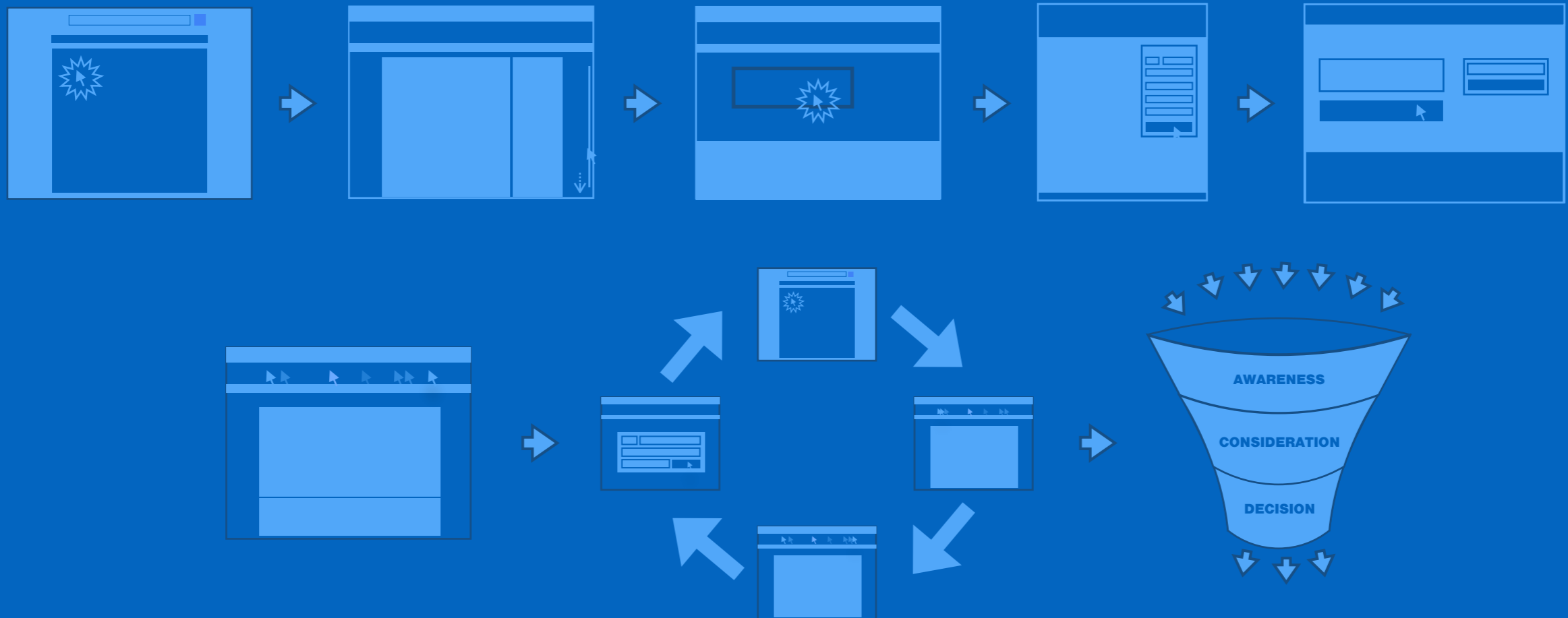


Inbound Websites for MANUFACTURING

- website planning & UX guide -



In inbound website design, your website should be designed to increase your traffic and convert more visitors into leads.

Start with how visitors are *most likely* to find you: **Google**

Most of your visitors will find your website when it ranks for longer, more descriptive search phrases, like this one.



