Webflow

Building a best-in-class revenue-generating website

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A best-in-class website shouldn't just look good — it should deliver measurable results.

The most impactful websites blend strategy and technology to attract, convert, and nurture users throughout the customer lifecycle. In this guide, learn about the sophisticated strategies teams can implement — and the Webflow Apps from market-leading software partners they can integrate — to build powerful, revenue-generating web experiences.

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Merging technology and strategy to build powerful, best-in-class websites

Wil Brooks
Senior Principal
Slalom

In today's rapidly shifting digital environment, a high-performing website is much more than a digital storefront—it is the foundation of a business's success, the primary hub for customer engagement, and a powerful driver of revenue. For enterprise businesses, a website is critical for every stage of the marketing funnel, from attracting visitors to converting them into customers and fostering long-term relationships. But as Gartner reports that classic search will decline by **25%** by 2026, organizations must adjust their strategies to prepare for new discovery channels and prioritize the role their website plays in delivering value, even as the nature of online search evolves.

In this context, a website cannot be viewed solely as a technical build. Instead, it must be designed and built with strategy at the forefront — integrating technology, customer experience, and personalization to drive business outcomes.

By 2026, traditional search engine volume will drop 25%, with search marketing losing market share to AI chatbots and other virtual agents.

Gartner Inc.
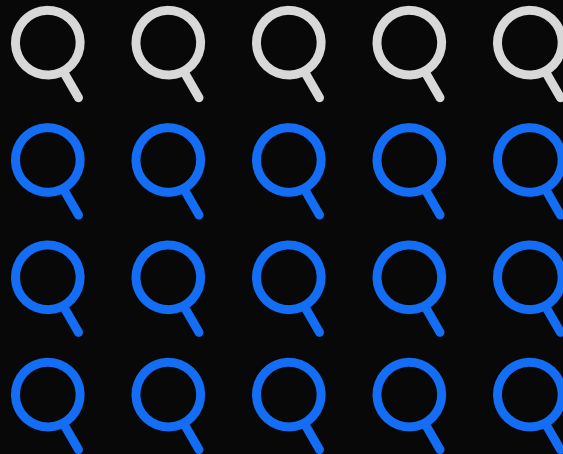
What qualifies as a best-in-class website?

A best-in-class website doesn't just look good — it delivers measurable results. Whether you're focused on lead generation, sales, or brand awareness, your website should function as a high-performing machine that serves both your business and your audience. Here's what defines a top-performing website:

Strategic design

Design isn't just about aesthetics. The visual hierarchy, page layouts, and user flow must be driven by a well-thought-out strategy. A best-in-class website is designed around user intent, ensuring visitors can easily find what they're looking for and take the actions you want them to take.

Seamless integration

From CRM systems to eCommerce platforms, the best websites integrate seamlessly with the business's broader technology ecosystem. This ensures that all customer interactions—whether through web forms, chatbots, or product catalogs—are connected and feed into downstream systems like marketing automation tools and analytics.

Optimized for speed and security

Websites that load in less than 2 seconds and use secure protocols (HTTPS, encryption) meet modern user expectations. These factors impact both user experience and search engine rankings, making them a key part of the website's success.

Responsive and mobile-first

A top website is designed with mobile in mind, ensuring it performs well on any device. With more traffic coming from mobile than ever before, mobile responsiveness is essential for user retention and engagement.

High-quality content

Content is king, and the best websites provide valuable, relevant information to their users. Content should be clear, concise, and actionable, helping prospects make informed decisions.

Why websites are a powerful revenue channel

A well-executed website is a powerful revenue channel. It serves as a scalable platform that can convert visitors into leads and customers 24/7, making it a critical asset for any enterprise business. The long-term benefits of investing in a revenue-generating website are significant:

Scalability and growth

As your business grows, your website can evolve with you, easily adapting to accommodate more traffic, new services, and changing customer needs.

Cost efficiency

Compared to other marketing channels, a well-optimized website can offer lower cost per acquisition over time. Once it's up and running, the content and technical infrastructure continue to drive value with minimal ongoing costs.

Data-driven insights

A website is an unparalleled source of customer insights. Through analytics and user behavior tracking, businesses can identify patterns, optimize content, and fine-tune marketing strategies to increase conversion rates.

Customer retention

With features like personalized content, customer portals, and ongoing engagement tools, websites can nurture existing customer relationships and drive repeat business, increasing customer lifetime value.

The role of the website for enterprise businesses

A website is often the first significant interaction potential customers have with your brand. Whether they're arriving from an ad campaign, social media, or a search engine, they expect more than just a polished design—they want to find answers, engage with meaningful content, and take action seamlessly.

To achieve these goals, it's essential to view the website not just as a design or technical project but as a strategic asset integrated into your broader business goals. Strategic thinking should guide every decision, from how the website is structured to the content it delivers and the technologies it leverages.

Incorporating strategy into technology decisions

One crucial aspect of building a high-performing website is ensuring that the technology choices align with your strategic goals. This is where the overlap between strategy and the technical build becomes paramount.
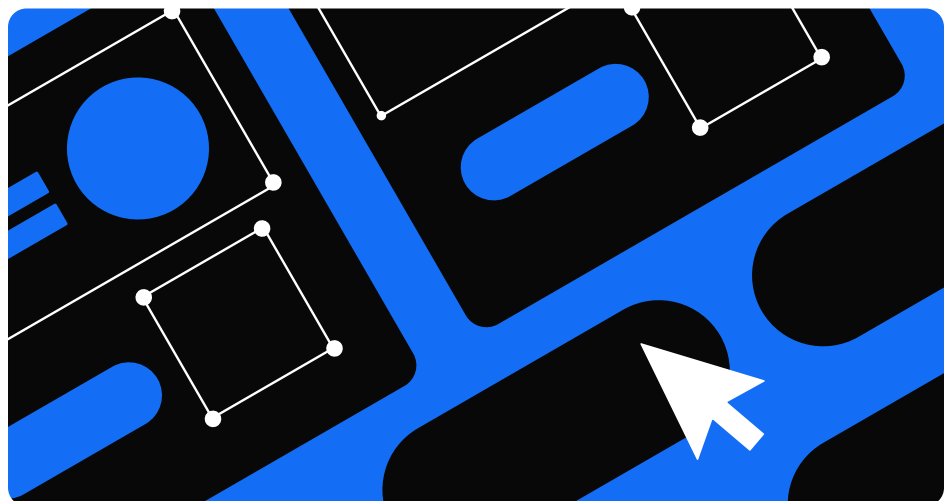
Key areas of strategic and technical overlap

Choosing the right CMS

Whether you're migrating to a new CMS or building from scratch, your choice of CMS should be driven by your content strategy, scalability requirements, and integration needs. A CMS should offer flexibility for omnichannel content distribution and personalization, as well as accommodated integrations with systems like DAM, PIM, and CDP.

Integration with marketing automation

The technical build must accommodate integrations with marketing automation platforms. These platforms allow you to nurture leads based on their behavior on your website, turning visitors into qualified prospects automatically.

Analytics and conversion tracking

The technical architecture should include native analytics solutions or support deep integrations with analytics tools to track performance, conversions, and user journeys. This requires careful planning during the development stage to ensure the necessary tags and tracking codes are in place.

Personalization at scale

Personalization is not just a strategic choice; it requires the right technology stack. Integrating your CMS with customer data platforms (CDPs) and CRM systems while ensuring that you're using a website experience platform or that a personalization engine is part of your stack ensures that your website delivers tailored experiences at scale, driving engagement and conversion rates.
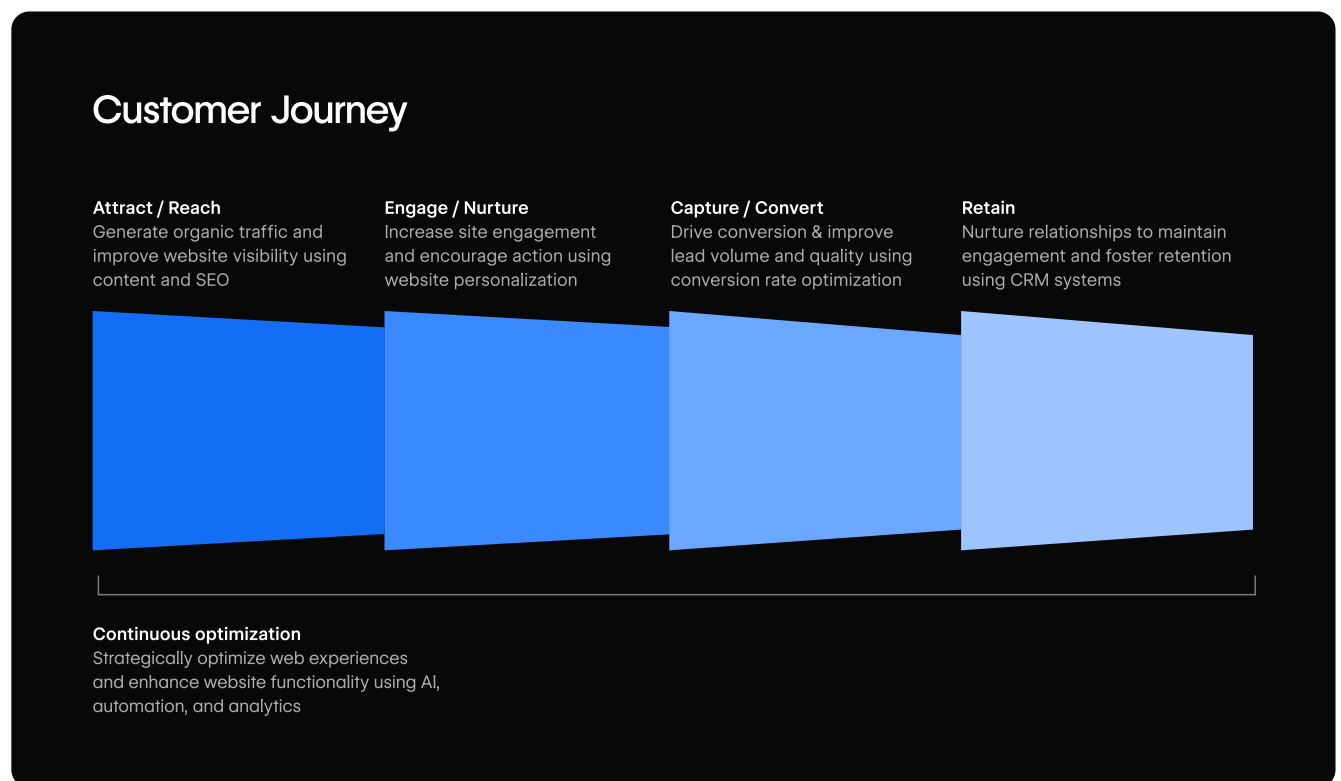
By aligning strategy with technology at the beginning of a website project, businesses ensure that their website becomes a critical enabler of broader goals such as customer acquisition, brand positioning, and revenue generation.

