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The technology website guide

A website that converts the technical buyer

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Your buyer has read more product pages this month than your marketing team has written this year. They are sophisticated, impatient, and quick to punish jargon, and the person who actually decides is usually the most technical person in the room. A technology website that opens with an abstract slogan has lost that person before the page has finished loading.

THE CLICKINGMAD TEST

If the most technical person in the room cannot verify the claim, the claim costs you the deal.

What the website has to do

Lead with the problem you solve, in words a buyer would use to describe it themselves, because recognition is what stops the scroll. Let the buyer self-qualify, with real technical depth available for the engineer and a clear commercial story for the budget holder, on paths that do not tangle. And offer a journey that matches how the product is bought, whether that is a self-serve trial, a sales-led demo, or documentation deep enough to evaluate without ever talking to sales.

What to put in the brief

The problem statement, in one sentence, argued over until it is true. Who the technical decision-maker is and what they need to see. The trial or demo funnel, mapped end to end including what happens after signup. And the integrations and security answers enterprise buyers ask about, because pages that answer them are pages that shorten sales cycles.

What to measure

Trial signups or demo bookings, cost per acquisition by channel, and engagement with the technical content, because in this sector the depth of a visit predicts the value of the visitor better than the volume of visits ever will.

Ready when you are

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