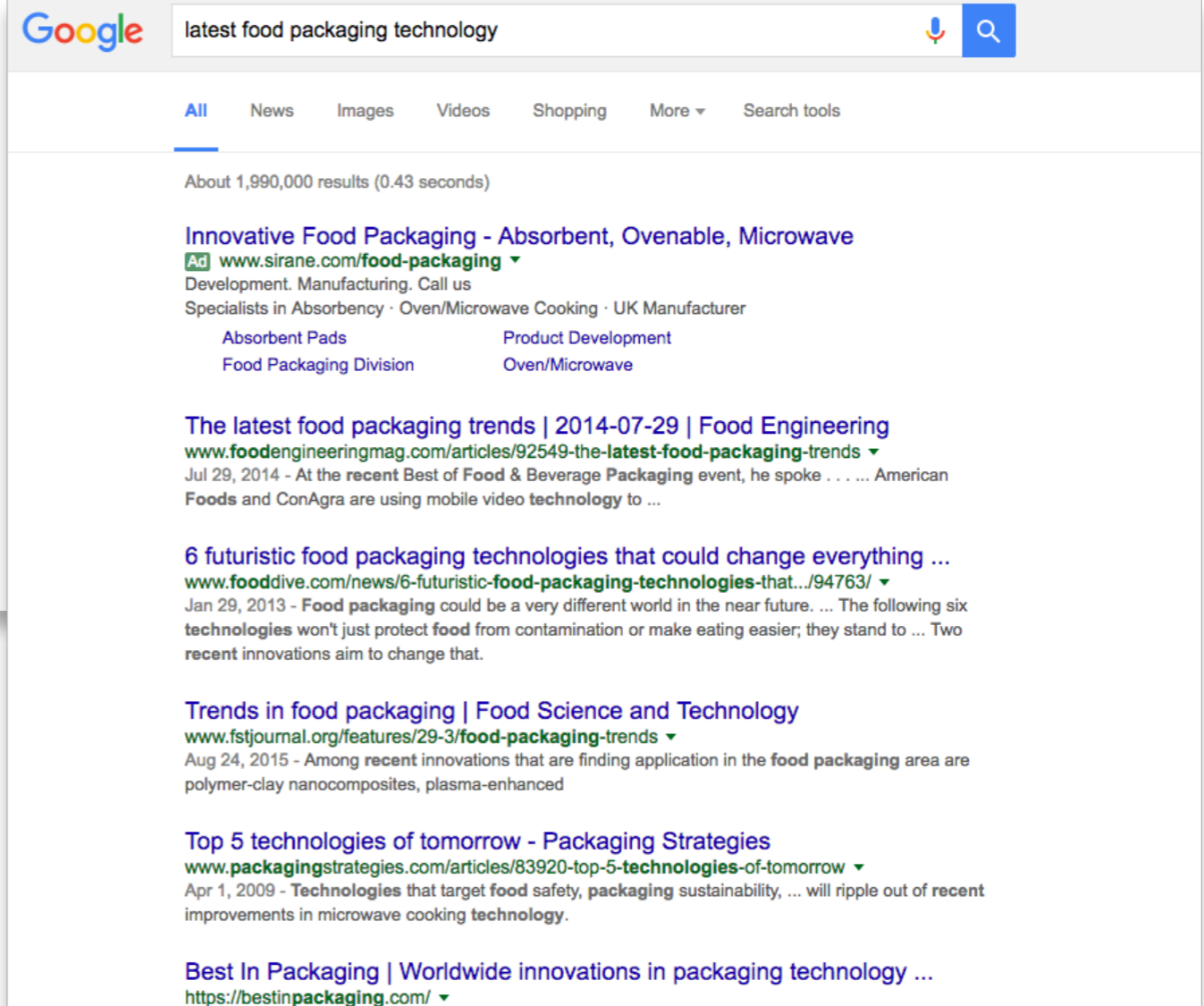
latest food packaging techn

latest food packaging technology

latest food packaging techniques

Google Search

I'm Feeling Lucky



Google latest food packaging technology

All News Images Videos Shopping More Search tools

About 1,990,000 results (0.43 seconds)

Innovative Food Packaging - Absorbent, Ovenable, Microwave
Ad www.sirane.com/food-packaging
Development. Manufacturing. Call us
Specialists in Absorbency · Oven/Microwave Cooking · UK Manufacturer
Absorbent Pads Product Development
Food Packaging Division Oven/Microwave

The latest food packaging trends | 2014-07-29 | Food Engineering
www.foodengineeringmag.com/articles/92549-the-latest-food-packaging-trends
Jul 29, 2014 - At the recent Best of Food & Beverage Packaging event, he spoke . . . American Foods and ConAgra are using mobile video technology to ...

6 futuristic food packaging technologies that could change everything ...
www.fooddive.com/news/6-futuristic-food-packaging-technologies-that.../94763/
Jan 29, 2013 - Food packaging could be a very different world in the near future. ... The following six technologies won't just protect food from contamination or make eating easier; they stand to ... Two recent innovations aim to change that.

Trends in food packaging | Food Science and Technology
www.fstjournal.org/features/29-3/food-packaging-trends
Aug 24, 2015 - Among recent innovations that are finding application in the food packaging area are polymer-clay nanocomposites, plasma-enhanced

Top 5 technologies of tomorrow - Packaging Strategies
www.packagingstrategies.com/articles/83920-top-5-technologies-of-tomorrow
Apr 1, 2009 - Technologies that target food safety, packaging sustainability, ... will ripple out of recent improvements in microwave cooking technology.

Best In Packaging | Worldwide innovations in packaging technology ...
<https://bestinpackaging.com/>

Inbound visitors find your website using descriptive “long-tailed” keywords because those long-tailed keywords are found by Google in the most content-rich area of your website: **your blog.**

An inbound website uses the **blog** as its #1 entry point—it's the front door for prospects. Your home page, on the other hand, is like the side door—used by **people who already know you**.

