

PERFORMANCE WEBSITE DESIGN

YOUR BLUEPRINT FOR A WEBSITE THAT DRIVES
BUSINESS GROWTH AND **PAYS FOR ITSELF**



**CONTENT
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INTRODUCTION

When my company's new website disappeared from Google the impact was devastating.

Instead of driving our next phase of growth, sales went into reverse. We lost over £5 million of revenue over the next three years. Ouch!

This painful experience has driven me to dedicate the last decade to mastering digital marketing, with a keen focus on website design. I've interviewed specifiers and contractors to understand their needs, attended conferences globally to listen to digital marketing experts, evaluated over 1,000 websites and translated industry standards into web design best practices.

The results have enabled our team at Insynth to create high-performance websites for construction-related businesses; assets that work relentlessly 24/7 to deliver business growth.

"If you don't find a way to make money while you sleep, you will work until you die"

Warren Buffet
CEO of Berkshire Hathaway



In the last 5 years, websites we have built and managed **generated over £250m in specifications and enquiries and over £50m in sales** (including for my own business).

My successes, mistakes and learnings over the last decade have been condensed into this guide. It will help you navigate the complex world of website design and ensure that your website is powering your company's growth.

By following the strategies and insights within you can avoid common pitfalls and costly mistakes, maximise your return on investment, and set your business up for long-term success.

Arranged in four distinct sections, the guide provides practical advice on the key aspects of **website strategy, design, ongoing development** and **ROI**, including:



- **Understanding the unique needs of the construction industry**
- **Identifying and supporting the needs of different target audiences**
- **Creating a visually appealing and informative website that showcases your solutions and gets them specified**
- **Balancing the investment in your website with other sales and marketing channels**
- **Ensuring your website complies with industry standards and guidelines, such as the BS4940-2:1994 and the Code for Construction Product Information (CCPI)**
- **Implementing search engine optimisation (SEO) strategies from the early stages of website design**
- **Measuring success through analytics, user feedback, and continuous improvement**

Let's embark on this journey together and transform your website into a high-performance asset that drives growth, positions your company as an industry leader, and keeps your competitors in your wake.

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Chapter 1

WHAT'S A PERFORMANCE WEBSITE

& WHY YOU NEED ONE?

A performance website is purposely designed to be easy to find online by your target audience when they are looking for information that relates to your industry, is packed full of useful content and is easy to navigate and understand.

It is designed to be intuitive to use, is visually inspiring, it logically supports the customer journey and has the goal of converting visitors into leads, specifiers or customers.

It works well on all devices, loads quickly, is secure and accessible to everyone. It is loaded with analytics tools which can trigger sales and marketing activity or identify areas for content or design improvement based on visitor behaviour.

That all sounds impressive and obvious, but why is it critical to have a performance website, rather than a standard 'brochure' website?

In simple terms, it's because the world has changed faster than people realise.





This table explains how B2B decision making has shifted in the last 20 years.

Percentage of B2B buying decisions that begin with an online search

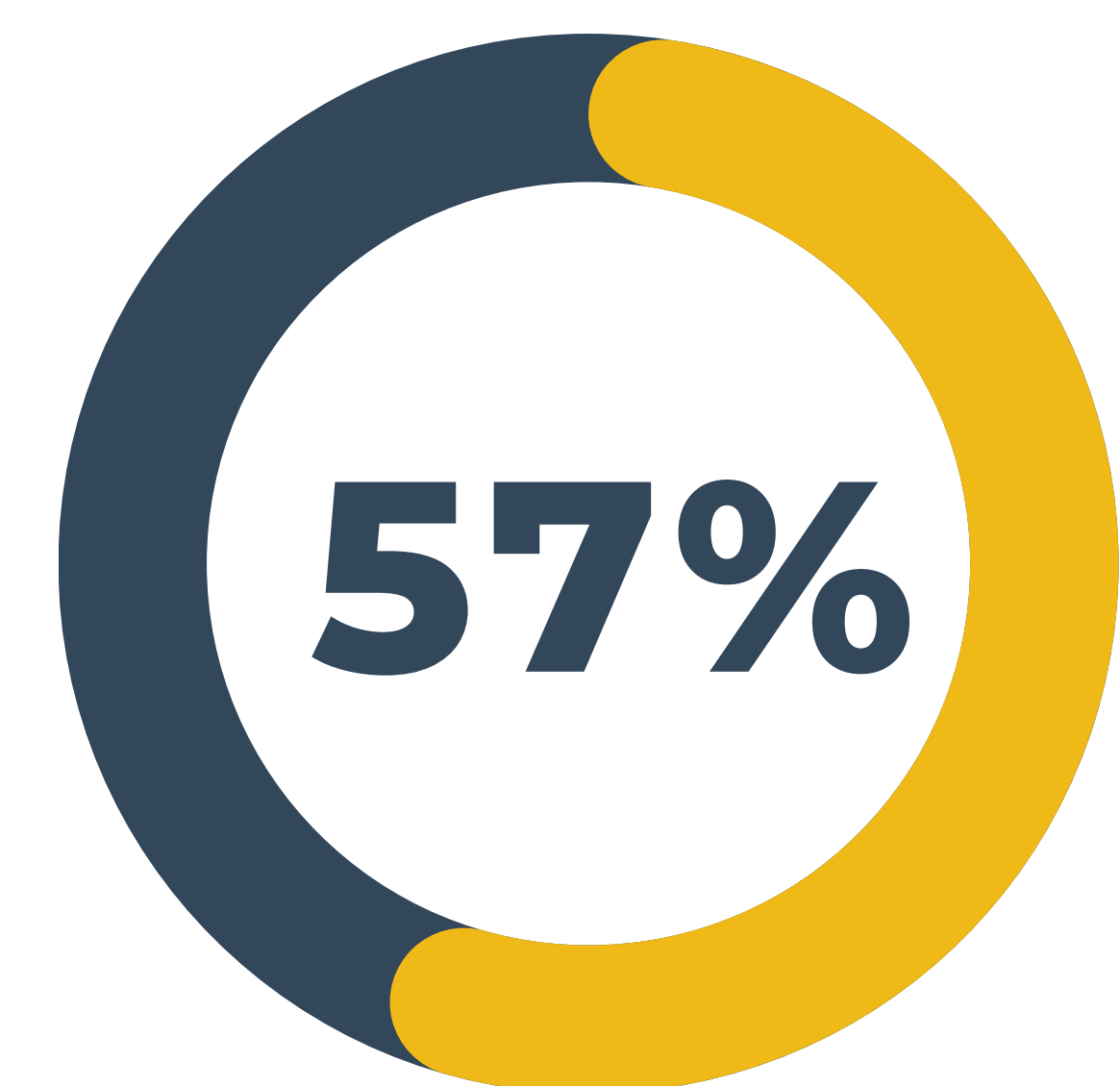
YEAR	PERCENTAGE		SOURCE
2000	<div></div> 5-10%		Early internet era estimate
2005	<div></div> 20-30%		Pre-social media era estimate
2010	<div></div> 45-60%		Post-social media era estimate
2015	<div></div> 60-75%		B2B e-commerce growth estimate
2021	<div></div> 70-89%		Various industry reports & surveys



Then look at how much traffic goes to the top three and ten search results...

SEARCH RESULT POSITION	PERCENTAGE OF CLICKS
1st	<div></div> 33%
2nd	<div></div> 15%
3rd	<div></div> 9%
4th	<div></div> 6%
5th	<div></div> 4%
6th	<div></div> 3%
7th	<div></div> 3%
8th	<div></div> 2%
9th	<div></div> 2%
10th	<div></div> 2%

(Moz.com)



According to Gartner's "The New B2B Buying Journey" (2019), B2B buyers are typically 57% of the way through their decision-making process before they engage with a sales representative. This has likely increased in the last few years.

If your website is not found online and able to answer the questions that specifiers have at the beginning of their journey, the likelihood of getting long-listed, then short-listed and eventually contacted is close to zero.

In contrast, those businesses that have adapted to this change in buyer behaviour are thriving, often with minimal serious competition to their specification.



When I overhauled my website in 2018 I couldn't have predicted a 250% rise in sales over the last five years, but that's what happened. And revenue is continuing to grow, all by focusing our sales and marketing investment on our website.

[Grade Your Website](#)

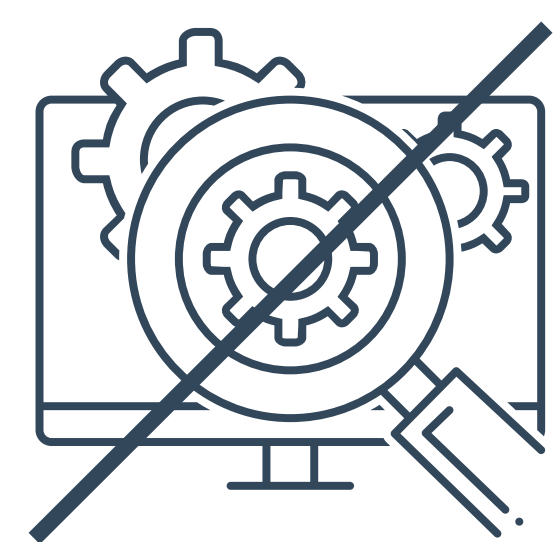
Chapter 2

WHY MOST CONSTRUCTION INDUSTRY WEBSITES FALL SHORT

A good website is a critical asset for every business, but the unique dynamics of the construction industry make website design more complex than in other B2B sectors.

Selling products and services into building projects requires navigating and supporting the complex decision-making process of multiple stakeholders, providing up-to-date and accurate product information, catering to diverse target audiences, ensuring compliance with industry standards and guidelines, and implementing effective SEO strategies.

Unfortunately, most websites fail to meet the needs of specifiers and contractors. Problems include:



**Sacrificing
functionality for
design**



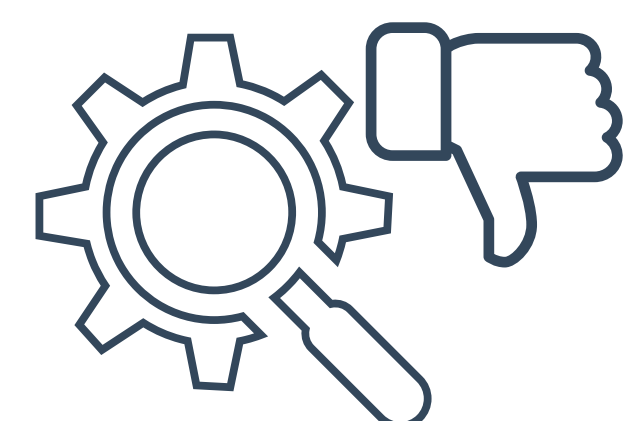
**Lack of technical content
& copy**



**Using company-
centric copy**



**Deliberately restricting
the access to information**



Poor SEO



The result is a nice-looking website that doesn't rank on Google, so it rarely gets visited. When it does, it frustrates visitors, killing your sales opportunity.

If this sounds like your website, ask yourself -

"How much is this costing us every year in missed opportunities?"