Strategy and technology drive significant website results

Ultimately, a successful website requires the intersection of strategy and technology. Strategy ensures that every element of the website — from design to content to functionality — supports your broader business objectives, while technology enables you to deliver these experiences at scale. Without strategic alignment, even the most advanced website can fail to generate the desired outcomes.

By building your website with a clear strategic framework in mind and choosing the right technologies to support this framework, you can create a powerful revenue-generating channel that not only attracts visitors but also engages, converts, and retains them.

As you read on, explore how to strategically optimize each stage of the buyer's journey—from awareness and engagement to conversion and optimization—using your website as a key driver of business growth. Whether you're redesigning an existing site or embarking on a new build, the interplay of strategy and technology—from SEO, personalization, and CRO to analytics and automation—is the foundation of delivering the results you want.

Customer Journey

Attract / Reach
Generate organic traffic and improve website visibility using content and SEO

Engage / Nurture
Increase site engagement and encourage action using website personalization

Capture / Convert
Drive conversion & improve lead volume and quality using conversion rate optimization

Retain
Nurture relationships to maintain engagement and foster retention using CRM systems

Continuous optimization
Strategically optimize web experiences and enhance website functionality using AI, automation, and analytics

Developing high-impact SEO initiatives

SEO is one of the most effective strategies for growing your website and your business. When done properly, over 60% of acquisition traffic for fast-growing companies is driven by SEO. The main challenge with getting SEO right is waste. More often than not, companies get stuck in the "SEO death spiral", choosing low impact SEO work to prioritize, not taking action based on the right insights, and abandoning SEO overall.

Below, learn more about opportunity sizing in SEO, why gearing content toward topics helps satisfy user intent, and how to analyze SEO performance to generate more organic traffic to your website.

60% of acquisiton traffic for fast-growing companies is driven by SEO.

Sizing your SEO opportunity

In order to justify an investment in SEO, you and your stakeholders first need to know the size of the opportunity. Is this a $1M or $100M opportunity? This sizing exercise is similar to TAM (total addressable market) sizing, but based instead on the SEO traffic up for grabs in your category.

Understanding the top-down approach

A top-down audience-centric opportunity sizing involves carefully curating a comparison set of your direct and indirect competitors, and then setting your target to match or exceed the observed traffic that those competitors have acquired. This approach eliminates some of the riskier ranking assumptions required in the bottom-up methods. Rather than relying on your ability to predict future search demand for any given topic, the unknown simply lies in whether you'll be able to win observed, existing traffic (not theoretical traffic) currently being acquired by your competitors.

Opportunity sizing is inherently an approximation exercise. While there are several different methods to sizing a brand's SEO opportunity, a top-down sizing rooted in the actual observed SEO traffic of your competitors is arguably the most concrete approach.

Prioritizing the right content

Topics, not keywords

While it's true that occupying the highest position on top keywords is the end goal, the most successful SEO teams take a more strategic approach by focusing on topics, or clusters of keywords that share the same user intent, instead of keywords. Doing so increases the likelihood of writing satisfying content that boosts rankings, increases content efficiency, and helps teams make more accurate prioritization decisions.

Leveraging your topical authority

In addition to focusing on topics, a critical component of SEO success is leveraging your site's specific topical authority. Topical authority is your brand's demonstrated knowledge on a particular topic (vs your site's overall domain authority), and leveraging it can accelerate your incremental SEO traffic via a loop-based motion that compounds as a brand's topical authority expands.
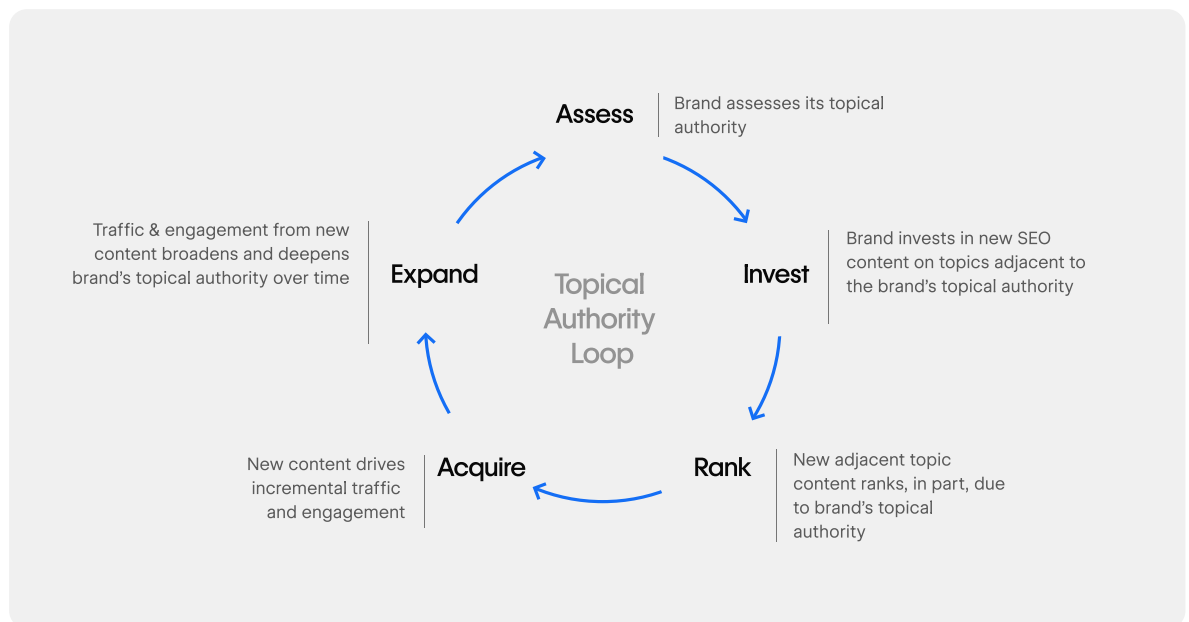
Leveraging your unique topical authority creates a flywheel effect that results in better and faster SEO performance.

Topical authority is especially important for newer sites that need to compete against large incumbents with high domain authority. By understanding where your site has unique topical authority vs your competitors, you can outrank even the largest competitors.

Producing rank-worthy content

When it comes to producing rank-worthy content, fulfilling user intent is the most important factor to focus on. You should produce content around comprehensive topics vs. keywords, and ensure your page content is impactful and matches the user intent.

Matching user intent to page types

It's important to understand where a topic falls in the customer journey and, therefore, what page type is best suited to fulfill the user's intent for that topic.

A straightforward way to define the best page type is to analyze the top ranking search results for a given topic and match the main ranking page type. As your customer starts their journey, they're likely looking to learn more through long-form editorial content. As they move down the customer journey, their intent will likely be fulfilled by page types such as browse pages or comparison pages. Ultimately, they will be looking to convert on page types like product pages. Understanding how your customer's journey maps to different SEO page types is key to success.

User intent, and the best page type to fulfill that intent, changes, as your target persona moves through their customer journey.

Funnel diagram:
- Problem Aware
- Solution Aware
- Product Aware
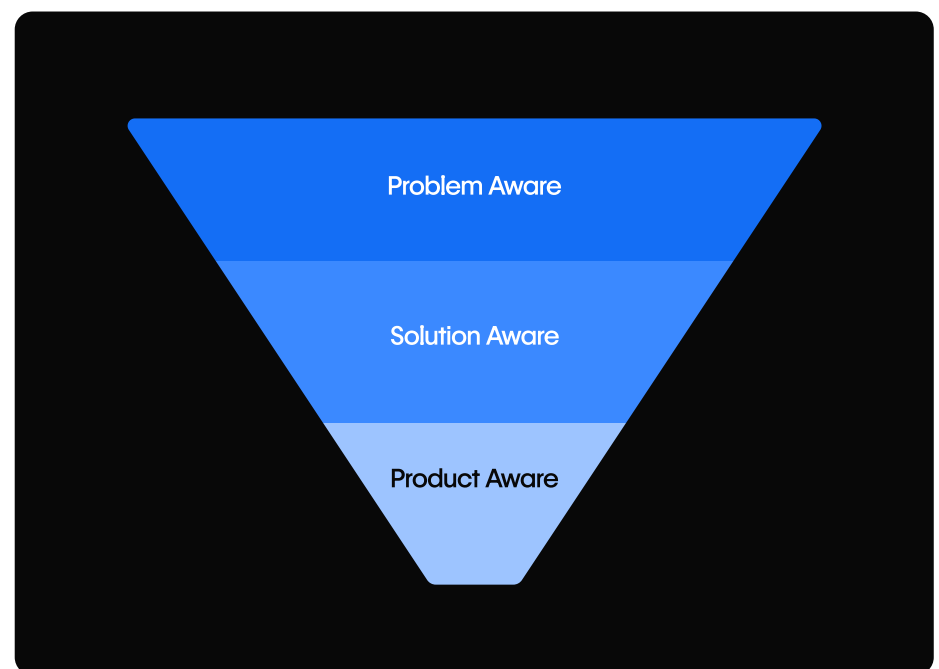
Analyzing performance

Successfully analyzing, and reporting out on performance, is the last and final critical step of a successful SEO program. If you aren't able to analyze performance effectively, you'll struggle to understand what is working and where to continue investing in order to see consistent, scalable growth. If you can't report on performance effectively to your team, especially ROI, you'll struggle to get long-term buy-in for the channel.

Analyzing performance by SEO journey phases

In order to properly analyze your SEO performance and gain actionable insights from your performance data, it's important to understand the different phases of the SEO journey and the appropriate performance metrics for each phase, as well as actionable insights to consider for each.