SMC
SAMPLE MACHINE COMPANY

SOLUTIONS ▾ ABOUT INDUSTRIES ▾ OUR WORK ▾ CONTACT *WE'RE HIRING!*

FOOD PACKAGING EQUIPMENT BLOG

by SAMPLE MACHINE COMPANY

FIND ARTICLES BY TOPIC ▾ SEARCH:

2016 Review: The Latest in Food Packaging Tech & Equipment

by Erik Smith, Chief Engineer

Inbound visitors land on articles like these—easy-to-read, digestible articles that give away free, helpful information.

Subscribe to email updates from the **FOOD PACKAGING EQUIPMENT BLOG**

Download the **FREE Food Manufacturer Guide**

Every year brings new advances in technology and capabilities for the food industry. As food manufacturers challenge equipment builders like us to provide new solutions, we're in a constant mode of R&D, custom engineering, and solution building.

In today's article, we're doing a full-scale overview of what creative new solutions 2016 has brought into our industry.

Your website structure should be built for learning, not selling—at least at this point.

SMC
SAMPLE MACHINE COMPANY

SOLUTIONS ▾ ABOUT INDUSTRIES ▾ OUR WORK ▾ CONTACT *WE'RE HIRING!*

FOOD PACKAGING
by SAMPLE MACHINE COMPANY

FIND ARTICLES BY TOPIC ▾ SEARCH:

MACHINERY SAFETY HANDLING SOLUTIONS
ASSEMBLY LINE PROCESSES "ASK THE ENGINEER"
NEW PRODUCT DEVELOPMENT LIQUID PACKAGING
CASE STUDIES, Chief Engineer FLEXIBLE PACKAGING VIDEO EXAMPLES

work email
Your email privacy is guaranteed. We do not sell, distribute, or spam email addresses. Read our [full privacy policy here](#).
SUBSCRIBE NOW

Download the **FREE Food Manufacturer Guide**

Every year brings new advances in technology and capabilities for the food industry. As food manufacturers challenge equipment builders like us to provide new solutions, we're in a constant mode of R&D, custom engineering, and solution building.

In today's article, we're doing a full-scale overview of what creative new solutions 2016 has brought into our industry.

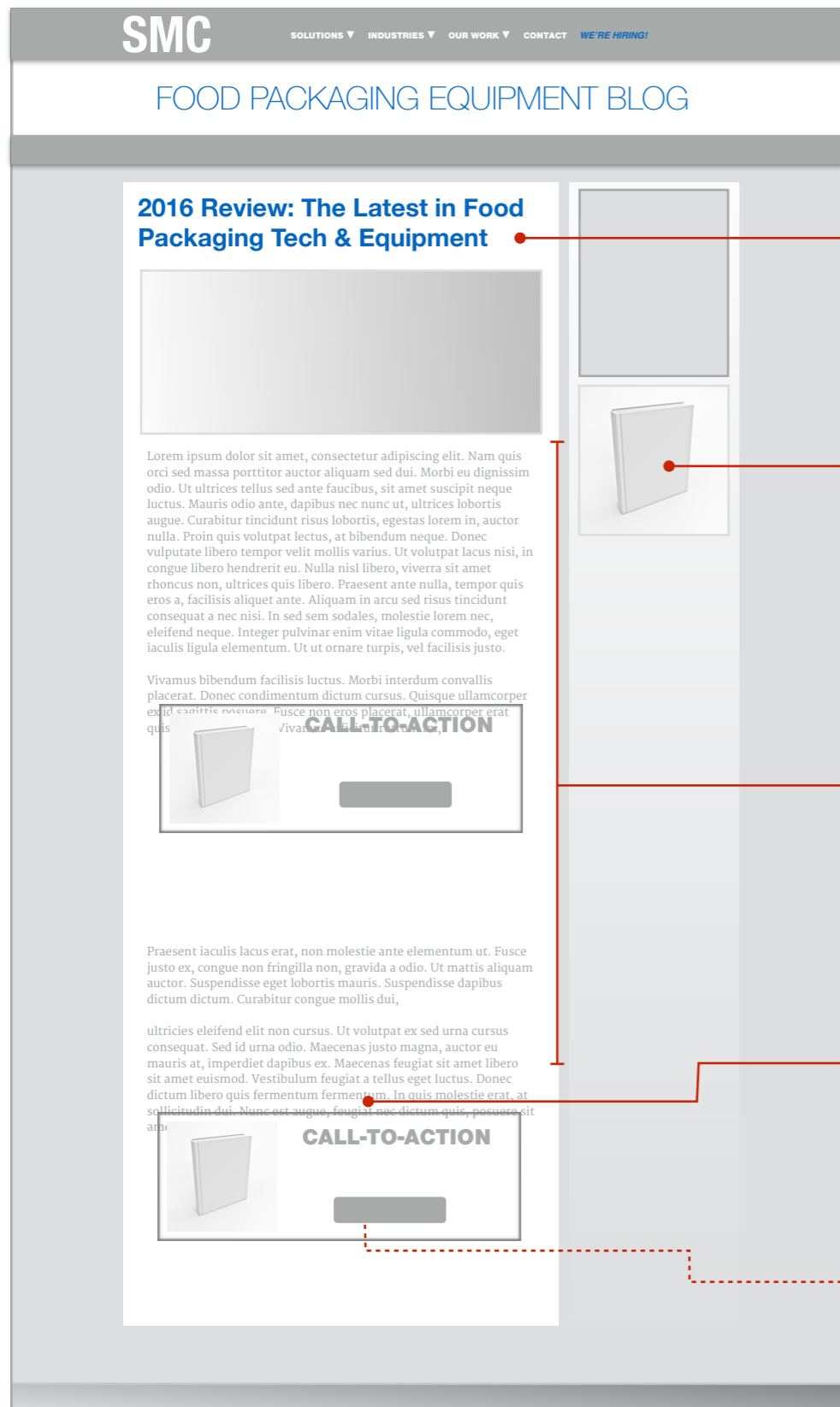
When they reach an article via search, most visitors scroll down to read. Their first click will likely not be on the main navigation—and that's a good thing.