To address these challenges, you must ensure that your website is customer-centric, informative, and compliant with industry standards and guidelines. Building a well-designed website that meets the unique needs of the construction industry is essential for driving growth and revenue.

A performance website is THE critical asset in your sales and marketing strategy. So, let's find out how to begin.

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Chapter 3

GET THE STRATEGY RIGHT

BEFORE YOU BEGIN

Before you begin a redesign, it's important to ensure that your website strategy is well-defined and aligned with your business goals.

By taking the following steps, you can create a solid strategy that will guide your redesign project and set you up for success.

1 DEFINE YOUR GOALS

What do you want your website to achieve: Generate more leads and specifications, improve user engagement, increase sales, or something else? Identifying your goals is essential because it will help you to focus your efforts and ensure that your website redesign is aligned with your overall business objectives.

2 ANALYSE YOUR CURRENT WEBSITE

Identify what is working well and what could be improved. Look at your website analytics to see which pages are getting the most traffic, and which pages have high bounce rates, and use heatmap tools to see where users are dropping off. This information will inform your website redesign.

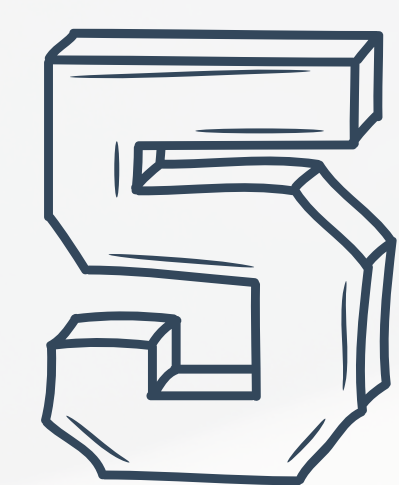
3 UNDERSTAND YOUR AUDIENCE

Conduct user research to gather insights into your audience's behaviour, information needs, motivations, and pain points. Use this information to shape a user-centric website that supports your target audience at every stage of their decision-making journey.

4 DEVELOP A CONTENT STRATEGY

Determine what types of content and tools you need to create, how often you need to create it, and who will be responsible for creating and managing it. Your content should support your goals and meet the needs of your target audience. A well-crafted content strategy will help you to create a website that engages your audience and drives conversions.

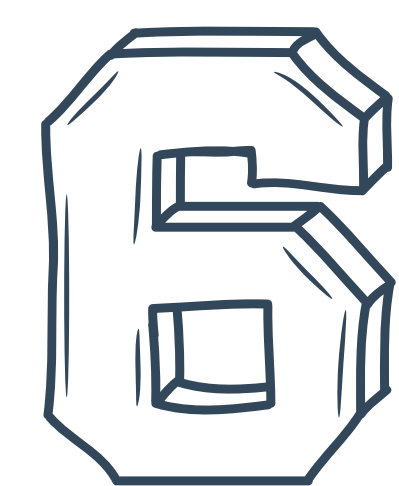




SEARCH ENGINE OPTIMISATION (SEO)

Identify the keywords that are most relevant to your business and ensure that your website architecture is optimised for search engines. Consider factors such as page titles, meta descriptions, header tags, and content.

Document all of this into a clear brief, scope of work and functionality/features criteria. Ensure your brand guidelines are included and provide guidance on the elements of other sites you like and don't.



USABILITY

Ensure your website is user-friendly and easy to navigate. Create clear navigation, intuitive page layouts, and easy-to-use forms and contact pages. Good usability increases the likelihood of conversions.

You now have a strong foundation for your new website. Next, we're going to reveal the secret behind most performance websites.

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Chapter 4

SUPERCHARGE YOUR WEBSITE WITH A CRM INTEGRATION

The critical aspect of a performance website is its seamless integration with a modern CRM system like HubSpot, Salesforce, or Microsoft Dynamics.

Integrating your website with a CRM system offers numerous benefits to your sales and marketing teams and can significantly improve your ROI while improving your commercial performance.

CRM integration offers enhanced lead management, personalisation, targeting, data-driven decision-making, marketing automation, improved customer retention, SEO optimisation, analytics and reporting, scalability and adaptability. This integration ensures efficient lead management, increased conversions, and ultimately higher revenue.

HubSpot even has its own CMS, so your website, marketing tech stack and CRM solution can be one and the same; working together to power an unrivalled customer experience.

Employing a partner with expertise in construction, website development, CRM systems, SEO and inbound marketing provides a clear competitive advantage, and is essential to delivering a holistic solution to power your growth.

Now, lets take a look at the development process...



Chapter 5

GROWTH DRIVEN DESIGN:

A SMARTER APPROACH TO WEB DESIGN

Growth Driven Design (GDD) is a website design and development approach that emphasises continuous improvement and optimisation.

Unlike traditional web design, which typically involves creating a large, complex website all at once and then making occasional updates and changes, GDD involves building a website in phases, based on data and feedback, and continually refining and improving over time.

The GDD process typically begins with a "launchpad" website, which is a scaled-down version of the final website that includes only the most essential features and content.

This launchpad website is designed and developed quickly to speed up the launch. Once the launchpad website is live, data is collected on how users are interacting with the site, and feedback is gathered from customers and other stakeholders.

Using this data and feedback, the website is continually improved and expanded over time, with new features and content added in response to user needs and preferences. This iterative process allows for a more targeted, data-driven approach to website design and a more flexible and adaptable website that can evolve over time as customer needs change.

GDD also emphasises a focus on business goals and ROI, with website design decisions based on data and analysis rather than assumptions or personal preferences. This approach can lead to better results for building product companies, as their website is continually optimised for user experience, search engine rankings, and lead generation.

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Chapter 6

CHOOSING THE RIGHT PARTNERS

Selecting the right website design & development partner is vital to delivering a performance website that will drive the growth of your business. The following skills and qualities are characteristic of a good-fit partner.

1

INDUSTRY EXPERIENCE

Familiarity with the construction industry and its specific dynamic and user requirements, including terminology, regulations, and standards. This is among the most critical factors in selecting your partner.

2

IMPRESSIVE PORTFOLIO

A strong portfolio showcasing previous work with construction product companies, demonstrating the agency's ability to create visually appealing, user-friendly, and informative performance websites.



3 TECHNICAL EXPERTISE

Proficiency in the latest web development technologies, such as HTML, CSS, JavaScript, and various content management systems (CMS) like WordPress, HubSpot or Magento. Ensure they're skilled in CRM integration with your website too.

4 RESPONSIVE WEB DESIGN

Expertise in creating mobile-friendly, responsive websites that can adapt to various screen sizes and devices.

5 SEO KNOWLEDGE

Understanding of search engine optimization (SEO) best practices to ensure your website ranks well on search engines like Google and Bing.

6 CONTENT CREATION

Ability to develop engaging, informative, and well-structured content that effectively communicates your solutions and value proposition.

7 USER EXPERIENCE (UX) AND USER INTERFACE (UI) DESIGN

A focus on creating intuitive, user-friendly website designs that support and intuitively guide visitors through your site.

8 PROJECT MANAGEMENT

Excellent organisational and communication skills to manage website projects effectively, ensuring timely completion and meeting all client requirements (we cover this in more detail in the next section)

9 ANALYTICS AND PERFORMANCE MONITORING

Proficiency in using analytics tools like Google Analytics to track website performance and make data-driven decisions to improve user experience and conversion rates.





10

RELIABILITY AND PROFESSIONALISM

A proven track record of delivering high-quality work on time and budget, along with excellent client reviews and testimonials.

11

POST-LAUNCH SUPPORT AND MAINTENANCE

Willingness to provide ongoing support, updates, and maintenance for the construction product company's website after the initial launch.

By ensuring the chosen website agency possesses these skills and qualities, you can feel confident you are partnering with a reliable and competent team to deliver a high-quality website tailored to your needs.

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Chapter 7

ASSEMBLING AND ORGANISING THE TEAM

Consider this...



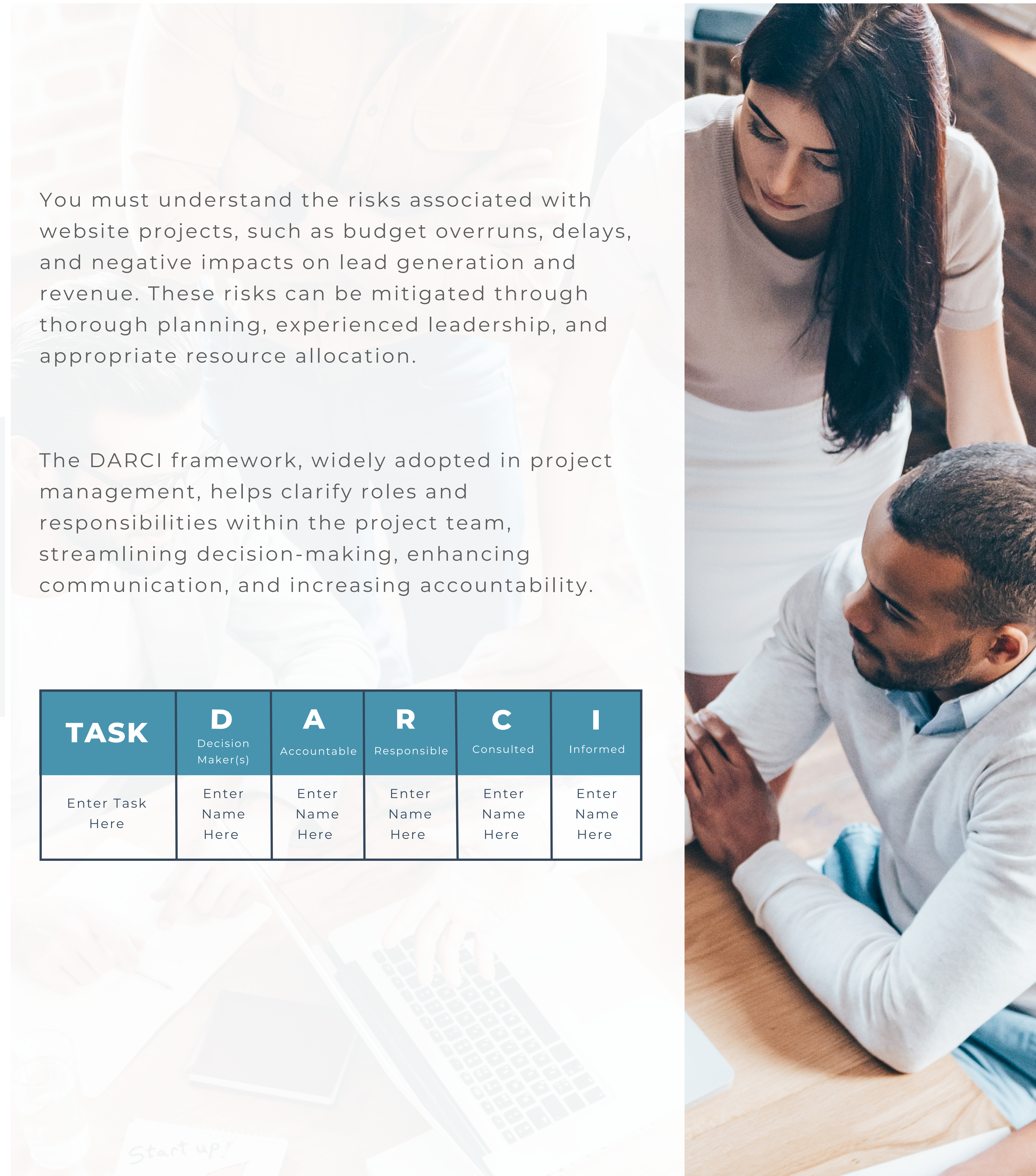
Every single day
your website is
underperforming is
costing you money

The success of a website project heavily depends on effective project management, clear objectives, adequate planning & and excellent communication among team members.

