



# How to Uplevel Your B2B SaaS Website For Series C And Beyond

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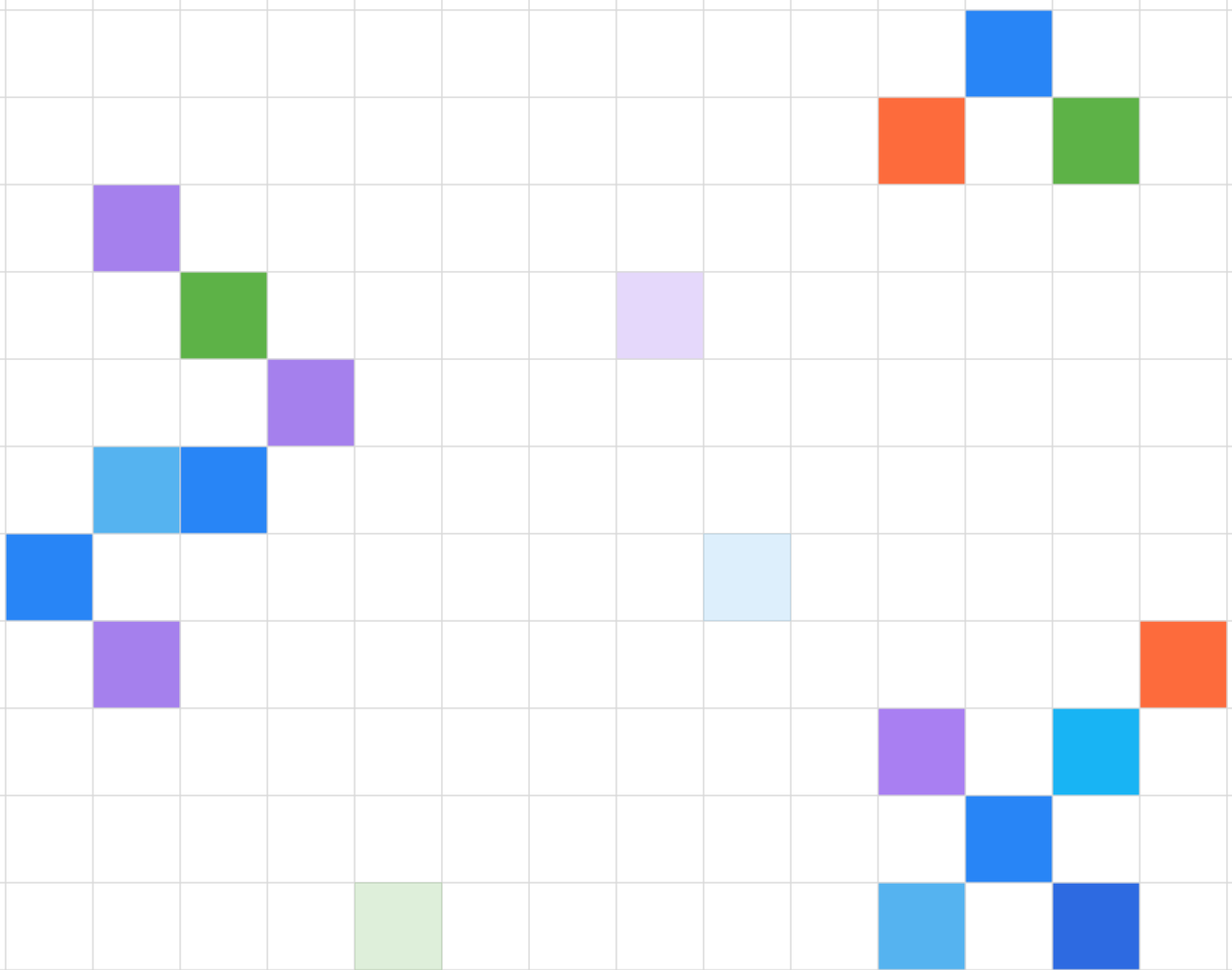
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Part 1

# Understanding the Modern Website Landscape



# Understanding the Modern Website Landscape

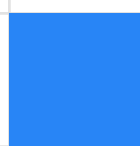
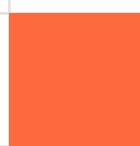
Despite having evolved much of marketing, too many B2B teams still traditionally operate their website – deploying a traditional CMS like WordPress for content management, with no true website owner, so everything from technology to plugins is stacked on each other.

This resource outlines the modern website landscape for B2B teams. It gives specific strategies you can use to increase your team's productivity and generate more pipeline from your websites.

## The Death of the Brochure Site

A common phrase for marketing leaders leading a new website project used to be, "Our marketing site is just a brochure site." But today, comparing your site to a brochure no longer holds. In the age of brochures, they were updated once a year by one person (if you were lucky), and teams never spent their entire advertising budget getting prospects to look at them. What's changed? Today:

- Dozens, sometimes hundreds of individuals, from product to marketing to legal, update the website
- Marketers iterate the site on an hourly basis
- Data-driven marketing strategies made A/B testing and personalization more important
- Performance marketing requires teams to attribute clicks to campaigns and lifetime value
- Because almost every marketing investment funnels to the web, every page requires more thought
- Marketers integrate dozens of tools: it's no longer just Google Analytics and web forms
- Interactive experiences like ROI calculators and directories are a requirement, not a luxury
- Prospects aren't in front of fast desktops when they hear about your: mobile performance matters
- Prospects visit your site from across the globe: delivering it from one mega server in your HQ no longer scales for performance or reliability





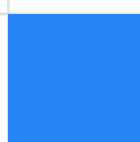
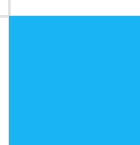
# The Emergence of Modern B2B SaaS Websites

Leading marketing teams in fast-scaling B2B SaaS companies treat their site closer to a digital product than a brochure.



They do this by:

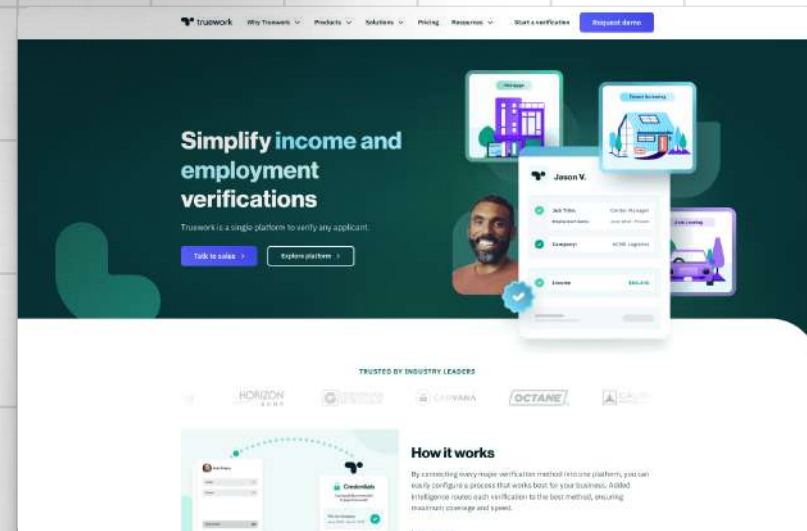
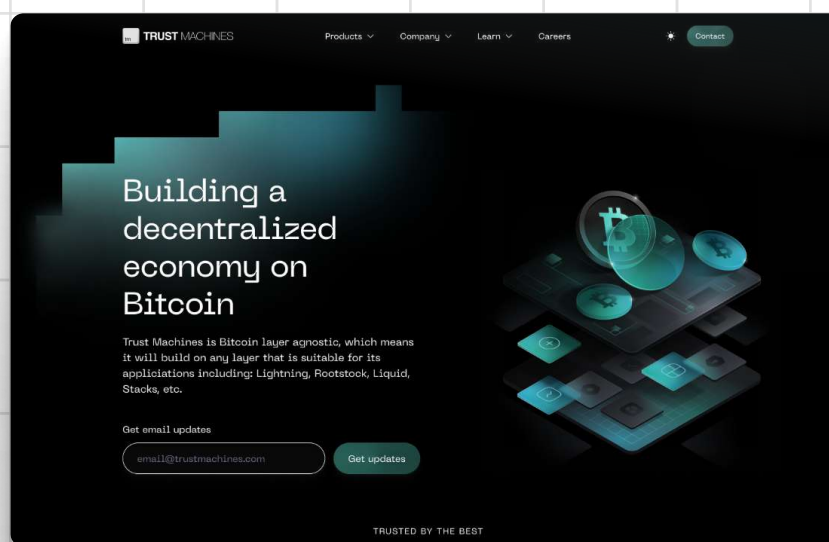
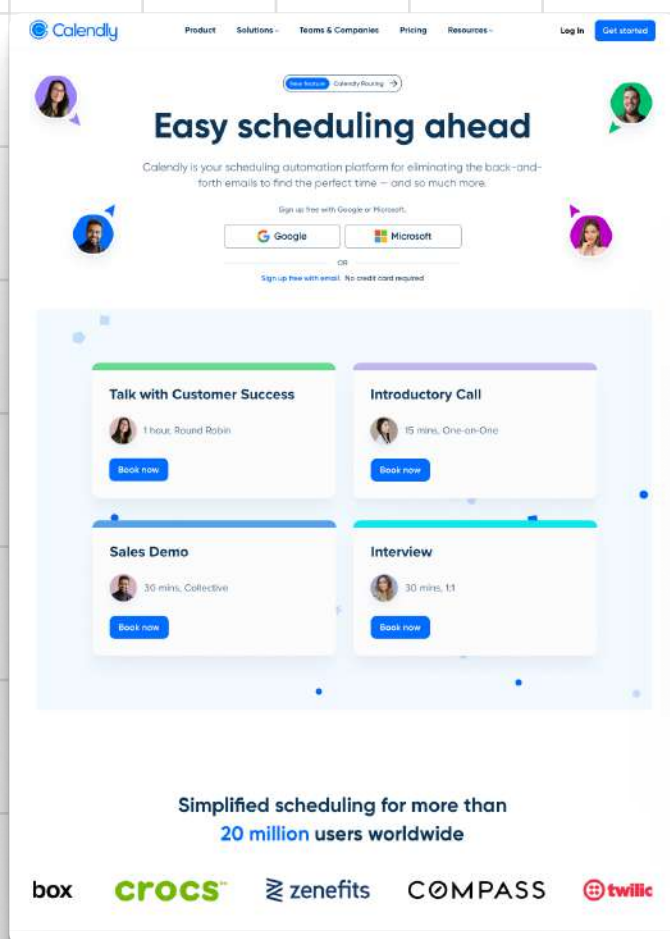
- Enabling anyone to quickly update the site or ship a page with little or no technical training
- Helping their growth team easily A/B test and target personalized content
- Connecting clicks to customer lifetime value or growth metrics like onboarding goals
- Integrating the site with their martech stack without a tangle of plugins
- Using a modular design, often borrowed from their platform design system, so developers be architects and marketers can be “builders,” connecting reusable blocks
- Launching interactive marketing experiences like [this performance insights tool](#)
- Squeezing more “SEO juice” out of content by delivering a site with good core web vitals
- Preparing the site to scale internationally easily and for massive traffic spikes



