

# 10 Features Checklist for your B2B eCommerce Site

Leverage and optimize your B2B website to create differentiation and to be more efficient in terms of demand generation. Here are 10 features your B2B website needs to effectively meet rising customer expectations.



## Customer-centric website

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Build the website **from a content and a technical perspective**, with the ideal personas and client profile(s) in mind. Map the customer journey from discovery through exploration, consideration, trial, engagement, and growth to gain an understanding of your prospects' needs and pain points.

## B2B commerce self-service functionalities

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Gartner predicted that by 2020, **customers will self-manage 85% of their relationship with a company**. Self-service portals or apps address this new need. Integrate your site with an eCommerce platform so your customers can research your products, ask for quotes, place orders and reorders quickly, check order status etc.



## Easy connection to the sales

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This can be tricky as some clients may perceive chatbot pop-ups as intrusive. Avoid pop-ups that appear immediately after a web session starts. Instead, try providing **a non-intrusive message**, letting visitors know you're there to answer their questions when they are ready.

## Customers' language

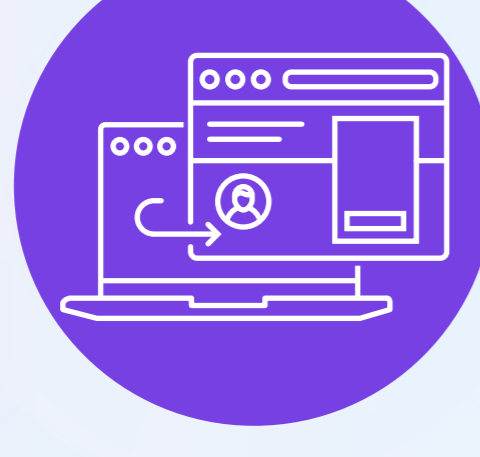
03

Create website copy around the outcomes and challenges you identify about your clients, so they can easily understand that your solution is appropriate for them. **Help them understand, on their terms**, why your product or service is relevant to their needs.



## Landing pages

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The landing page's main purpose is to **drive conversions**. Design it to be campaign-specific and to include few, or only one link as a call-to-action (CTA). Beyond attracting new leads, landing pages can also be leveraged to motivate existing prospects to move further in the sales funnel.

## Calls-to-action (CTAs)

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Effective calls-to-action result in prospects proactively making a desired action. Calls-to-action should be **clear and specific**, so that visitors understand what they need to do to achieve the intended outcome.



## Flexible ordering

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Purchasing patterns of B2B buyers are different than those of B2C ones so ensure that your eCommerce platform supports these **must-have features**:

- ✓ Bulk ordering and discounts
- ✓ Minimum order quantity
- ✓ One-click reordering
- ✓ Automatic renewals

## Educational content

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Almost two-thirds of B2B buyers cite informational content as a notable differentiator for winning vendors. Invest resources in educating your customers through **blog posts, eBooks, webinars, infographics, or whitepapers**, content that demonstrates that you understand your customers' needs and challenges.



## Client success stories

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For B2B buyers, case studies are the **most valuable content format**, because these resources advocate your solution's effectiveness. Be sure to filter case studies by industry, business type, and needs.

## Pricing pages

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If you want to also sell with your website, and not just collect leads, **a separate pricing page is a must**. Be sure to provide the right number of pricing options, consider highlighting a specific plan and do provide the option to contact sales for more information.



## Sign-up page

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The main purpose of sign-up pages is that of driving registration for your solution. While LPs are aimed at lead generation and nurturing, sign-up pages are the **last step in the purchase funnel**. Provide a frictionless conversion experience by keeping sign-up pages simple – a benefit-oriented headline, a smart call-to-action, and a few fields to fill in.

For more information and resources, please view the [Top 10 Features Checklist for Your B2B eCommerce Site](#) article on the 2Checkout blog!

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