

Websites today need to be more than online company brochures. Our clients need to provide content that their target audience will find useful. They also cannot be static properties, where we spend 5 months building the site and then walk away for 1.5 to 2 years before a redesign.

TSL's Agile Website Methodology begins with a solid strategy based on our client's target personas. Our goal is to launch a quality website that outperforms the client's current site in terms of visitors and conversions. Then we use continual improvement processes to optimize the new website.

THE PHASES OF TSL'S AGILE WEBSITE METHODOLOGY:

STRATEGY SETUP

We work with our clients to understand their target personas and the buyer journey they take. We build the Launchpad based on assumptions about those personas.

LAUNCHPAD

We quickly get a highly functional, UX improved, search engine-optimized site in market that outperforms their current site.

CONTINUOUS IMPROVEMENT

This phase allows us to run tests to improve and optimize their site over time. We look to increase their audience, improve usability, and optimize lead conversion rates.

SOLUTION COMPONENTS

Current Site Audit

Website Strategy

Website Hierarchy

UX & SEO Improvement

Continuous Improvement

CHALLENGES FACED BY B2B TECHNOLOGY MARKETERS

DEFINED GOALS Marketers often don't have clearly defined goals and strategy for their website. We can help them define their strategy and measure against key performance indicators.

STATIC SITE Traditional sites are built over a period of months based on many assumptions, and then the site is launched. Those sites may go untouched for 1.5 to 2 years before they are refreshed. During that time, a lot of those initial assumptions go untested.

COMMUNICATIONS HUB Most clients that we talk to would like their sites to be a communications hub for their clients and prospects. To do that, they need to understand what their visitors are looking for and provide that content in a user-friendly way.

CONVERT VISITORS Marketers want to convert visitors into subscribers, prospects, and customers. Our agile process allows us to identify potential friction errors that may affect these conversions. Then we test options to improve their results.

IMPROVE INBOUND The goal of inbound marketing is to use content to generate followers, prospects, and customers. Through testing during our agile website process, we help identify areas clients can invest in to provide higher-quality content, which improves their conversion ratios.

QUESTIONS TO ASK

1. Do you have a clearly defined website strategy that identifies your target personas, their buyer journey, and the goals that you would like your website to achieve?
2. Do you have a set of metrics that you use to evaluate how effective your website is performing?
3. How do you test to see if your website is performing at an optimal level?
4. Do you report all areas of your site performance to your boss or other team members?
5. How long ago was your most recent website refresh?
6. What did you like about the website process? What struggles did you have?
7. Do you have a clear understanding of the friction points that prospects face as they move through their buyer journey?
8. How do you address and minimize those friction points to streamline your funnel?
9. What tools do you use to monitor, manage, and optimize your website's performance as a sales tool?
10. Have you had a comprehensive SEO analysis performed on your site recently? What did it show?

WHO TO CONTACT

- Owner/CEO
- Managing Director
- VP of Marketing
- Marketing Manager
- Marketing Coordinator
- VP of Sales

COMPETITORS TO TSL'S AGILE WEBSITE METHODOLOGY

	PROS	CONS	TSL DIFFERENTIATORS
Internal Marketing Teams	<ul style="list-style-type: none"> • Understand their internal processes • Understand their solutions • Cost-effective/salary 	<ul style="list-style-type: none"> • Busy with day-to-day tasks • Not experts in website optimization • Limited access to key performance metrics 	<ul style="list-style-type: none"> • Focused on B2B technology marketing • Strong web optimization experience • Knowledgeable creative team • Can provide KPIs that make B2B marketers look like rock stars
Local/Boutique Marketing Agencies	<ul style="list-style-type: none"> • May be cost-effective • Have a relationship with the client • Familiarity and ease of doing business 	<ul style="list-style-type: none"> • Lack focus on marketing B2B technology • Traditional web development methodology, which is outdated • Do not provide ongoing optimization or continuous improvement 	<ul style="list-style-type: none"> • Focused on B2B technology marketing • Process for continuous improvement and optimization • Provides documented, tangible results
Web Development Agencies	<ul style="list-style-type: none"> • Strong understanding of web development • Can provide valuable insights and KPIs • Potential history with the client 	<ul style="list-style-type: none"> • Limited B2B technology experience • Small creative team with limited B2B technology knowledge • Often use traditional web development approach 	<ul style="list-style-type: none"> • Focused on B2B technology marketing • Agile web development with continuous improvement • Knowledgeable creative team • Understanding of entire prospect funnel

TSL'S WEB PRACTICE IS BASED ON HUBSPOT'S GROWTH-DRIVEN DESIGN

TSL's agile methodology (based on Hubspot's Growth Driven Design principles) is an answer to the broken traditional web development project. A refreshed, fully functional website is launched quickly, within 60 to 90 days. Then instead of remaining stagnant for multiple years, it is continuously improved and optimized, utilizing real user data and behavior.

[CLICK TO VIEW TSL'S AGILE WEBSITE DECK](#)

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