Search isn't just a feature. It's an important way of keeping visitors on your site. A search bar tells your prospects, "we have the answers."

Your blog should feature its own topic-based navigation, so that first-time visitors have a chance to explore the range of interesting articles.

Some visitors come in more ready than others. A sidebar call-to-action (CTA) will expedite lead generation for a percentage of visitors.

Inbound marketing disrupts traditional navigation toolbars by guiding people toward landing pages built to capture leads.



1. Visitors arrive from a search query or a link to the blog article. From there, they usually expect to scroll down the page.

2. As they scroll down, some visitors will navigate using calls-to-action or other links positioned on the blog sidebar.

3. Readers will peruse the article, skimming, scanning, and looking for answers to their questions. Some will be ready to take action after reading only part of the article.

4. The goal of every blog article is to guide visitors to a call-to-action—an attractive link that points to a landing page.

5. The CTA takes the visitor directly to a landing page, which houses a content offer and a form to fill out.



Inbound navigation guides visitors from a landing page, where they submit the conversion form, to a thank you page, where they access the content you've provided.

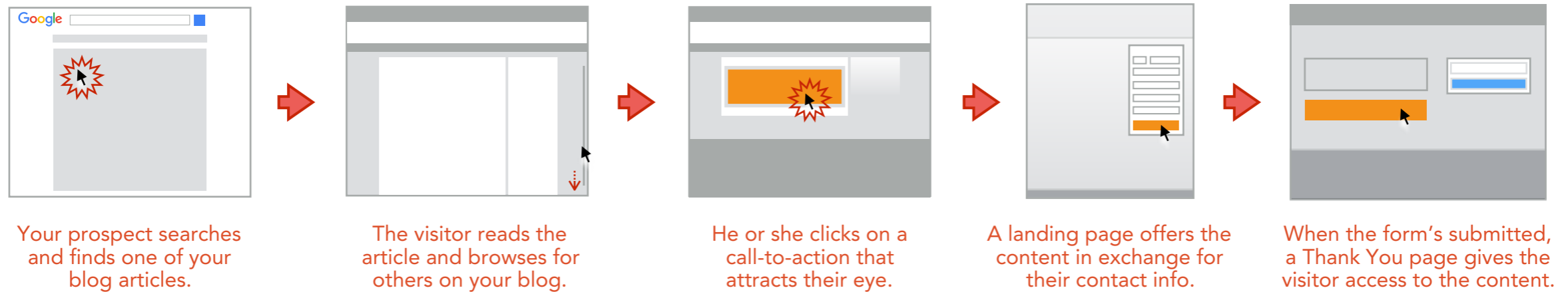
There's no main navigation on landing pages. A visitor's attention should be focused on the form.

When a visitor fills out a landing page form, that's a conversion!

Notice the main navigation appears on the Thank You page. Why? Because now, you want your leads to explore further.

Thank You pages give leads a straightforward way of accessing content. And they provide a reconversion opportunity.