# Recent Trends in B2B Modern Websites

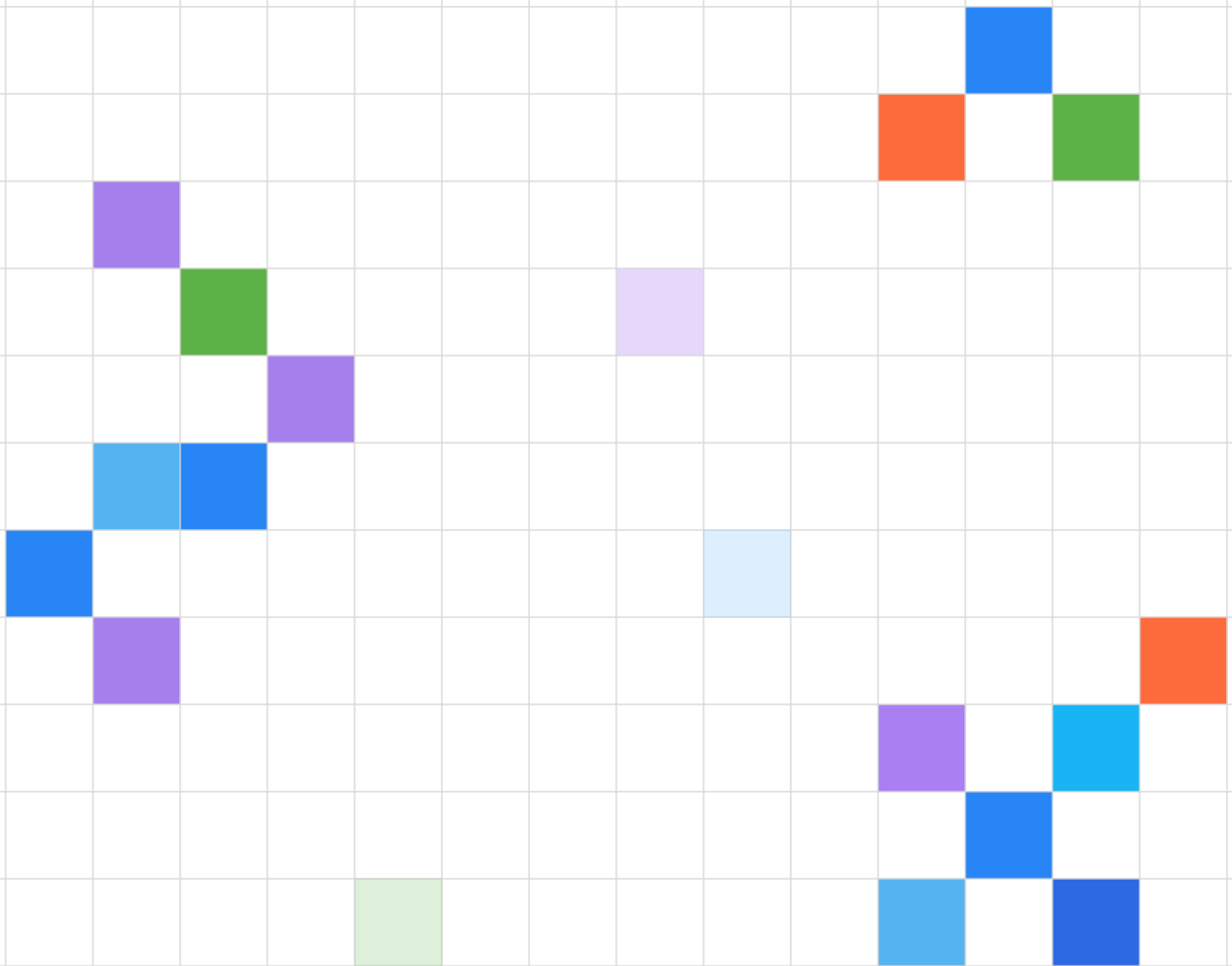
These brands are also staying up-to-date with emerging B2B SaaS website design trends, which is essential to any modern website. Some include:

- **Minimalist Design:** Minimalism continues to be a popular trend in website design, emphasizing simplicity, clean layouts, and ample white space. This design approach helps highlight key content and improves readability.
- **Microinteractions:** Microinteractions refer to subtle and purposeful animations, transitions, and effects that enhance user engagement and interaction. They provide feedback, guide users through processes, and add a touch of delight to the overall user experience.
- **Personalization:** Personalization is becoming a standard practice in B2B SaaS website design. By tailoring the website experience based on user preferences, behavior, and firmographic information, marketing teams increase conversion rates and reduce customer acquisition costs.
- In addition to brands not being trend seekers, there are other tell-tale signs companies must be cognizant of.



Part 2

# When You Need a Modern Website



# When You Need a Modern Website

Recognizing the signs that indicate the need for a modern website is crucial for marketing executives seeking to elevate their brand's online presence. From evolving brand identity to increased marketing initiatives and the desire for international expansion, these signs signal the importance of upgrading your B2B SaaS website.

## You're Evolving Your Brand

Your marketing site is the home of your new brand; the decisions you make and the experience visitors have with it can affect whether prospects see you as a mature organization, ready to handle their needs, or a scrappy upstart scrambling for product-market fit.

But, teams that try to evolve their brand with a traditional website often find:

- Can't ensure consistency across the entire experience
- Slow site experience for visitors
- Restricted design freedom
- Challenging to get pixel-perfect designs that scale across devices
- Marketing team members can't quickly ship, iterate, and fix designs and content on their own

## You're Focusing On Repeatable Marketing Motions

Uncovering and repeating scalable marketing motions means you need to enable your team to constantly experiment, measure, and iterate while also providing them with the tools to do the things that work with a much higher frequency.

