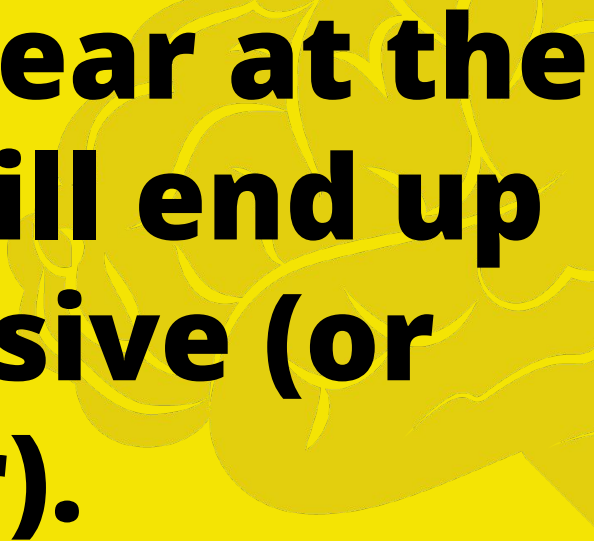


Our relaunch

core process

With a plan toward success

What is unclear at the beginning will end up being expensive (or take forever).





Our core process.

The core process in detail

Phase 1 Audits

Understanding the customer and their business environment

Phase 2 Strategy

Defining target groups and customer journeys to derive the strategic importance of the website

Phase 3 Requirements

Defining requirements for achieving strategic goals

Phase 4 Concept development

Creation of a website concept that fulfills the strategy and forms the basis for implementation

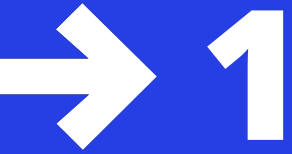
Phase 5 Website implementation

Implementation of the developed concept

Phase 6 Campaigning

Promotion of the new website/application as defined in the strategy section

Planning for phases 4 to 6 is based on the results of the previous phases.



**Core process
results**
per phase

→ 1.1

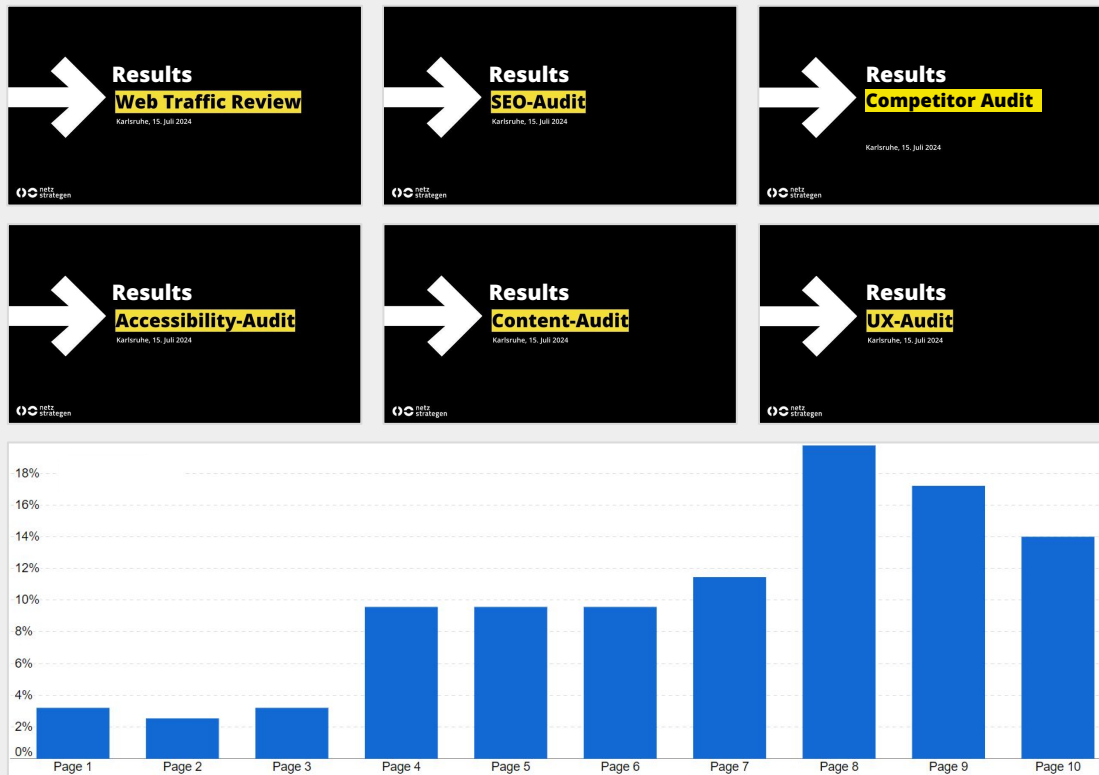
Phase 1: **Audits**

- SEO-Audit
- Web Traffic Review
- Competitor analysis
- Accessibility Audit
- ...