Analyzing performance by SEO journey phases

	ACTIVATION	ENGAGEMENT			
	Phase 1 Strategic foundations	**Phase 2** Traffic optimization	**Phase 3** Conversion optimization	**Phase 4** Revenue optimization	**Phase 5** Scale up content engine
KPI	• Indexation • Impression growth • Early signals of traffic potentials	• Traffic growth • Early signals of conversion potential	• Conversion rate	• ROI	• Content efficiency (traffic / article) • Content ROI by type and topic category
Actionable insights	• Identify indexation issues • Identify content creation blockers	• Invest in over-performing topics • Optimize content hitting plateaus	• Invest in high-converting topics and pages • Optimize conversion funnels	• Check attribution model • Use data to create ROI model to generate buy-in	• Scale your most efficient and ROI positive content types and categories • Identify opportunities for reducing content creation costs

Start scaling your SEO program

Incorporating these best practices for SEO ensures marketing teams can stay ahead when it comes to increasing brand visibility and engaging customers effectively. By focusing on the holistic customer journey and refining SEO efforts based on user intent, businesses can not only develop high-performing SEO frameworks, but start scaling them, too.

Ethan Smith
CEO
Graphite

"The most successful SEO strategies put intent at the center. Focus on producing high-quality content that comprehensively fulfills intent—do that, and your content will be in the best position to continue to perform and adapt to new trends as Google and other search tools like AI chat continue to surface the best content for their users."

Increasing site engagement and conversions with website personalization

Creating on-brand experiences for your website visitors is a powerful and essential marketing strategy for best-in-class teams. By focusing on the end user and catering to their specific intentions and needs, marketing teams won't just hit core engagement and conversion goals; they can also cultivate true relationships with their customers, improve brand equity, and drive both short-term and long-term customer loyalty.

Below, read tips about how your team can deliver exceptional content experiences with a content and personalized delivery strategy. Additionally, learn more about essential customer data types for delivering personalized experiences, how to leverage optimization best practices, and the key metrics to measure and quantify the impact of these efforts.

Chapter three
Increasing site engagement and
conversions with website personalization
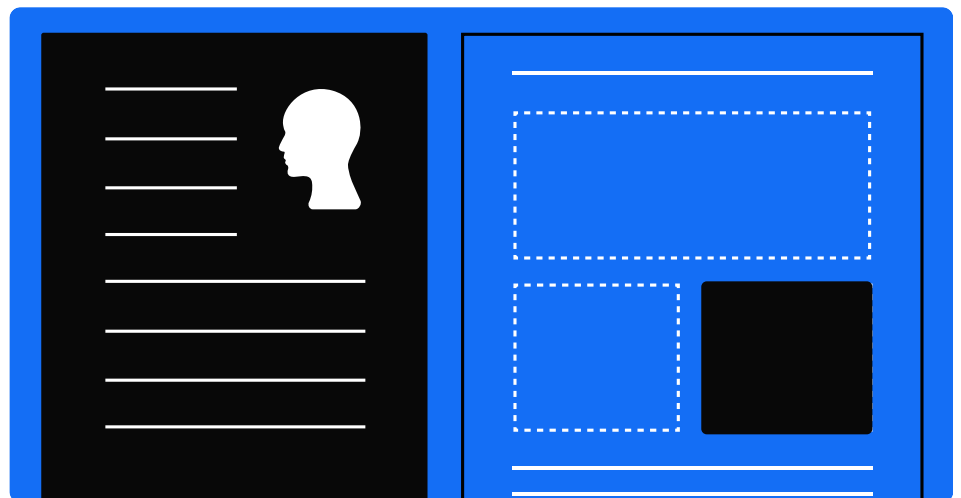
Key data types for personalization

When it comes to tailoring the user experience, the starting point is content. After all, if you don't have the right variety of on-brand creative content, you won't be able to personalize the experience.

Your business goals and objectives, your brand hierarchy, the products and services you deliver, and the routes you use to deliver them are all necessary ingredients for building a strong and effective content strategy. Building out your content operations with a best-in-class Digital Asset Management (DAM) allows you to create relevant content at scale and make it available to your go-to-market teams that build campaigns, as well as transforming and delivering optimized assets directly to your website.
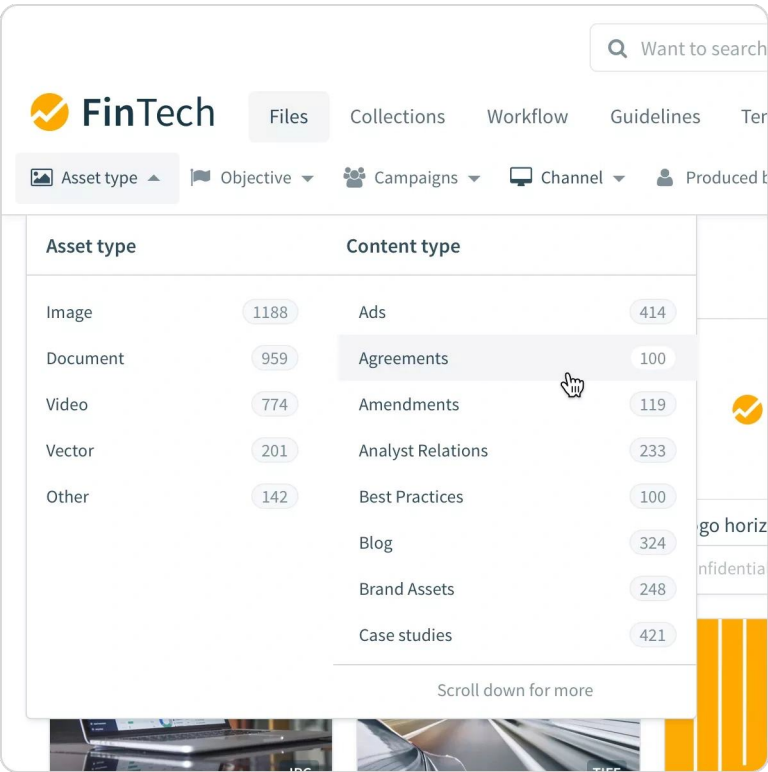

Digital Asset Management provides a one-stop-shop for managing your digital assets. Organize and find what you need in an instant with filter structures that are tailored to your business' exact needs.

AI automates tasks like content
enrichment, discovery, and
organization with its ability to
categorize high volumes of
content, without putting extra
strain on teams and individuals
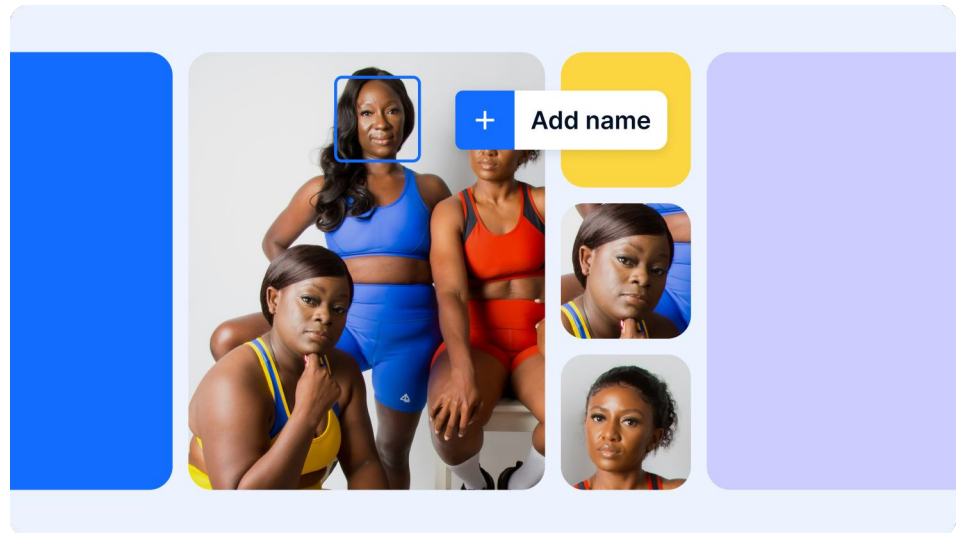
Once you have a comprehensive content library stored in your DAM system of record, you need data to drive personalized experiences. Specific user personas coupled with demographic data like age, location, and gender are foundational because they provide a baseline understanding of who the customer is. Behavioral data, including browsing history, time on site, and interaction points provide a deeper look into customer interests and engagement levels.

For B2B organizations, firmographic data — such as industry, company size, and revenue — becomes equally essential. And when available, purchase history data will always serve as an excellent predictor of future purchase intentions.

Segmentation and asset management for personalization

Segmenting audiences and designing personalized campaigns that appeal to those segments is a critical component of effective personalization. Marketing teams should bucket customers based on interests, behavior, and purchase history to match users with content and tailor experiences to their specific needs.

From there, the user experience (UX) on a website can be personalized in several impactful ways. Teams can tailor the navigation, product recommendations, digital content, and even messaging to address the visitor's pain points or challenges at the segment level.

To generate the content experiences customers want to interact with, use a best-in-class DAM to centralize your organization's creative assets, creating a system of record for all content while ensuring branding remains consistent across channels. It works seamlessly with a team's existing web stack and can transform, optimize, and help marketing teams deliver the right personalized content to improve performance and increase conversions.

Test your way to personalization success

Using A/B tests, teams can test recommending two different experiences to the same audience to see which resonates better. By monitoring engagement metrics such as views, clicks, and conversions, marketers can make data-driven decisions about which personalization strategies yield the best results. A/B testing enables continuous optimization, ensuring that personalization efforts remain dynamic and effective as audience preferences evolve.

Measure the impact of your personalization efforts

To understand the impact of personalizing web experiences, tracking the right metrics is essential. Monitor conversion rates to see if the personalization efforts encourage more desired actions. Analyze click-through rate on personalized content to see if they resonate better, check time spent on page, etc. And finally, monitor revenue or sales figures to understand if personalization translates to increased business value.

Marketers should avoid being tempted by vanity metrics such as number of visits and instead focus more on engagement KPIs because at the end of the day, if a message really resonates, it will convert the user. This approach ensures that resources are allocated to campaigns that deliver meaningful results.

