YOUR PLAYBOOK FOR THE

B2B WEBSITE RELAUNCH

THE HUB FOR BRAND AND ONLINE MARKETING

The requirements for B2B websites and e-commerce offerings are changing. Websites are no longer purely cosmetic projects, but central business tools and content hubs for marketing and sales.

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For B2B companies, the website has long been the first and most important touchpoint: around 80–90 % of B2B buyers research online before they even talk to sales.

Nowadays, a website relaunch is not a “cosmetic project” but a business-critical lever: in many studies, around two-thirds of all IT and digital projects fail to meet their goals either completely or partially – for example, due to cost explosions, delays, or a lack of business benefits. Anyone who relaunches without clearly defining goals, requirements, and user needs is rapidly heading straight for this trap. For B2B companies, the website has long been the first and most important touchpoint: the majority of potential customers consume several pieces of content from a provider before making contact. Companies that do not offer a clearly structured, user-oriented website with strong content will lose deals before the sales department has had a chance to get involved. And finally, performance matters: users often abandon pages if they take longer than about three seconds to load; even delays of 100 milliseconds can measurably reduce conversion rates. At the same time, websites are also an important source of authority and content for AI systems, making the brand and services visible for AI searches. Structured data and content–optimized for AI – are key to success (SEO/GEO optimization: read the Uhura blog article here).

uniper

12 % higher conversion rate and more than 100 % longer dwell times thanks to a structured relaunch and content and UX optimization.

The engineering team of Uniper S.E.



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Checklist: When does a relaunch make sense?

A company website is never a static project. Rather, it is a living communication tool that must change over time – just as markets, target groups, and technologies change. But when is the time come when minor adjustments are no longer sufficient and a relaunch is the better solution? Often, systems have grown over time and become too complex to manage. This is frequently evident in obvious weaknesses.

USER EXPERIENCE

	✓	✗
Can users find what they are looking for in a maximum of three clicks?	○	○
Do users stay on the website for longer than a few seconds on average?	○	○
Are the navigation and menu navigation easy to understand?	○	○
Are calls to action (e.g., contact, purchase, registration) recognizable and accessible?	○	○
Does the website only contain up-to-date information (no outdated content)?	○	○
Are there any accessibility features (e.g., screen reader compatibility)?	○	○

BRAND & CONTENT DESIGN

	✓	✗
Does the design meet current standards and appear modern and professional?	○	○
Is the corporate design (colors, logo, typography) consistently integrated?	○	○
Are images and graphics visible in high quality and without loading problems?	○	○
Does the website work visually and in terms of content on mobile devices (responsive design)?	○	○
Does the design take into account all important accessibility standards?	○	○

SEO/GEO (AI Search)

	✓	✗
Is all content up-to-date, relevant, and SEO-optimized?	○	○
Does the website meet Core Web Vitals (LCP, FID, CLS)?	○	○
Are there meta titles and meta descriptions for all pages? Are images provided with alt tags?	○	○
Are keywords used strategically and sensibly?	○	○
Does structured data (Schema.org) exist?	○	○
Does the website have a clear URL structure without duplicates?	○	○
Are backlinks regularly checked and built up?	○	○

TECHNOLOGY & SYSTEM

	✓	✗
Does the website load in under 3 seconds?	○	○
Does the website work on all common browsers?	○	○
Is the CMS or shop system up to date and security-checked?	○	○
Are there neither dead links nor error messages?	○	○
Is the website GDPR-compliant?	○	○
Do internal processes such as approvals and publications run smoothly?	○	○
Is the hosting high-performance, stable, and scalable?	○	○
Are regular backups and security updates performed?	○	○

Six phases of structured, sequential planning – your playbook for a **successful relaunch.**

In 2026, B2B marketers will face a seemingly contradictory set of requirements: budgets are under pressure, while expectations for growth contributions, efficiency, and measurable revenue impact are rising. Buyers are increasingly turning to digital sources for information, increasingly via AI-supported search systems and platforms. Marketing, sales, and customer success are moving closer together organizationally–at least where companies are achieving their revenue goals. **The company's own website is becoming the central business tool here.**

This white paper structures the website relaunch into six phases – from analysis, UX, design, content, and technology to development, launch, and ongoing optimization. Each phase includes:

- A brief overview with relevant key figures
- Key questions with context
- Specific to-dos
- Practical tips from project experience

In the appendix, you will find two workshop designs that can be used to efficiently launch and structure relaunch projects, as well as valuable appendices such as checklists and argumentation guides.

1. **Analysis and discovery –** clarity on the status quo, competition, goals, role of the website in the business model, and KPIs.

2. **UX & Information Architecture –** Good UX and IA reduce frustration, increase conversion, and lower support costs.

3. **Web design and content –** “Design without content is decoration”: Content and design are key success factors and are closely linked.

4. **Technology and requirements design –** Technical design and clear requirements design are key levers for keeping scope, risks, and costs under control.

5. **Development & implementation –** Errors in this phase quickly lead to technical “debts.”

6. **Launch & Optimization –** Roll-out and subsequent continuous optimization have a direct impact on quality and success.

1. **Analysis and discovery –** Clarity on the status quo, competition, goals, and target groups, as well as the role of the website in the business model and the most important KPIs.

Many studies show that unclear and insufficiently specified requirements are among the most common causes of IT project failure. A solid analysis phase reduces these risks by bringing together data, user needs, and business goals before the design phase.

