers might typically receive from a salesperson in a showroom.



For example, an air conditioning manufacturer could use a **customised module** to estimate the air conditioning tonnage a customer needs based on details like room size, number of occupants, and location.



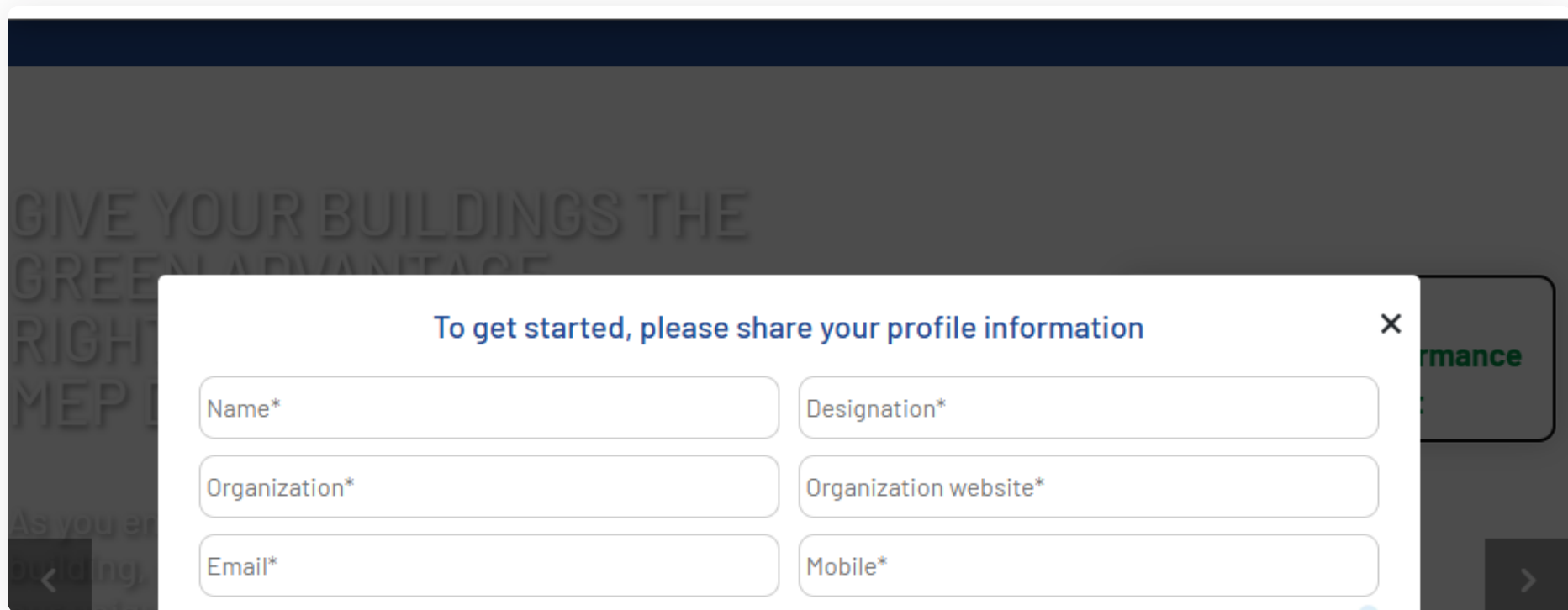
By offering actionable, valuable insights, you **establish trust early** in the customer journey, setting the stage to convert leads into loyal, long-term customers.

Mot Juste can develop such tailor-made tools, no matter the algorithm required, to deliver personalised recommendations and capture leads from highly interested prospects.

In the Real World

Conserve Consultants wanted to reach out to more prospective customers early in their sustainability journey. To help them achieve this, we created a Quick Energy Performance Assessment module to showcase their expertise while providing real value to potential customers.

The module was built to seamlessly incorporate Conserve's algorithm and also included a form to capture prospect contact details, seamlessly combining lead generation with valuable insights.