Successful personalization comes down to context

Personalization should enhance the user experience, not make visitors feel overly targeted. Users should be aware that their behaviors are monitored in order to receive a better user experience. When personalized experiences are seamlessly integrated and relevant, they elevate the interaction and foster loyalty — without crossing the line and feeling intrusive.

By leveraging the right customer data, designing personalized campaigns, continuously refining experiences through testing and optimization, marketing teams can create meaningful, resonant interactions that not only increase conversions but build lasting customer relationships.

Richard Heitmann
Chief Marketing
Officer
Bynder

"**Exceptional omnichannel content experiences tell a relevant, targeted brand story to customers. For brands to thrive, they need the right combination of integrated systems in place that not only help them deliver the right asset to the right customer in the right format, but also ensure brand consistency and boost content performance.**"

Improve lead capture volume and quality with conversion rate optimization

First impressions matter. They determine whether a visitor stays to learn about your brand or leaves immediately. Your goal is to give visitors a reason to stay — and speed, responsiveness, and an intuitive site navigation play directly into this. The smoother the experience, the more likely visitors are to trust your brand and take a desired action.
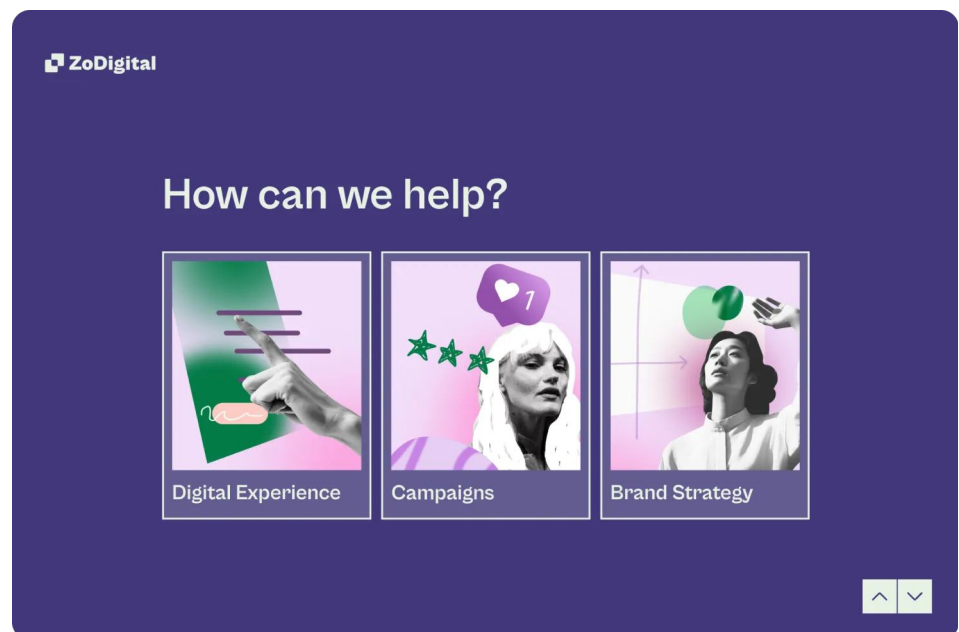
Typeform's beautiful, intuitive forms help you easily guide visitors toward the action you want them to take.

That's where conversion rate optimization (CRO) comes in. It's the process of getting more website visitors to complete specific actions over time— whether that's signing up, making a purchase, or downloading an eBook. The more you can get them to take your desired action, the more likely you'll meet (and exceed!) your goals.

Below, explore essentials of a successful CRO strategy and discover best practices for delivering conversion-driving user experiences.

Chapter four
Improve lead capture volume and quality
with conversion rate optimization

Build an effective CRO strategy

Nailing CRO starts with understanding your customer—their problems, goals, and how your business is uniquely positioned to meet their needs. Once you understand this, you can identify where your site is falling short. The most common reasons visitors don't convert often comes down to confusing copy, poor page or device performance, and unintuitive navigation that makes it hard to find information.

Velocity matters too. The more you learn, the faster you can implement improvements that drive conversion. And don't underestimate performance; a slow-loading page leaves visitors with a poor first impression, making them less likely to stay and learn what your business has to offer.

Start by identifying top user journeys based on visitor behavior, targets, and goals. A lot of experts will tell you to start with data (which is important—you learn a lot by looking at funnel analytics and heatmaps), but it's equally important to go through user journeys yourself to uncover points of friction or confusion. This is where you'll learn what's preventing users from taking the next action.

And lastly, ensure testing is done across devices — focusing on those most relevant to your audience, like mobile or desktop.

> "We conduct reviews quarterly and hold Design Critiques to explore how brands tackle similar challenges. This process helps us generate hypotheses and plan A/B tests as part of our CRO roadmap."

Becca Vibert
Head of Web/Site
Typeform

Set CRO goals and priorities

Setting CRO goals requires leveraging historical data. It's tempting to rely on industry benchmarks as your north star, but they aren't tailored to your business, users, or internal setup. Set realistic goals based on where you are as a business today, and align them with your broader marketing and company strategy. If you focus on where you are today and where you want to go, you'll ensure your CRO efforts support long-term business objectives.

And when it comes to establishing priorities, site speed should be at the top. if your page doesn't load quickly, you've missed your chance to convert those visitors. Next, focus on high traffic pages since they provide faster insights. A/B tests on these pages reach significance sooner, so you're able to run more tests. If you're worried about negatively impacting your high traffic pages, you can reduce exposure with your A/B testing tool while still gathering meaningful data.

Establish best practices for lead capture

Forms play a key role in effective lead capture. Keep forms concise by asking only essential questions—and focus on what truly aligns with the user's reason for filling it out. Don't go for an information grab (why would you need a prospect's phone number on a free trial form?) as folks will be less likely to fill out your form.

Instead, leverage lead enrichment tools to fill in non-essential data without burdening the user. The easier and more relevant the form, the more likely users are to complete it.
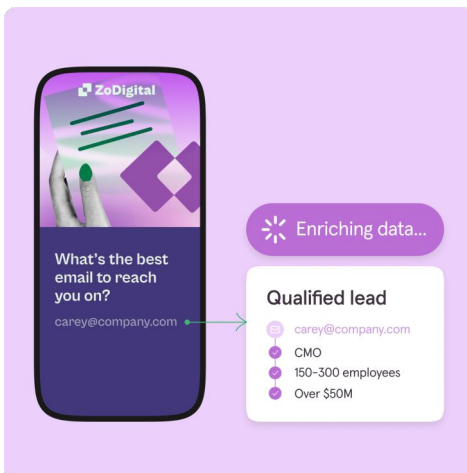
Measure CRO effectiveness

No matter your KPI of choice, it should always tie back to your overall goals, strategy, and, most importantly, revenue. Teams often fall into the trap of only measuring top-level conversions (like signups) without tracking if those leads convert down the line. That's why it's so important to take a holistic view of your conversion rate. Ultimately, the key is ensuring your CRO efforts drive meaningful outcomes that contribute to long-term revenue growth.

Start scaling your CRO efforts to deliver better user experiences

As you look to build out your CRO strategy, remember: investing in the right tools is key, especially for A/B testing, analytics, and heatmap tracking. Additionally, creating scalable frameworks and processes that can be applied easily to different sections of the site is critical to sustaining success.
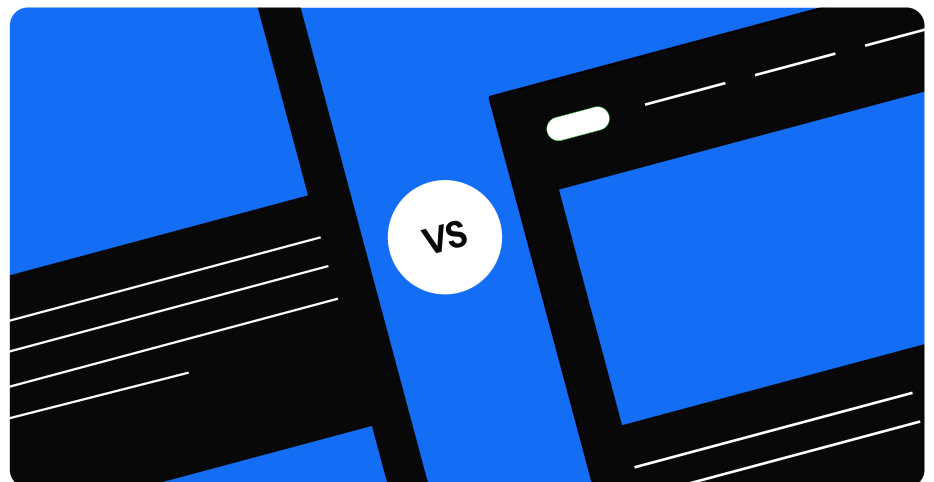
Enhance website functionality and efficiency with AI and automation

AI and automation are powerful tools that can transform a website's functionality, improve user experiences, and streamline marketing efforts. By integrating these technologies into a website, marketing teams can elevate efficiency, deliver tailored user experiences, and ultimately drive better engagement and conversions.

Below, learn more about the impact of AI and automation on website functionality, from workflow automation to AI-driven content generation, predictive analytics, and multichannel campaign management.
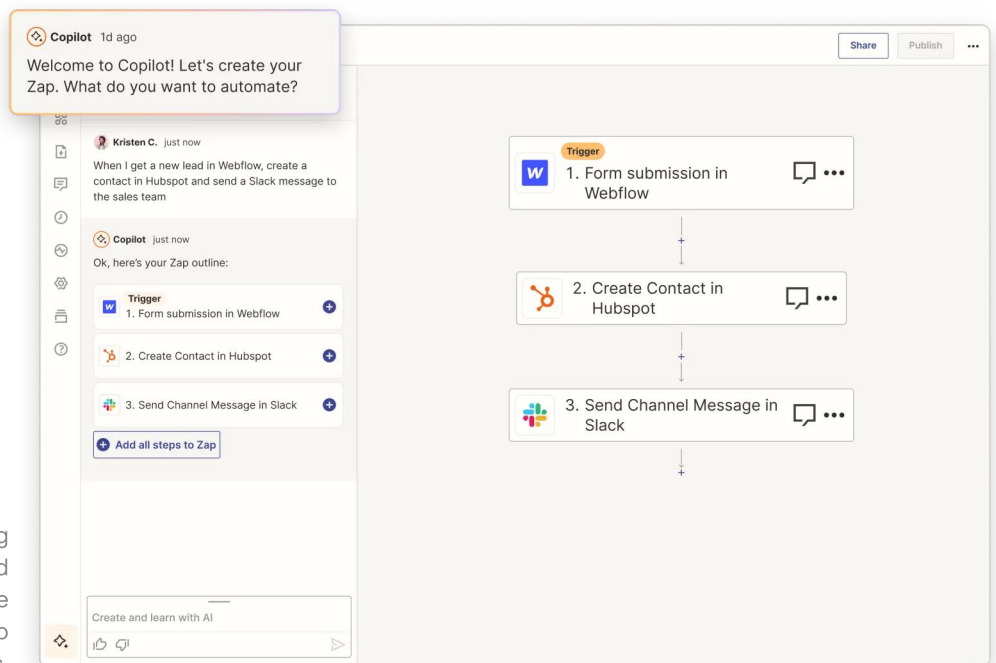
Start a workflow instantly by chatting with Copilot. Zapier's AI-powered assistant will draft the Zap, generate the code, or create a custom action to solve your unique problems.