Key questions you should ask yourself:

1. **How is the existing website performing today – measured in numbers (not opinions)?**
   Analytics, Search Console, and CRM data show where traffic, leads, and revenue come from and where users drop out.
2. **Which content and features are actually used, and which are not?**
   A content and feature audit prevents weak or redundant content from being carried over into the relaunch without being checked.
3. **How do competitors and best-in-class players position themselves digitally?**
   The comparison helps to understand what UX, content, and service standards users now expect – regardless of your brand. You can learn a lot by observing and watching closely.
4. **Who are your most important user groups and what "jobs" do you want them to do on the website?**
   Personas, archetypes, and "jobs-to-be-done" force clarity: information, comparison, ordering, support, application–each group has different priorities.
5. **Which internal stakeholders have what expectations of the new website?**
   If sales, HR, service, and management have different success criteria, this must be made clear and prioritized before development begins.
6. **What strategic principles and guiding principles are behind the relaunch?**
   Data and insights give rise to hypotheses ("If we improve X, Y will increase"), which are later verified using KPIs and tests.

Tips:

- It is better to thoroughly evaluate a few good data points and interviews than to produce endless Excel lists.
- Always formulate theses using the following structure: **"If we do X, we expect Y, measurable by Z by date."**
- Make it clear early on: Analysis results are not "nice to have," but change scope, priorities, and budget.

Specific to-dos:

Data analysis
- Web analytics review (traffic, channels, conversions, funnels, bounce rates).
- Evaluation: mportant search terms (internal/external/SEO).
- Identification of top-performing pages and "zombie pages."

Content & feature audit
- Inventory of all page types and content.
- Evaluation according to relevance, performance, timeliness, quality.
- Marking: Keep, revise, merge, delete.

Competition & benchmarks
- Define 5–10 competitors/inspiration sites.
- Screenshots and pattern collection (navigation, product presentation, forms, cases).

User and stakeholder insights
- Qualitative interviews with customers/leads/service/sales.
- Short workshops with specialist departments on their goals and pain points.
- Creation of initial light personas and rough customer journeys.

Thesis development
- Formulate 5–10 core theses (e.g., on lead quality, self-service, mobile use).
- Define metrics for each thesis (KPI + measurement point).
- Prioritize theses and make them visible in the project (e.g., on the first page of each deck).
- Presentation of possible routes and inspirations as well as their coordination.

2. Define UX and information architecture – Good UX and IA reduce frustration, increase conversion, and lower support costs.

Based on the defined goals, target groups, and business cases, a well-thought-out **information architecture** is created that clearly structures content, navigation logic, and user flows. More than 60% of global website traffic now comes from mobile devices; the share was stable at over 60% in 2024 and early 2025. A UX concept considers not only device usage but also accessibility so as not to ignore any users. Good information architecture reduces frustration, increases conversion, and lowers support costs.

Key questions for UX design and information architecture:

Which content and functions does the new website really need – and what can go?
The best UX often comes from leaving things out: content without a clear purpose confuses users and dilutes the message.

How do we structure content from the user's perspective (tasks, topics) instead of along the organizational structure?
Navigation that follows internal departments forces users into the company's logic – not their own.

Which core user flows must work smoothly?
Typically: product/service discovery, demo/contact request, resource download, application, support request.

Which page types and reusable modules form the UX "building-block system"?
A clear set of templates and components makes conversion optimization and scaling much easier later on.

How do we test and validate information architecture and prototypes early?
A simple tree test or 5 remote usability tests prevent expensive wrong decisions in navigation.

Tips:

- In reviews, explicitly emphasize: "Today we're discussing structure and logic, not colors and details."
- Prefer a few clearly defined page types over dozens of special pages – this reduces complexity in the CMS and in ongoing maintenance.
- Task-oriented navigation almost always wins against product-internally oriented structures.

Concrete to-dos:

Information architecture
- Cluster all content into topic areas and tasks.
- Draft a sitemap with a maximum of 5–7 main navigation items.
- Define entry pages (e.g., by target groups, industries, use cases).

Competition & benchmarks
- Define 3–5 key flows (e.g., "request a demo," "find the right service," "submit application").
- Create low-fidelity wireframes for mobile and desktop.
- Create a component list (hero, teaser, cards, forms, references, FAQ, download tiles, etc.).

User and stakeholder insights
- Card sorting / tree testing with typical users (or Sales/Support as a proxy).
- 5–8 remote usability tests with click prototypes.
- Create a UX backlog with issues, questions, and quick wins.

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What helps when working in Phase 1. and 2. ? Workshop and audit:



Discovery Workshop (example)

Example short structure for a discovery workshop:

Goal: A shared understanding of goals, users, pain points, and initial UX hypotheses.

1. **Kick-Off & Goals (60 min)**
   - Define and prioritize project goals & KPIs.
2. **Users & Journeys (90 min)**
   - Light-Personas und zentrale Szenarien (Jobs-to-be-done) erarbeiten.
3. **Current-state analysis & pain points (90 min)**
   - Joint look at the existing site, pain-point mapping.
4. **Future picture & hypotheses (120 min)**
   - “Future state” vision, formulation of 5–10 core hypotheses.
5. **Next Steps (30 min)**
   - Open questions, required data, to-do list.

Outcome: Light personas, pain-point map, prioritized hypotheses, target picture.



Website Audit

Example short structure for a discovery workshop:

Goal: A shared understanding of goals, users, pain points, and initial UX hypotheses.

1. **UX quick check of key pages**
   Analysis of homepage, central product/service pages and contact paths incl. navigation, readability, forms and mobile usability.
2. **Conversion- and Funnel-Review**
   Review of CTAs, entry pages and the most important user flows (e.g., lead request, registration, application) with concrete improvement suggestions.
3. **Technical performance check**
   Quick analysis of load times, Core Web Vitals, caching and image optimization based on common tools (e.g., Lighthouse), incl. prioritization of quick wins.
4. **Basic SEO & tracking check**
   Check of key SEO basics (meta tags, heading structure, indexability, redirects) as well as the status of tracking/events (e.g., GA4/Tag Manager).

Outcome: Compact audit report (max. 10–15 pages) with clearly prioritized actions (quick wins vs. strategic topics) and “next steps” for UX and technology.

Need Help?

LET’S TALK



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3. Web design and content

“Design without content is decoration.”
Content and design are success factors – and closely linked.