But, experimenting, measuring, and scaling successful marketing motions is extra challenging on a traditional site because:

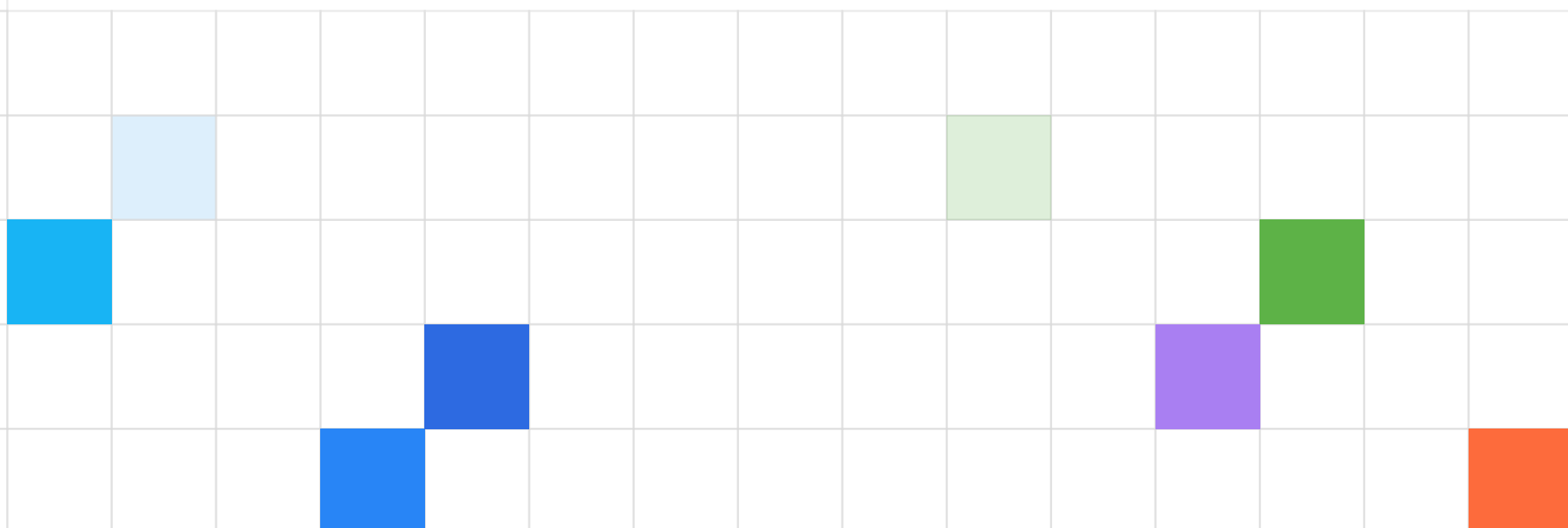
- Shipping A/B tests can take eons and significantly reduce site performance (which harms SEO, conversions, customer acquisition costs, etc.)
- Poor a web of plugins and restrictions makes attributing and measuring the value of site actions challenging or impossible
- Iterating landing pages based on A/B tests and personalizations that don't affect performance is time-consuming or impossible

## You're Ramping Up Marketing Hires Or Initiatives

When scaling up your marketing team or launching many new marketing initiatives, you can't bottleneck everything at one web expert in the business. Each marketing employee should be able to quickly feel confident that they can ship any campaign they can dream up without significant technological barriers or long timelines.

But, traditional marketing sites make it challenging to ramp up marketing hires and initiatives because:

- Poor content workflows and integrations can roadblock important case studies, resources, webinars, and events
- Training team members on the complex intricacies of a legacy setup can become a part-time job
- Platform constraints roadblock developers from shipping interactive marketing experiences



## You're Increasing Focus On SEO

You can enhance your website's search engine visibility by incorporating SEO best practices into your website structure, content strategy, and technical optimizations. Factors such as website speed and performance optimization, mobile-friendliness, and user-centric design are vital in ensuring a seamless user experience and improving your website's search engine rankings. A modern B2B SaaS website allows you to optimize these elements effectively and increase your chances of being discovered by your target audience.

But, traditional marketing sites make it challenging to execute against SEO objectives because:

- Optimizing website structure, URLs, and on-page SEO elements requires quick iteration and a rethinking of your site
- Creating landing pages for targeted keywords takes significant time and effort away from creating more, better content
- Making sure every page is mobile-friendly and aligns with search engine algorithms to improve UX requires manually reviewing and fixing every page individually

## You Have A Tangle Of Plugins/Integrations

If your website has become a tangle of plugins and integrations, it's a sign that you need a modern website. A modern website reduces reliance on excessive plugins by offering built-in features and functionalities that cover common needs.

By adopting the JAMstack architecture, you can achieve faster load times, improved scalability, and reduced server response times. This streamlined approach simplifies your website's architecture, improves performance, and enhances the user experience. Plus, You can create a more efficient and secure B2B SaaS website by minimizing the reliance on third-party plugins and integrations.



But, traditional marketing sites make it challenging to integrate your martech stack because they:

- Rely on obfuscated plugins rather than easy-to-understand API integrations
- Don't have plugins for every technology in your stack
- Make it unclear what in your site is causing website performance and UX issues
- Lead to poor security by making you install many third-party integrations to make up for the lack of functionality in the platform or native code

## You're Thinking About Going International

When considering international expansion, a modern website must cater to a global audience effectively. Features like multilingual capabilities, localization, and region-specific optimizations are crucial to engage international users. Modern sites make it easy to make an update in one place and have it updated everywhere, so even though you may have ten international sites, you only need to go to one place to update each.

But, traditional marketing sites make it challenging to internationalize your site because:

- Switching between many sites makes updates slow, quickly gets sites out of sync, and requires more maintenance for everyone
- Implementing multilingual capabilities and localization features further complicates your integrations and workflows.
- Optimizing integrations to work internationally is non-trivial and sometimes requires different integration accounts

Part 3

# How to Build a Modern B2B SaaS Website



# How to Build a Modern B2B SaaS Website

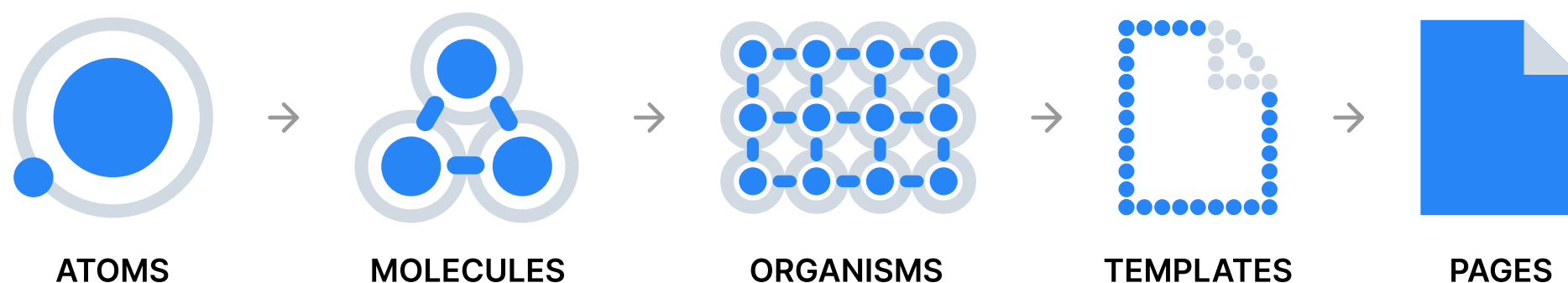
The beauty of a modern website is having the autonomy to choose your tech stack.

So what does a modern website look like? It's a revenue generation machine that aligns CRO, SEO, UI/UX design, and development to feed buyers the web experience they're looking for.

But first, it starts with an approach known as modular web design.

## Implementing a Modular Design Approach

In modern website development, implementing a modular web design approach has become increasingly popular and beneficial. This means building from a design system and component library and implementing an easy-to-use content management system (CMS) to empower marketing teams.



Many B2B SaaS organizations have a design system for the product in place or are currently developing one. If that's you, your brand is one step away from implementing a modular approach.

A consistent design system that integrates both the product experience and the marketing experience holds significant importance. By adopting a modular web design approach, B2B SaaS companies can establish a cohesive brand identity across their digital presence. This consistency in design elements, typography, and overall aesthetics enhances brand recognition and builds trust among potential customers.

The benefits extend beyond user experience to development and maintenance efficiency.

## Navigation

## Hero

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## Features

### Designed for teams who conduct meetings at scale

- Sales
- Marketing
- Customer Success
- Recruiting
- Information Technology
- Education

- Drive more revenue**  
Book high-value meetings in seconds and turn scheduling into a competitive advantage.
- Speed up your sales cycle**  
Keep your deal momentum high and remove scheduling friction at every stage of your sales cycle.
- Close more deals**  
Customize reminder and follow-up workflows to move deals along, integrate with sales tools, and remove logistical tasks to focus on selling.