The diagram shows two website pages. The left page is a landing page for 'The Food Manufacturer's Guide to...' with a 'Download Your Copy Now!' form. The right page is a 'Thank You' page with 'Thanks for downloading!' and a 'Subscribe to the blog for more information!' form. A red dotted line connects the 'DOWNLOAD NOW' button on the landing page to the 'ACCESS YOUR COPY HERE' button on the thank you page. The thank you page also features a main navigation menu at the top.



Your prospect searches and finds one of your blog articles.

The visitor reads the article and browses for others on your blog.

He or she clicks on a call-to-action that attracts their eye.

A landing page offers the content in exchange for their contact info.

When the form's submitted, a Thank You page gives the visitor access to the content.

That's the fundamental navigation of an inbound website.
It's built to convert visitors into leads.

So, what's next?

How do inbound websites guide leads after they've converted?

Existing leads and returning visitors typically visit your main website from 4 different landing spots. These 4 areas are responsible for the bulk of lead acquisition.

THANK YOU PAGES

40% LEAD TRAFFIC

BLOG

30% LEAD TRAFFIC

HOME

20% LEAD TRAFFIC

PRODUCT PAGES

5% LEAD TRAFFIC

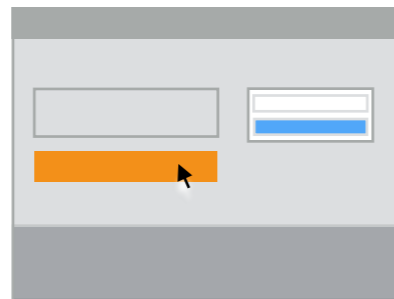


THANK YOU PAGES

For manufacturing, your main navigation should be planned based on the top 2 pathways for leads exploring your website: Thank You pages and Blog pages.



A landing page offers the content in exchange for their contact info.



When the landing page form is submitted, a Thank You page delivers the content.



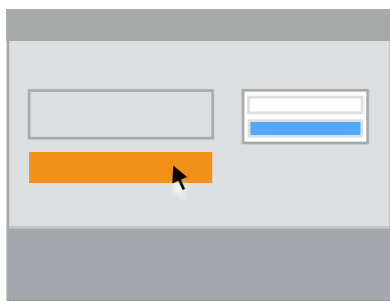
A large portion of your leads will continue looking at your website.



Your main navigation should be planned based on the mindset of those leads who will see it most—leads who've been reading your blog content and downloadable eBooks.



BLOG



Visitors come to your blog page and within the post find a CTA for a piece of content. They click on it and after submitting a form to get the download, a Thank You page delivers the content.



The lead delves into the content that's been delivered.



After reading the content, the lead opens your follow-up email directing him or her to another piece of content or another blog.



The visitor reads the post and browses the site, looking for others on your blog.



A portion of your leads will continue perusing your website.



So, how do we turn this...



All the possible places on your website to navigate

...into this?

SMC
SAMPLE MACHINE COMPANY

SOLUTIONS ▾

ABOUT

INDUSTRIES ▾

CONTACT US

BLOG

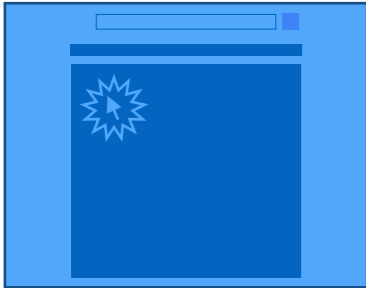
WE'RE HIRING!



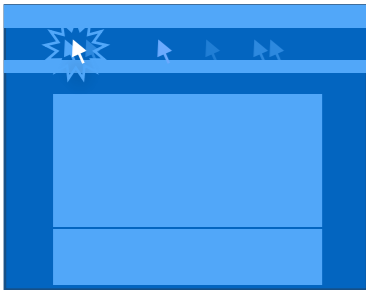
A clear, guided direction for visitors to navigate

An inbound website's navigation should guide leads from being aware of your company to seriously considering your products and capabilities.

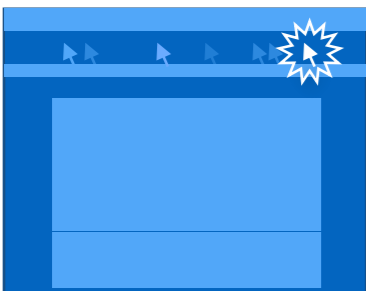
That movement from awareness to a potential deal is called the **buyer's journey**. What's your buyer's journey like?



In industrial manufacturing, a new buyer often has a lengthy sales cycle—between 3 months and 3 years. When a potential buyer first starts searching for answers to their business issues, we call that the **Awareness stage**. That's when they find one of your helpful blog articles and start learning about the kind of knowledge and insights you can provide.