You must understand the risks associated with website projects, such as budget overruns, delays, and negative impacts on lead generation and revenue. These risks can be mitigated through thorough planning, experienced leadership, and appropriate resource allocation.

The DARCI framework, widely adopted in project management, helps clarify roles and responsibilities within the project team, streamlining decision-making, enhancing communication, and increasing accountability.

TASK	D Decision Maker(s)	A Accountable	R Responsible	C Consulted	I Informed
Enter Task Here	Enter Name Here	Enter Name Here	Enter Name Here	Enter Name Here	Enter Name Here





A well-balanced project team, including members from both the client and agency sides, ensures a successful project outcome.

On your side, it should include IT, sales, marketing, technical and leadership representation.

From the delivery side, it should include design, development, SEO, content marketing, copywriting, CRM and project management experts. Overall, the project should be managed by the side that is doing most of the heavy lifting. Usually, this will be the design & development team.



Don't underestimate the time and effort it can take to deliver a new website. Ensure you have the internal resource available to support the project with the authority to make decisions and the wider project team understands the importance of the project.

Solid preparation makes a big difference, as does agreeing on a clear scope, sticking to agreed goals, and not chopping and changing along the way.

Grade Your Website

Chapter 8

CREATING A WEBSITE

YOUR AUDIENCE LOVES

The construction industry's complex and unique decision-making process involves multiple stakeholders such as architects, engineers, contractors, and clients.

Delivering a website that caters to this diverse target audience, supports the decision-making dynamic and drives growth is a serious challenge.

Here are the key elements in performance website design that specifiers and contractors need:

USER-CENTRIC DESIGN

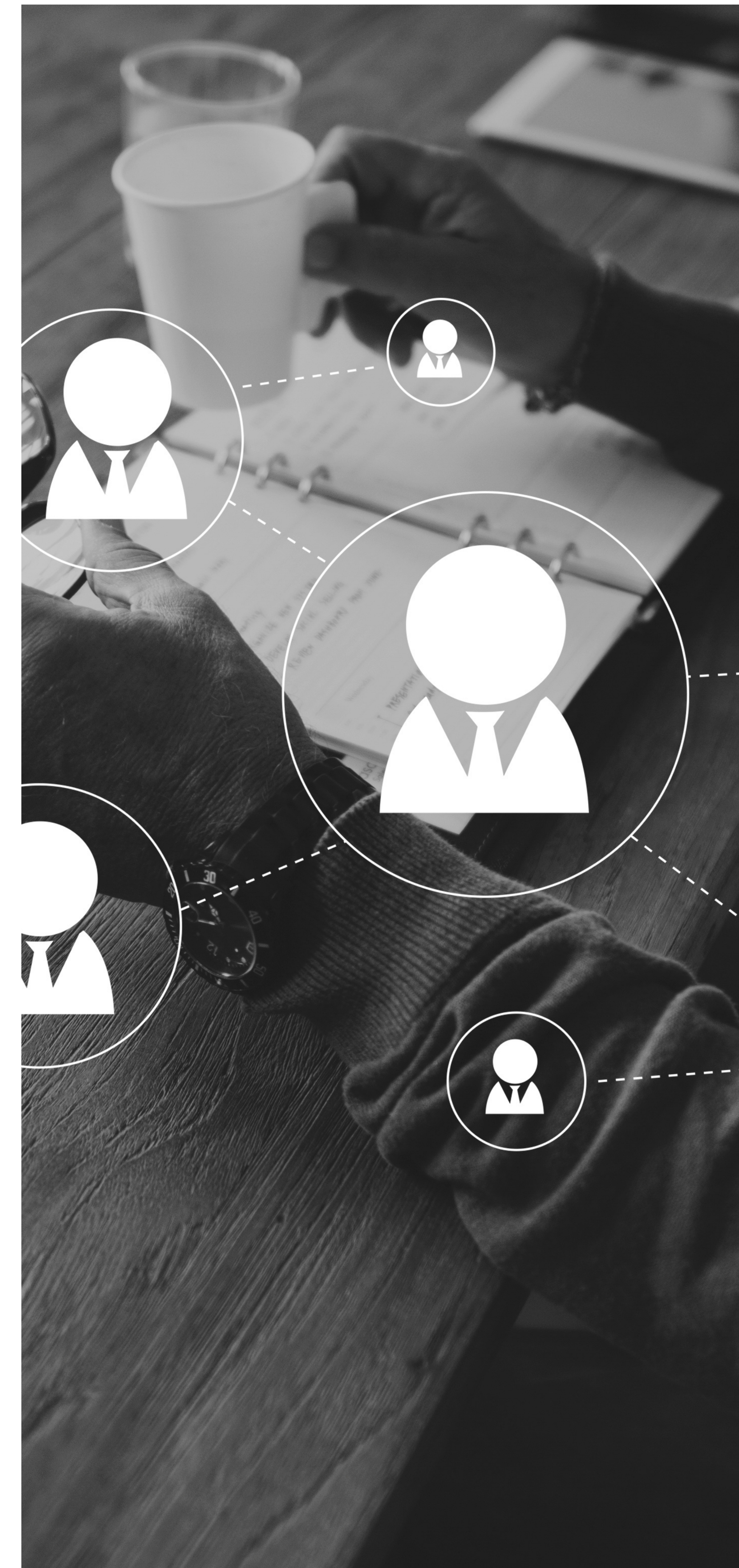
Design a user-friendly website that individually caters to the multiple project stakeholders in the construction process. Ensure your website is easy to navigate, responsive, and accessible on various devices.

Bonus points if it can be personalised to the user, providing content that is relevant to them at their stage of the buyer's journey.



PRO TIP:

Modern CMS systems gather visitor data and integrate with your CRM system to make this a reality





CLEAR VALUE PROPOSITION

Present a clear and concise value proposition for your solution. Explain the benefits, features, and unique selling points that differentiate your product from competitors, addressing each stakeholder group's specific needs and concerns. Remember to make this solution-centric, not product-centric.



PRO TIP:

A good value proposition describes how you solve your audience's problem, not what you sell

TECHNICAL INFORMATION AND RESOURCES

Provide detailed technical information, specifications, and supporting documents for your product, such as installation guides, CAD drawings, BIM objects, and performance data.

Ensure they are easy to find and download, catering to the needs of technical users like architects and engineers.



PRO TIP:

Create an efficient user experience by having all relevant info in the same place, such as a product page or a case study

CASE STUDIES AND TESTIMONIALS

Showcase real-world examples of how your product has been used in different situations.

Provide case studies, testimonials, and success stories demonstrating your solution's value to projects and its versatility in addressing various challenges.



PRO TIP:

Don't kill a great case study with awful photography, it may be the difference between winning an order or losing out to your competitors

REGULATORY AND COMPLIANCE INFORMATION

Clearly explain how your product meets relevant building regulations, standards, and codes of practice in the UK construction industry. Provide documentation and certifications as evidence of compliance, helping to instil confidence in your product among potential users.



PRO TIP:

Don't gate this info – make anything that supports the sale or specification freely available

SUSTAINABILITY AND ENVIRONMENTAL IMPACT

Highlight the sustainable features of your product and how it contributes to environmentally friendly construction practices. Offer data on the product's environmental performance, such as energy efficiency, recyclability, or use of sustainable materials, to appeal to the growing demand for sustainable solutions.



PRO TIP:

It's not always about being the greenest but giving specifiers the information they need to make the right choices and compromises for their project, so be transparent about the carbon footprint of your products



INTERACTIVE TOOLS AND SUPPORT

Include interactive tools, such as product configurators or calculators, to help users determine the suitability of your product for their specific project requirements.

To address questions and offer technical assistance, provide online support, such as live chat or dedicated contact channels.



PRO TIP:

Yes, people may actually want to speak to you – make it easy for them, and let them choose how they prefer to contact you, not the other way around

PERSONALISATION AND SEGMENTATION

Offer personalised content based on user preferences or browsing behaviour. Segment your audience and tailor the website experience to address the needs of each stakeholder group, such as offering dedicated sections for architects, engineers, or contractors.



PRO TIP:

Ask your visitor to describe their role, why they're visiting and what information they're looking for on the home page and then curate their experience to help them do the job they came to your website for as quickly as effectively as possible



OH RIGHT

A pleasure to assist you

EDUCATION AND THOUGHT LEADERSHIP

Position your brand as an industry expert by sharing relevant educational content, such as CPD material, technical articles, white papers, or webinars that address common challenges, trends, and best practices in the construction industry.



PRO TIP:

Digitise your CPD presentation and use it as a lead generation tool, or go all in and create a video academy

CLEAR CALLS-TO-ACTION

Incorporate clear and prominent CTAs throughout the website to guide users toward desired actions, such as calling for info, scheduling a consultation, or downloading product resources.



PRO TIP:

Map the customer journey and engineer a journey that aligns with it smoothly and logically, bear in mind that the journey will likely involve multiple stakeholders from different organisations

By considering these factors in your website design, you can create an online presence that effectively addresses the complex decision-making process and the diverse needs of various stakeholders in the UK construction industry. A website that provides value and builds trust with your target audience can help you capture market share, outshine your competitors, and drive growth.



Chapter 9

THE SEVEN ESSENTIAL WEBSITE SECTIONS FOR MAXIMUM IMPACT

Hopefully, you're recognising that your website is a critical tool for connecting with your target audience and driving growth and it's not just about showcasing your products.

In this chapter, we explore the seven essential sections you should include in your building products website and user-specific sections for architects, engineers, contractors, and clients.

By including these sections on your website, you can create a comprehensive and engaging online presence that helps you improve brand awareness, authority and trust; all key factors in driving growth. We will also provide an example sitemap to help you get started.

1 HOME

The homepage is the first thing that visitors see when they land on your website. It's the perfect opportunity to make a strong first impression and to encourage visitors to explore more of your website. The homepage should feature a clear value proposition, signpost visitors to product and technical resources, highlight technical and sales support options, a brief overview of your company's history and mission, showcase high-profile case studies and a compelling call to action that encourages visitors to learn more about your solutions.

2 PRODUCTS

This section should include clear and concise product descriptions, images, and technical specifications. Categorise your products by type or application to make it easier for visitors to find what they're looking for.

3 SOLUTIONS

The solutions section should showcase how your products can be used to solve specific challenges or meet specific needs. This section can feature sector-specific solutions, case studies, success stories, or project galleries that demonstrate your products in action. By providing real-world examples, you can show visitors the value of your products and inspire them to incorporate them into their projects.