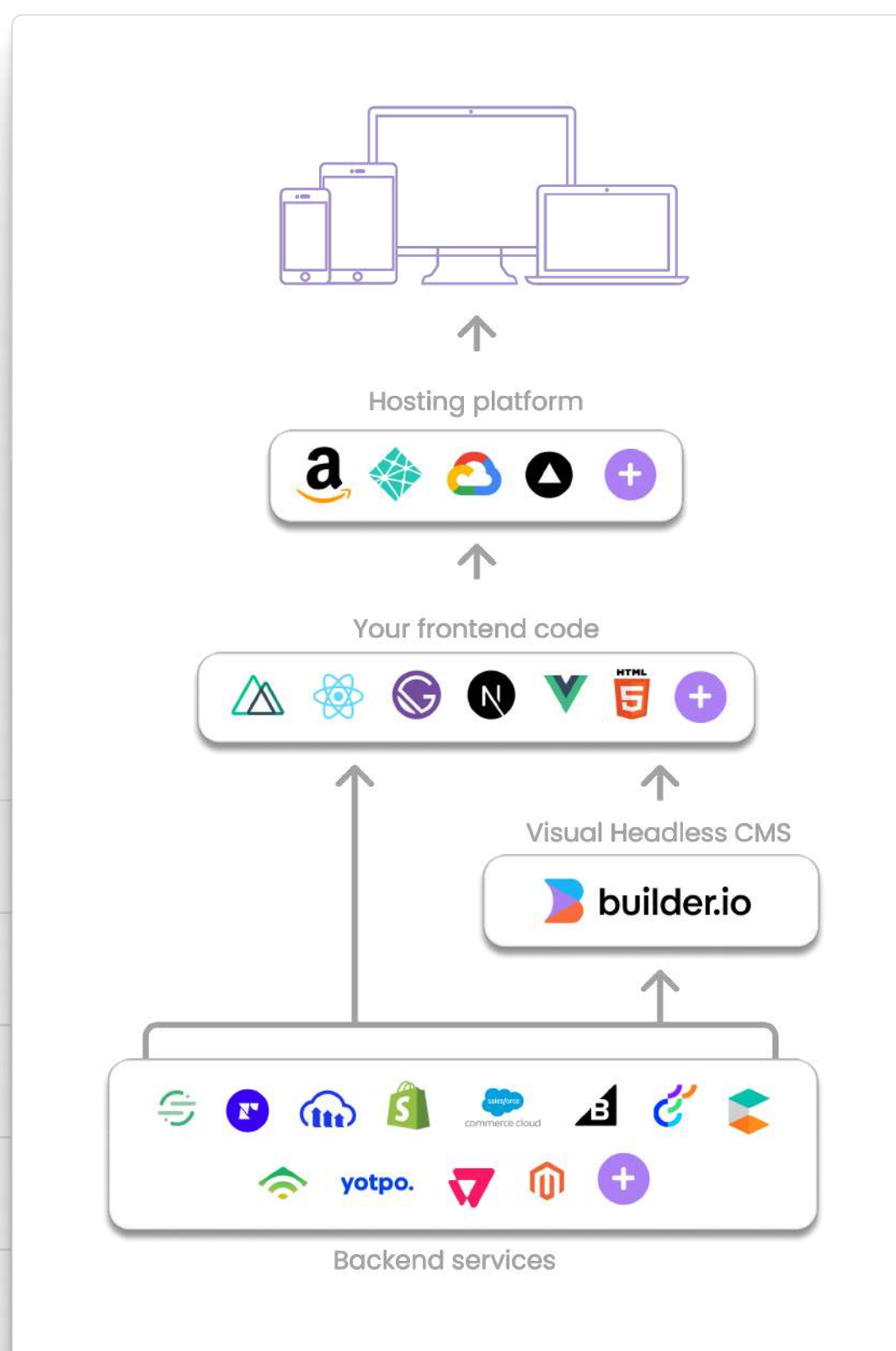
Through reusable modular components, B2B SaaS companies can streamline their design and development processes, saving time and effort while maintaining consistency. Marketing teams often face challenges when it comes to website updates and maintenance. Relying heavily on engineering teams for every small change delays the project and hinders agility. However, with a well-optimized modern website that embraces modular design, marketing teams can quickly and easily create on-brand website pages in minutes, without the need for extensive coding or design work.

By adopting a modular design approach, marketing teams gain the ability to assemble and customize pre-designed modules, allowing them to build and update web pages efficiently.

This not only saves time and effort but also ensures consistent branding and a seamless user experience throughout the website. With the power to make changes independently, marketing teams can iterate rapidly, respond to market trends, and maintain an up-to-date and engaging website.

## Implementing an Easy-to-Use Headless CMS

To stay ahead in the digital landscape, marketing teams require the ability to make swift updates and optimizations to their websites without being dependent on design and development teams. This is where headless architecture and modular design come into play.





Headless architecture, a modern approach to web development, offers marketing leaders in the B2B tech industry the flexibility and control they need over their websites. Unlike traditional monolithic CMS, headless architecture separates the front-end presentation layer from the backend content management layer.

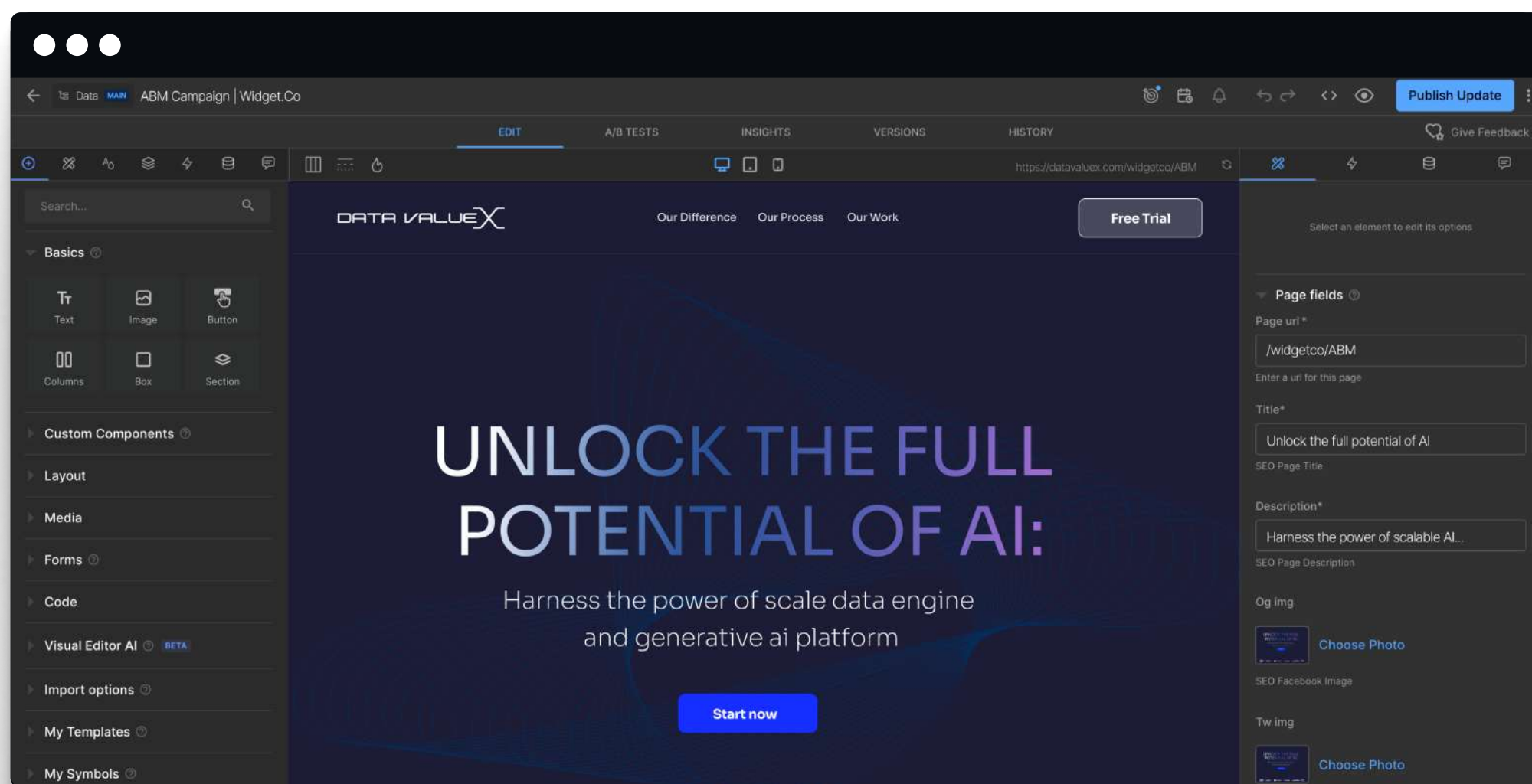
This decoupling empowers marketers to manage and deliver content independently from the website's design and development, allowing for greater agility and seamless updates.