Transforming the customer experience with AI and automation

When implemented effectively, AI and automation can make websites more functional and engaging for users, helping marketing teams build more powerful website experiences that deliver on users needs.

Deliver more functional, engaging websites

AI helps supercharge your website's functionality through tailored content, chatbots for instant support, and smarter navigation to help teams create a seamless, personalized user experience. It can also help marketing teams deliver targeted campaigns, optimize content, and streamline analytics, enabling more data-driven decision-making.

Automation takes care of repetitive tasks and can improve conversion rates. Automated A/B testing and lead nurturing help score leads and manage follow-ups effortlessly. With powerful automation tools, marketing teams can also efficiently manage campaigns, optimize content, and analyze performance, ultimately driving better user engagement and higher conversion rates.

Anticipate user needs using predictive insights

A key part of improving the customer experience is anticipating users' needs and behavior, and AI is revolutionizing the way marketing teams do so. Teams can use AI-powered tools to identify friction points, tailor content, optimize user journeys, and implement targeted strategies based on predictive insights — effectively addressing potential conversion barriers. This proactive approach enables teams to resolve issues before they escalate and make data-driven decisions.

Chapter five
Enhance website functionality and
efficiency with AI and automation

Reimagining the role of the marketer

In addition to improving the end user experience, AI and automation make the lives of the teams building and managing websites, too.

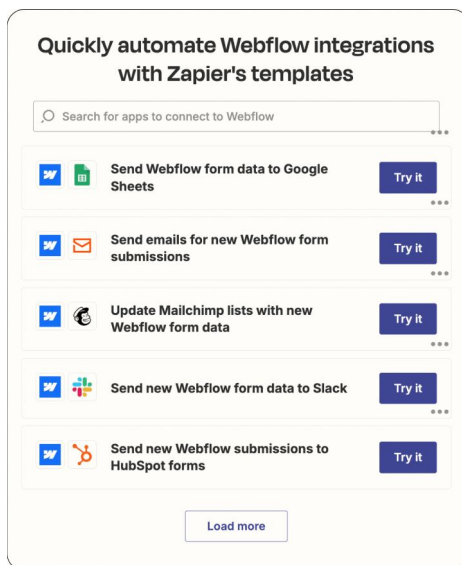### Marketers can optimize the content creation process

AI-content creation tools adapt to your preferred tone, ensure consistency, and enhance SEO with smart keyword suggestions and structured content. They also help content teams generate high-quality content (i.e. product description, blog posts) at scale and automates proofreading, editing, and formatting — saving them precious time and money.

Meanwhile, AI-powered predictive analytics tools can help marketing teams understand the potential impact of content on target audiences before it's published. It's these types of advantages that make AI an essential ally in modern content creation.

Multi-channel campaign managers get the support they need

Marketers responsible for managing multi-channel campaigns can also greatly benefit from AI, which can help them automate tasks and personalize content. It can effortlessly schedule posts for social campaigns, tailor emails based on user behavior, and sync customer data.

Additionally, AI-powered chatbots ensure you get reliable support every time, and predictive analytics keep you ahead of trends. For example, AI can tweak your email content automatically, reflecting a customer's recent website interactions for a seamless experience across all channels. It's these types of always-on programs that will keep your customer experiences fresh and relevant.

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Send new Webflow form data to Slack   **Try it**

Send new Webflow submissions to HubSpot forms   **Try it**

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Chapter five
Enhance website functionality and
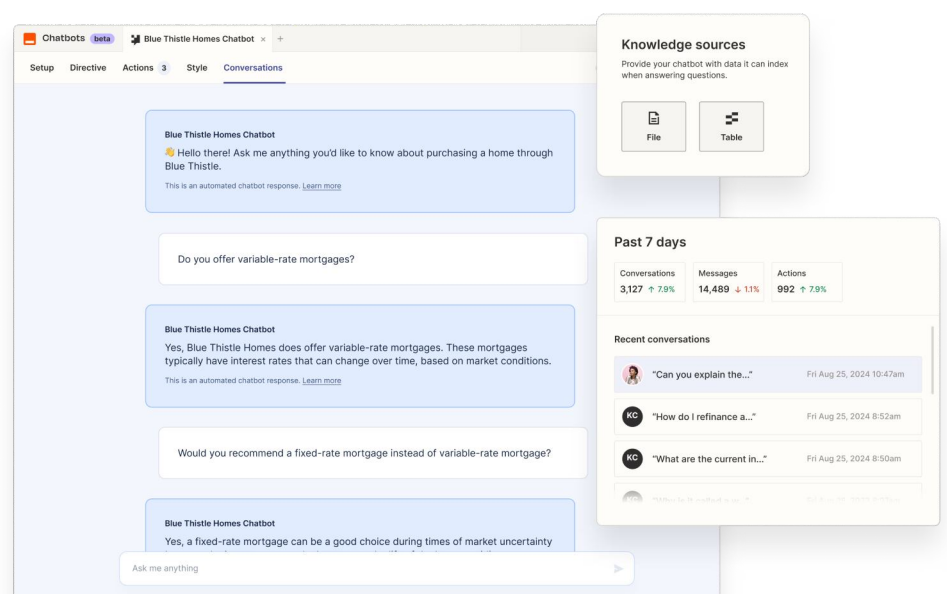efficiency with AI and automation

Teams can streamline workflows and simplify complex processes

Another way AI helps marketing teams is by helping them simplify complexity. One common application is to help manage workflows across multiple tools and platforms — a common challenge for teams, especially as they grow. However, integration platforms like Zapier can simplify this process by facilitating seamless data transfer and management, enabling teams to automate repetitive tasks and customize processes like lead nurturing and content distribution. This automation boosts operational efficiency, enhances cross-departmental communication, and allows teams to focus on strategic activities, even with limited technical resources.

Measure the impact of AI and automation for website initiatives

To assess the success of AI and automation, marketing teams should focus on KPIs such as user engagement, conversion rates, and time on site. Tracking user engagement, like the time visitors spend on the site and the drop in bounce rates, can reveal how well personalized content resonates with audiences. Conversion rates are another crucial KPI, as personalized recommendations and targeted messages often lead to higher conversions. Customer satisfaction scores are also a good indicator of how well AI chatbots are elevating customer experiences, too.

Create an AI-powered chatbot to answer questions, resolve issues, and nurture leads. That way, your team is free to do the work that matters most.

Start creating more seamless and engaging user experiences at scale

Implementing AI and automation doesn't just enhance efficiency; it creates a more personalized, seamless user experience that feels intuitive. By automating workflows, simplifying content creation, leveraging predictive analytics, and managing multi-channel campaigns, businesses can deliver a more engaging, user-centric experience that drives loyalty, conversions, and long-term growth.

Allyce Mardesich

Head of Ecosystem
and Channels

Zapier

"As marketing teams work to be nimble and responsive, and build experiences that convert, it's important to find ways to streamline and automate tasks. Taking a measured approach enhances cross-departmental communication, and allows teams to focus on strategic activities, even with limited technical resources."

Making informed site improvements with data and analytics

Data-driven decision-making is essential for maximizing website performance, improving user experiences, and driving marketing success. By leveraging data, marketing teams implement learnings that enhance engagement, increase conversions, and yield better business outcomes.

Below, read more about the importance of data in decision-making, the types of data to prioritize, and best practices for turning raw data into actionable insights.

Heatmaps and session recordings provide invaluable insights into user behaviour, which can be used to inform experiments and optimizations to improve engagement and conversion.

Data-driven decision making and the website

Across marketing campaigns, data driven decisions lead to better business outcomes and user experiences. For example, looking at heatmaps — data visualizations of user interactions and engagement — on a landing page can reveal where engagement is lacking and where frustrations exist. Watching session recordings of user journeys helps build empathy for your user and find friction points that lead to drop-offs in conversions.

The biggest hurdle when using data is distilling data into actionable and impactful insights. To overcome these challenges, marketers should lean into AI to do the heavy lifting. The time spent on analysis will shrink from hours to minutes, and team members can focus on making improvements to drive growth.

Remember: Data is only valuable if you can trust it. Building that trust comes from the setup process and how your data tools handle variations in data and experiences and sync with your website platform.
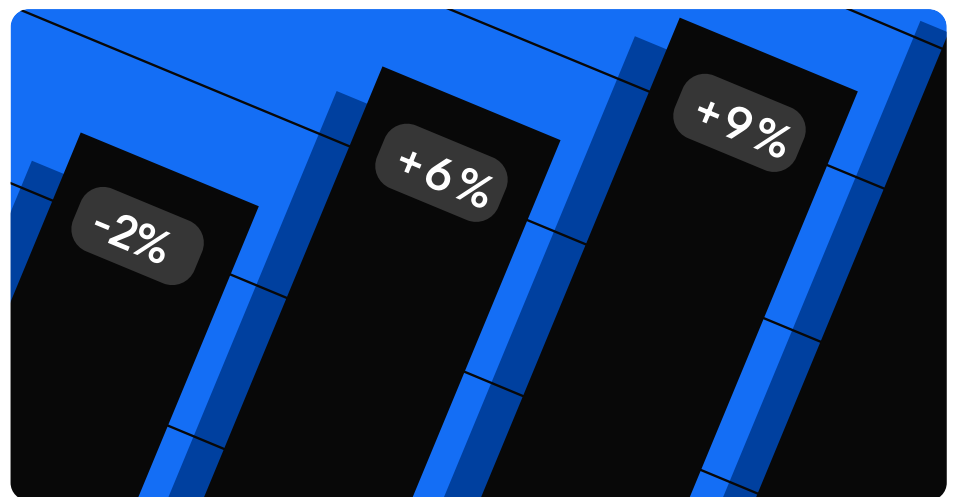
Best practices for leveraging data to optimize site performance

To improve specific website elements like navigation, key conversion flows or optimize site performance metrics like page speed and mobile responsiveness, heatmaps and session replays offer clear guidance. Heatmaps of a specific page provide an overview of engagement (or lack of) on the page, highlighting areas users rarely reach or engage with, and session replays of user journeys can help marketing teams pinpoint problem areas and distractions in a user's experience.