4

TECHNICAL RESOURCES

The resources section should be a library of valuable information that helps visitors make informed decisions. This section can include technical documents, whitepapers, product guides, or industry reports. By providing valuable resources, you can position your company as an industry expert and build trust with your audience.

5

SUPPORT

The support section should provide visitors with access to technical support, customer service, or frequently asked questions (FAQs). You can help visitors overcome any barriers to purchasing or using your products by providing support resources.

6

ABOUT US

The About Us section should provide visitors with a deeper understanding of your company's history, values, and team. This section can include company bios, team photos, or a mission statement. Sharing your company's story and purpose can build trust and establish a personal connection with your audience.

7

CONTACT US

The Contact Us section should make it easy for visitors to get in touch with your company. This section should include your address, phone number and email address.

Rather than having one form for all enquiries, signpost visitors to specific landing pages for technical support, CPD bookings, pricing or to book meetings with your technical sales team and make sure these are routed directly to the relevant person who knows they need to respond quickly.

These sections are a good place to start with your launchpad website and can quickly be added to and optimised once you're collecting user feedback and analytics.



Chapter 10

GREAT GRAPHIC DESIGN = INSPIRED SPECIFIERS

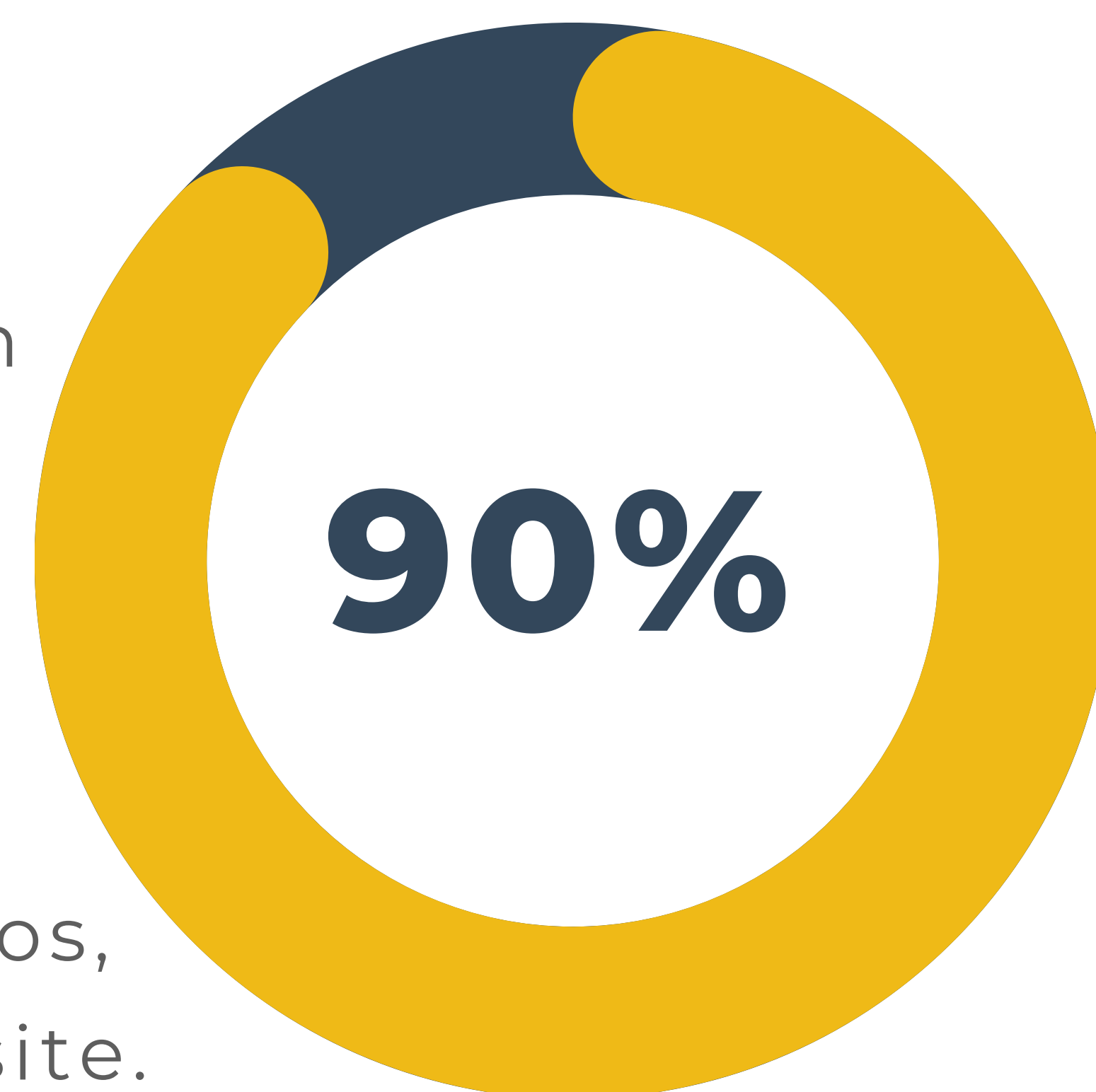


“What I want to see is websites being better curated – more thought about graphically. Because there is nothing worse than having a really good technical resource that is awful to look at.”

Ged Couser, Architect Director, BDP

A visually engaging website is crucial for manufacturers to effectively showcase their products and engage specifiers, clients, and contractors.

Research indicates that 90% of information transmitted to the brain is visual, and visuals are processed at 60,000 times the speed of text. To gain a competitive edge, focus on integrating high-quality visual elements such as photographs, videos, 3D renders and more into your website.

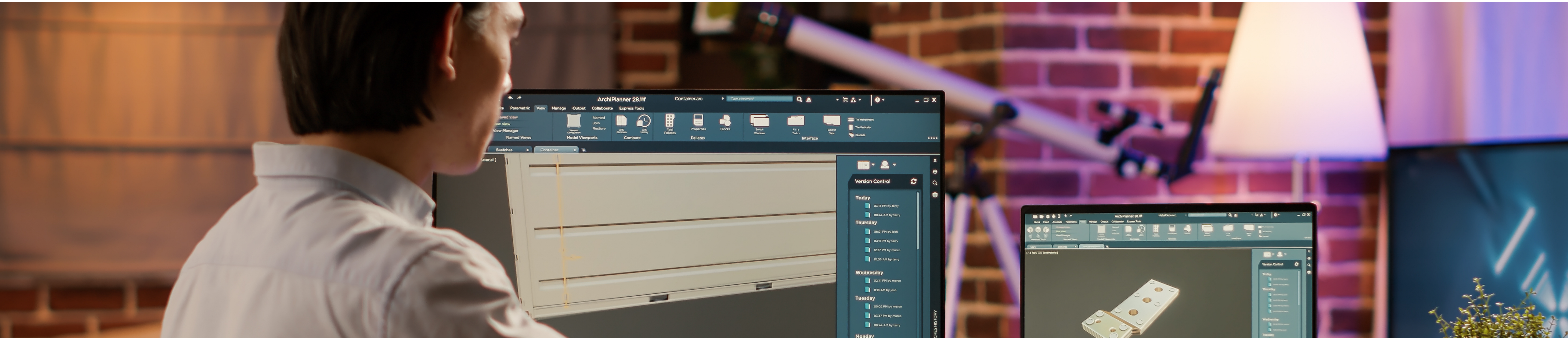


Good visual elements inspire architects by sparking their curiosity and helping them visualise design possibilities. They convey aesthetic appeal, materiality and textures, functionality and performance, contextual understanding, design flexibility, technical information, storytelling, and emotions. Visual elements also facilitate collaboration and communication between architects, clients, and stakeholders.

To effectively use visual elements to inspire specifiers, consider the following tips:

- 1** Use high-quality photographs to showcase products from different angles, distances, and settings.
- 2** Demonstrate real-world application with images or videos of products in completed projects.





3 Create short, informative videos explaining features, benefits, and installation processes.

4 Employ 3D renders and animations for a detailed visual representation of products and components.

5 Provide visual guides for installation and maintenance procedures.

6 Offer interactive 3D models for a thorough exploration of product design, materials, and components.

7 Show before and after comparisons to demonstrate the impact of your product on projects.

8 Develop infographics to highlight key features, benefits, and data points.

9 Maintain consistent branding and design across all visual elements, including the use of fonts.

10 Optimise visual elements for web and mobile devices for quick loading and proper display.

Incorporating these strategies will result in a comprehensive visual experience that captivates your target audience, strengthens your brand, and drives user engagement. By effectively using photographs, videos, 3D renders, and other visual elements, you will create a lasting impact on specifiers and foster a sense of trust and loyalty to your brand.

Remember, success lies in the thoughtful combination of aesthetics, storytelling, and technical information that caters to the needs and preferences of your audience.

[Grade Your Website](#)

Chapter 11

IT'S NEVER TOO EARLY FOR SEO

A common mistake with building a new website is leaving SEO until the end.

This often stems from working with a designer who sees their role as taking care of the visual experience and that SEO is a separate project to be taken care of by a different team post-launch.

This approach leads to costly rebuilds, a collapse in rankings and ultimately a terrible ROI.

During the website build phase, it's important to consider several aspects of SEO to ensure that the website is optimised for search engines from the beginning, this includes:



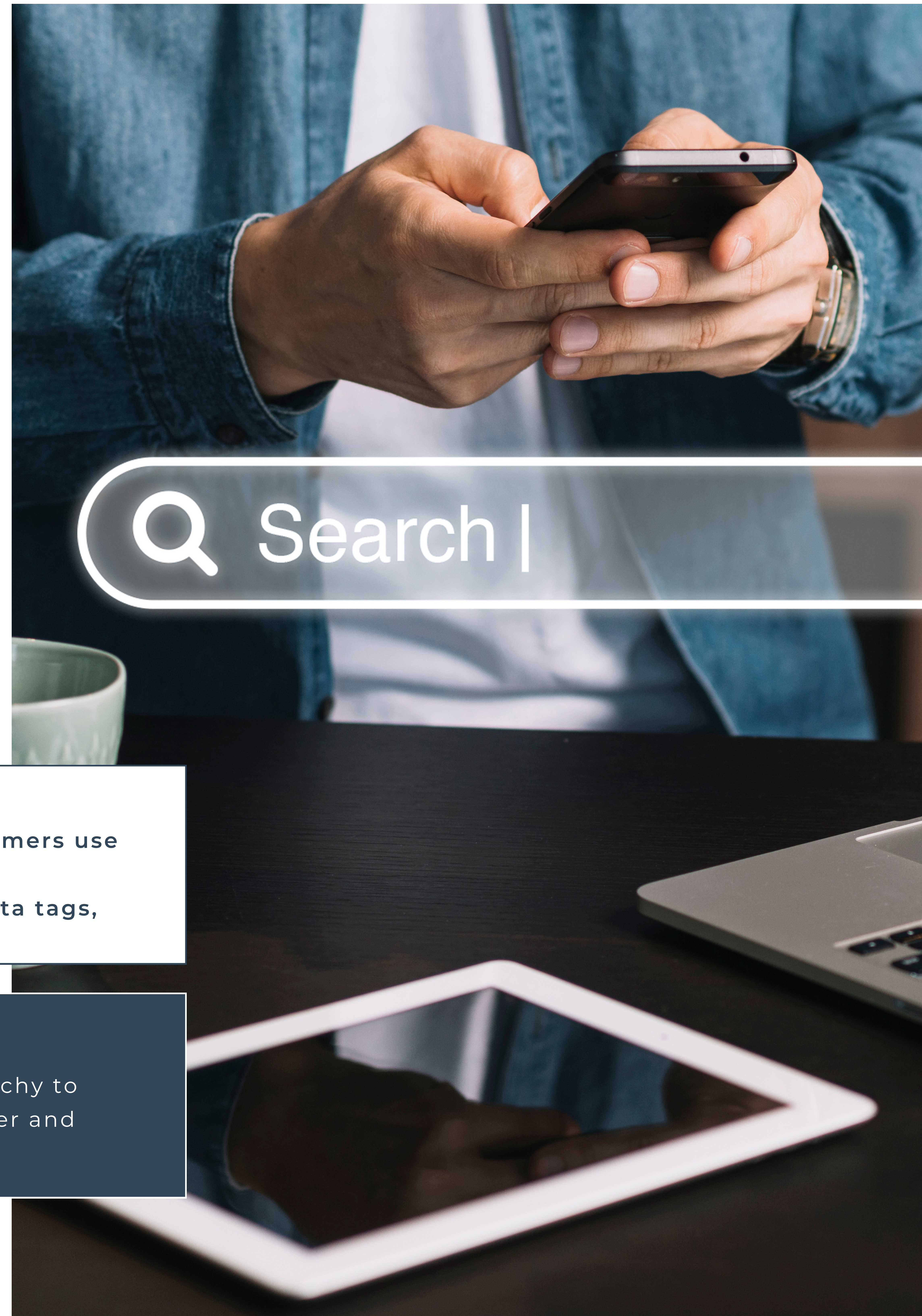
KEYWORD RESEARCH

Identifying the keywords and phrases that potential customers use when searching for products or services like yours. These keywords should be included in the website's content, meta tags, and URLs.



SITE STRUCTURE

Engineering your site with clear navigation and page hierarchy to make it easier for search engines to understand, index better and improve search engine rankings.





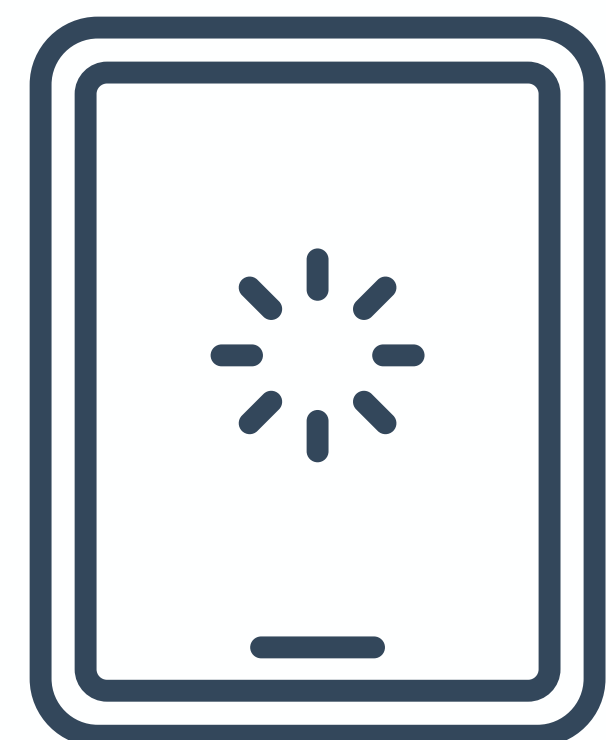
URL STRUCTURE

URLs that are easy to read and include relevant keywords can improve search engine rankings. Ensure that existing URLs are reused where appropriate and redirected if not.



ON-PAGE OPTIMISATION

Ensuring individual pages include relevant keywords, page titles, header tags (H-Tags), image alt-tags, file names and website copy should be written to support your keyword strategy.



LOAD SPEED

Speed is increasingly important, requiring lightweight code, optimised files, images and videos, and a high-performance content delivery network (CDN) to ensure your website loads quickly.

By considering these aspects of SEO during the website strategy and build phases, you can ensure that your new site is search engine friendly from the start, making it more likely to rank well and reach your target audience.



Chapter 12

HOW ARCHITECTS WANT CONTENT STRUCTURED

Clear and consistent technical information is essential for making informed decisions about building products and materials.

To help address this challenge, organisations such as the British Standards Institution (BSI) and the Code for Construction Product Information (CCPI) have developed guidelines and standards for organising technical information related to construction products and services.

Incorporating these guidelines into your website design can provide an enhanced user experience for specifiers and other users, making it easier to understand and specify your building products and materials.

WHAT IS BS4940-2:1994?

If you've never heard of BS4940, don't worry, most people haven't.

Although information mediums have changed from paper to online in the last 50 years, product research and architectural design fundamentals remain constant.

BS4940-2:1994 provides a valuable framework for organising technical information and remains a relevant and important resource for marketing and product managers in the construction industry.



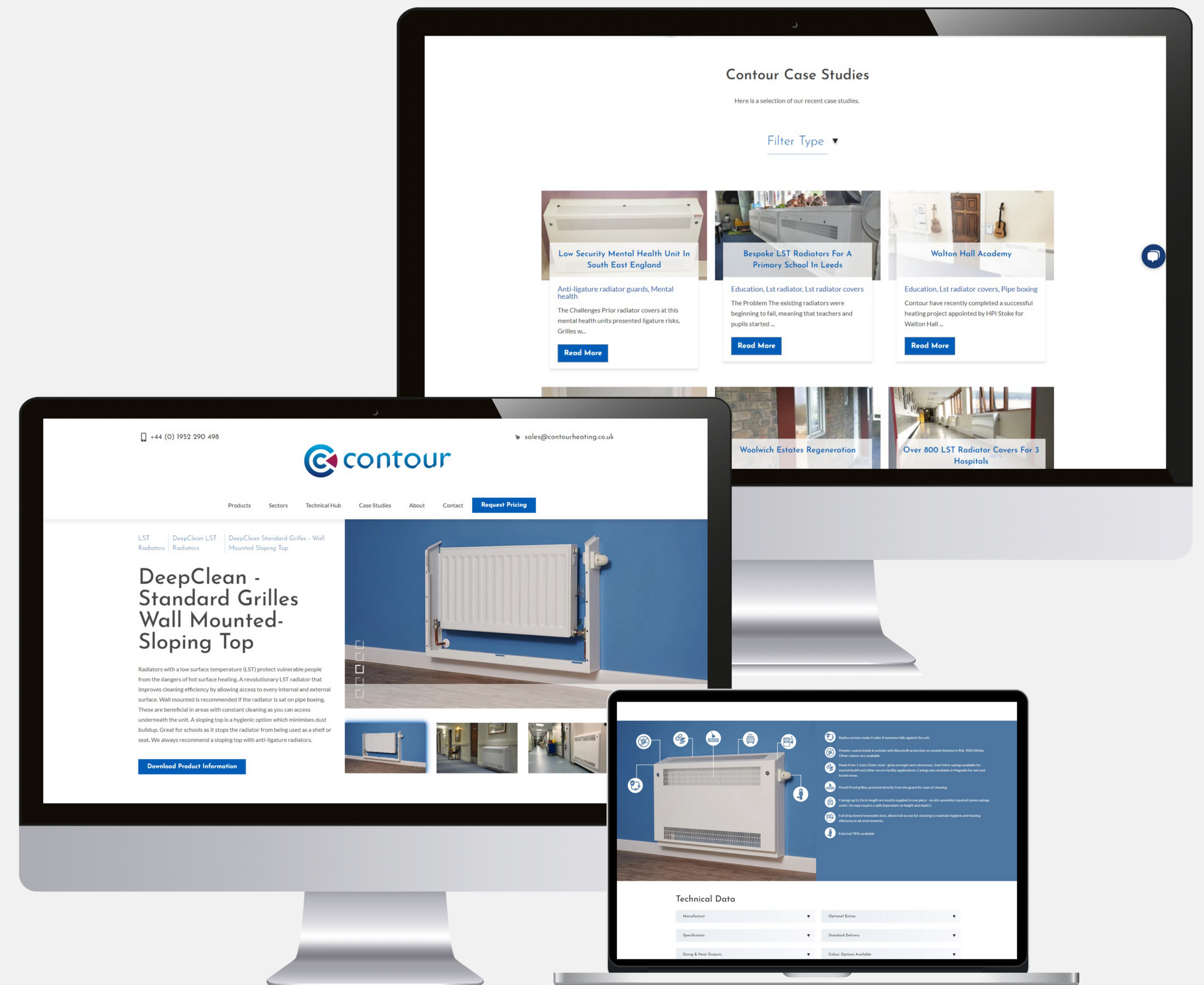
The principles outlined in the standard are still relevant today and can be applied to the design and organisation of product information on manufacturer websites and other digital platforms.

Designing effective product pages and case studies that adhere to these guidelines can help building product manufacturers provide a comprehensive and engaging user experience that enhances understanding and specification of the product.

Product pages should include clear and concise product information, technical data, installation and use information, health and safety information, maintenance and care information, case studies and projects, technical documents, and contact information. Visual aids such as images, diagrams, and videos can also be included to enhance the user experience and aid comprehension.

Case studies should provide a more in-depth look at how the product has been used in real-world projects.

To design an effective case study page, manufacturers should include project information, an overview of the project challenge, a description of the product and how it was used in the project, the outcomes of using the product in the project, high-quality photography and imagery, technical information, and contact information.



Manufacture

Specification

Installation

Maintenance

Sizing & Heat Outputs

Downloads

Video

Optional Extras

Standard Delivery

Colour Options Available

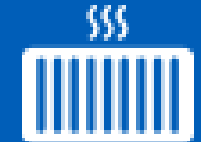
FAQ


Heat outputs to BS EN 442 Certification.
Outputs based on a mean radiator water temperature of 70°C and a room temperature of 20°C - Delta T 50°C
To acheive Delta T60 increase T50 figure by 20.5%


To calculate alternative Delta T requirements please refer to page


To convert BTU to Watts multiply by 0.293. To convert Watts to BTU divide by 0.293

Heat Output Tables Downloads

 Heat output tables
Single Fin

 Heat output tables
Half Fin

 Heat output tables
Double Fin

 Heat output tables
Triple Fin

White
RAL 9003

Oyster White
RAL 1013

Tele Grey
RAL 7047

Mint Green
RAL 6029

Ultramarine
RAL 5002

Jet Black
RAL 9005

To minimise the need for users to navigate around the website to find information on products showcased in the case study, manufacturers should consider including links or references to relevant product pages or other technical information within the text of the case study itself.

What about CCPI?

The recent introduction of the Code for Construction Product Information (CCPI) provides further validation of the relevance and importance of the principles outlined in BS4940-2:1994. The CCPI builds on these foundations, providing updated guidance on the organisation and presentation of construction product information in the digital age.