## 💡 Use a Visual Headless CMS like Builder.io

Marketing leaders in the B2B tech industry need the ability to create, manage, and optimize website content without relying heavily on technical expertise or the assistance of developers. This is where a visual headless CMS like Builder.io comes into play.

Builder.io is a visual headless CMS that enables marketing teams to create, ship, and optimize content using a visual interface. With Builder, non-technical users can easily design and customize web pages, implement dynamic content, and publish updates without relying on developers.

The difference maker: Builder's visual editor.

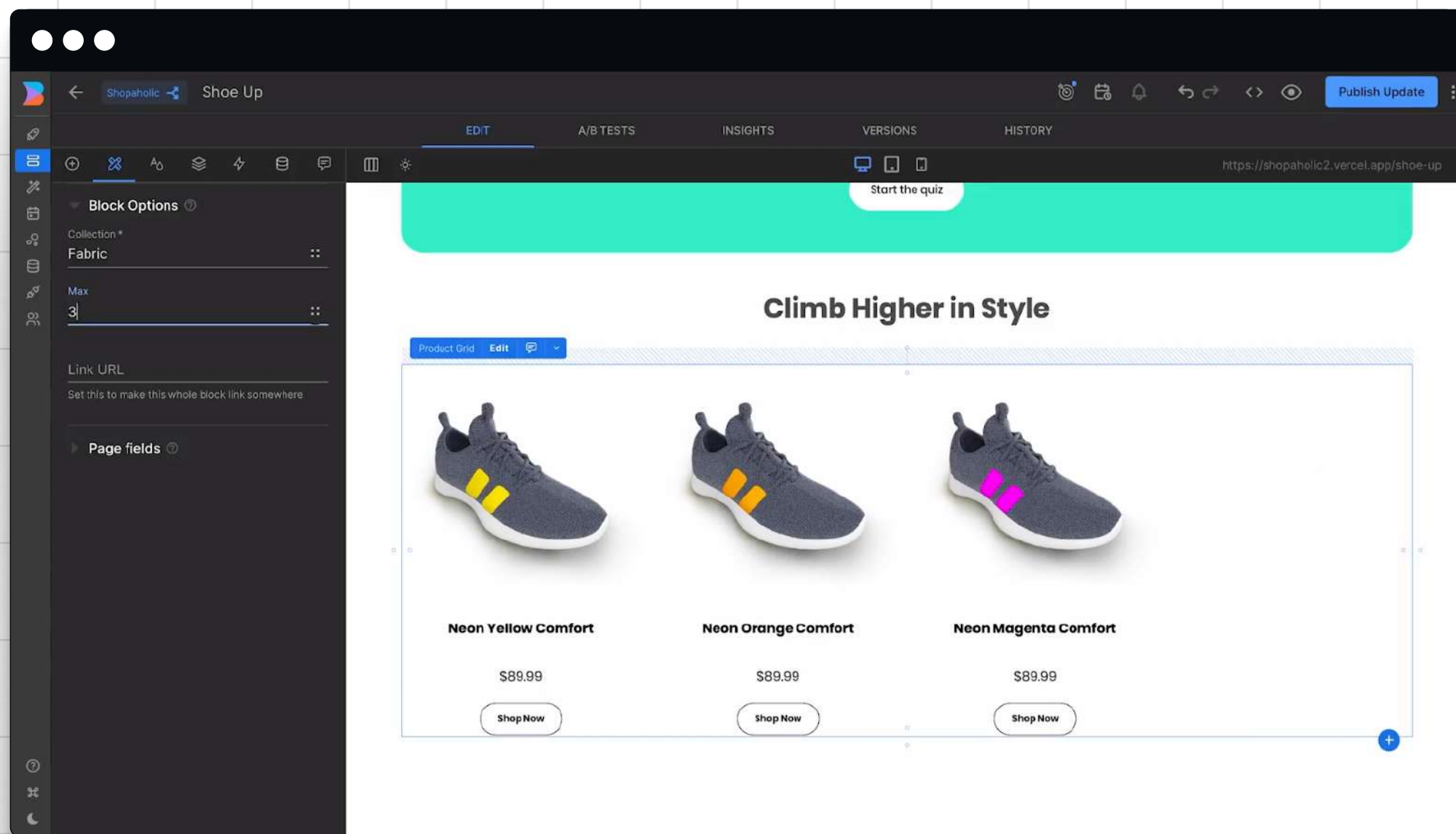


Unlike any other headless CMS, Builder's visual editor lets marketers and content editors create and customize website content in a visual, real-time environment – remember WYSIWYG? With its intuitive drag-and-drop interface, users can easily design and modify the layout of web pages without the need for extensive coding or technical knowledge.

The visual editor also provides a live preview feature, allowing users to see the changes they make in real-time as they edit the content. This instant visual feedback enables marketers and content editors to have a clear understanding of how their changes impact the overall appearance and structure of the web page.

By offering real-time previews, Builder.io enables users to iterate and experiment with different design elements, content placement, and visual styles. This functionality proves particularly valuable for marketers who want to fine-tune the visual presentation of their content and optimize it for conversions and engagement.

With visual headless CMS, like Builder.io, marketing leaders in the B2B tech industry can unleash their creativity, streamline workflows, and drive exceptional website experiences. The intuitive content editing capabilities, streamlined collaboration with developers, performance optimization features, and scalability empower marketers to create engaging content, adapt to market demands, and deliver personalized experiences to their target audience.



# Choosing a Frontend Framework

A modern website cannot have a headless CMS without a frontend framework. Here's a quick 101 lesson on frontend frameworks.

Frontend frameworks and libraries help streamline the development process and enable the creation of interactive and responsive user interfaces. By selecting a modern frontend framework, marketers gain several benefits, including:

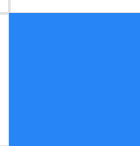
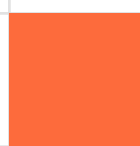
**Faster Development:** Modern frameworks enable marketers to build and update website content efficiently, reducing the reliance on developers. With reusable components and intuitive interfaces, marketers can make changes quickly, keeping the website up-to-date and aligned with marketing campaigns.

**Consistent Branding:** Frontend frameworks ensure consistent branding across the website. Marketers can easily apply the brand guidelines, maintaining a cohesive visual identity that resonates with the target audience.

**Engaging User Experiences:** Modern frameworks provide tools and features that allow marketers to create interactive and engaging user experiences. From smooth animations to intuitive navigation, marketers can captivate visitors and enhance their overall browsing experience.

**Improved Performance:** Frontend frameworks optimize website performance, resulting in faster load times and seamless navigation. This enhances user satisfaction and helps retain visitors.

As a B2B marketer, you're likely responsible for driving traffic, generating leads, and optimizing the website's performance to deliver a seamless user experience. A frontend framework plays a crucial role in enhancing the website's user interface and functionality, directly impacting your marketing efforts.





## 💡 Use a frontend framework like Gatsby.js

Gatsby is a React-based framework that prioritizes speed and performance. Gatsby enables fast-loading websites with optimized SEO capabilities by leveraging static site generation. It also benefits from a rich ecosystem of plugins.

With Gatsby.js, marketers can unlock a host of value propositions that drive success in the competitive B2B landscape. Its rich feature set, including a comprehensive plugin ecosystem, allows for easy integration with marketing tools, SEO optimization, and content management systems.

This empowers marketers to efficiently manage campaigns, track analytics, and enhance SEO visibility. Moreover, Gatsby.js excels in performance, leveraging its static site generation capabilities to generate highly optimized, fast-loading websites. This boosts user experience and reduces bounce rates, ultimately leading to higher engagement and conversion rates. The platform's intelligent image optimization, code splitting, and prefetching techniques ensure a smooth and responsive browsing experience, even for resource-intensive B2B websites.

Some of the fastest-growing B2B SaaS brands rely on Gatsby's frontend framework, including ServiceTitan, Calendly, and Freshworks.

## Next.js

- React-based framework
- Improves website performance by utilizing server-side rendering (SSR), resulting in faster page load times and a smoother user experience.
- With pre-rendered pages, Next.js ensures that visitors can access content quickly, reducing waiting times and increasing engagement.
- Includes built-in API routes, making it easy to connect with backend systems and fetch dynamic data, enabling interactive and personalized content.
- Enhances existing websites or can develop standalone applications, offering flexibility in adopting and integrating the framework into your tech stack.
- By leveraging SSR and optimizing server-client communication, Next.js provides better overall performance, ensuring a positive impression on website visitors.