Powerful analytics tools like Microsoft Clarity instantly analyze sessions or heatmaps, generate a concise breakdown of where the user struggled and succeeded, and suggest web experience improvements.

Prioritizing the right data

Not all data is equally valuable for understanding user behavior. Marketing teams should focus on data that mimics what the end user is experiencing. This includes behavioral data (how users navigate the site), demographic data, and conversion data.

While quantitative data like the number of visitors, time spent on site, or clicks can be helpful, they don't always explain the "why" behind these interactions. Observing behaviors, combined with demographics and transactional data, gives a more complete picture, allowing teams to prioritize improvements that are aligned with both business goals and user needs.

A/B testing to make data-informed decisions

A/B testing, along with multivariate testing, empowers marketing teams to make data-informed decisions based on how users respond to different versions of website elements. By testing variables such as page layout, CTA placements, or messaging, teams can gain a clear understanding of which changes yield the best user engagement and conversion outcomes. When paired with behavioral analytics, A/B testing becomes even more powerful, as it reveals not only which version performs better but also how each version impacts the entire user journey. This approach allows teams to identify and prioritize the changes that truly enhance the user experience and optimize website performance.

Develop a culture of data-driven decision making to build a high-performing website

As a business grows, creating a culture of data analysis is essential for scaling data-driven decision-making. Regular weekly sessions or meetings to spend time reviewing metrics and user sessions can keep the entire team aligned on user needs and website performance goals. This collaborative approach helps marketing teams stay focused on users and their needs and ensures data-driven decisions remain at the core of their website strategy.

**Ravi Theja Yada**
Director of Product
Microsoft Clarity

"To grow and scale, marketing teams need to eliminate guesswork and adopt a data-driven approach. Integrating AI Agents, each specializing in distinct marketing tasks, can bridge the skill gaps within the team."

Nurture customer relationships and improve user engagement with CRM systems

Leveraging CRM (customer relationship management) systems can be transformative for nurturing customer relationships and boosting user engagement. CRMs integrate data from diverse touchpoints, providing a single view of each customer and enabling personalized experiences that engage users at every stage of their journey.

Below, learn more about the primary benefits of using a CRM system, how it supports marketing teams building multi-channel experiences, why marketers should use CRM analytics to optimize their web engagement strategies, and how it can help teams scale their user engagement efforts.

HubSpot CRM seamlessly connects your website with your business operations—capturing leads, automating follow-ups, and managing the entire customer lifecycle in one powerful platform.
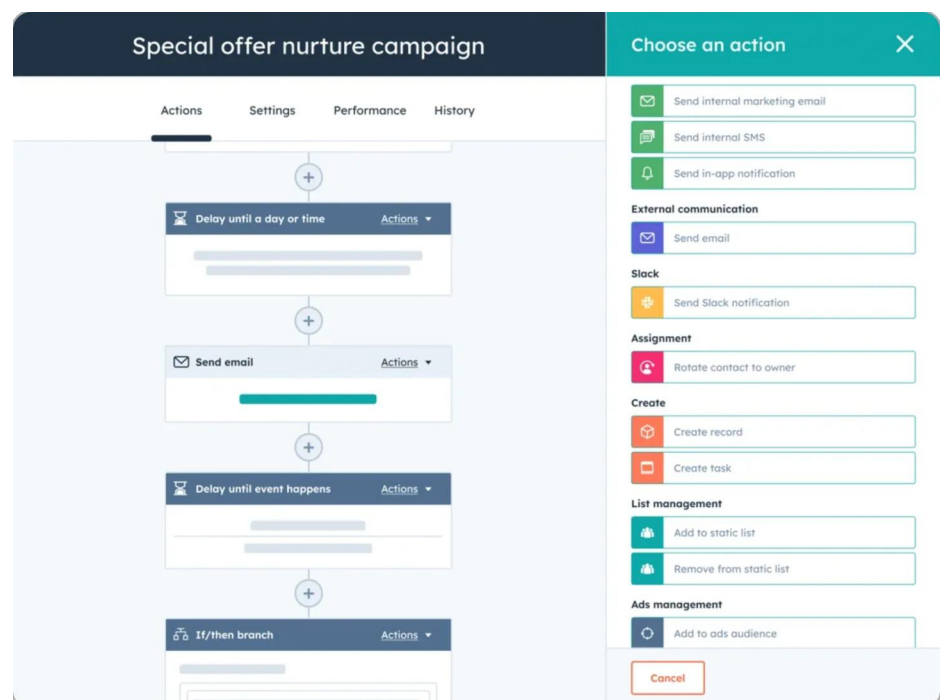
Chapter seven

Nurture customer relationships
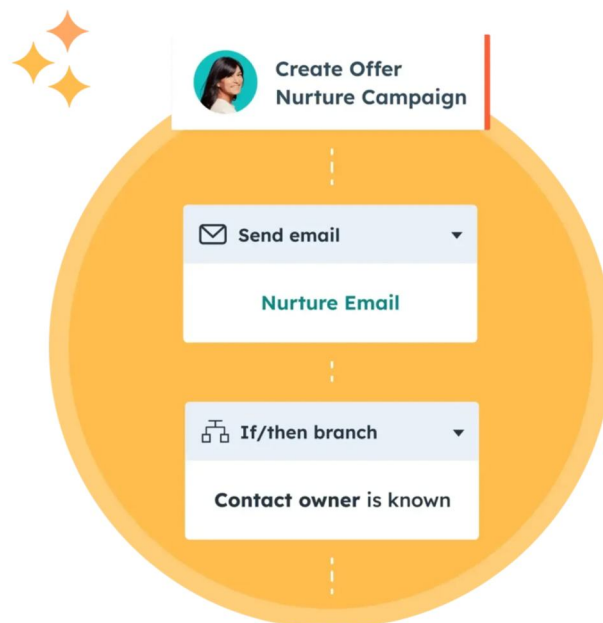and improve user engagement
with CRM systems

Integrate CRM systems to improve user engagement

Integrating a CRM system with marketing efforts allows teams to personalize user engagement from their first interaction through their ongoing relationship with the business. CRM systems help to deliver more relevant content and actions at the right time. By tracking interactions across multiple touchpoints, a CRM provides a comprehensive view of each user's journey, enabling marketers to tailor their communications more precisely.

Considering a user's experience on a website gives a lot of information — understanding where the user came from, what they were looking for, and what actions they took. This information is invaluable and can be used within a CRM. Combining insights from multiple sources gives marketers a truly holistic view, ultimately leading to higher engagement rates as users are served content that resonates more deeply.

The primary benefits of a CRM include real-time tracking of behavior, the automation of follow-ups, and centralized data, which all contribute to an improved, consistent customer experience across various channels.

HubSpot powers email nurturing with personalized, automated campaigns that engage leads and guide them through the buyer's journey effortlessly.

Chapter seven

Nurture customer relationships
and improve user engagement
with CRM systems

Create seamless experiences across channels

The fundamental purpose of a CRM system is to centralize customer data. This gives marketing teams a 360-degree view of individual customer preferences and behaviors. This allows marketers to create tailored content and offers that deliver more effectively on customer needs. By integrating various digital channels such as email, social media, and websites into the CRM, teams can ensure that customers receive a seamless experience across all platforms. The CRM acts as a hub for user data, making it easy to track, analyze, and predict customer preferences, ultimately improving campaign relevance and boosting customer satisfaction.

Segment users to personalize marketing campaigns

One of the most effective ways to leverage CRMs for customer engagement is by segmenting users based on behavioral data — browsing history, previous purchases, and engagement with marketing campaigns — to unearth customer insights. Integrating data from other tools such as heatmaps and session recordings can reveal user pathways and preferences, enriching the CRM with valuable context.

By understanding customer interactions, teams can create segments that reflect user preferences and intent. This segmentation enables highly personalized marketing campaigns that address the specific needs of each group, leading to improved engagement and conversion rates. Additionally, CRMs offer automation tools to trigger personalized content based on user actions, ensuring timely and relevant communications.

Integrate CRMs with other tools to gain a more unified view of the customer

CRMs can be integrated with analytics platforms, email marketing tools, and customer support systems to provide a unified view of customer engagement. For instance, connecting a CRM with an email marketing platform allows for more personalized, data-driven campaigns based on user behavior. Similarly, integration with customer support tools ensures that marketing teams can respond promptly to customer queries, improving the overall experience. By centralizing engagement data, these integrations ensure that all teams have access to real-time customer insights, fostering more effective collaboration.

Chapter seven
Nurture customer relationships
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Track core KPIs to measure CRM effectiveness

KPIs that marketing teams should monitor to assess CRM effectiveness include customer lifetime value (CLV), which measures long-term profitability, engagement rates, repeat visits, and conversion rates. Additionally, tracking metrics like time spent on site and the customer acquisition cost (CAC) can help marketers understand how well their CRM is driving engagement. The ability to centralize and analyze this data in one place allows for a more efficient evaluation of marketing efforts, helping teams make informed decisions and optimize strategies

To assess the ROI of a CRM integration, marketing teams should compare the increase in user engagement, conversion rates, and customer retention before and after CRM implementation. CRM analytics provide actionable insights, allowing teams to monitor metrics like lead conversion rates and customer retention, which directly tie to ROI. Regular reviews of CRM data help identify opportunities for further personalization and efficiency, ensuring that the engagement strategies are continuously optimized to meet evolving customer needs

Building your tech stack around the customer journey helps you identify opportunities to optimize from awareness and engagement to conversion and retention.

