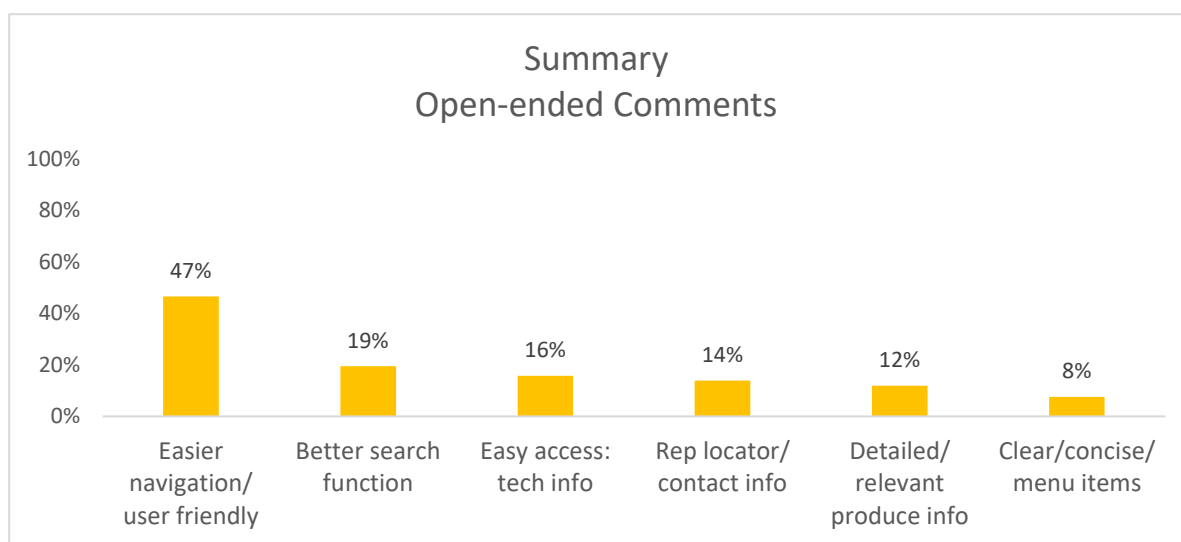


Building professionals have several suggestions for how manufacturers can improve their websites. Overall they want websites easier to navigate, search and get key information they need including product/tech documents, rep/contact and detailed product information.

What can or should product manufacturers do to make their websites better for you?



Sample Verbatim Comments

- *At the top or bottom of website, have a site map that makes it easy for me to navigate where I*
- *Easy of use and ease of finding information. Ease of contacting someone to ask questions.*
- *Have an easy to find search feature with narrow and specific results so I can simply type in what I'm looking for and not get a thousand irrelevant search results.*
- *Need easy to find info, good search tool and online contact information.*
- *Provide all their technical documents online. Less colorful fancy webpages with broad non-specific descriptions. Be more matter-of-fact and precise. If I'm on the website, I probably don't need a hard sell. I am more likely to stick with a product that gives me the info I need.*
- *Provide the detailed information in a location easy to find.*
- *Search engines that take you to the item you are searching, not just a bunch of different sections that include the name of the item you are looking for.*

TAKE AWAY: Building professionals want manufacturers' websites to be user-friendly and provide better search capabilities that give them relevant and specific information they need for their jobs.



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Purpose:

To identify specific improvements manufacturers can make to their websites to make them better for building professionals.

Methodology:

AIM surveyed architects, interior designers and facility managers. The survey was conducted on-line in January, 2020. Overall response was 176 completed surveys.

Conclusion:

In over 150 verbatim comments, building professionals took the time to provide detailed feedback on some of the main improvements manufacturers need to make to their websites. Several respondents indicated that manufacturers should conduct frequent and live tests of their websites with their key audiences. While manufacturers may think their websites are user-friendly and perfectly designed, building professionals often find it difficult to navigate and frustrating to get to the specific information they need. With the abundance of content available online today, it can be overwhelming to look for specific product or technical information if it is not properly indexed in a search tool or logically referenced in the manufacturer's menu tools. In addition, many building professionals requested that manufacturers' websites put their contact information upfront and make it "easier" to find. More specifically, professionals indicated they would like a rep locator as well as detailed contact information—name, phone number and email of a person that can handle particular product/technical questions. Since a manufacturer's website is the most important selling tool today, it is critical that manufacturers continue to evaluate and improve their websites to better serve their audiences.

Note: Data is based on research conducted by Accountability Information Management, Inc. (AIM). Total response=176. AIM is a business-to-business marketing communications company, ©June, 2020. For additional information including a more in-depth analysis, contact AIM or visit our website. Phone 847-358-8558, Email inquiries@a-i-m.com. Website: www.a-i-m.com. Thank you.