The B2B customer journey is becoming increasingly digital. Current studies show that potential customers typically consume 3–5 pieces of content from a provider before making first contact. Content and design therefore play a decisive role in whether a company even makes it onto the shortlist. A clearly defined content process prevents this critical factor from descending into chaos shortly before the relaunch. You must consistently uphold brand values and tone of voice and structure numerous, sometimes complex assets – such as texts, infographics, and videos.

These key questions should be answered with an agency or the design team:

1. **How does the brand become digitally tangible (design principles, visual language, tone of voice)?**
   Digital brand management means more than logo and color: it determines how product value, trust, and differentiation are conveyed visually and verbally.
2. **Which content strategy directly supports business goals?**
   Every page type needs a clear purpose: qualify leads, explain the product, build trust, convince applicants, reduce service workload.
3. **Which content is missing today compared to target-group expectations?**
   Studies show that B2B buyers expect early-stage content with real value – e.g., guides, case studies or comparisons – not just product data sheets or interchangeable marketing phrases.
4. **How do we organize the content process so that texts are ready on time and at good quality?**
   Without clear responsibilities and deadlines, content almost always becomes the project bottleneck.
5. **How do we connect SEO, UX and content from the start?**
   SEO is not an after-the-fact “keyword shower,” but influences information architecture, page types, and content formats.

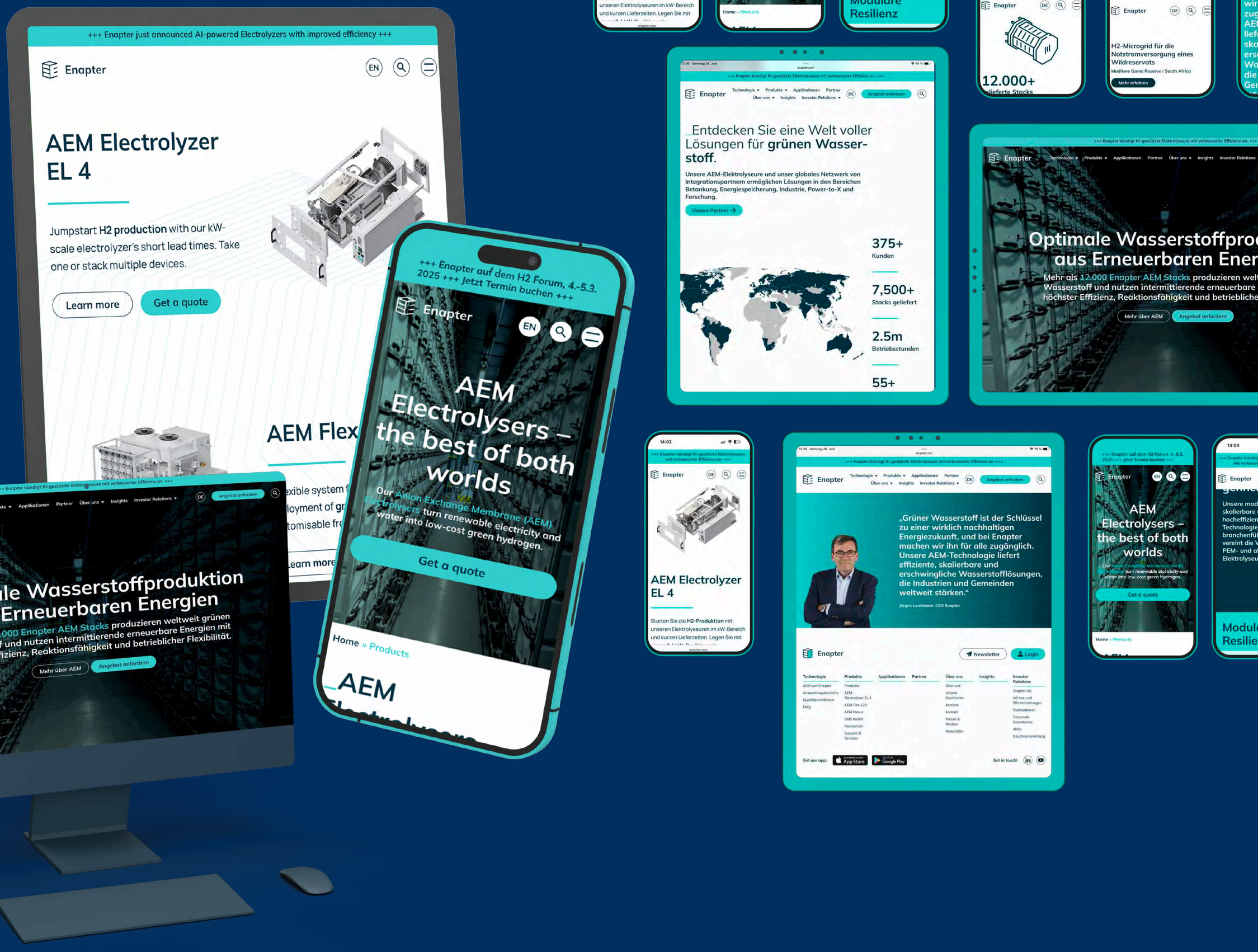
Concrete to-dos:

Design and Creation
- ▸ Brand analysis: which values and differentiators should become visible in the UI?
- ▸ Develop moodboards and 2–3 design routes.
- ▸ Set up a UI kit/design system (colors, typography, buttons, forms, cards, etc.).
- ▸ Design the key templates (home, product/service, case, blog, contact/conversion).

Content-Strategy
- ▸ Set up a content matrix (persona × funnel stage × page type × goal/CTA).
- ▸ Topic and keyword research (incl. mapping to pages).
- ▸ Define storyline and narrative (e.g., problem → solution → proof → CTA).