Chapter seven

Nurture customer relationships
and improve user engagement
with CRM systems
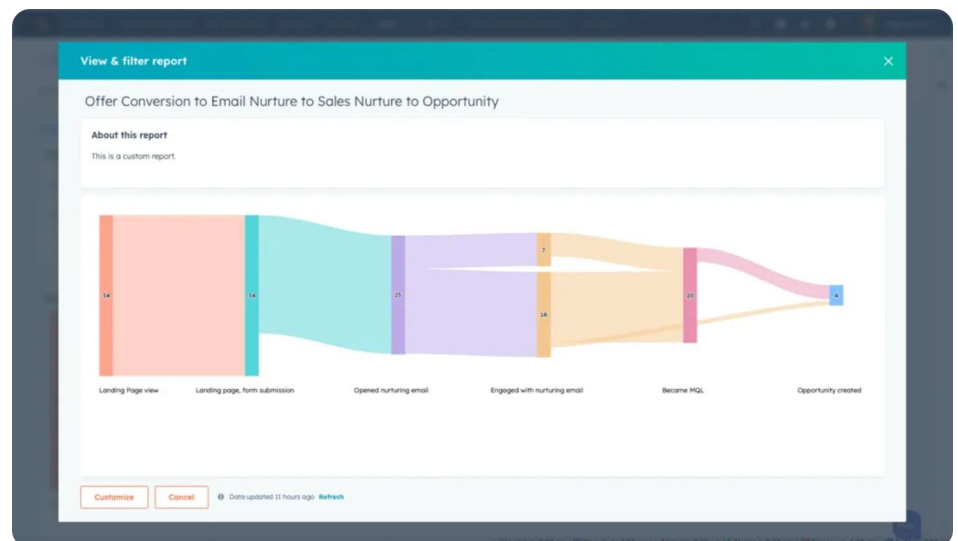
Scale user engagement with CRM automation

As a website grows, CRM systems can scale user engagement efforts by automating interactions and providing advanced segmentation. Automation ensures that even as the customer base expands, personalized marketing remains possible without manual effort. Additionally, CRMs provide insights into user behavior at scale, enabling marketing teams to adjust strategies to meet the needs of a growing audience. Features like workflow automation and dynamic content help teams maintain high levels of engagement as they reach more users across multiple channels.

By integrating with a CRM, marketing teams gain a centralized data source that allows them to track, analyze, and predict customer behavior across multiple touchpoints. With effective segmentation, automation, and personalized interactions, CRMs empower teams to deliver meaningful and consistent experiences that resonate with users, fostering long-term loyalty and improving business outcomes.

Scott Brinker
VP of Platform
Ecosystem
HubSpot

"Many marketing organizations fall into a myopic view focused on optimizing individual tools in isolation and searching for that elusive "next tool" that will magically transform commoditized lead into differentiated gold — while underinvesting in talent development and a broader technology strategy. Architecting and building a well-connected and integrated technology stack helps ensure that information is being gathered in a smart way, and turns it into ideas for action."

How leading brands are building powerful website experiences

Webflow is a powerful tool for companies who want to transform the end-to-end customer experience on the web. And using Webflow Apps, teams can extend the functionality of key Webflow features to enable more powerful integrations that bring businesses' true digital visions to life.

Hear illuminating stories from the following brands harnessing the power of Apps:

SPOTLIGHT ON

MEOW WOLF   amego

prismatic   NURSA

Building immersive experiences for guests

SPOTLIGHT ON

MEOW WOLF

Born in Santa Fe in 2008 as an underground art collective, Meow Wolf unites designers, technologists, writers, sculptors, musicians and more to create large-scale interactive art exhibits. These experiences allow people to enter another world, where all five senses are stimulated.

The website plays a pivotal role in communicating an avant-garde and unique experience, leveraging a vast amount of rich media like video, photography, illustrations and animations to excite and entice audiences. Community is an important part of the brand, with Meow Wolf using their in-person and interactive surfaces to help showcase artists.

As with any events-focused website, Meow Wolf pays close attention to what its customers are looking for, providing event information in a clear manner, showcasing reviews from happy guests, and providing answers to frequently asked questions.

The lush, visually-engaging site the team designed in Figma was then developed in Webflow, where the team has also been able to leverage an array of Webflow Apps and tools to bring the immersive feel of their art exhibits to life on the web. This has helped them achieve their web goals, primarily converting site visitors into experience attendees.

"Our website is a pivotal asset for sharing our story and showcasing our experiences, and it also delivers on clear goals: selling tickets, selling merchandise, and drumming up hype for new locations, exhibits and projects. Webflow Apps help us streamline how our teams get their jobs done, and allow us to deliver better experiences for our customers."

Geet Jacobs

Vice President of
Product Engineering
Meow Wolf
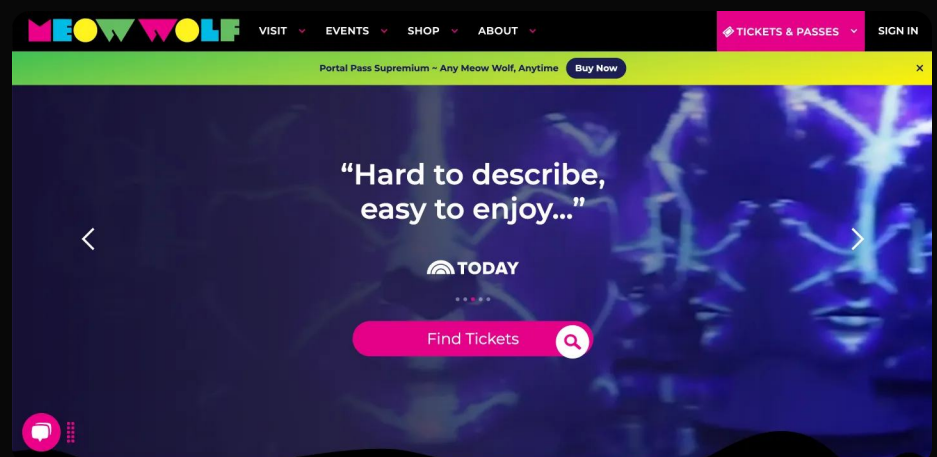
Uniting marketing and sales with powerful web experiences

SPOTLIGHT ON

amego

Founded in 2021 by event professionals, Amego has developed a platform that helps event organizers at companies like Google, ServiceNow, and Atlassian to plan, host, and manage B2B events. They help each customer publish their own fully branded mobile app that attendees can use to personalize their agenda, navigate the event venue, view and engage with sponsor content, network with fellow attendees, and more.

Amego's ideal customer profile is professional event organizers and marketers working at B2B companies. This is a competitive sector, and the company relies on content marketing, word of mouth, and networking to generate awareness and interest. This means the website plays a key role in converting curious visitors into qualified leads.

To build more powerful website experiences, the company leverages Webflow Apps to support customers through their journey, from providing the right information quickly and easily, to driving them to complete forms and book demos. Using apps, they also benefit from ease of use with their native-like integrations that eliminate the need for custom code.

"Marketers should examine their customer journey, and then explore the Webflow App Marketplace to find apps that meet the specific needs at each step of the journey. Apps are clean and easy to implement, and many of our most popular marketing tools already have an app. This is easier than writing and using custom code, which means a more manageable website that's easier for your marketers to use."

Sarah Knaster

Senior Marketing Manager
Amego

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PRODUCT DEMO

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Set up time with a member of our team of experts to discuss your event needs and walk through our platform and solutions.

Let's Chat

Please share these details and you'll be directed to a page where you can select a meeting time.

First Name*

Last Name*

Company name

Business Email*

Company size*
○ 10–500 employees
○ 501–1000 employees
○ 1001–5000 employees

Using analytics and insights to optimize the customer journey
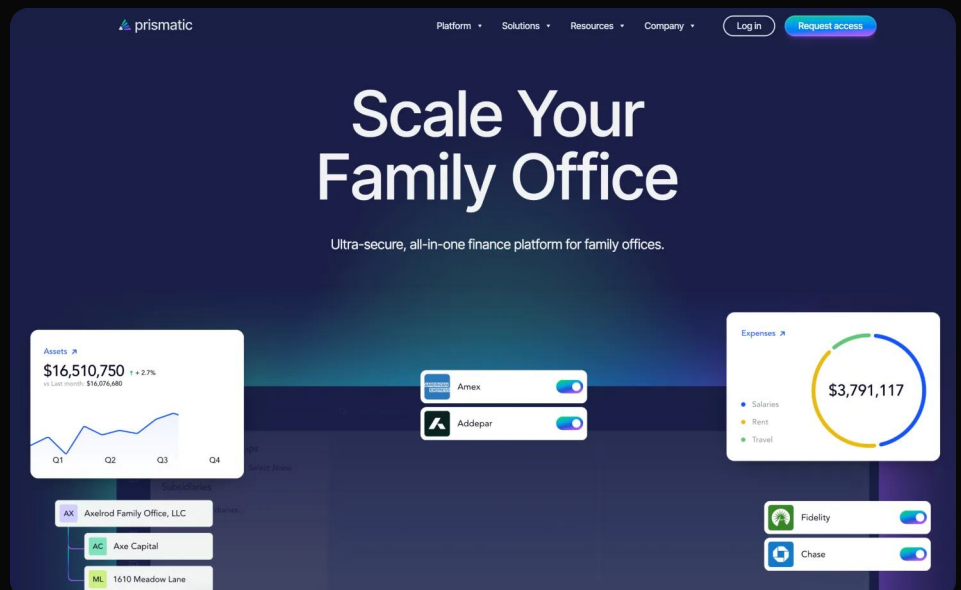
SPOTLIGHT ON

◭ prismatic

Prismatic is on a mission to radically modernize and digitize family offices, with an easy-to-use accounting platform. Serving busy and experienced financial professionals, Prismatic's website is pivotal to growing its business. It chose Webflow for the level of capability, efficiency, and versatility it offers non-technical team members, while still providing the power technical developers need.