Phase 1 results: Audits

Audits help to identify areas where the existing website is already performing well and **aspects that the new website should improve upon** – without losing sight of its current strengths.

We will decide together which analyses are most useful. Here is a selection of possible audits.



→ 1.2

Phase 2: Strategy

- Target groups and personas
- Customer journeys
- SEO search potential analysis
- Social Media potential analysis
- Definition of KPIs

Phase 2 results: Strategy

Personas

Who is the website aimed at and what are the **users needs**?

Based on **market research data**, we develop **personas** that realistically represent your target groups.



Persona |

Name Persona

LOGO

[Zur Customer Journey](#)

Verortung Milieus

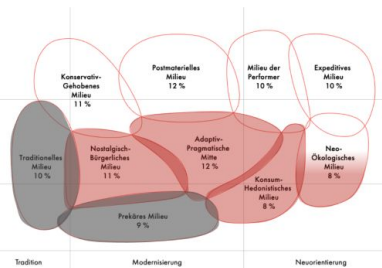
Soziale Lage
↓

Oberschicht /
Obere Mittelschicht

Mittlere
Mittelschicht

Untere Mittelschicht /
Unterschicht

Grundorientierung →



Mediennutzung

Informationsbedürfnis: 8-9



Kanäle Privat:

- Messenger-Dienste (vor allem WhatsApp)
- Facebook, zunehmend Instagram, Digitalausgabe Tageszeitung, zum Teil Lokalfernsehen
- Magazine (z.B. ADAC Motorwelt)

Kanäle Beruflich:

- LinkedIn

Gerätenutzung Privat:

Laptop, Smartphone, Tablet, TV

Gerätenutzung Beruflich:

Laptop, Tablet (eher geteilt und nicht ans Internet angeschlossen → eher Appnutzung), Smartphone

Digitalaffinität: 5-6



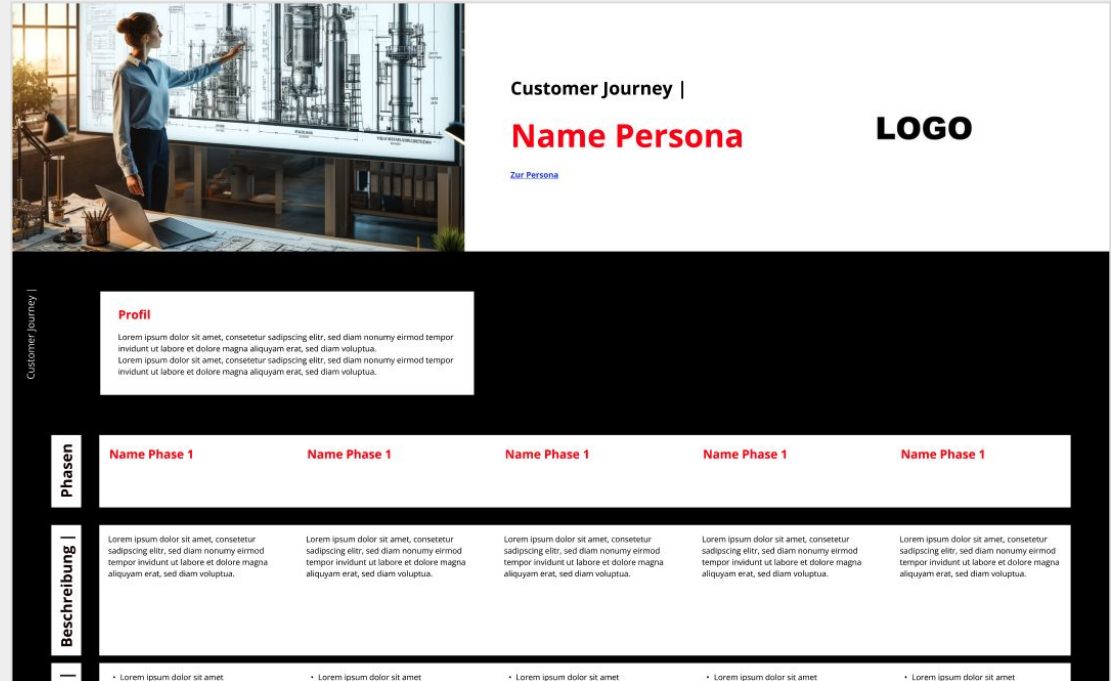
Phase 2 results: Strategy

Customer Journeys

How do users get from **initial contact to conversion?**

We use customer journey mapping to identify the **touchpoints** where **users come into contact with the company.**

This allows us to optimize the journey and remove obstacles. It also gives us an overview of the functions that the future website should cover in the purchasing process.