## Next.js

- Vue-based framework
- Improves website performance by supporting server-side rendering (SSR) and offering a balance between server-side rendering and client-side interactivity.
- Follows the principle of “convention over configuration,” providing sensible defaults and reducing the need for complex setup and configuration, making development easier and more efficient.
- Offers a built-in routing system and layout management, simplifying the creation and management of page navigation and overall website structure.
- Allows for incremental adoption, making it possible to add the framework to existing projects or build new standalone applications according to specific needs.

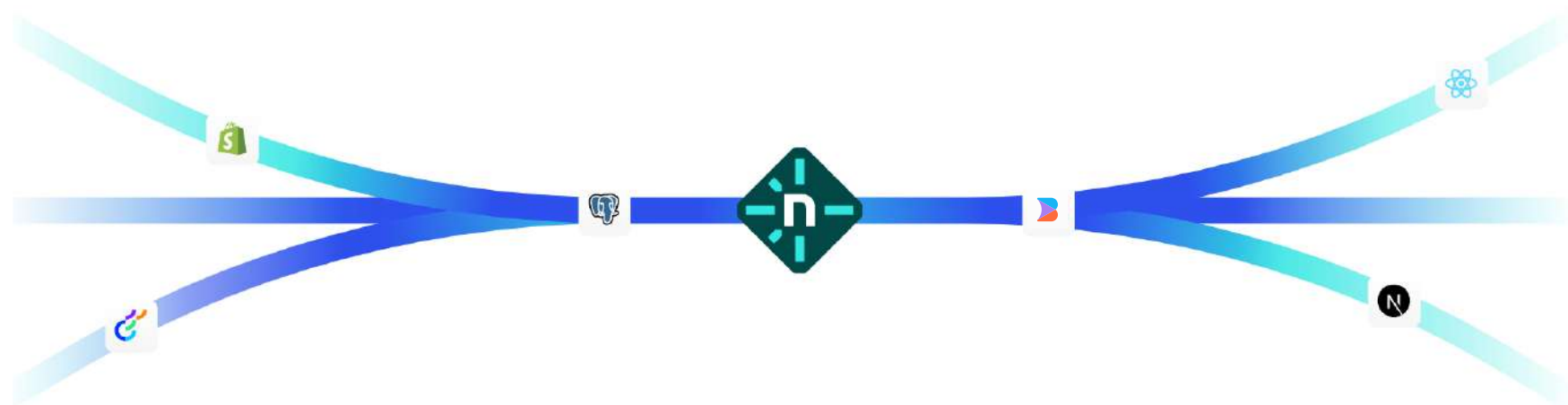
## Hosting and Deployment Tools

Hosting and deployment tools are crucial for marketing websites, yet they are often an afterthought. Choosing the right tools can significantly impact the performance, reliability, and scalability of your website.

A hosting platform plays a vital role in ensuring that your website is accessible, secure, and performs well for your target audience. It provides the necessary infrastructure and tools to make your website available to users and ensure it runs smoothly.

### 💡 Use Netlify as the Hosting Platform

A hosting platform plays a vital role in ensuring that your website is accessible, secure, and performs well for your target audience. It provides the necessary infrastructure and tools to make your website available to users and ensure it runs smoothly.





Here's how:

- Netlify simplifies the process of deploying websites, taking care of the technical aspects and making it easier for teams to launch and update their B2B website without needing extensive technical knowledge or assistance from DevOps or infrastructure teams.
- Ensures the website loads incredibly fast, crucial for engaging customers and reducing bounce rates.
- Netlify utilizes a global CDN, which means that a website's content is delivered from servers located worldwide.
- Netlify prioritizes security, protecting customer data and securely encrypting interactions.
- Provides built-in form submission processing, ensuring that form submissions are processed securely and efficiently.
- Seamlessly integrates with popular analytics tools, allowing us to gain valuable insights into user behavior and website performance.

## User Tracking and Analytics Tools

At this stage, it's every marketer's dream to have the ability to experiment daily. User tracking and analytics tools are essential for gaining insights into user behavior, measuring website performance, and making data-driven decisions. By tracking user interactions and analyzing data, you can make informed decisions to optimize your website and improve user experiences. Consider adding the following tools to your tracking and analytics arsenal:

**Google Analytics for website analytics:** Google Analytics is a widely used web analytics platform that provides comprehensive data on website traffic, user behavior, conversions, and more. It offers powerful reporting and analysis features to understand how users interact with your website.

**Hotjar for user tracking:** Hotjar combines heatmaps, session recordings, and user feedback to help you understand how users interact with your website. It provides visual data to identify areas for improvement and optimize the user experience.

**Segment for data management:** Segment is a customer data platform that enables you to collect, manage, and route customer data to various marketing and analytics tools. It simplifies the integration of different tracking and analytics tools, allowing marketers to focus on data analysis rather than implementation.

# A/B Testing and Conversion Optimization Tools

A/B testing and continuous optimization are crucial components of a modern B2B SaaS website. They enable marketers to make data-driven decisions, enhance user experiences, and drive conversions. However, it's equally important to cultivate a culture of experimentation and continuous improvement within your organization.

Here's why:

**Treating the Website as a Product:** Your website is not a static entity but a dynamic product that requires ongoing attention and improvement. Just like any other product in your B2B SaaS portfolio, your website should evolve and adapt to meet the changing needs of your target audience.

**Data-Driven Decision-Making:** A culture of experimentation fosters data-driven decision-making. By conducting A/B tests and analyzing the results, you gain insights into user preferences, behavior, and preferences. This allows you to refine your website's design, content, and user experience to better align with your audience's needs and drive desired actions.

**Continuous Improvement:** Experimentation and optimization are ongoing processes. By continuously testing and iterating on different website elements, such as CTAs, landing pages, and messaging, you can identify areas for improvement and refine your website over time. This iterative approach ensures that your website remains relevant, effective, and competitive in the ever-evolving digital landscape.

**Staying Ahead of the Competition:** In a fast-paced B2B SaaS industry, it's crucial to stay ahead of the competition. Embracing a culture of experimentation allows you to explore new ideas, test innovative features, and differentiate your website from others in the market. It enables you to adapt quickly to market trends and changing customer expectations.

**Iterative Learning and Growth:** Experimentation provides valuable learning opportunities. By testing hypotheses, measuring results, and analyzing data, you gain insights into what works and what doesn't. This iterative learning process enables continuous growth and empowers you to make informed decisions for website optimization.

By fostering a culture of experimentation, your organization can ensure that your website remains a vibrant and effective tool in your marketing arsenal. Embrace the mindset of continuous improvement, encourage data-driven decision-making, and empower your team to explore and test new ideas. In doing so, you can drive innovation, enhance user experiences, and achieve your marketing goals.

A/B testing and conversion optimization tools help you optimize your website and maximize conversion rates.

Consider the following tools:

**Builder.io's built-in A/B testing functionality:** Builder lets marketers visually create, ship, and manage A/B tests for their B2B SaaS websites. With intuitive setup, conversion tracking, real-time reporting, and the ability to iterate and personalize tests.

**Optimizely:** Optimizely provides a powerful experimentation platform for running A/B tests, multivariate tests, and personalization campaigns.

