

B2B website design 'needs improvement', research shows



Business-to-business correspondence is often damaged by poor website design, a new study has revealed.

According to a report by Forrester Research, entitled **Best and Worst of B2B Site Design 2006**, only two of the 16 B2B sites analysed achieved pass grades when their text legibility, availability of important content and task-flow efficiency were all taken into account.

Study author Alan Webber told NorthJersey.com: "There is a lot of room for improvement. With some of these sites, every third link you click on is an error. They forget that there's a person on the other end."

The research also concluded that hard-to-read text was "almost universal", with many websites, including that of shipper DHL, incorporating text that was far too small.

When considering B2B website design, companies are advised to ensure that they do not cram too much information onto each page and to use a larger font when using low-contrast backgrounds.

Companies can also enhance their trustworthiness by placing links to privacy and security policies alongside forms which require the input of personal information, and sites which eliminate unnecessary steps when following task flows are more likely to be appreciated by other businesses.