Content-Production
- ▸ Clarify roles (authors, subject-matter experts, editing, approval).
- ▸ Editorial plan with deadlines through content freeze.
- ▸ Text style guide (tone of voice, formatting, writing rules).

SEO & Tracking (from the content perspective)
- ▸ Define on-page standards (title, meta, headline structure, internal linking).
- ▸ Define content-relevant tracking events (scroll depth, downloads, CTA clicks).



4.000
OPTIMIZED CONTENTS

+43 %
INCREASE IN SEO VISIBILITY

For the hydrogen electrolyzer company Enapter AG, we not only developed a visual shift to strengthen brand awareness, but also migrated more than 4,000 pieces of content and created numerous graphics and videos.

Need Help?

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4. Technology and requirements design – Key levers to keep scope, risks, and costs under control.

Studies show that around two thirds of all IT projects fail to meet their goals; unclear requirements, technical complexity, and inadequate stakeholder management are among the most common causes. Technical concept work and clean requirements design are therefore the central levers to keep scope, risks, and costs under control.

Answer the following core and guiding questions:

1. **Which technology stack and which CMS fit long-term requirements, the team, and the budget?**
   Questions such as headless vs. monolithic, open source vs. SaaS, and integration capability should be clarified before the offer phase.

2. **Which systems need to be integrated (CRM, marketing automation, PIM, ATS, shop, portal)?**
   The website is rarely an isolated system – interfaces largely determine how valuable leads and user data will be later.

3. **Which functional and non-functional requirements (performance, security, compliance) are critical?**
   Especially performance, data protection, and role/permission models lead to expensive rework later if they are not clearly defined.

4. **How do we formulate requirements so they can be meaningfully implemented in an agile backlog?**
   User stories with clear acceptance criteria are more flexible and easier to understand than rigid 100-page specifications.

Tips:

- Actively involve specialist departments in formulating requirements – but define a clear product owner who sets priorities.
- Keep interfaces as simple as possible; only do complex, bidirectional integrations where business value is truly high.
- Take MVP seriously: go live quickly with a clean core product and optimize iteratively instead of packing everything into the first launch.

Concrete to-dos:

System and Architecture concept
- Sketch the target architecture (diagram of all systems, data flows, integrations).
- Define selection and evaluation criteria for CMS/framework.
- Develop requirements for hosting, CDN, caching, and monitoring.

Requirements Engineering
- Define epics (e.g., “lead management,” “careers area,” “self-service,” “content editorial”).
- Formulate user stories: “As a [role], I want [goal] so that [benefit].”
- Define acceptance criteria per story and, if applicable, UX/performance requirements.

Security and Compliance
- Define requirements for data protection (GDPR), consent management, logging, backups.
- Create an editorial role and permission concept.

Prioritization and Roadmaps
- Clearly separate must-haves vs. nice-to-haves (MVP).
- Build a roadmap with releases/milestones (e.g., MVP, phase 2, phase 3).

Choosing the right CMS.

Choosing the right content management system is one of the key decisions in the relaunch process. It impacts not only technical performance, but also editorial workflows, security, scalability, and future development. In this phase, you evaluate which CMS best meets requirements for content, processes, and integrations. Here is a short overview of the most common CMS systems:

WordPress

Open-source CMS originally developed as a blogging system. Today the most widely used CMS worldwide, with a large community and plugin variety.

- ✓ Easy to use without technical know-how
- ✓ Large selection of themes, plugins, and extensions
- ✓ High compatibility with third-party tools
- ✓ Large community
- ✗ Security vulnerability (popular target for hackers)
- ✗ Performance can suffer on very large websites

TYPO3

Powerful open-source CMS for complex websites with high requirements for structure, security, and scalability.

- ✓ Flexibly configurable and expandable
- ✓ Strong reputation regarding security features
- ✓ Ideal for multilingual and multisite websites
- ✓ Seamless integration of external systems (CRM, shops, etc.)
- ✗ Slightly steeper learning curve for editors
- ✗ Higher server requirements, which can increase hosting costs

Drupal

Modular open-source CMS focused on community features, role management, and collaborative content.

- ✓ High flexibility and customizability
- ✓ Excellent security features
- ✗ Entry can be difficult at the beginning
- ✗ More complex setup and maintenance
- ✗ Highly customized websites often require significant server resources

Webflow

Cloud-based CMS with an integrated visual editor – ideal for marketing, campaign, and landing pages.

- ✓ Design-oriented, intuitive interface
- ✓ No server setup, hosting included
- ✓ Fast implementation of responsive websites
- ✓ Very good performance through cloud hosting
- ✗ Limited scalability and integrations; therefore not ideal for large or complex platforms
- ✗ Less flexible with third-party tools

Typical evaluation factors when choosing the right CMS:

👩‍💼 Users

Who will use the CMS internally, and how? What requirements do editors, admins, and end users have regarding usability and access?

👥 User management

How many people work with the system, and with which permissions? Is a well-designed roles and permissions concept needed for efficiency and data protection?

🧾 Content types

What content should be published – text, images, videos, events, interactive modules, or shop elements? Each content type brings different requirements for structure and system architecture.

⚙️ Functionalities

Which features are required? Examples: event management, multilingual capabilities, e-commerce, filtering/search functions, newsletter integration.

💻 Technical requirements

How can the CMS be integrated into your existing system landscape? Considering hosting, server performance, API interfaces, CRM or mailing systems.

🔮 Future extensions

How will the system scale over time? Considering scalability, extensibility, and future requirements to ensure long-term investment security.

5. Development and implementation – Key levers to keep scope, risks, and costs under control.

Implementation determines whether concepts become reality – and whether quality and maintainability hold up long-term. Mistakes in this phase quickly lead to technical debt. Studies on failed software projects show that beyond requirements, governance, technical complexity, and missing quality assurance are critical factors.