Once a prospect starts exploring your website and learning about your capabilities, that's when they enter the **Consideration stage**. Because of your inbound marketing assets—calls-to-action, eBooks, landing pages, and forms—you should know most of the qualified leads who in the consideration stage of their journey. In this stage, leads are actively learning about your products and services.



After returning to your website frequently because of effective lead nurturing, your prospects will gain urgency and interest in your solutions. That's when they enter the **Decision stage** of the buyer's journey. The question they'll ask is: "Why should I buy from this machine company?"

When your leads start exploring main website pages, your navigation should direct them to **goal locations**. Using fewer navigation links—we suggest just five—will help you guide leads to the right location more effectively.

Based on the fact that 70% of traffic exploring your navigation will come from blog pages and thank you pages, your navigation should prioritize leads entering the **Consideration stage**. Having arrived to your main website pages from awareness-level content, they'll naturally be interested in learning more about what manufacturers in your space provide.

Leads on track for a longer journey will want to digest more content to understand your work; so, guiding leads to more **Awareness stage** goal locations should be the second priority.

A website's first navigation link will attract the most clicks.

You should use this link to focus your prospects toward the top-priority goal location.

The last link in a navigation is usually the second most clicked link.

You should use this link for your second priority goal location.

SMC
SAMPLE MACHINE COMPANY

SOLUTIONS ▾

ABOUT

INDUSTRIES ▾

CONTACT US

BLOG

WE'RE HIRING

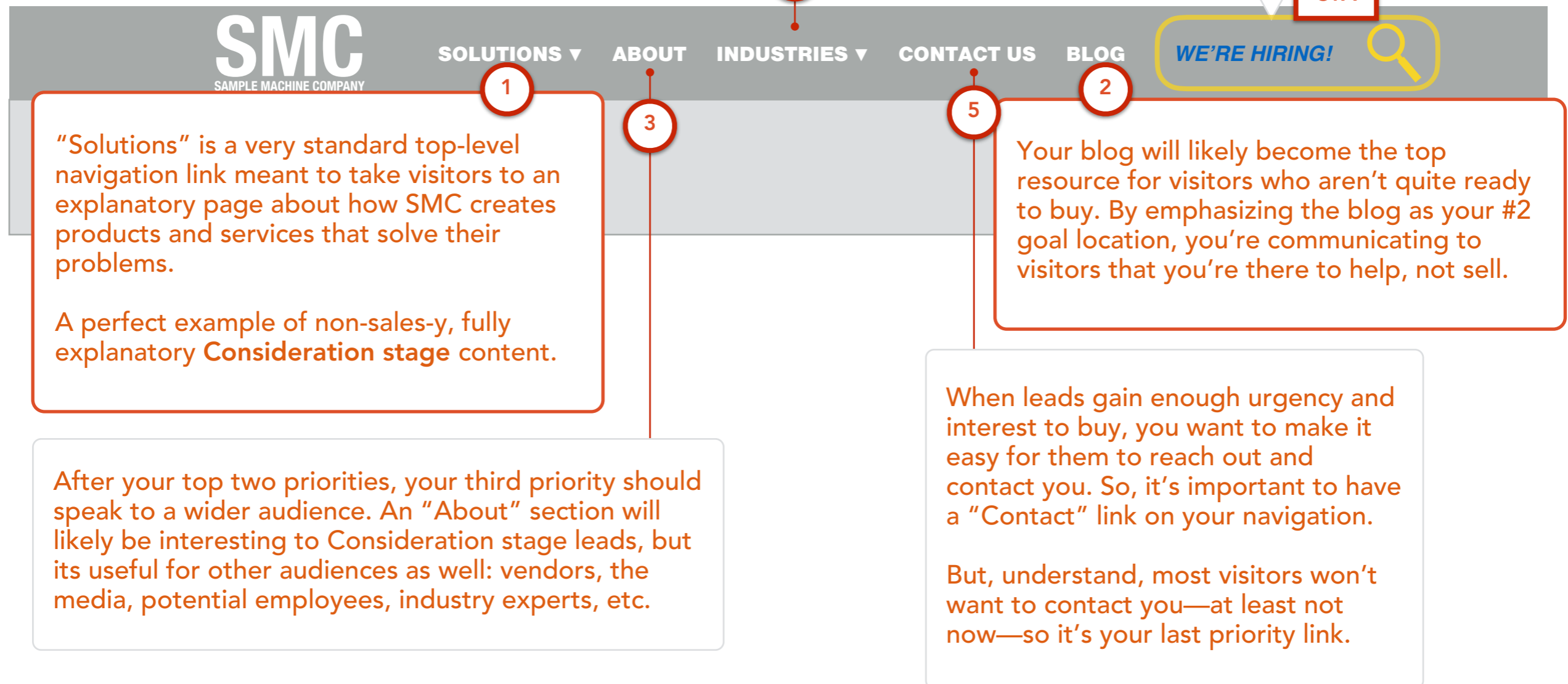


A call-to-action aligned with your navigation is your place to focus users' interests on your biggest current need—whether that's recruiting, new business, or an upcoming event.