Example result: SEO potential analysis

SEO potential analysis

SEO is an important driver for the success of your website. We analyze the **potential of keywords and topics** that are relevant to your target audience and develop a strategy that **maximizes visibility in search engines.**

Search Potentials	
Auswertung	
Kategorie	Beispielthema 1
Suchvolumen	3000
Suchintention	informational
Wettbewerb	<div><div></div></div> niedrig ▼
Saisonale Schwankungen	nein
Hauptkonkurrenten	domain1.com domain2.com domain3.com
Durchschnittlicher CPC	1,23€
Erwartbarer Traffic (organisch)	90
Markttrend	<div><div></div></div> stabil ▼
Beispielthema 2	
Kategorie	Beispielthema 2
Suchvolumen	3000
Suchintention	informational
Wettbewerb	<div><div></div></div> mittel ▼
Saisonale Schwankungen	nein
Hauptkonkurrenten	domain1.com domain2.com domain3.com
Durchschnittlicher CPC	1,23€
Erwartbarer Traffic (organisch)	90
Markttrend	<div><div></div></div> sinkend ▼

→ 1.3

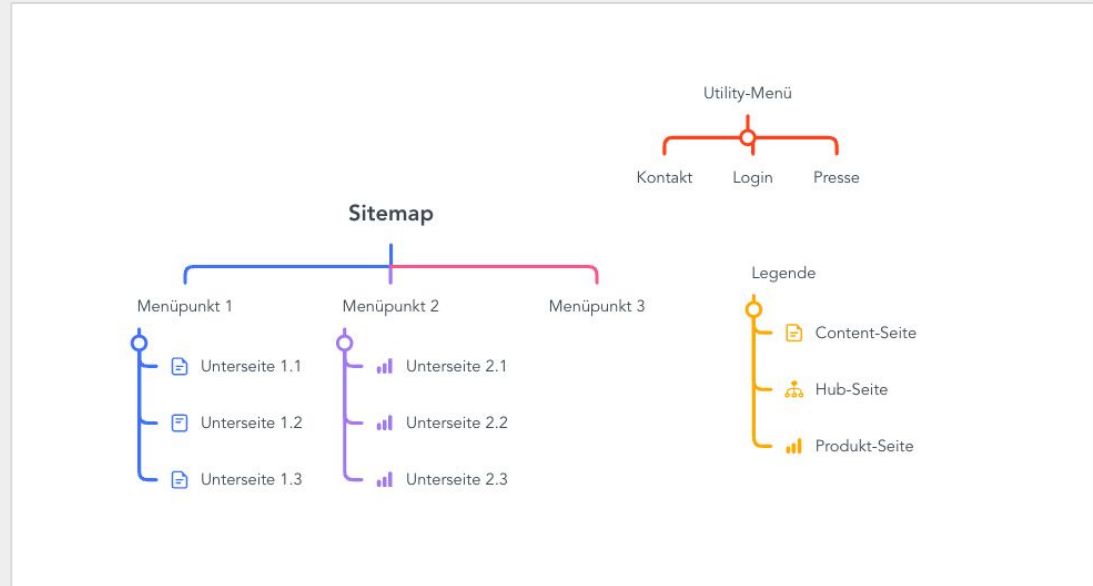
Phase 3: Requirements

- Sitemap and information architecture
- Keyword strategy
- User stories
- Priority guides
- Technical requirements
- Content requirements
- Technology decision

Phase 3 results: SEO requirements

Sitemap & Information Architecture

A well-thought-out structure is the backbone of every website. We develop a **sitemap that organizes content in a logical and user-friendly way**. This allows users and search engines to find exactly what they are looking for.



Phase 3 results: SEO requirements

Keyword strategy

Relevant content is the key to a successful website. We create a detailed plan of what content is needed and develop a **keyword strategy to increase visibility.**

[illegible]