Answer the following core and guiding questions:

1. **What does the delivery process look like (sprints, Kanban, releases)?**
   A clearly defined process with regular increments creates transparency about progress and risks.
2. **Which environments do we use (dev, staging, prod) and how does deployment work?**
   Clean separation and automated deployments reduce risks during changes and launch.
3. **How do we ensure that design, UX, and technology are implemented consistently?**
   A design system, Storybook, and regular reviews prevent “design drift” between Figma and frontend.
4. **How do we organize testing and bug fixing during development?**
   Continuous testing throughout the project is more efficient and cost-effective than a large test phase shortly before launch.

Tips:

- Implement a complete “vertical slice” as early as possible (e.g., a landing page) end-to-end – from design through tracking.
- Regularly compare scope against the roadmap: what actually goes into the next release, what doesn’t?
- Timeboxing discussions (e.g., about frontend details) prevents the project from getting stuck in perfectionism.

Concrete to-dos:

Development Setup
- Set up repositories, branching strategy, and CI/CD pipeline.
- Create environments (dev, staging, possibly QA).
- Define coding guidelines and code review process.

Implementation and programming
- Develop components and templates by priority (e.g., MVP pages).
- Configure content models in the CMS (fields, relationships, taxonomies).
- Implement integrations (forms → CRM, tracking, search, external services).

Quality assurance
- Present runnable increments to stakeholders early (e.g., in reviews).
- Plan technical tests (unit, integration) and manual tests (functional, cross-browser).
- Use an issue tracking system and define clear responsibilities for bug fixing.

Editorial enablement
- Train the editorial team early on the staging system.
- Enter first real content in the new system to test UX and CMS practice.

6. Launch & Optimization –

Rollout and continuous optimization have a direct impact on quality and success.

Load times and continuous optimization directly affect conversion and revenue. Companies that run systematic A/B tests often achieve conversion increases of 20–30%. At the same time, during the launch phase, content migration, maintaining SEO integrity, and technical checks are crucial. Launch is therefore not the end, but the starting point of a continuous optimization process.

Before launch, ask yourself the following core questions:

1. **How do we minimize go-live risks (SEO, technology, user experience)?**
   Redirects, sitemaps, tracking, consent – everything must work on day X, otherwise ranking and conversion losses may occur.
2. **How do we communicate the launch internally and externally?**
   Sales, support, and HR need to know what changes; customers should understand the value the new site offers.
3. **Which KPIs do we monitor especially closely in the first 30/60/90 days?**
   Traffic, rankings, leads, conversion rates, and error logs provide early indicators of issues and opportunities.
4. **How do we establish a continuous optimization process (testing, experiments, new features)?**
   Instead of doing a relaunch every 4–5 years, key elements of the website should be continuously tested and improved.
5. **What do we want to achieve after launch?**
   Which additional features, tests, and optimization questions follow from the development hypotheses? Are budget and resources sufficiently planned for ongoing support?

Tips:

- Don't change everything at once: test especially critical changes (e.g., pricing communication) separately instead of mixing them into the relaunch.
- Plan for editorial and technical bottlenecks in the first weeks after launch – bugs and content adjustments are to be expected.
- Communicate the relaunch internally as the start of a continuous optimization phase, not as "done, check."

Concrete to-dos:

Also use our checklist on the next page

Data analysis
- Set a go-live date and time window (not the evening of approvals).
- Define responsibilities and communication paths for launch day.
- Create a rollback plan (backups, DNS strategy).

Content- & Feature-Audit
- Test redirect mapping live (samples + critical pages).
- Check sitemaps, robots.txt, SSL, caching, error pages (404/500).
- Test tracking & consent (events, goals, eCommerce tracking, cookies).

Competition & benchmarks
- Set up live monitoring (uptime, error logs, performance).
- Daily KPI checks in the first 1–2 weeks, then weekly.
- 30/60/90-day review meetings focused on learnings and quick wins.

User and stakeholder insights
- Create an A/B testing roadmap for critical pages (home, product, forms).
- Maintain a backlog for optimizations and new features.
- Define responsibilities for ongoing maintenance (website owner, editorial, tech).

Launch Checkliste: Are the most important things “on track”?

TECHNOLOGY

✓

- Redirects set up (301 redirects from old URLs)
- DNS entries checked
- SSL certificate active and verified
- Server performance and hosting performance tested
- CMS and plugin versions up to date and secure
- Backups created and recovery plan in place
- Form and interface functions (e.g., SMTP, CRM, newsletter) tested
- Cookie banner correctly integrated
- Technical accessibility considered and tested

SEO

✓

- Tracking (e.g., GA4, Matomo) set up and tested
- XML sitemap created and submitted
- robots.txt correctly configured
- Meta titles and descriptions checked for all pages
- Canonical tags and structured data (Schema.org) implemented
- Redirects and indexation checked
- Core Web Vitals (LCP, CLS, FID) tested and documented

DESIGN & UX

✓

- Browser tests (Chrome, Firefox, Safari, Edge) completed
- Device tests (desktop, tablet, smartphone) carried out
- Accessibility validated (contrast, alt text, keyboard navigation)
- Load times and performance optimized
- Interactive elements and micro-interactions checked
- Design elements (colors, typography, icons) implemented consistently
- Favicon, social-sharing images & meta preview checked

CONTENT

✓

- All content fully migrated and formatted (incl. legal notice, privacy policy and 404 pages)
- Internal and external links checked and adjusted if necessary
- Images optimized (file size, alt tags, title)
- Download links, PDFs and external references tested
- Language versions (multilingual pages) checked
- Calls-to-action and contact functions checked
- Editorial approval of all pages completed

With go-live, the work is not yet finished. The new website is now used in real operation, measured, and optimized. Regular analyses provide valuable insights into user behavior, performance, and conversion. This enables data-driven further development of content, functions, and designs. Ongoing support includes technical maintenance, editorial support, and continuous SEO optimization. Through regular updates, monitoring, and content adjustments, the website remains secure, up to date, and high-performing. At the same time, new requirements and campaigns can be integrated flexibly to secure long-term visibility, user satisfaction, and ROI.