The screenshot shows a mobile application interface with a dark background. A white modal form is overlaid in the center, titled "To get started, please share your profile information" with a close button (X) in the top right corner. The form contains six input fields arranged in a 3x2 grid:

- Row 1: Name* (left), Designation* (right)
- Row 2: Organization* (left), Organization website* (right)
- Row 3: Email* (left), Mobile* (right)

The background of the app shows a blurred image with the text "GIVE YOUR BUILDINGS THE GREEN ADVANTAGE" and "RIGHT MEP". A button labeled "Performance" is partially visible on the right side of the screen.

04

INSIGHTFUL BLOGS

Why?

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Your customers need thoughtful, well-researched information about your industry. As we discussed earlier, they value a consultative sales approach. They also value content that dives deep into relevant industry topics, that align with their needs. This positions you as a trusted authority while addressing their questions and challenges.

At the same time, your website must be easy to find. While search algorithms are not public, we know that high-quality, engaging content is key to improving visibility. So, how

do you attract visitors to your site while providing them with the thoughtful, relevant insights they seek?

Thoughtful, well-researched blog posts are a powerful way to enhance search rankings, engage with your audience, and build trust. They showcase your expertise, provide value to your readers, and create meaningful connections with potential customers, helping guide them on their journey.

High-research buyers give value to thought leaders. Niche industries need to be found by the right audience.

Insightful, frequent, well-presented blogs serve both purposes.

How?

Creating blog content that is relevant, engaging, and SEO-friendly is essential.



Bloggging is not about stuffing posts with keywords—it's about crafting **thoughtful, human-centric content** that resonates with your audience and reflects your brand's voice and tone.



Your blogs should address the real questions your customers are asking, providing value while seamlessly incorporating your keywords. Achieving this requires a **strategic approach**, starting with a marketing consultation to understand what your audience is searching for.



Consistency is key. Regularly uploading fresh, well-written content—on a weekly or biweekly basis—keeps your audience engaged and your website relevant to search engines. Done right, your blog becomes a powerful tool for building trust, driving traffic, and answering your customers' needs effectively.

Mot Juste can work with you to create a blog and regularly update it with insightful, engaging, well-researched content.

In the Real World

CloudNow Technologies wanted to enhance their digital presence and establish a strong reputation for thought leadership. Mot Juste partnered with CloudNow to regularly create blog posts that deliver valuable insights and improve SEO performance of the CloudNow website.

These blogs are crafted to engage with a technical and business-savvy audience. Covering a broad range of topics, the content is informative, professional, and relevant, positioning CloudNow as an industry thought leader while driving visibility and engagement online.



05

INTERACTIVE NETWORK MAPS

Why?

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When your business operates through a network of dealers, distributors, and agents, you need to present the complete network on your website. Customers need to know where they can access your products or services and what each network partner offers. They may otherwise feel uncertain or frustrated, hindering sales and damaging trust.

However, how you present this information is just as important as what you present. A static list or complex navigation doesn't cut it anymore. Customers expect intuitive, interactive tools that simplify their search. For instance, an interactive map with robust search functionality allows customers to input their location and instantly find the nearest partner, with information about their offerings.

How do you present your vast network of Company representatives?

Elevate the customer experience with intuitive, interactive maps.

How?

An interactive map allows customers to click, explore, and customize their search based on their specific needs.



An intuitive solution would offer a **visual representation of your entire network**, making it easier for users to find nearby agents or distributors at a glance.



Basic filter options are helpful but insufficient. Customers need intuitive tools to find exactly what they're looking for. **Advanced features** like proximity search, filters for services, and clickable details ensure a seamless experience.



An interactive, automated solution enhances the customer experience and saves time and effort. It's a practical, visually engaging way to showcase your network effectively.

Mot Juste helps you create an interactive, engaging network map and support you with real-time updates as needed.

In the Real World

Dolphin Maritime specialises in insurance claims surveys for ships, and partners with survey agents to assess vessels. Mot Juste collaborated with Dolphin Maritime to develop a seamless Survey Agents Network Map application.

The solution features a comprehensive, interactive map, making it easy for customers quickly locate the nearest agent, no matter where they are in the world. This user-friendly tool enhances accessibility and ensures Dolphin Maritime's clients receive timely, efficient support.



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