Phase 3 results: Concept requirements

User Stories

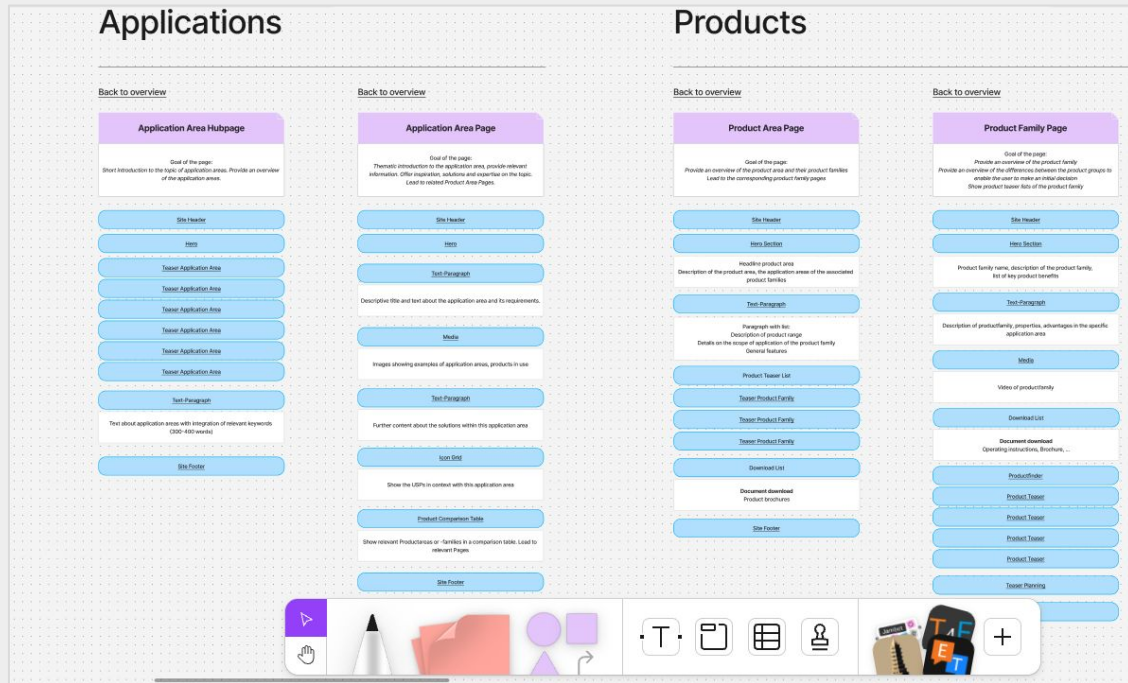
Based on the personas and the previously developed customer journeys, we work together to develop user stories that describe **goals and desires from the users** perspective and clearly define how a product or feature supports their goals and solves problems.

User Stories website.com						
ID		Persona		Desire		
US-01	Als	Persona	möchte ich	regelmäßig Fachbeiträge zum Thema XYZ lesen	damit	ich auf dem ne
US-02	Als	Persona	möchte ich	mich über die Standorte eines möglichen Dienstleisters informieren	um	zu entscheiden,
US-03	Als	Persona	möchte ich	firmenbezogene Zertifikate und Zeugnisse finden,	um	zu entscheiden,
US-04	Als	Persona	möchte ich	Informationen über Produktion und Logistik finden,	um	zu entscheiden,
US-05	Als	Persona	möchte ich	Informationen über Nachhaltigkeit und Qualität finden,	um	zu entscheiden,
US-06	Als	Persona	möchte ich	unterschiedliche Lieferanten hinsichtlich des Preisniveaus vergleichen,	um	zu eine Entsch
US-07	Als	Persona	möchte ich	einen Ansprechpartner finden,	um	Unterstützung b
US-08	Als	Persona	möchte ich	informiert werden über neue Produkte und Lösungen,	um	um die bestmögl
US-09	Als	Persona	möchte ich	auf Veranstaltungen/Messen hingewiesen werden,	um	einen persönli
US-10	Als	Persona	möchte ich	Informationen über zertifizierte Produktion (Made in Germany) finden,	um	einen Nachweis
US-11	Als	Persona	möchte ich	über Technologien und Trends, die die Effizienz steigern informieren	um	dieses Wissen in
US-12	Als	Persona	möchte ich	sehen, was ein Unternehmen im Bereich Digitalisierung macht/vorantreibt	um	zu entscheiden,
US-13						
US-14						
US-15	Als	Persona	möchte ich	mich über projektspezifische Referenzprojekte informieren	um	zu entscheiden,
US-16	Als	Persona	möchte ich	für meine Branche relevante Anwendungsbeispiele ansehen,	um	Inspiration und V
US-17	Als	Persona	möchte ich	Lösungsbeispiele für XYZ finden	um	mich über Anwe
US-18	Als	Persona	möchte ich	eine Auswahl an Produkten zum Produktbereich XYZ finden	um	herauszufinden,
US-19	Als	Persona	möchte ich	mir einen Überblick über die Produktbereiche verschaffen	um	zu entscheiden,
US-20	Als	Persona	möchte ich	das Produkt XYZ finden	um	mir die Detailzei
US-21	Als	Persona	möchte ich	die Bedienungsanleitung zum Produkt XYZ finden	um	ein Problem beh

Phase 3 results: Concept requirements

Priority Guide

A rough concept with priority guides is an **efficient method for planning requirements**. Content and elements are listed neutrally as blocks and prioritized according to the requirements and goals of the target group. This can be used as a basis for detailed wireframes or detailed concepts.