How Uhura can help you:

Our services for ongoing platform support:

- Technical maintenance & security updates
- Monitoring performance, Core Web Vitals & load times
- Regular SEO analyses & keyword optimization
- Content maintenance & editorial support
- Further development of modules & functions
- A/B tests & conversion optimization
- Reports & recommendations for action
- Tracking & analytics evaluation (traffic, conversions, behavior)
- Support for campaigns, microsites or landing pages
- Strategic consulting & quarterly reviews for continued development

Arguments for a relaunch.

The relaunch is long overdue – but management still lacks awareness of the urgency? In many B2B companies, the website is still understood as a pure information source. In reality, it has long been a central lever for sales, brand perception, and recruiting. The following arguments can help convince B2B decision-makers.

Weak user experience

Unclear navigation, hard-to-find content, or faulty forms lead users to leave the site after just a few seconds.

Suboptimal user journey

If there is no well-thought-out UX and design concept, visitors do not find the information they want in the time they want – and do not become customers.

Slow load times

Outdated structures and overloaded systems lead to long load times – users bounce and Google ranks the site worse.

Lack of accessibility

Many websites are not accessible and therefore exclude a large target group – from people with disabilities to users who are age-related or temporarily impaired.

Outdated technology & CMS

Old content management systems are hard to use, insecure, and hardly compatible with modern tools. This slows internal processes and increases maintenance costs.

High acquisition costs, weak performance

Outdated structures slow organic growth. Poor SEO performance and low usability lead to expensive paid traffic with little impact.

Brand and trust impact

Outdated design weakens brand perception. The website appears less trustworthy – with negative effects on willingness to pay, employer branding, and partner trust.

Security- & Compliance-Risk

Outdated systems increase security and compliance risks. Missing updates and old frameworks can cause legal and reputational damage.

How Uhura can support you:

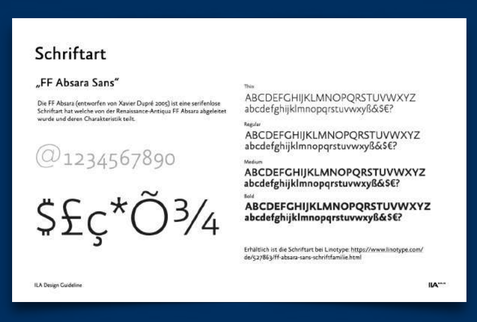
Audits of existing systems provide reliable foundations and initial decision inputs.

- **SEO/GEO maturity audit**
  SEO/GEO audit and recommendations from both a technical as well as a content and structure perspective.
- **Technology & system audit**
  Evaluation of existing systems, optimization potential, and requirements design.
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  Review of information architecture, user flows, content and brand consistency, and traceability from the user perspective.

















200.000

WEBSITE VISITORS IN THE TRADE-FAIR MONTH ALONE

18 %

MORE PRE-SALES LEADS

For ILA Berlin, we not only developed a completely new brand visual identity, but also a web presence that grows along the needs phases of the trade fair – from pre-sales orientation through the event period to post-event follow-up.

Need Help?

LET'S TALK



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Checklist: What does an agency need to know to calculate a valid offer?

A focused briefing is crucial for a valid offer. The following questions should be answered as concretely as possible for an initial request. For eCommerce applications or specialized platform services, additional questions may be relevant.

1. Project context & goals

- ☐ Main reason for the relaunch (e.g., outdated design, complex maintenance, poor performance/SEO, new brand/products).
- ☐ Who is the main target group? Are there usable insights and descriptions?
- ☐ Prioritize main goals (max. 2–3): e.g., leads/inquiries, applications, product/service info, online revenue, modernize brand presence

Pricing driver note: The bigger the gap between the current website and the desired target state, the more heterogeneous the target groups and the more complex the main goals, the higher the relaunch effort.

2. Scope & structure

- ☐ Should the structure (sitemap) essentially be kept or rethought?
- ☐ Can you specify an approximate number of pages, required templates (e.g., company, services menu/products, references, blog/news, careers, contact) and content types?
- ☐ Special page types (blog/news, career pages with job listing overview, event/appointment overview, download area).

Pricing driver note: Many different page and content types increase design and development effort.

3. Content (content & ownership)

- ☐ Approach to texts: reuse existing content, new copy, or a mix.
- ☐ Responsibility for writing/editing (client, agency, joint).
- ☐ Visual assets: existing material vs. need for new images/visuals/shoots.

Pricing driver note: New copy for many pages and missing image material are often major cost drivers.

4. Design & UX – expectation level

- ☐ Design approach: adapt/modernize existing look or completely new look & feel.
- ☐ Availability of corporate design/brand manual and examples of websites you like – incl. reasoning.
- ☐ Desired design level: more functional/clean with standard layouts or high-end with individual layouts/animations.

Hinweis Preistreiber: Neues Markendesign und viele individuelle Layouts/Animationen erhöhen den Kreativ- und Umsetzungsaufwand deutlich.

5. Functions & integrations

- ☐ Standard functions: number and type of forms (contact, quote, support, application with upload).
- ☐ Advanced functions: interactive elements (maps, charts, etc.), careers area with filter, search (simple vs. advanced), login areas, configurators, event calendar with registration/booking.
- ☐ Required integrations: CRM, newsletter tool, applicant management, shop/booking system, PIM/product database.

Pricing driver note: Additional functions/features like portals, databases, configurators, and integrations require extra concept work, development, and testing..

6. Technology & CMS

- ☐ Requirements or preferences for the new CMS (already defined or open to consulting).
- ☐ Current CMS (e.g., WordPress, TYPO3, Drupal, other, custom).
- ☐ Hosting situation: use existing hosting/IT environment or new setup by agency/partner.
- ☐ Required roles/permissions system and (special) security requirements.

