

Why B2B Websites Must Be Built for Humans, Not Just Companies

P:3

If your B2B website feels more like a digital brochure than a meaningful customer experience, you're not alone. And it's costing you business.

B2B companies often assume their websites need to be technical, jargon-heavy, and feature-centric. But today's buyers expect more. Google reports that [89%](#) of B2B buyers use the internet during their research process, and they're bringing consumer expectations with them. Most B2B buyers don't contact a salesperson until they're more than halfway ([57%](#)) through their buyer's journey. If your website doesn't engage them like a modern B2C experience would, they leave, and so do their dollars.

First Impressions Drive Buying Decisions

Your website is no longer just a credentialing tool. It's your digital front door and the centerpiece of your sales strategy. B2B buyers form their first impressions of your brand within [50 milliseconds](#) (.05 seconds) of landing on your homepage. And that impression guides their early research decisions.

According to Gartner, B2B buyers spend only [17%](#) of their buying process meeting with potential suppliers, and [6%](#) with any individual sales representative. The vast majority of their journey happens online, independent of your sales team.

Yet, nearly [30%](#) of B2B manufacturing websites provide a "poor" experience. That means sites are slow to load, hard to navigate, confusing to understand and/or just plain boring. If your leads are experiencing these frustrations on your website, you've lost a sale before you even have a chance to talk to them.

B2B Buyers Tell Us What They Want

A recent global survey of B2B buyers revealed the top frustrations with the online buying experience:

- [39%](#) cite a lack of customization, localization, and personalization as a top pain point.
- [38%](#) point to the absence of real-time inventory information.
- [34%](#) say lengthy purchasing processes slowed them down.
- [33%](#) flag the lack of personalized pricing and discount information.

- [24%](#) want self-service options that aren't available.
- [19%](#) say B2B websites lack the features they experience on B2C sites.

These aren't minor complaints. They're barriers to conversion. Your website should be the engine that removes friction from the buying process, not one that adds more obstacles.

B2B Buyers are People First

There's a myth in B2B marketing that decisions are purely rational. But the truth is that people are still people, whether they're buying business software, factory machinery, or sneakers. They make decisions based on trust, convenience, affinity, and experience. Understanding and catering to these human factors can significantly impact your B2B sales.

Research from Harvard Business Review confirms that emotionally connected customers are more than [twice as valuable](#) to a brand as highly satisfied customers, because they have greater loyalty and higher spending.

Even more compelling, B2B buyers are often more emotionally invested in their purchasing decisions than consumers. A study conducted by Google, Gartner, and Motista surveyed 3,000 B2B buyers across multiple industries. It found that seven out of nine B2B brands achieved emotional connections (a strong, positive, and personal bond) with over [50%](#) of their customers, compared to just 10 to 40% for a typical B2C brand.

B2B decisions are driven by real-world business challenges and human goals. Your website needs to connect emotionally, as well as inform and educate. That means intuitive navigation, compelling storytelling, engaging visuals, and clear calls to action that guide users toward solving their problems.

Read our [blog](#), *B2B Buyers Are Human Too*, for more details on understanding the psychology of today's B2B buyer.

The Modern B2B Website Playbook

Smart B2B companies are shifting their websites toward more user-centric, emotionally resonant experiences. Here's how you can get started:

1. Prioritize User Experience (UX)

Clean layouts, easy navigation, fast load times, and mobile-first design are basic expectations. With [53%](#) of mobile B2B users willing to leave a site that takes more than three seconds to load, performance has a direct impact on your revenue. Mobile devices already drive [more than half](#) of all B2B web traffic and [nearly two-thirds](#) of online time. Even improving page speed by just one second can increase your conversions by [20%](#).

2. Personalize Every Step of the Journey

B2B buyers want a website experience tailored to their specific role, industry, and stage of the buying process. This includes personalized product recommendations, custom pricing, and localized content. Dynamic websites that adapt to user behavior result in active engagement and increased conversions.