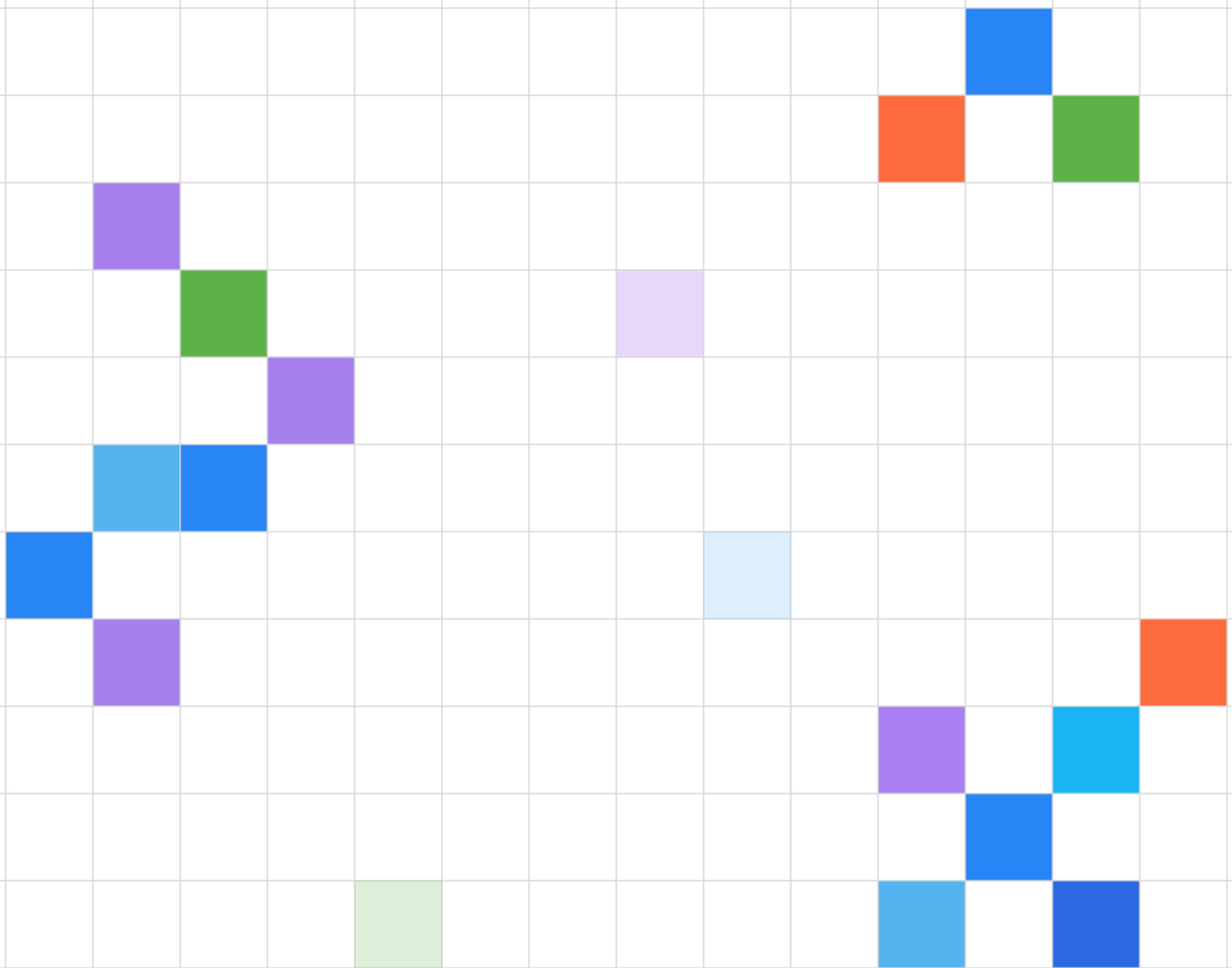
**VWO:** VWO offers a comprehensive platform for A/B testing, heatmaps, session recordings, and conversion rate optimization. It allows you to experiment, analyze, and optimize various elements of your website.

**Mutiny:** Mutiny is an AI-driven personalization platform that helps you deliver tailored experiences to your website visitors. It enables you to create personalized content, CTAs, and messaging based on user segments and behavioral data. Mutiny's machine learning algorithms adapt and optimize in real-time, driving improved engagement and conversion rates.



Part 4

# Case Studies



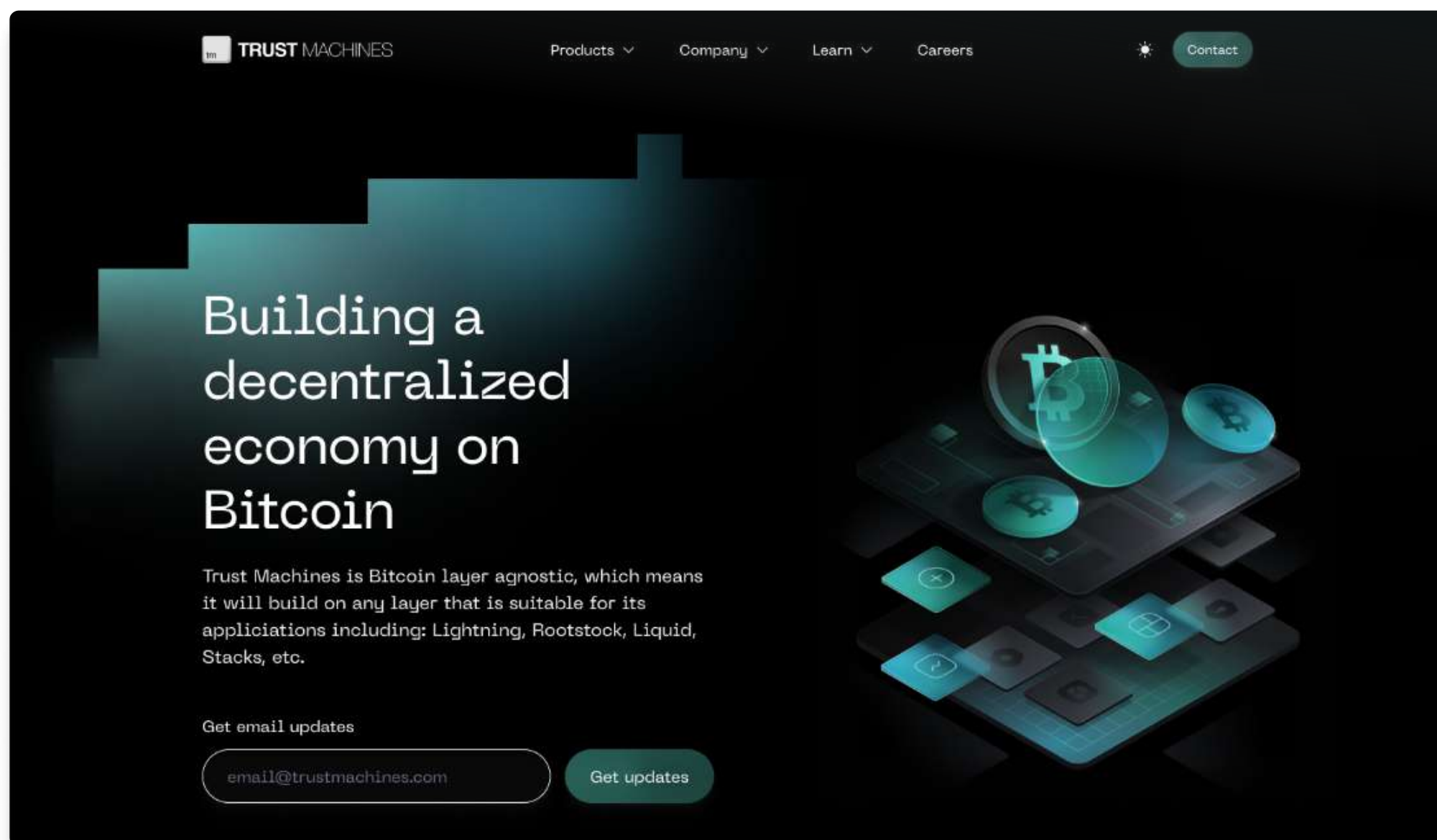


# Case Studies

Recognizing the signs that indicate the need for a modern website is crucial for marketing executives seeking to elevate their brand's online presence. From evolving brand identity to increased marketing initiatives and the desire for international expansion, these signs signal the importance of upgrading your B2B SaaS website.



# TrustMachines



**Use Case:** Building a Fresh Brand Identity and Empowering Teams with Builder.io

<b>Tech Stack:</b>			<b>Custom hosting</b>
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TrustMachines is a team of engineers, builders, researchers, and operations banding together to grow the Bitcoin economy.

