

## The future of the B2B website

The website has come on quite a journey since it's 1991 inception – it's hard to imagine modern life without this technology. But what's next for the website? And what can B2B organizations do to prepare these vital assets for the future? Let's explore how far the website has come in just 30 years, and discover what's going to happen next...

### 1991

When the first website was published in 1991, visitors had to use a dial-up connection to access the online world, so websites had to be simple and quick to load.

Completely text-based, with no images or rich media, these websites were very plain and purely focused on providing raw information.



### 1996

By 1996, table-based websites had become popular, and with the launch of Adobe Flash, businesses were soon able to create a fully individual website experience.

Embracing vibrant colors, tiled background images, and 3D effect buttons, Flash is remembered as a significant marker on the journey of website evolution.

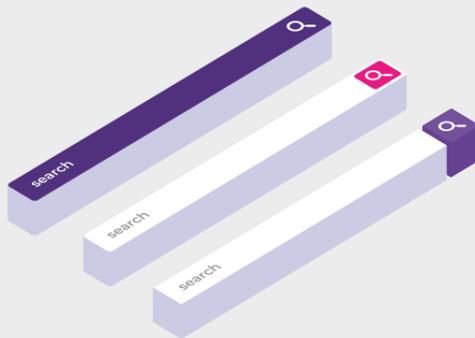
However, the popularity of Adobe Flash was short-lived as the world embraced CSS (cascading style sheets), enabling the separation of content and design.

Thanks to CSS, businesses could create an effectively branded website experience with dynamic content across individual pages, putting the visitors needs first.



### 2000

By the millennium, JavaScript had become commonplace on business websites, enabling interactive webpages and easy navigation through menus and tabs.



### 2004

The first social media networks were released as the world started to access the online world more and more, and business websites grew in popularity.

Websites have come a long way in just 30 years. With 94% of B2B buyer journeys now starting online, a business website is paramount to growth and success.

Using rich media, animated designs and compelling CTAs, modern websites can drive new business, improve retention and establish brands as industry leaders.



### 2019

So, what's next for the website? Based on modern buyer expectations, one answer is clear: personalization.

Website personalization dynamically changes website content to instantly match the visitor, from industry-specific case studies to product recommendations based on previous purchases.

Embracing website personalization today is essential - in just a few short years blanket website experiences will be seen as dated and become ineffective.

Don't get left behind! Ensure your B2B website moves onto the next stage of evolution with an advanced website personalization strategy.



Webeo is the global leading B2B website personalization software.

Dynamically tailor your website according to the specific firmographics of your website visitors – including user journeys, content, imagery and calls to action.

Make an excellent first impression for every visitor, every time they visit your website and revolutionize your online ROI, increasing conversions, fueling lead generation and driving revenue into your business.

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