One effective way to deliver personalization is through interactive content. Tools like quizzes, calculators, polls, and interactive infographics give users a hands-on experience, making their visit more engaging and memorable. Interactive content helps users retain complex information and builds stronger connections with your brand.

These design elements also offer you a hidden benefit: valuable customer insights. Every interaction provides real-time data on preferences, challenges, and purchase intent. That data fuels smarter personalization strategies, enabling you to deliver more relevant offers, targeted messaging, and a better overall buying experience.

3. Use Storytelling to Cultivate Trust

Storytelling is one of the most powerful tools you could use to show credibility and authenticity, which are so important for human connection. While product specs and data points answer the “what,” storytelling explains the “why,” including why your company exists, why your solution matters, and why it can solve the specific problems your customer faces.

Stories bring your products and services to life by showcasing real-life use cases, client success stories, and industry-relevant scenarios that demonstrate your value. This approach moves beyond generic claims and boring spec sheets. When done well, storytelling creates a sense of affinity, turning complex solutions into relatable experiences.

Read about the rise in B2B storytelling as a marketing strategy [here](#).

4. Incorporate Real-Time Information

In a digital-first world, real-time information is a make-or-break factor for B2B buyers. When they see outdated or unavailable product inventory, pricing, or specifications, they're more likely to abandon your site and seek out competitors. Buyers aren't interested in waiting days for a quote or filling out endless forms. They expect quick, clear answers that keep them moving.

Websites that integrate live inventory updates, real-time quoting tools, and dynamic pricing options empower buyers to make decisions faster. Adding live chat support or AI chatbots helps answer quick questions. This cuts down friction and lessens the need for sales reps to provide basic info. When you provide buyers with the up-to-date details they need, you position your business as a responsive and reliable partner, from their very first visit to your site.

5. Streamline the Path to Purchase

Today's B2B buying journey is more complex than ever, often involving [six to ten](#) stakeholders, each researching options and sharing insights with the team. Vendor shortlists constantly shift as new information surfaces. But this self-guided process can quickly stall if your website creates friction, through confusing forms, outdated pricing, unavailable information, or unclear next steps. When research and purchasing feel complicated, buyers disengage and your business gets cut from consideration.

Your website should serve as a frictionless buying environment, with:

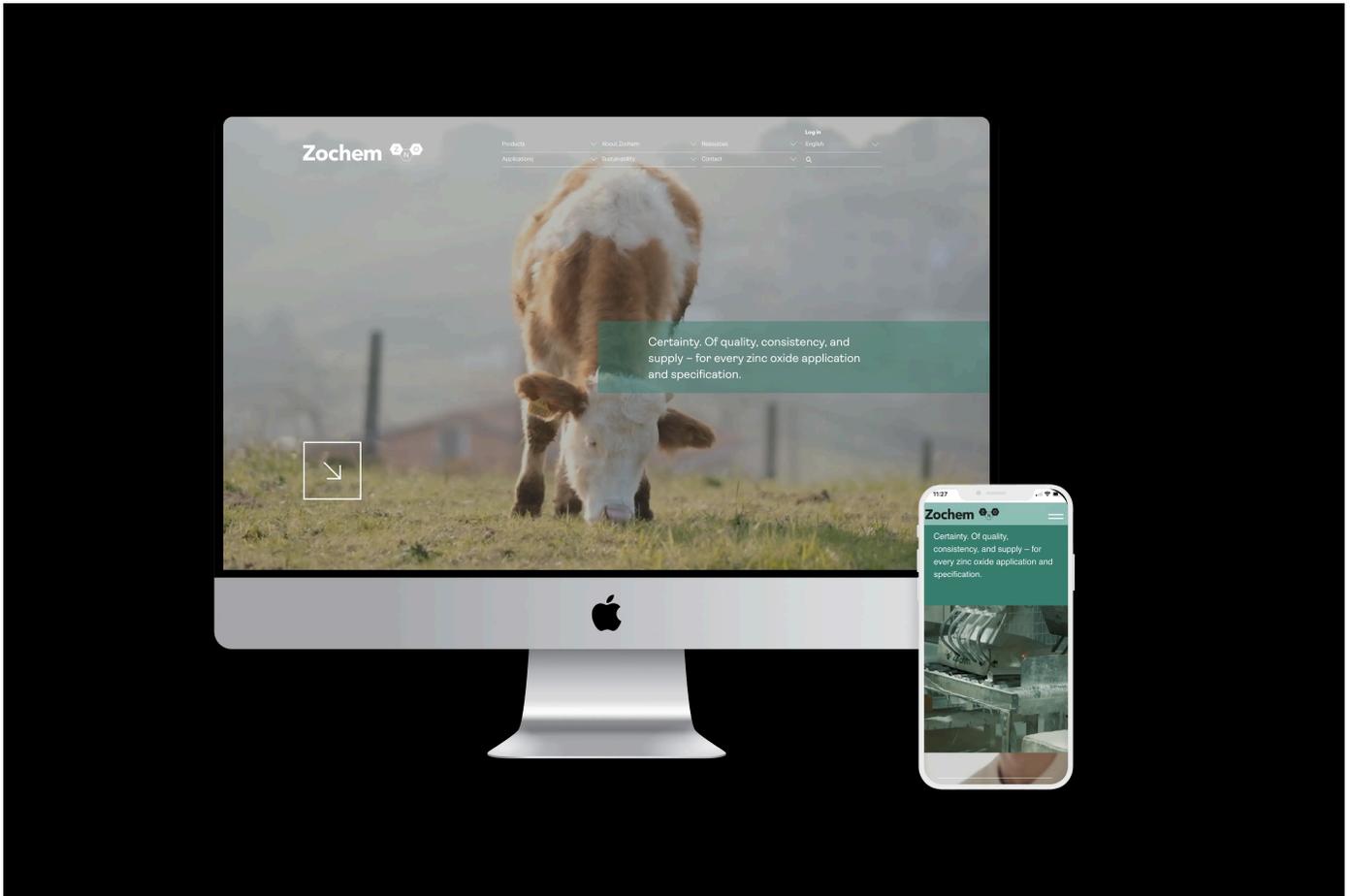
- Clear calls-to-action
- Simplified forms
- Transparent pricing, if applicable
- Useful product information
- Easy ordering options

Gartner's research shows that buyers who experience "purchase ease" are [2.8 times](#) more likely to close a deal and [three times](#) more likely to spend more with fewer regrets. Streamlining the buying process online is a critical strategy and proven path to stronger sales performance.

These five key strategies are just the tip of the iceberg in designing an impactful B2B website. Read more about building a user-friendly website [here](#).

Case Study: Zochem

Zochem is the largest dedicated producer of zinc oxide in North America. Zinc oxide is used in the production of many household items, from tires to pharmaceuticals. Before partnering with Phase 3, Zochem's website was typical of many industrial brands: technical, dense, and uninviting. After collaborating with us on a complete redesign, we launched a site that's informative and engaging, with helpful product resources and eye-catching images. The [new site](#) highlights their products' features and benefits through their brand story and simplifies the buyer's journey.



Why a Consumer-Like Website Experience is Critical for B2B Sales Success

Your B2B website is your most valuable sales and marketing channel. When designed and optimized like a B2C experience, it'll attract, engage, and convert your buyers. When neglected, it'll be a barrier to those same buyers.

At Phase 3, we focus on three key areas when building outstanding websites: strategic storytelling, great UX design, and a sales-driven approach. Read more about how Phase 3 approaches website development [here](#).

Is Your Website Helping or Hindering Your Sales Pipeline?

Let's build a digital experience that works for your business and the humans buying from you. We can help. [Contact us](#) today.