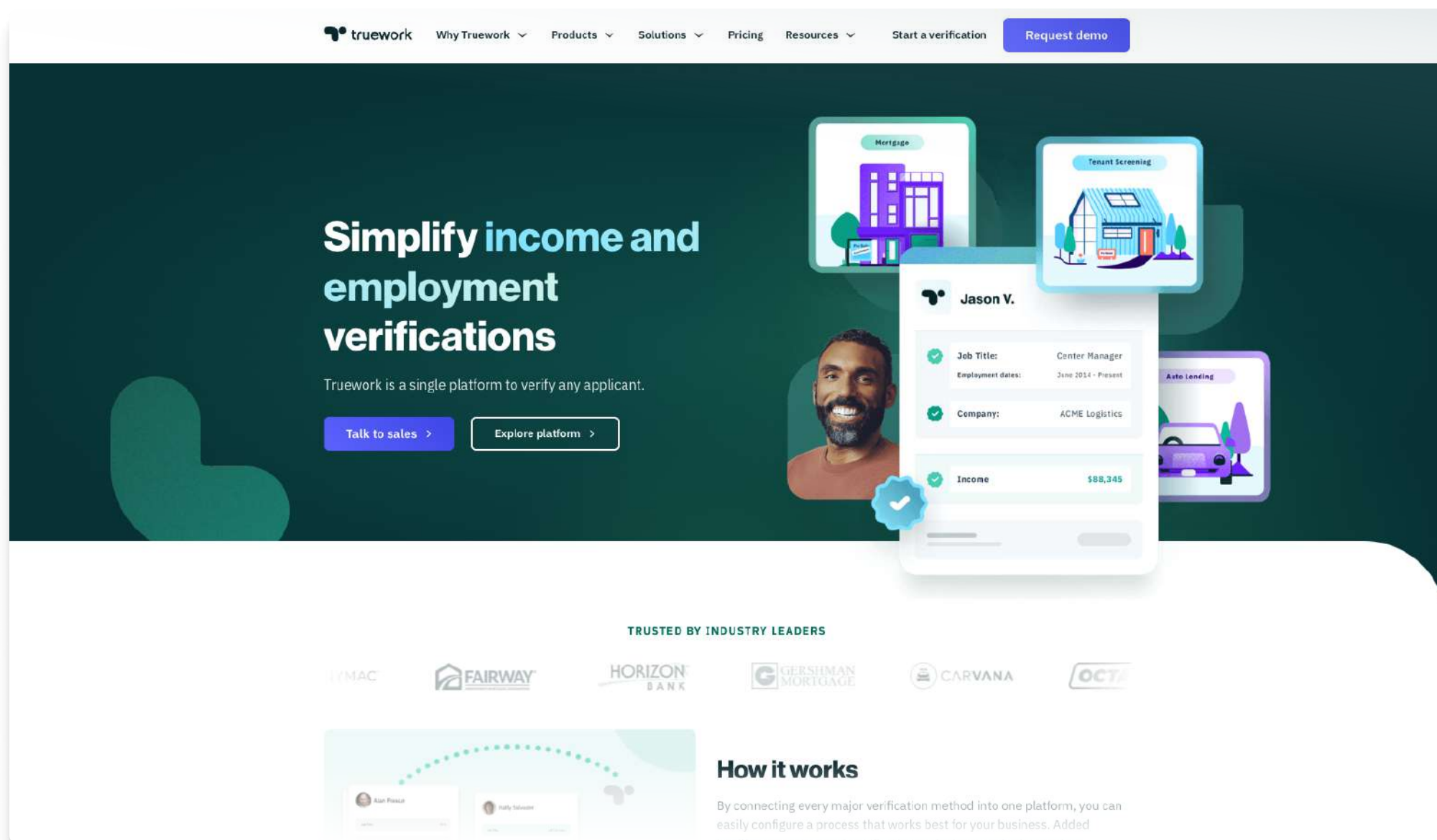
After TrustMachines received a massive round of funding valued at \$150 million, its chief objectives were to develop its products in preparation for the next market boom and establish a web presence to attract top-level talent to build for the Bitcoin economy.

How? TrustMachines wished to launch a new marketing website that contained a collection of web content to educate users and drive organic traffic.



As the web agency of choice, Webstacks recommended migrating away from Squarespace and adopting a modern website composed of Gatsby.js and Builder.io.

This move would empower developers and marketers to meet TrustMachines' goals. Developers would prioritize enablement and build a dynamic website and marketers would reap the benefits of a WYSIWYG-like editor deploying Builder's headless visual editor.

# Truework



**Use Case:** Building a Fresh Brand Identity and Empowering Teams with Builder.io

<b>Tech Stack:</b>		<b>NEXT.js</b>	
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Truework is a B2B SaaS software used by banks, lenders, and others to verify employment and income information. After Truework raised \$50 million in a Series C round of funding led by G Squared, the “instant verification” platform wished to improve its marketing website.

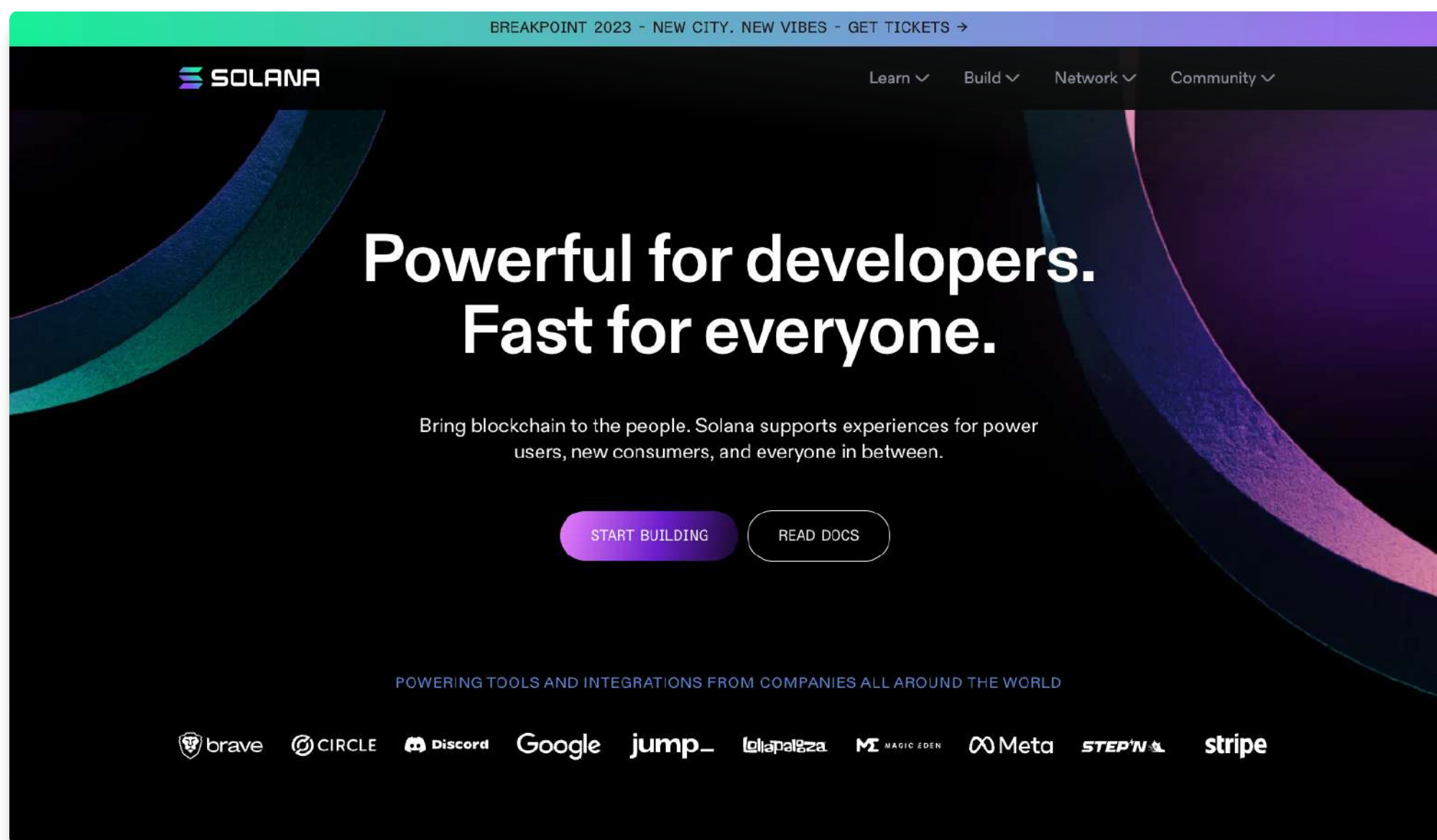
Truework’s modern website story is an interesting case — and one B2B tech brands are potentially facing today. Truework initially deployed Sanity as their headless platform but realized a lot of internal hand-holding was occurring, disrupting the intuitive experience a headless solution is supposed to offer.

After discussing with Webstacks, not only was Truework feeling inflexible with Sanity’s headless CMS and needing an easier solution to update web content, but they wished to undergo a complete website redesign.




The tech stack of choice to meet their vision of a modern website was Next.js and Builder.io. The key takeaway is that teams should not feel pindowned after selecting a frontend framework or headless CMS.



# Solana



**Use Case:** Expanding Solana's Ecosystem with Next.js and Builder.io

<b>Tech Stack:</b>			
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Solana is a big household name in the crypto world. Solana Labs has raised \$314.15 million in a private token sale round led by Andreessen Horowitz and Polychain Capital.

Still, Solana's biggest challenges as a crypto organization were an array of internal team bandwidth and the number of newcomers to the team.

Solana's team size certainly influenced the decision to choose a headless CMS that wasn't at the enterprise level such as Contentful – which is widely popular among enterprise-level organizations such as Calendly.

Knowing the Solana team was already facing low bandwidth with their small team, Webstacks recommended Next.js and Builder.io. Because Builder's solution is easy for marketing and content teams to use, there is no steep learning curve that would otherwise affect team bandwidth even more.



In conclusion

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