Priority Guide: Component overview

Navigation & Search

Component	Details
Site Header	<ul style="list-style-type: none">• Utility Menu• Search Field• Language Switcher
Site Footer	
Mega Menu Products	
Breadcrumb Navigation	
Onpage Navigation	
Header Search	
Filter Search Results	
Teaser Search Results	

Content

Component	Details
Text-Paragraph	
Intro Section	
Hero	
List	
Media	
Image Gallery	
Quote	
Infobox	
Icon Grid	
Accordion	
Sharing Links	

Teaser Content

Component	Details
Teaser Topic	
Teaser Application Area	
Teaser Contact	
Teaser Planning	
Teaser Article	
CTA Newsletter	

Priority Guide: Example component

Teaser Topic



Catering Solutions für Betriebsgastronomie

Kantinen haben einen schlechten Ruf - manche vielleicht zurecht. Aber Unternehmen haben längst erkannt, dass die Betriebsgastronomie Teil der Unternehmenskultur ist.

➔ Lösungen für die Betriebsgastronomie

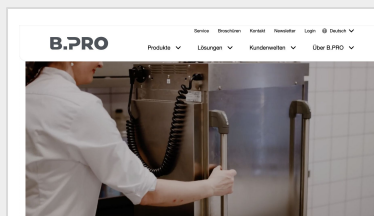
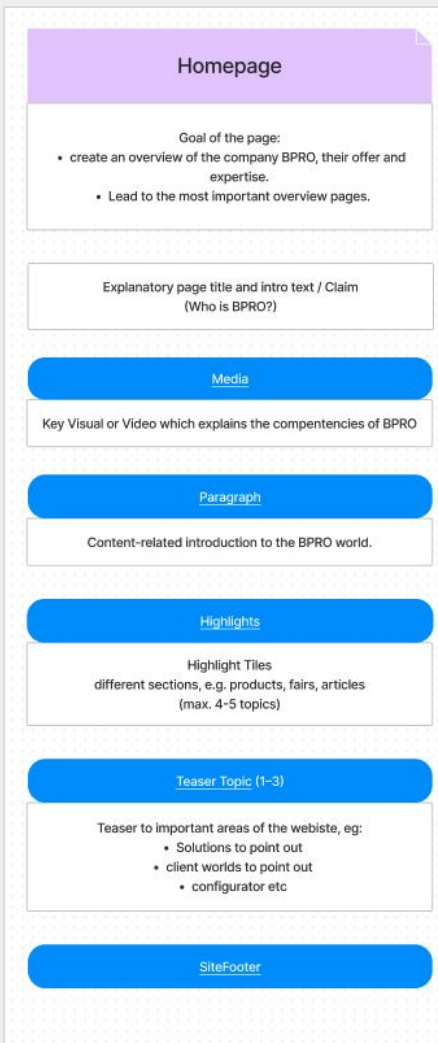


Catering Solutions für Hotels

Lösungen für Hotelrestaurant, Bankett, Kongress- und Event-Catering.

➔ Potenziale für Hotels

Priority Guide: Example page

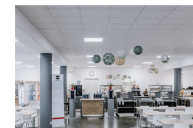


Better Catering Solutions

Her gekocht, dort serviert. Mit durchdachten Lösungen von B.PRO wird qualitative und hygienische Speisenlogistik eine ganz entspannte Sache.



Weitere Themen



Catering Solutions für Betriebsgastronomie

Kaffeebar haben einen schlechten Ruf - manche schäme sich Kaffeebar. Aber Unternehmen haben längst erkannt, dass die Betriebsgastronomie Teil der Unternehmenskultur ist.



Lösungen für die Betriebsgastronomie



Phase 3 results: Technical requirements

Documentation Systems & Data Sources



In a technical workshop, we examine the **company's system landscape** and **all data sources relevant to the website**, and document how the data can be used for specific website elements.

  Data Sources website.com			
		DATENQUELLE	
Bezeichnung der Daten		Leads	
Welche Datenpunkte sind enthalten?		URL Ursprungsseite Email Anrede Vorname Nachname Firma (Branche) Abteilung Funktion/Position (Straße, Hausnr) (PLZ) (Stadt) (Telefonnr) (Kundennr)	
Wie oft ändern sich die Ursprungsdaten?		-	
Wie schnell sollen Änderungen im Web sichtbar sein?		sofort / stündlich	
Existieren separate Datenbestände für produktiv und staging/test?		nein	
Ansprechpartner			
		SCHNITTSTELLEN	
Bezeichnung der Schnittstelle		Email	REST
Über welche Methode werden die Daten angebunden?		Nachricht (unstrukturiert)	Direktzugriff
LESEN			
In welchem System liegen die Daten?		-	-
Über welches Protokoll greifen wir auf die Daten zu?		-	-
In welchem (Datei-)Format liegen die Daten vor?		-	-
Wie wird eine bestimmte Sprach- oder Regionsvariante ausgewählt?		-	-

Phase 3 results: Technical requirements

Specification sheet

We document all **requirements for the website in detail** in a specification sheet. This list contains sufficient detail to provide a reliable estimate for the implementation of the website—also for other implementation partners.