Let's examine a sample navigation for a manufacturing website. Each link guides leads to a different goal location, prioritized by the buyer journey.

There are many uses for the fourth priority link. In manufacturing, we typically use this link to showcase a company's vertical expertise.

In manufacturing, the best call-to-action button for your navigation may not be business development-focused at all. Hiring can be just as important a priority—and, these days, you can bet your recruits are evaluating you online.



Notice what isn't part of an inbound website navigation for manufacturers...

There aren't a lot of links.

In an inbound website, less is more as your design should focus on giving leads the *right* places to visit—not *all* the places to visit.

The footer should be designed to showcase the full array of pages.

**No called out "Home" link.**

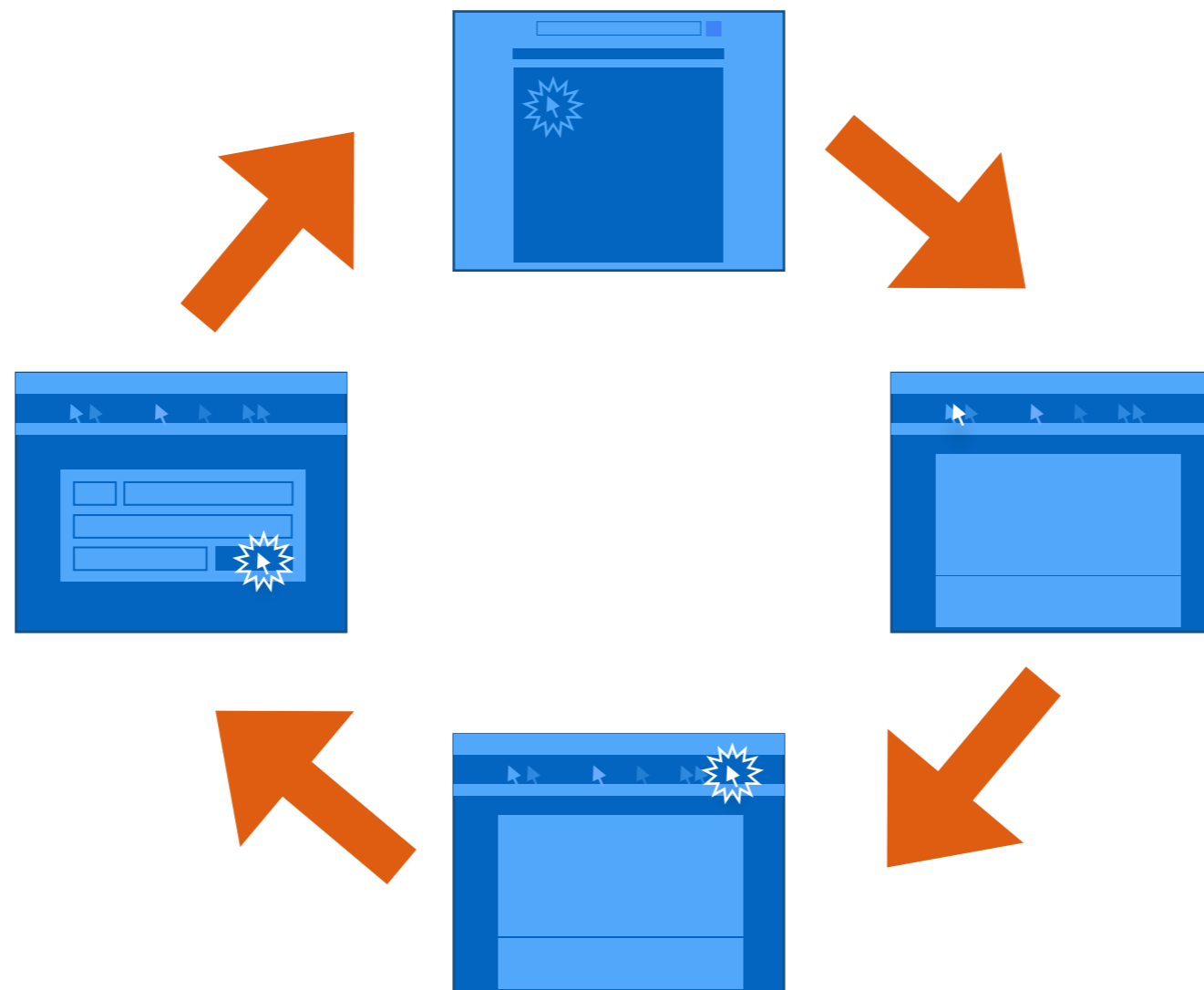
Home isn't a goal location. It's a stopover point, and most users will click your company logo if they want to return to the home page.