Overall, incorporating BS4940-2:1994 and CCPI guidelines into website design can help you provide a better user experience for specifiers and other users, making it easier to understand and specify your building products, elevating your brand in a crowded marketplace.

Related Products Headline Here

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.



SEEKING THE MARGINAL GAINS

The philosophy of continuous improvement is based on getting a little bit better every day. Marginal gains theory takes this one step further by focusing on improving and optimising performance by a small amount across a wide range of areas to deliver more significant and noticeable improvements overall.

Without applying the marginal gains approach, what once was a performance website can soon lose its edge.

This underpins the Growth Driven Design approach we covered earlier and should be an integral part of your website optimisation and improvement activity.



Chapter 13

THE RIGHT WEBSITE ANALYTICS

When building your website, consider the analytics you need to be tracked and analysed once the site is live. This will help ensure that the website is designed and developed to allow for accurate tracking and analysis of key metrics. Here are some aspects of website analytics to consider during the website build phase:

Conversion Tracking - Measure the effectiveness of your website in converting visitors into leads or customers. This includes form submissions, phone calls, or purchases. Ensure that conversion tracking is set up correctly and all relevant conversion points are tracked.

Website Traffic - Understand how many people visit your website and how they get there. Ensure that website analytics software is installed correctly and tracking accurately.

User Behaviour - Metrics, such as bounce rate, time on site, and pages per session, provide valuable insights into how visitors are interacting with the website. Design your website to encourage visitors to engage with the site and explore multiple pages.

Attribution Data - By integrating with a CRM system like HubSpot you can see with total precision what is pulling traffic to your website and what pages are working best for conversion and ultimately sales. By logging all of your enquiries, quotes and orders on your CRM, you can attribute sales by all channels and get An accurate picture of your ROI.



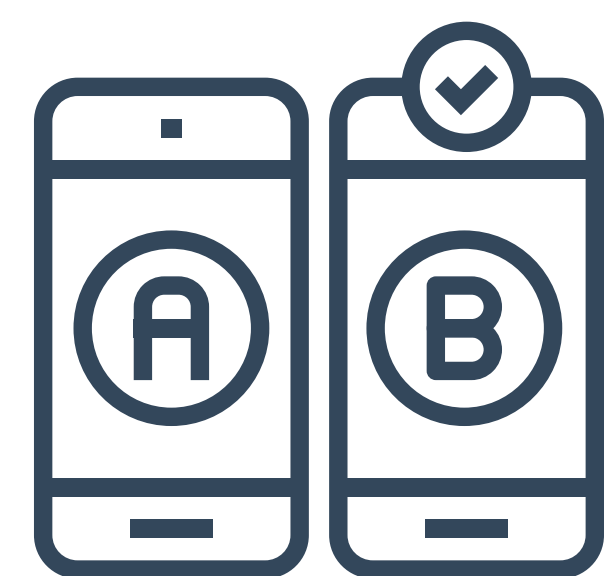
Chapter 14

CAPTURING USER FEEDBACK

Gathering user feedback can help you identify potential issues and areas for improvement before the website is launched. It's worth allocating the budget to pay independent users to spend an hour going through the website and giving you honest, objective feedback. It's worth doing this at least annually.

Heatmap tools such as Hotjar, Lucky Orange, or Mouseflow for ongoing feedback. By recording actual web sessions, you can see how visitors are using the site and how they interact with elements such as forms, CTAs and interactive tools. It's often clear where there is friction in the customer journey, and improvements can be tested to deliver those important marginal gains.

There are several elements of user feedback to consider;



Usability - Ask how easy or difficult it is for users to navigate the website and complete desired actions to eliminate potential roadblocks or areas where users may become confused or frustrated.



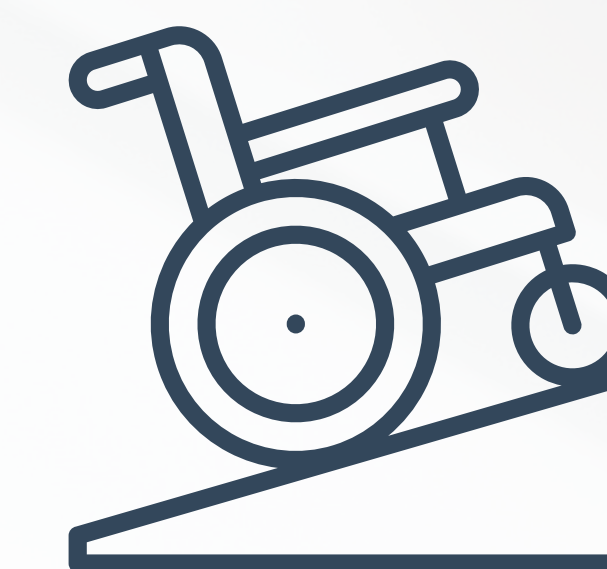
Design - Gather user feedback on website design can help identify potential issues with colour schemes, fonts, images, and other design elements.



Content - Does the quality and relevance of your written and visual content hot the mark? Feedback on your content can identify areas where content may be confusing or unclear, or where additional content is required



Functionality - Are your interactive elements working and feel logical? Check your forms, buttons, links, or other nteractive elements such as calculators.



Accessibility - Considering the needs of users with disabilities ensures that your site is accessible to all. Get

feedback on potential issues with text size, contrast, or other accessibility features.

A modest investment in user feedback during the design and build phase and on an ongoing basis can make a huge difference in creating a high-performance website that meets the needs of your target audience and generates more leads, specifications and sales.



Chapter 15

HOW TO KEEP SPECIFIERS UP-TO-DATE

Keeping the website up to date is critical and time should be allocated every month to add or update new content, but what about keeping people up to date with these changes?

Keeping specifiers informed of new product updates is important to any technical building product company's marketing strategy. Here are a few effective ways to keep specifiers informed of new product updates:

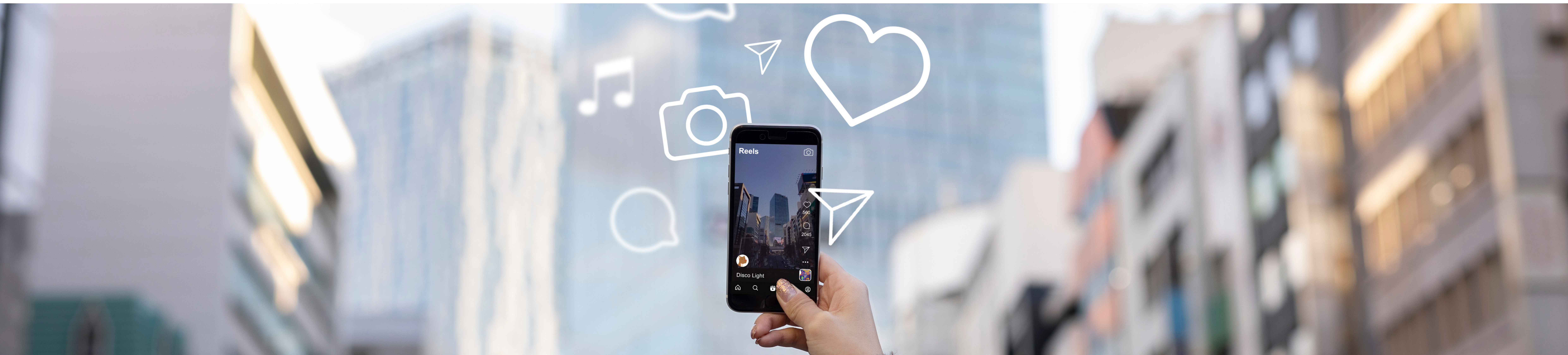


Register For Updates - Encourage specifiers to register for specific product updates, new test results or certifications. With your email marketing system, you should be able to create specific lists of people interested in specific products, making it easy to curate their product updates in a helpful and informative way.

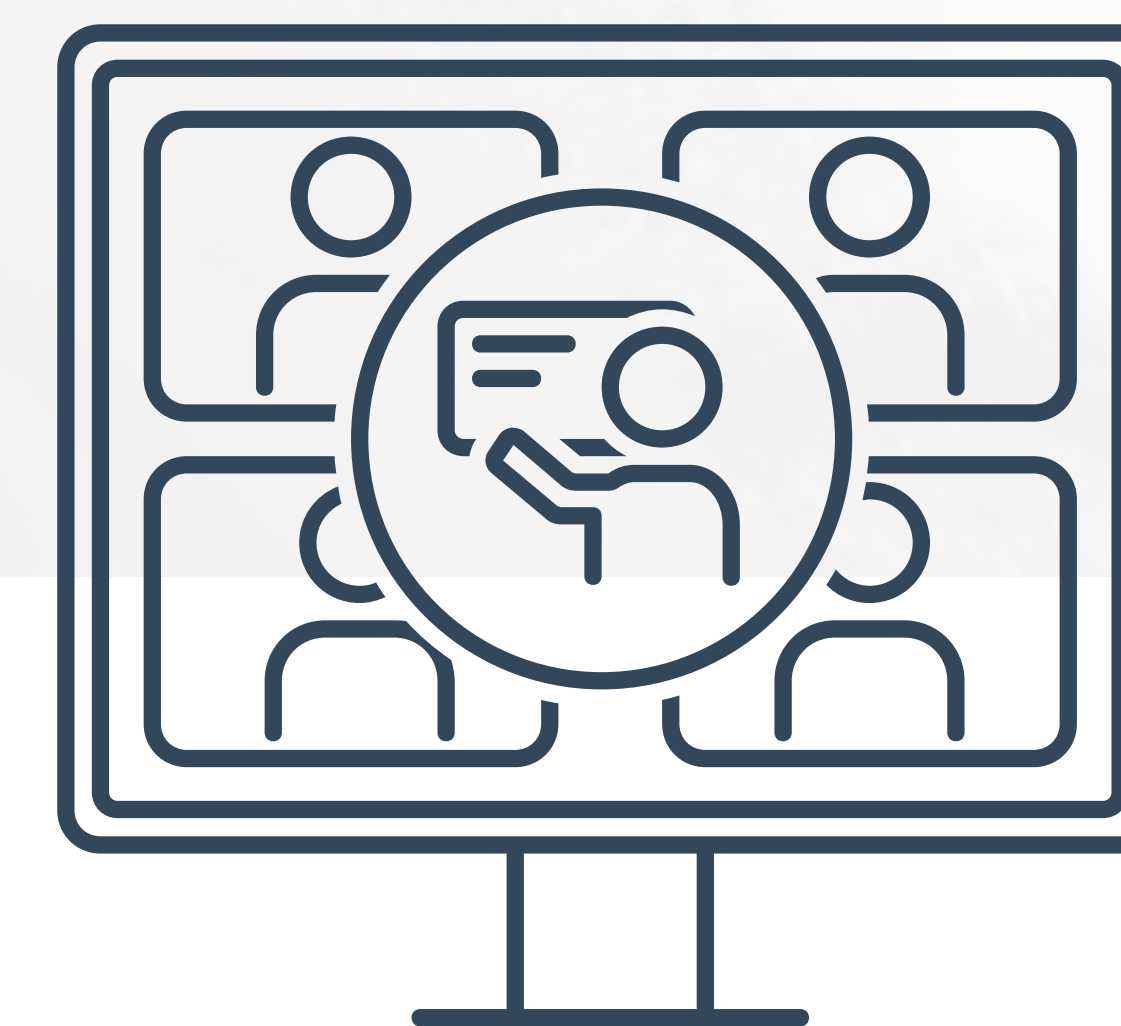


Email Marketing - Companies can send newsletters or product updates via email to specifiers who have opted-in to receive communications from the company. These emails can include information about new products, features, or updates, as well as links to more detailed information on the company's website.