  Specifications List website.com						
ID	User Story ID	User Story	Persona(s)	Epic	Topic/Component	Acceptance Criteria
FA-1	US-02	Als Persona möchte ich mich über die Standorte eines möglichen Dienstleisters informieren um zu entscheiden, ob dieser für mich in Frage kommt.	Persona	Navigation & Se...	Site Header	<ul style="list-style-type: none"> - all pages have a site header with the followig element - utility menu that contains links to services, contact, etc. - language switcher that contains a simple list of appropriate languages - search field included in the header - cart and wishlist icons - main menu can have simple sub-menu or mega-menu - the menu can be filled fully from the CMS
FA-2	US-02	Als Persona möchte ich mich über die Standorte eines möglichen Dienstleisters informieren um zu entscheiden, ob dieser für mich in Frage kommt.	Persona	Navigation & Se...	Header Search	<ul style="list-style-type: none"> - the search field in the header is connected to a search engine (e.g. Elasticsearch) - user types term into the search field and clicks enter to trigger the search - while typing, user gets auto suggestions for their search term - once triggering the search, user gets to a search results page that can be searched: CMS content pages, products, etc.
FA-3	US-02	Als Persona möchte ich mich über die Standorte eines möglichen Dienstleisters informieren um zu entscheiden, ob dieser für mich in Frage kommt.	Persona	Navigation & Se...	Mega Menu Products	<ul style="list-style-type: none"> - certain menu-items can open a mega menu - mega menu shows an overview of all product categories - also shows a link to an overview page with all products - the menu can be filled fully from the CMS
FA-4	US-03	Als Persona möchte ich firmenbezogene Zertifikate und Zeugnisse finden, um zu entscheiden, ob das Unternehmen für mich als Dienstleister in Frage kommt.	Persona	Navigation & Se...	Site Footer	<ul style="list-style-type: none"> - all pages have a site footer with the followig element - the footer contains a logo, the company adress and sections of link lists - Cookies Settings can be opened from the footer - all links can be added from the CMS
FA-5	US-06	Als Persona möchte ich unterschiedliche Lieferanten hinsichtlich des Preisniveaus vergleichen, um zu eine Entscheidung für eine strategische Partnerschaft zu treffen.	Persona	Navigation & Se...	Breadcrumb Navigation	<ul style="list-style-type: none"> - every page contains a breadcrumb that displays the page, showing and linking to the parent pages up till the root - breadcrumb should be consistent with the url-structure - breadcrumbs should be automatic from the page hierarchy and manually added in the backend

Phase 3 results: Content requirements

Content planning

Well-thought-out content planning ensures that content is created and structured in a targeted manner to **optimally combine user needs and corporate goals**. Topics and formats are strategically defined to ensure consistent and effective communication.

Content Planning website.de							
Seitenname/URL (alt)	Seitenname/URL (neu)	Seitenzusammenfassung (Ja/Nein)	Ziel-Keywords	Meta-Titel (neu)	Meta-Beschreibung (neu)	Inhalt (alt)	Inhalt (neu)
preise	/preise-und-pakete	Ja	SEO Agentur Preise, SEO Kosten	Transparente SEO Preise & Pakete	Entdecken Sie unsere flexiblen SEO-Preismodelle für messbaren Erfolg. Individuelle Lösungen für Ihr Unternehmen.	*Text über bisherige Preisstruktur*	*Überarbeiteter Fokus auf neue P inkl. FAQ*
blog/seo-trends-2023	/blog/seo-trends-2024	Nein	SEO Trends, Google Updates	SEO Trends 2024: Das müssen Sie wissen	Bleiben Sie vorne mit den wichtigsten SEO-Trends für 2024. Experten-Einblicke und Handlungsempfehlungen.	*Ausführlicher Artikel über SEO-Trends 2023*	*Aktualisierter Fokus auf 2024, Trends*
kontakt	/kontakt	Nein	Kontakt, Anfrage	Netzstrategen kontaktieren	Ihr direkter Draht zu uns: Kontaktformular, Telefonnummer, Adresse. Wir freuen uns auf Ihre Anfrage!	*Bestehendes Kontaktformular, Infos*	*Optimiertes Kontaktformular, neue Bilder*



Phase 3 results: Technology decision

Which tech stack best suits your requirements?

Once we have clearly defined and specified all requirements together, we make an informed decision on the **optimal technical solution.**

We take into account both the individual project goals and aspects such as scalability, user-friendliness, long-term maintainability, and SEO requirements. This ensures that the chosen technology is precisely **tailored to the project and contributes to the long-term success** of the digital strategy.