7. Languages & markets

- ☐ Languages for the initial go-live.
- ☐ Do multisite capabilities need to be considered (separate content in different markets)?
- ☐ Responsibility for translations (client, agency, external service providers).

Pricing driver note: Each additional language increases content production, maintenance effort, and possibly template/logic complexity.

8. SEO, migration & tracking (rough framework)

- ☐ Importance of existing Google rankings (key pages/keywords that must not be lost).
- ☐ Scope and relevance of existing content and URLs (large content volume vs. manageable site).
- ☐ Tracking setup: keep/optimize existing setup (GA4, Matomo, etc.) or build a new one.

Pricing driver note: Many old URLs plus SEO relevance increase effort for redirect concept and testing.

9. Timing & budget framework

- ☐ Hard deadlines (e.g., trade fair, campaign start, rebranding date).
- ☐ Description of approval processes and stakeholder involvement.
- ☐ Desired go-live (month/time period) and flexibility (fixed date vs. buffer).
- ☐ Rough budget corridor (e.g., 20–40k, 40–80k, >100k) for classification, scope alignment, and possible level of execution.

Pricing driver note: Very ambitious timelines require more parallelization, tighter alignment, and less buffer — which makes projects more expensive.

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Uhura Digital

About Uhura Digital. Our services.

Uhura is a multi-award-winning **digital experience agency**, specialized in the unique challenges of B2B brands, companies, and institutions. We support our clients' business goals through the intelligent connection of creativity and technology across the entire marketing funnel.

BRAND STRATEGY & CONSULTING

We support companies of all sizes in developing their brand and communication strategy and give them a distinctive identity. With our method, we identify what makes a brand unique and help articulate message and positioning clearly and stand out from the competition.

- Brand Design & Identity
- Experience Design
- Branded Content Strategy
- Brand Story
- Transformation Strategy
- Creative Strategy
- Employer Branding

PLATFORMS & WEBSITES

With experience from over a hundred projects, we develop not only outstanding UX/UI design solutions through user-centered design processes, but also modern technology solutions that are future-proof and high-performing.

- UX/UI Design Systems
- Prototyping
- Platform Development
- eCommerce
- API & Tool Orchestration
- Personalization
- Extranets
- Data & Analytics Integration

ACTIVATION & GROWTH MARKETING

We develop campaigns that increase visibility and differentiation through excellent concept and execution and inspire sustainably. With efficient journey mapping, we understand the characteristics, behaviors, and needs of your target groups better than the competition – whether for inbound and demand-generation campaigns, awareness or product communication, SEO or SEA, social media, or video.

- Creative Concept
- Paid & Organic Social
- Stories & Assets
- Paid & Organic Search
- Creative Production
- E-Mail Marketing
- Video (AI & Real = Hybrid)
- GEO/SEO

DATA & AI

Data and machine learning have been expanding possibilities for companies for years. AI systems accelerate efficiency gains and open up new opportunities. We develop tailored AI solutions and processes to create measurable value for companies through digital innovations.

- Customized AI Solutions
- AI Agents
- Voice assistance
- Creative AI
- Data to Insight
- Data Analytics
- AI Automation

Selected clients:

ILA BERLIN PIONEERING AEROSPACE · BERLIN FASHION WEEK · kikkoman · bdew Energie. Wasser. Leben. · uniper · TotalEnergies · BERLIN · sirona The Dental Company · LEDVANCE · SIEMENS

HAVE QUESTIONS? LET'S TALK!