Social Media - Create specific technical channels just for product updates on social media platforms like LinkedIn and Twitter to share news and updates about new products or features. Sharing photos and videos can be particularly effective in showcasing new products and their benefits. You may even want to ask specifiers if they want updates on channels like WhatsApp to ensure you support their preferences.



Webinars & Training Sessions

Organise webinars or on-demand video training sessions to inform specifiers about new products or features. These sessions can provide a detailed overview of the product and its benefits and answer any questions specifiers may have.

Overall, using a combination of these strategies is important to effectively keep specifiers informed of new product updates. By providing detailed information and engaging with specifiers through various channels, companies can build trust and credibility and ultimately drive sales

Chapter 16

WHAT SHOULD YOU SPEND ON YOUR WEBSITE?

As construction decision-makers increasingly use digital channels to search for products and services, you must elevate your website to be your most important sales and marketing asset and invest in it accordingly, often by reshaping your budget.

Begin by analysing your current investment in sales and marketing (including salaries), review the effectiveness of each area and consider reallocating resources from underperforming channels to the website (yes, this includes sales team costs). Clearly defining your website objectives is essential in estimating the required investment to achieve these goals.

Treat your website like any other asset and write off the initial creation cost over a reasonable period, such as 3-5 years. This should free up the budget for the necessary post-launch work you need to undertake to get your website firing on all cylinders.

Website creation costs vary based on the amount of content you need to include, the website's technical complexity and how prepared you are at the outset with a clear strategy, buyer personas, customer journey maps, brand guidelines, high-quality images, graphics and technical content. Insynth's SiteScope360 service can bring all of this together for you quickly and cost-effectively.

Plan for Website Success

A proven performance website agency, especially with construction and CRM integration expertise, will likely charge upwards of £12,000-15,000 for a basic launchpad website (depending upon how many products you have), scaling up to significantly more for a larger project.



£12K - £15K



Remember, you're paying for the expertise that will transform your website into your best-performing sales and marketing asset. Cutting costs at the outset will likely result in nothing more than a refresh of your current website, which probably isn't driving your growth.



Industry benchmarks indicate that you should budget 10-20% of your total sales and marketing budget to running and maintaining a performance website.

Taking a phased approach, to begin with, is sensible as there will be a steep learning curve. Don't make big bets until you're armed with the right data to provide meaningful insights.

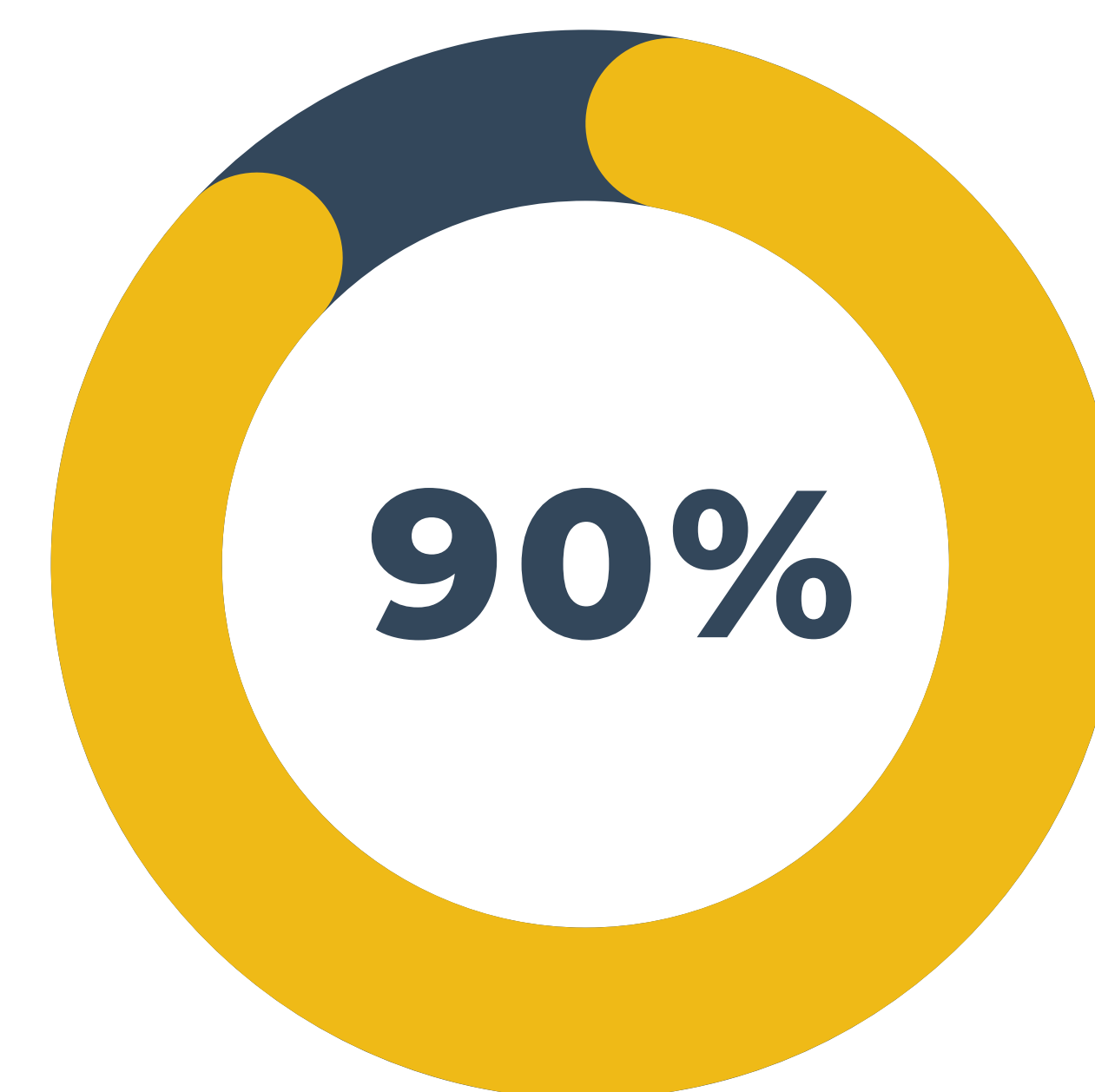
Depending upon your goals, this can require a minimum annual investment of £25,000 and upwards for optimisation and maintenance, including adding new pages, ongoing functionality development, content creation, SEO, hosting, domain registration, security, maintenance and updates.



Chapter 17

WHAT ROI CAN YOU EXPECT?

In time, you should expect your overall website activity to be driving over 90% of your net new growth. Net new? That's new business from companies or specifiers you've never dealt with. The rest will probably be coming from outbound sales activity and word-of-mouth referrals.



In my own business, in the last five years, we've grown 250% in revenue and more in net profit. We can attribute almost all of this net new growth to SEO, content marketing and the continuing efforts to improve website performance.

The ROI is 1409%. That's £14.09 in revenue for every £1 spent on creating my website, producing new content (blogs, ebooks, technical info, etc), A/B testing pages, SEO and nurturing leads.



The ROI isn't just financial either, there's been a big dividend for the sales team too. Their focus is now dealing with inbound sales and technical enquiries and following up quotations.

We have created enough time to follow up quotes over eight times on average instead of fewer than 3 times, which has increased conversion rates by over 100%. The team are less stressed about hitting targets and doesn't have the daunting task of making countless cold calls to try to book appointments.

They've never been busier or happier.

This change has taken five years so far, and we're still improving. But even in year one, this approach produced a positive ROI, which has improved year on year.

We have developed a simple ROI calculator to illustrate your ROI once your performance website is successfully up and running.

CEMFLOOR

CASE STUDY

- **+200% visitors per month in the first month**
- **Avg. session time = > 1 minute**
- **Bounce rates reduced and visitors converted to high-quality leads**

Cemfloor is a family-owned and operated flooring company with a long history in the liquid screed market. They built a strong business with a great product and great team but no significant marketing support. In 2022 this changed. They knew specifiers were doing more research online. If they wanted to reach them, they would need a new website.

They worked with Insynth to create a website that offered a tailored experience to architects, homeowners, contractors, installers, and channel partners.

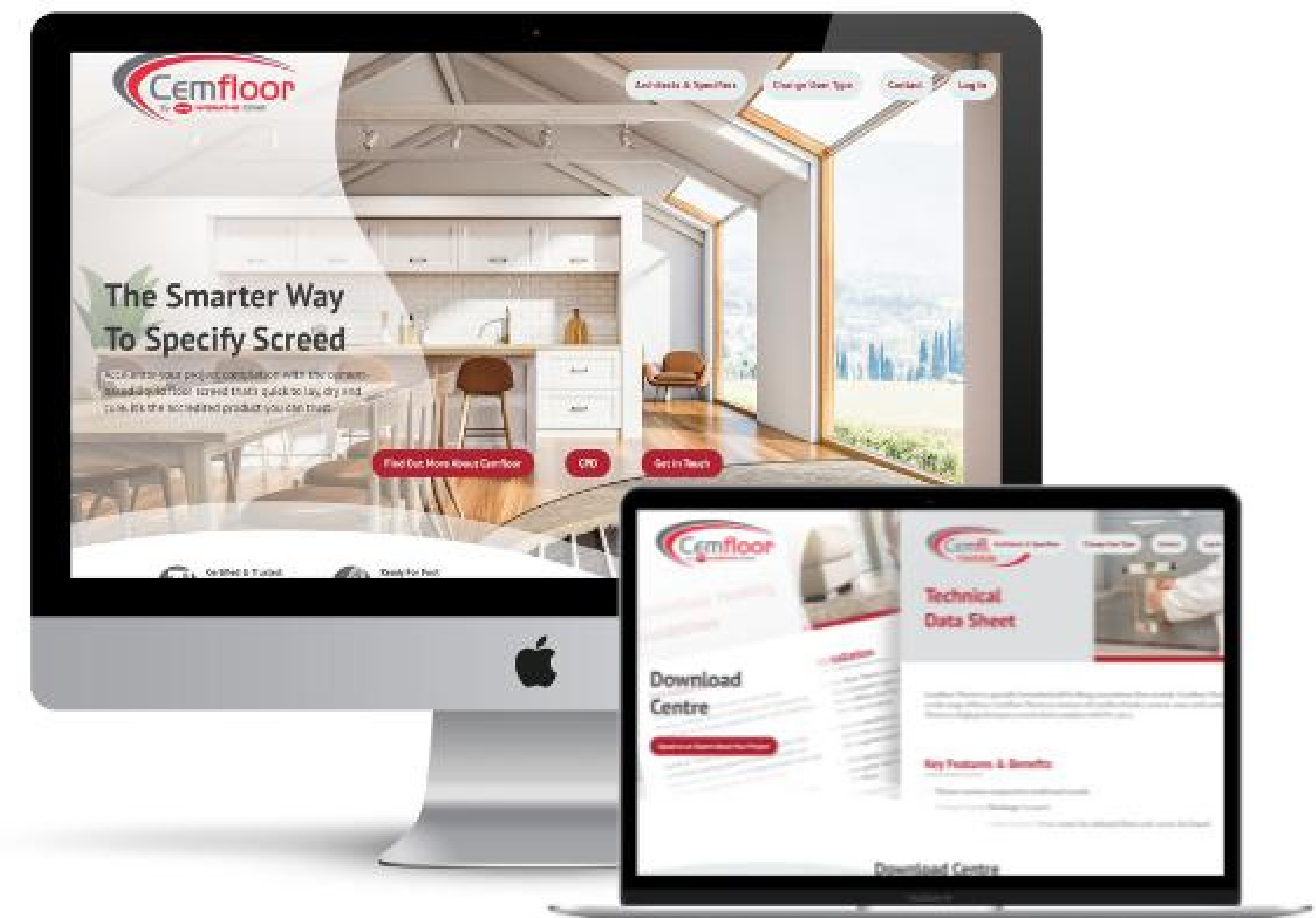
One month after launch they doubled their monthly website traffic.