→ 1.4

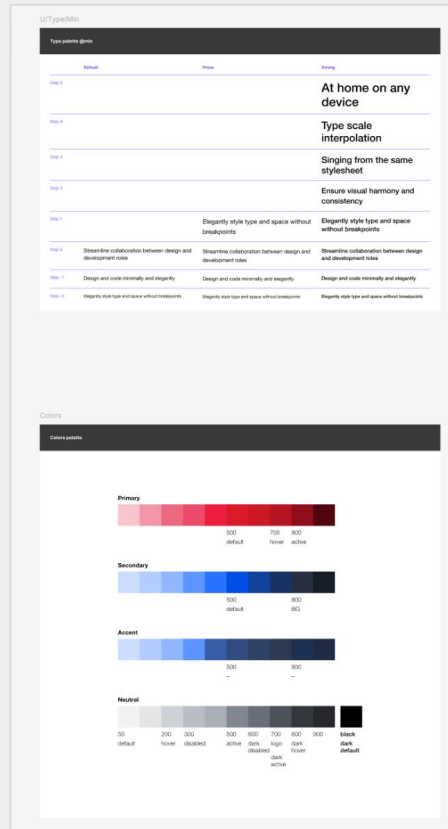
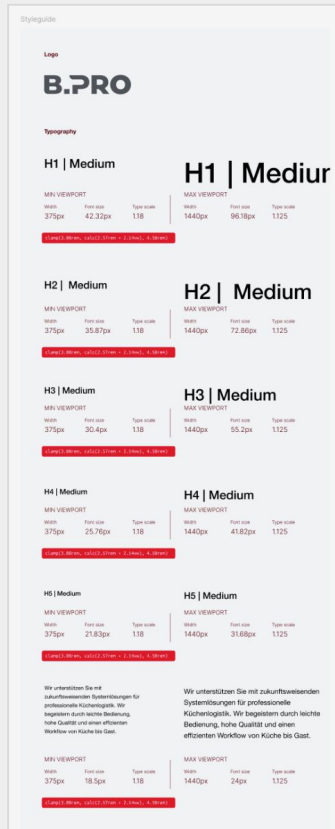
Phase 4: **Concept** **development**

- (Digital) Brand Identity
- UX Wireframes
- Content Briefings
- Visual Design
- Content Creation
- Tracking Konzept

Phase 4 results: Brand identity

Brand Identity

We would be happy to create a complete brand identity with a digital style guide to **convey the brand identity** and design the visual basis for an **accessible website**.

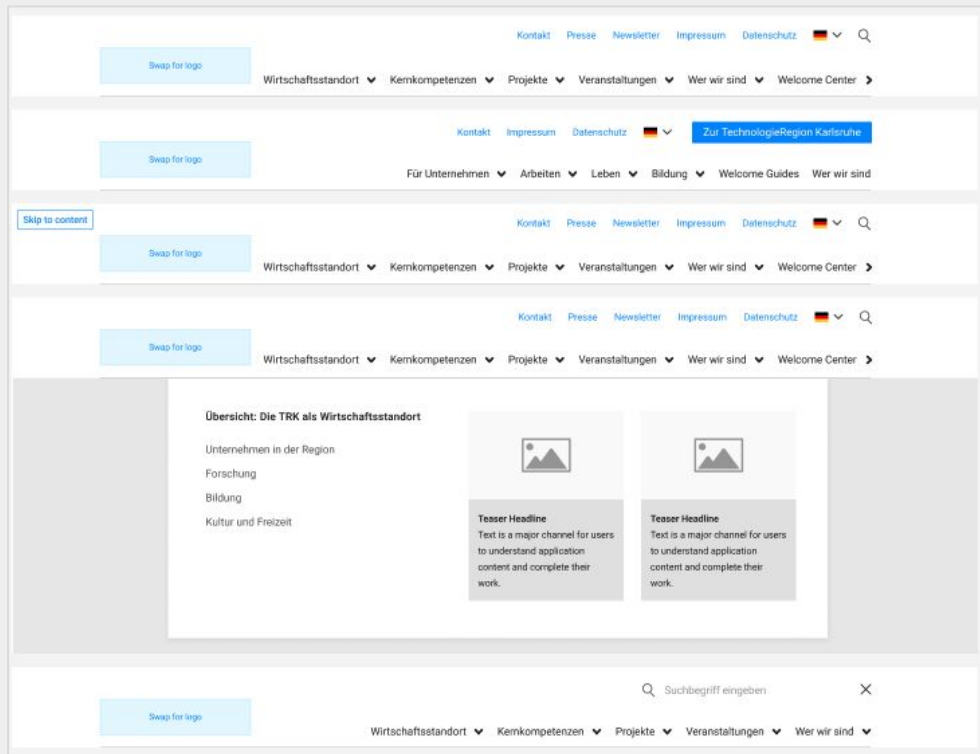


Phase 4 results: UX wireframes

Wireframes

For more complex pages and components, wireframes are created specifically to plan the **structure, layout, and navigation** in detail.

For some projects, it may also be useful to test and optimize wireframes in a user test before starting the visual design.