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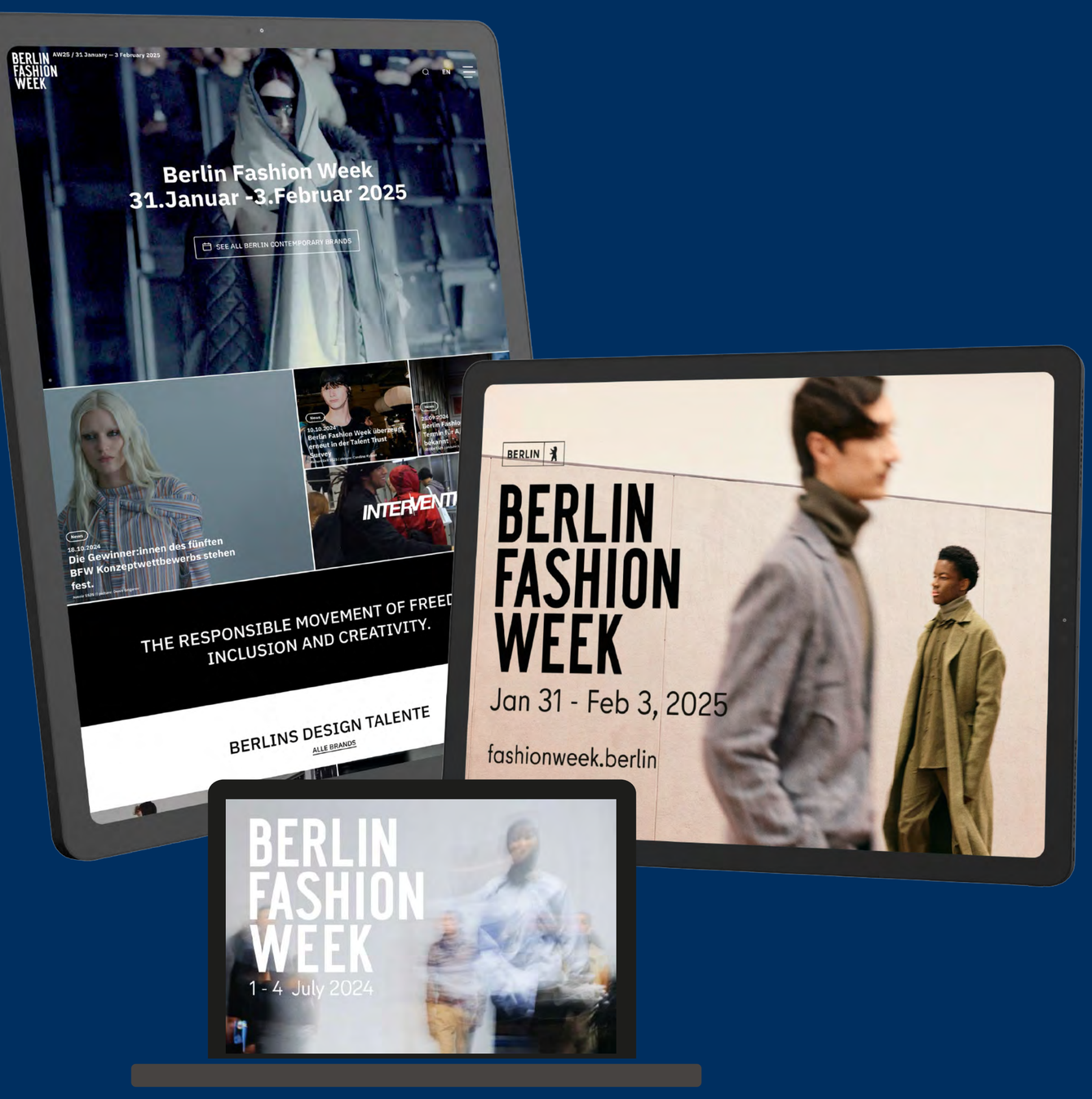
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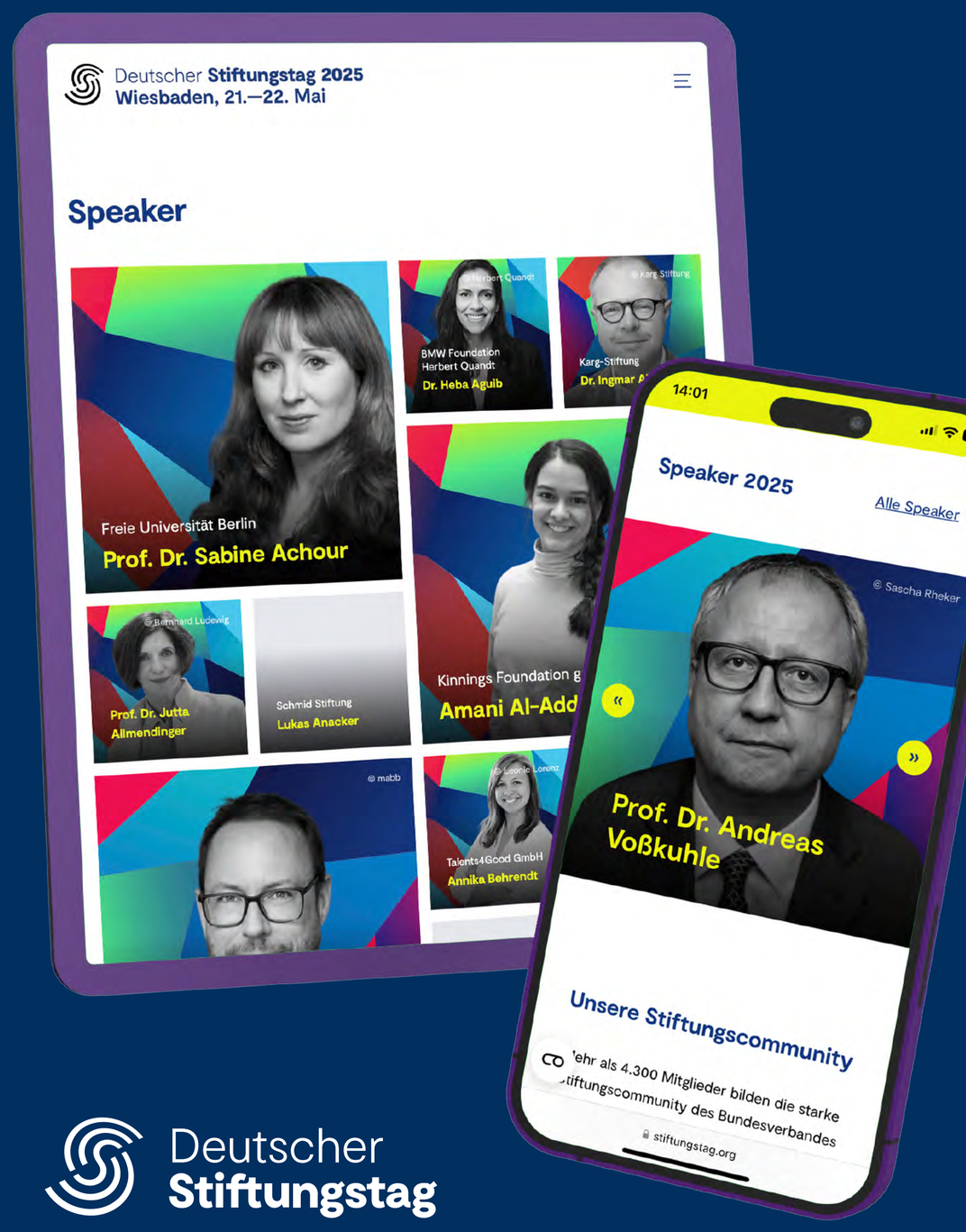
Our website:
www.uhura.de

Uhura Digital

BERLIN FASHION WEEK

Website for Germany's most important fashion event with more than **30,000 visitors on site**.





Deutscher Stiftungstag

Website for Europe's largest foundation congress with more than **80 individual events**, **230 speakers** and **1,785 participants**.

Uhura Digital designs and delivers web projects for a wide range of clients and objectives – from lean to highly complex. We take care of strategy, concept work, design, technical development, and long-term support. We support you in every phase of your website or eCommerce project.
Just give us a call.

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