Prismatic's website's main goal is converting visitors into qualified leads. To successfully do so, they need to reduce friction for its customers, providing the right information, resources, and functionality they need at the right time. This requires understanding and tracking customer behavior, and using a number of Webflow Apps, they are able to track comprehensive user metrics and insights through heat mapping and session analytics. And to ensure the customer journey is optimized toward conversion, they are able to use apps that enhance their form-building capabilities and connect directly with their CRM.

"Customers today expect smooth and streamlined interactions while also being served content that captivates them. Webflow's ability to integrate seamlessly with an array of leading apps empowers us to optimize the customer journey that meets and exceeds customer expectations and helps our business grow."

Stan Perry

Chief Operating Officer
Prismatic

Architecting a sophisticated tech stack to drive engagement

SPOTLIGHT ON

NURSA

Nursa exists to deliver quality care to every patient in need, connecting qualified clinicians seeking flexible work with healthcare facilities short on staff. Started in 2020 by founder and CEO Curtis Anderson, Nursa is a win-win-win for the healthcare industry. The team aims to enrich the lives of clinicians everywhere and to be seen as a partner in delivering effective, compassionate patient care in every market it serves— dramatically improving the $17 billion temporary nurse staffing industry.

With a large website that's home to over 100,000 pages, it boasts a highly-functional experience for attracting and converting customers, leveraging Webflow Enterprise to customize its site with additional functionalities.

It uses analytics and insights tools, including session analytics, to better understand the needs and user journeys that its customers—nurses—have as they navigate the site. With such a large amount of content, including over 100 new pieces of content published per week, Nursa is proactive in architecting and organizing the site experience to ensure users find the information they need and can complete their tasks quickly and easily. Best of all, the Nursa team is continually experimenting and optimizing to further improve the user experience.

"We build websites that do more than just look great—they function as core business product, optimized continually to propel growth and outpace goals."

Nenad Ivanovic
Lead Product Manager for Growth
Nursa
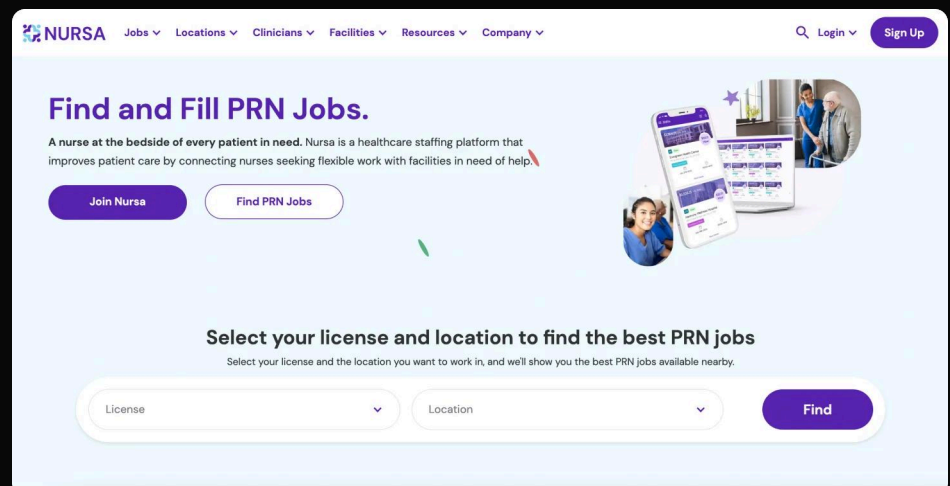
Expert insights for 2025: tips on staying ahead of the curve and sustaining long-term website success

In a world where customer expectations are evolving faster than ever, marketing leaders need to stay a step ahead to keep their websites relevant and engaging. The ability to futureproof the website is what will ensure organizations are not just meeting today's standards but are ready for tomorrow's demands.

As we look ahead to 2025, marketing leaders are proactively adopting new strategies to ensure their sites remain adaptable, user-centric, and primed for long-term success. Below, we explore key trends, practical advice, and strategic insights from industry experts on how businesses can stay ahead of changing technology and customer needs.

Technology and customer behavior trends for 2025

Ravi Theja Yada
Director of Product
Microsoft Clarity

"The emergence of generative AI is not just a trend, but the future of analytics. The ability to analyze a large amount of data and then make connections, draw conclusions, and suggest improvements will unlock a new level of efficiency and understanding."

Allyce Mardesich, Zapier's Head of Ecosystem and Channels, has her sights on additional AI tools, like **NLP-driven chatbots**, which are transforming customer service and providing instant support and even anticipating customer needs. She also vouches for **AI-powered personalization** and how it enables brands to tailor content based on real-time user data, enhancing engagement and satisfaction.

Voice search and the growing role of **digital assistants** are also transforming the customer experience, especially when it comes to SEO. With increasing voice-based queries, businesses need to optimize for conversational language and more direct, natural search phrases. Additionally, Ravi advises, "With the shift of some traditional search engine share moving to Copilot, there is a need to think about how to rank higher in responses and summaries from generative AI experiences." As content consumption trends evolve, marketing teams must be prepared to meet users on the platforms and interfaces where they naturally gravitate, ensuring websites remain both accessible and discoverable in an AI-driven world.

Another growing trend is the **application of AI to content operations**. GenAI is helping companies scale content creation, but still requires human oversight and approval to keep content on brand. AI powered content tagging and enrichment in the DAM helps with asset organization, while AI powered search which includes similarity search, duplicate finder, text in image and natural language search helps companies discover, reuse, and personalize content faster and with greater accuracy. Richard Heitmann, Chief Marketing Officer, Bynder shares, "In the future, you'll be able to leverage AI to generate hyper-personalized content that leverages predictive analytics to ensure a high level of content performance and conversions across all your digital channels.

Focus areas for staying ahead of the curve

For marketing teams seeking a competitive edge, **scalable automation** will become a non-negotiable. "Automated analytics provide valuable insights that aid in informed decision-making. These technologies enable teams to handle increased traffic and content demands more effectively, allowing them to concentrate on broader strategies while maintaining customer engagement," explains Allyce Mardesich. By implementing tools that streamline repetitive tasks, businesses can maintain a seamless user experience and glean insights that enable them to make quicker, data-backed decisions to keep their strategies nimble and responsive.

Conversion rate optimization (CRO) is another essential area of investment for forward-thinking businesses. Becca Vibert, Head of Web/Site at Typeform, urges leaders to remember:

Becca Vibert
Head of Web/Site
Typeform

"CRO isn't just about driving clicks; it's about getting users to stay. And getting users to stay is about creating intrigue and engagement that creates a deeper and more personal relationship with your prospect."

To keep CRO strategies both personal and fresh, she recommends regularly reviewing top user journeys with your team and directly interacting with prospects to understand what's working and what needs improvement.

On the SEO front, Ethan Smith, CEO at Graphite, recommends a dual focus on content quality and efficiency. Leveraging **AI-assisted tools for topic clustering and user intent analysis** allows teams to maximize the impact of their SEO efforts, ensuring that the time invested leads to measurable growth.

Experts' perspectives on successfully future-proofing websites

One foundational strategy for building adaptable websites is **simplifying user experience through design**. "With attention spans shorter than ever, focusing on cleaner designs, less clutter, and easy navigation across devices is imperative", explains Meg Gowell, Director of Growth Marketing, Typeform. By focusing on intuitive designs, businesses can retain flexibility while delivering a seamless experience for users on both desktop and mobile.

Future-proofing a website, however, is about more than design — it's about building an infrastructure that can adapt as new technologies and consumer expectations emerge. A scalable website architecture ensures marketing teams can integrate new tools seamlessly and respond quickly to trends. "Marketers should prioritize flexibility in design, enabling easy integration of new features as they emerge," explains Scott Brinker, HubSpot's VP of Platform Ecosystem.

A **strong CRM strategy** will also play a critical role in data-driven website optimization.

Scott Brinker
VP Platform Ecosystem
HubSpot

"As machine learning and AI continue to evolve, CRMs will increasingly provide predictive insights that help marketing teams anticipate user needs and optimize their content strategies."

Investing in CRMs with advanced analytics capabilities and maintaining agile CRM strategies will help web teams build and manage websites that consistently align with changes in user behavior.

Personalization will also continue to be central to a powerful website strategy. Specifically, "Investing in AI-driven analytics and automation tools will allow marketing teams to scale personalization while remaining responsive to evolving customer needs," explains Richard Heitmann, Chief Marketing Officer, Bynder.

Prepare for the website challenges of tomorrow, today

At the end of the day, the most important website strategies will be the ones that prioritize consumer needs, agility, and are forward thinking. For long-term adaptability, Brinker encourages organizations to prioritize continuous feedback loops so they can swiftly respond to shifts in behavior and expectations. And by investing in powerful, adaptable technology, companies can build resilient websites that are relevant and engaging — even as they face the challenges of tomorrow.
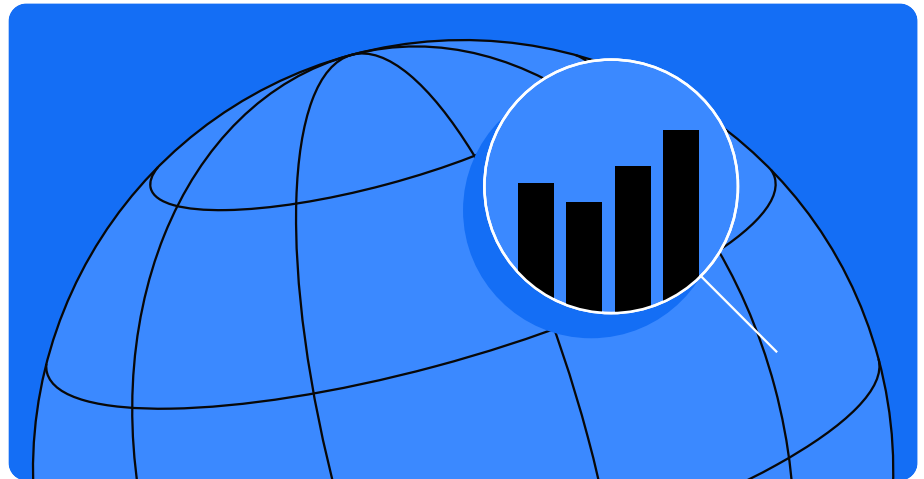
About our contributors

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Microsoft | Clarity

Clarity is a user behavior analytics tool that helps you understand how users are interacting with your website through features such as session replays and heatmaps.

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