Our new website gives our customers and visitors tailored support.

— “ —

Ailish McCormack, Marketing Manager



[View Full Case Study](#)

BUZON

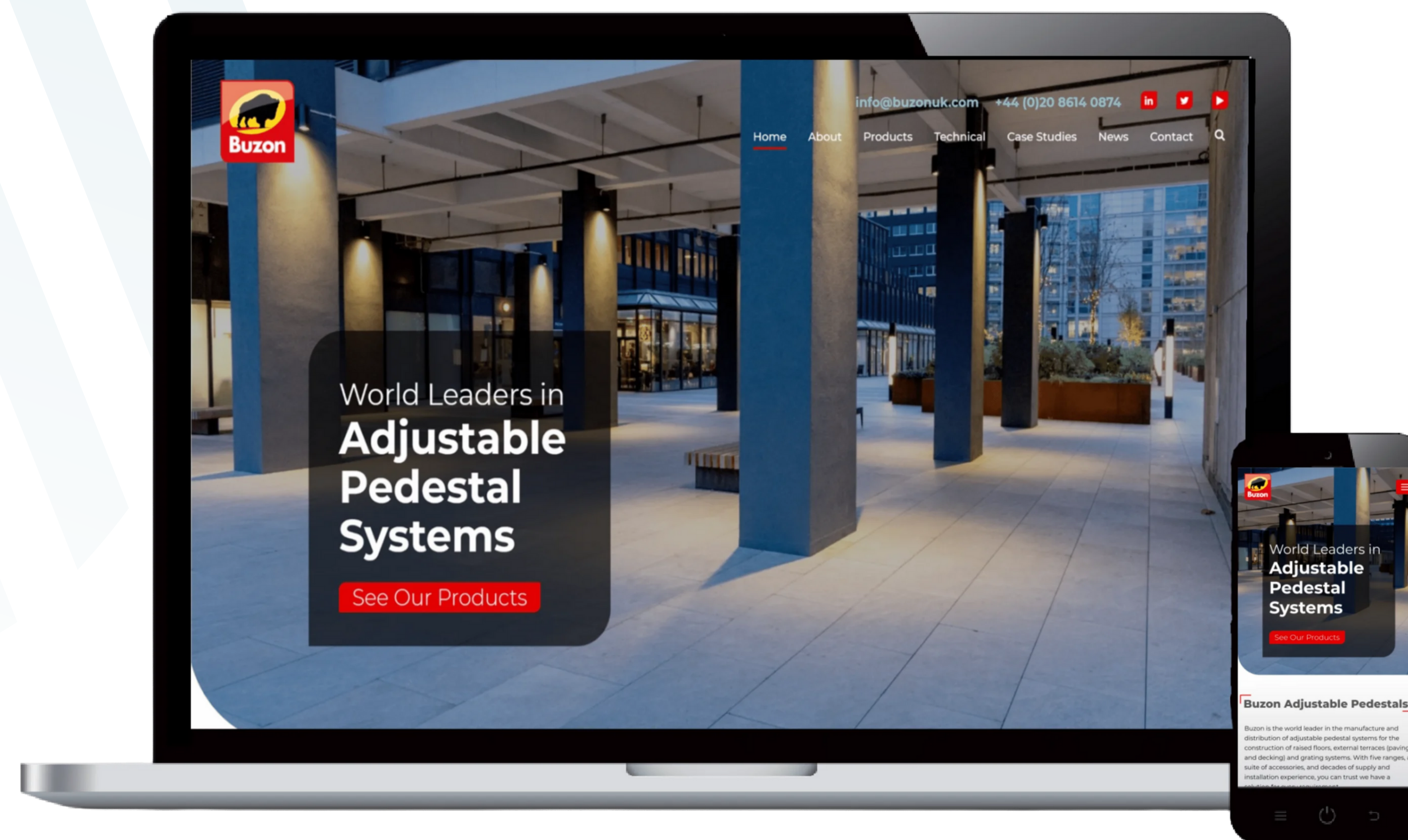
CASE STUDY



"Time on our website increased by 33% and our bounce rate decreased"



Mike Wilderink, Managing Director



[View Full Case Study](#)

- **Bounce Rate: -18%**
- **Time on Site: +33%**
- **Brochure Downloads +149%**

Market leaders in the design, manufacture and distribution of adjustable pedestals, Buzon UK Ltd, came to us with ambitious plans: to build on its current offering and evolve the UK business into an all-encompassing platform for product research and specification.

Our shared vision was to streamline the user experience with an intuitive interface; crucial for a brand that houses more than two-hundred pedestal and accessory variations.

In a few months, we delivered a website with 250 pages, 700 technical files, and 750 blog posts, arranged for seamless navigation and intuitive browsing.

"I WANT TO KEEP LEARNING"

HERE ARE OUR SUGGESTIONS...

1



GRADE YOUR WEBSITE

Grade the performance, SEO, responsiveness, and security of your website. This gives you a good general idea of where you're starting from.

Get an instant score and recommendations.

[Grade Your Website](#)

2



CALCULATE PROJECTED REVENUE

How much revenue should your website be generating you?

Answer 5 simple questions to benchmark your website against similar building product websites.

[Calculate £££](#)

3



GET MORE INSIGHTS

What do architectural specifiers want from your website? We asked them!

This report details suggestions from top architects on how to improve user experience, encourage early engagement, and increase specifications.

[Get the Report](#)

4



BOOK A SITE REVIEW

We'll review 10 critical website functions including:

- product showcasing
- user journeys
- lead capture

From the POV of your target audience.

[Book a Review](#)

"I'M 100% READY."

Not sure what you need?

SITESCOPE360 REPORT



You know your website is critical to your business growth but you also know that website improvements **don't always go according to plan.**

We can help you with the scoping and planning of your website development project to **create a bullet-proof brief** that anyone can execute against so you can be confident you've considered all the right things.

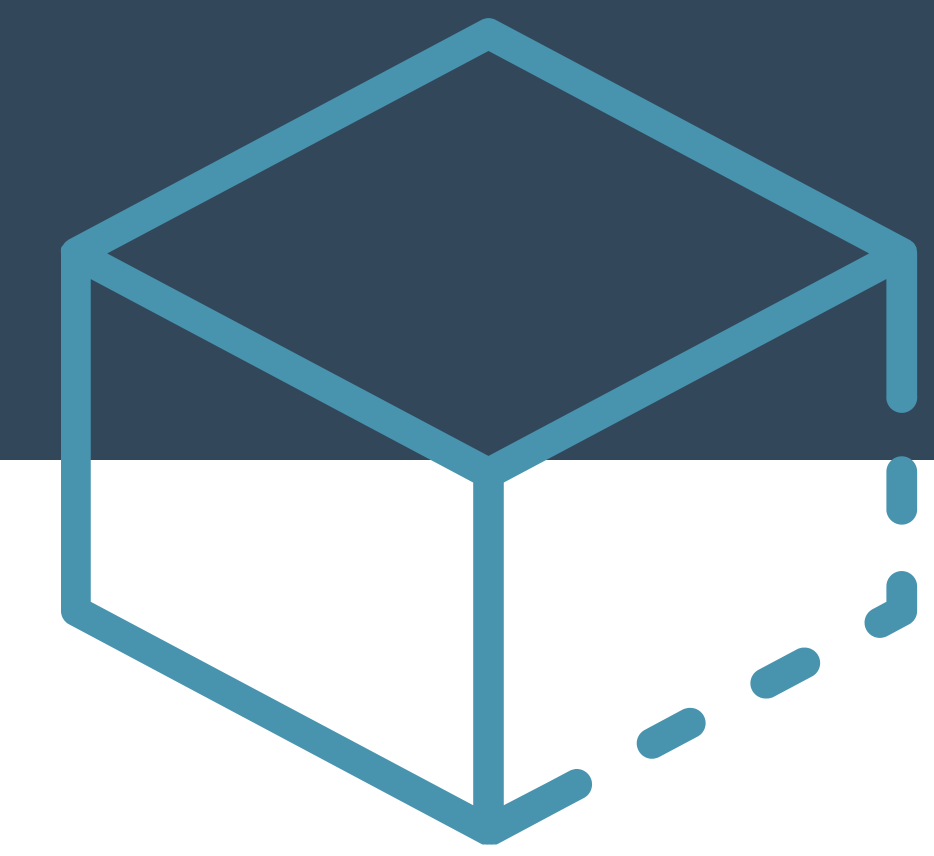
You may need a sitescope 360 if you've seen:

- Low traffic due to poor SEO planning & execution
- High bounce rates because of misalignment with technical audience
- Low lead volumes due to being informative but not action-orientated

[Book a Meeting](#)

Pretty sure you know what you need...

PERFORMANCE WEBSITE REDESIGN



You're ready to build a Performance Websites that deliver self-sustaining growth.

You're not messing around with websites that don't support your business goals, and you have a plan to fix this. **Get our design and development support** and build an evergreen source of revenue and profit online.

Benefits Of A Performance Website:

- Supports visitors through their research process
- Answers their questions and concerns
- Motivates them to make an enquiry
- Pays for itself quickly
- Makes all sales and marketing more effective

[Book a Consult](#)

ABOUT INSYNTH

Europe's first inbound marketing agency to specialise in construction, driven to deliver a predictable flow of leads, specifications and customers for your building product brand.

With over 30 years of experience in the construction industry, we understand the challenges hindering building product businesses from growing.

The Insynth methodology starts with diagnosing your current growth inhibitors, then developing new strategies, processes and functions, and finally, deploying new technology and assets to unlock self-sustaining business growth.

Insynth is ready to help you achieve your ultimate aim: growing your business in both revenue and profitability.

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