A search bar.

As helpful as search can be on your website, we suggest placing search capabilities in specific portions of your website, rather than having it on every page.

When leads visit the right goal locations for where they are in the buyer's journey, their urgency and interest accelerates.

Your website matches what they're looking for. So, they keep on browsing to learn more about you.



The goal of your website pages is to be as helpful as possible, and to consistently guide leads to the next stage of their journeys.

The following section will focus on additional aspects of your website design that are essential to inbound marketing.

RESPONSIVENESS

With more than 50% of B2B website traffic coming from mobile devices, your entire website must be built to be mobile-friendly.

The most efficient way to do this is to use a **responsive website design**, which adjusts based on the screen size being used.

The best responsive designs change the shape and size of different elements (such as pictures), based on how important they are to the viewer.

Every year brings new advances in technology and capabilities for the food industry. As food manufacturers challenge equipment builders, like us to provide new solutions, we're in a constant mode of R&D, custom engineering, and solution building.

FOOD PACKAGING EQUIPMENT BLOG
by **SAMPLE MACHINE COMPANY**

TOPICS ▾

2016 Review: The Latest in Food Packaging Tech & Equipment

by Erik Smith, Chief Engineer

Every year brings new advances in technology and capabilities for the food industry. As food manufacturers challenge equipment builders like us to provide new solutions, we're in a constant mode of R&D, custom engineering, and solution building.

In today's article, we're doing a full-scale overview of what creative new solutions 2016 has brought into our industry.

EFFECTIVE FOOTER DESIGN

In the early 2000s, websites commonly had a dedicated page for a "Sitemap." In inbound website design, you want to make your website as transparent as possible for your users.

While the header navigation should be used to guide your leads to the right goal locations, your footer is meant to give them all the possible options.

SOLUTIONS

Product Lines

Custom Services

Contract Mfg.

Maintenance

ABOUT US

Blog

Case Studies

Resource Center

News

INDUSTRIES

Perishable Foods

Waste Containment

Pharmaceuticals

RESOURCES

Blog

Case Studies

Resource Center

News

CONTACT US

t: 1-800-289-2222

829 N. Manufacturing Way
Chicago, IL 60686

Request a Consultation

Locations

INTERACTIVE CONVERSION ASSETS

With long sales cycles, many manufacturers look for ways to accelerate their leads through the sales funnel.

On an inbound website, one of the best ways to encourage leads toward a purchase is to add interactive assets—like a calculator, quiz, interactive map, or other useful tools—that showcase your ability to meet their needs.

Looking for an estimate on a custom job? Use our equipment cost estimator to forecast the scope and cost of your project.

Please note, the results of this calculator should not be considered a final quote. This tool serves as a pricing estimator only. Read our [quoting policy here](#).

Input the following specs to the best of your ability to get your estimate.

Specs. Example text.

Specs. Example text.

Specs. Example text.

Total quantity

Enter your contact information here, so we can email you the full estimate.

first last

work email

GET YOUR ESTIMATE

RESULTS

Be sure and collect their contact information so your sales team can immediately follow-up.

CONTEXTUAL SELLING

The point of an inbound website is to generate leads and turn them into sales. Why not personalize your user's experience, and show them exactly who they'd be working with if they buy?

With automated message tools, an inbound website can display a lead's sales rep photo, and create an instant way for the lead to reach out when they're ready.

Packaging Tech & Equipment

by Erik Smith, Chief Engineer

Every year brings new advances in technology and capabilities for the food industry. As food manufacturers challenge equipment builders, like us to provide new solutions, we're in a constant mode of R&D, custom engineering, and solution building.

MENT BLOG

SEARCH: Ask your manufacturing questions

Subscribe to email updates from the
FOOD PACKAGING
EQUIPMENT BLOG

first last

work email

Your
sell,
Rea

Looking to learn more about our custom equipment? Ask your questions here, and we'll follow-up with you within a few hours.

Sales
Rep's Photo
here

1

An inbound website for a manufacturer is like having a 24/7 sales rep talking with leads throughout their journeys.

Are you ready to get building?

Contact Weidert Group to learn about our manufacturer-specific website development services.

We take an iterative approach—helping you build a solid website plan, create a foundation, and improve your website over time to meet your inbound lead generation goals.

Nicole Mertes

Director of Business Development
920.731.2771 ext. 222
nmertes@weidert.com



WEIDERTGROUP
B2B inbound marketing agency
weidert.com