

Hardworking websites + marketing programs for family-owned industrial manufacturers

Calculating the ROI of a website redesign

When allocating time, money, and resources for a website redesign, business owners ask, “How soon will we see inquiries? Is the cost of the redesign justified?”

To calculate ROI, we suggest taking your average sale price, and then asking, “How many sales do we need from our website to cover the cost of the redesign?” For some manufacturers, it’s only one sale.

Bottom line: A website developed by Huff Industrial Marketing typically generates good quality leads within six weeks after going live, depending on what other marketing is in place, such as Google Ads.

“Within the first year of hiring Huff Industrial Marketing to redesign our website, we saw a 25% increase in sales (with Google Ads, that number was 50%). Dianna and her team continue to work with us to revise and add content that helps customers determine what they need prior to contacting us – saving us and the customer time on the phone. The Huff team thoroughly understands manufacturing, marketing, and how the inquiry and sales process works online. Hiring Huff Industrial Marketing is one of the best business decisions I’ve ever made.”

–BRANDON ACKER, CEO, TITAN ABRASIVE

Key manufacturing website elements that make people want to do business with you:

Branding

- ✓ First impressions
- ✓ Logo and images
- ✓ Fonts and colors
- ✓ Messages and copy

Trust

- ✓ Team bios
- ✓ Company history
- ✓ Testimonials
- ✓ Customer list

Services / Capabilities

- ✓ Differentiators
- ✓ Skilled people
- ✓ Knowledge and expertise
- ✓ Industry certifications

Lead Generation

- ✓ Email, RFQ, Phone
- ✓ Tracking and measurement
- ✓ SEO (Search Engine Optimization)
- ✓ PPC, e.g. Google Ads

Customer Service

- ✓ Product info
- ✓ FAQs
- ✓ Working with you
- ✓ Ship times

Recruitment

- ✓ Culture and values
- ✓ Open positions
- ✓ Training and benefits
- ✓ Mobile friendly

Have a tired website that's not delivering a positive experience and leads?

Change this with our start-to-finish website design package. We do all the hard work so that you can focus on your business.

[View package](#)