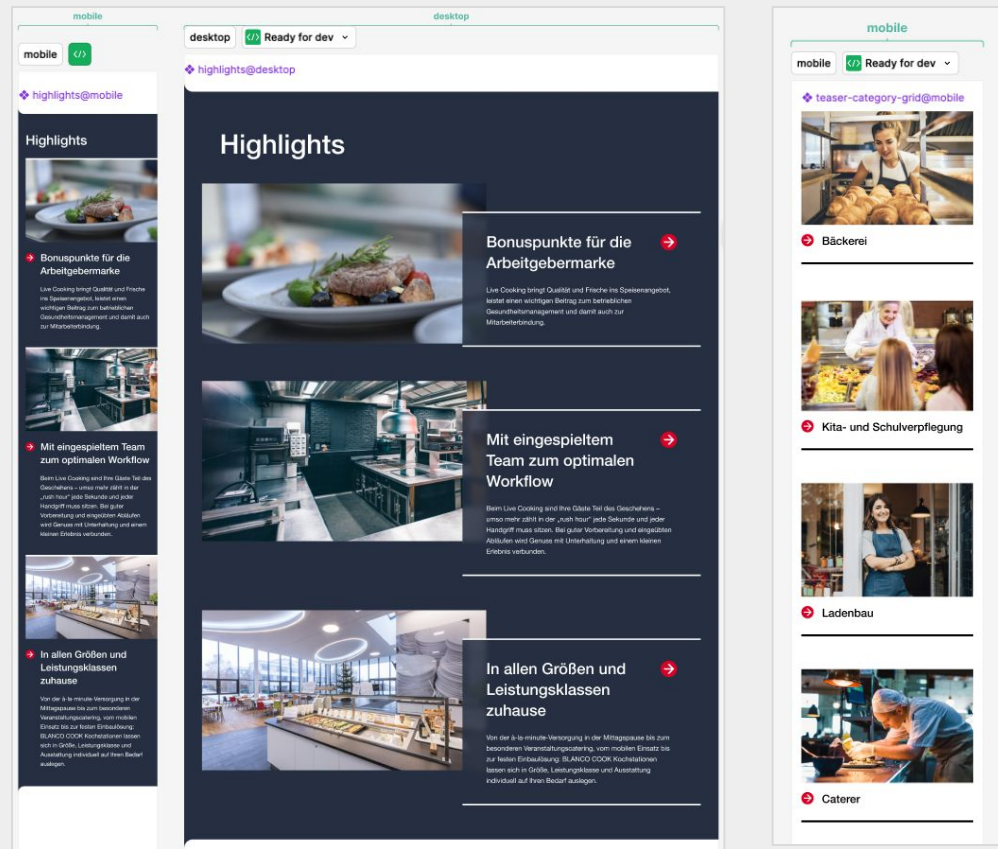


Phase 4 results: Visual design

Visual Design

The visual design ensures that **user experiences are optimized and brand messages are conveyed** in a visually appealing way. We strategically combine colors, typography, layout, and images to ensure a consistent design that is both functional and emotionally appealing to the respective target group.

As a rule, all page types and components are created for various devices – and are, of course, accessible.



Phase 4 results: Tracking concept

Tracking concept

With our tracking concept, we ensure that relevant data is collected and analyzed in a targeted manner in order to **measure user behavior and the success of measures.**

We define key performance indicators and tracking methods to enable informed decisions and continuously optimize performance.

Status	Category	KPI	Component Preview	Metrics	Comments
implement	Overall	Navigation Efficiency	Menu incl. Mega Menu Products	Mega Menu Product Interactions	
implement				Menu Interactions	
implement	Content	Search Usage	Menu incl. Mega Menu Products	Keywords	
implement				Teaser Search Result CTR	
implement				Usage Rate per Visit	
implement				Scroll depth	
implement		Content Engagement	Media Accordion	Video Plays	
implement				Accordion Interaction	
implement					
implement					
implement		Teaser Product CTR	Teaser Product in Product Finder	E-Commerce Tracking: view list item	
implement	Lead Tracking	File Download	Download Files		for Download File & Download List Components; Download List Components blocked by BPRO, might not be implemented for first go live
implement		Contact Requests	Form	Form submission	
implement			Teaser Contact	Teaser contact submission	
implement		Teaser Planning Team CTR	Teaser Planningteam		
implement		Planning Team Page Abandonm	Page		Explorative Pfad-Analyse
implement		CTA Planning CTR	CTA Planning		alle 3 Links tracken
implement		Email & Phone Link CTR (Accord	Accordion Contact		
implement		Newsletter Registration	CTA Newsletter		

→ 1.5

Phase 5:

Implementation

- Website implementation
- Tracking implementation
- SEO monitoring setup

Phase 5 results: Implementation

Website implementation

Based on the user stories and the visual designs created from them, acceptance criteria are derived, which we document in individual tickets.

These are then estimated, **planned in phases, and processed in sprints.**

Overview

List

Board

Timeline

Calendar

Workflow

Dashboard

Messages

Files

+

+ Add task

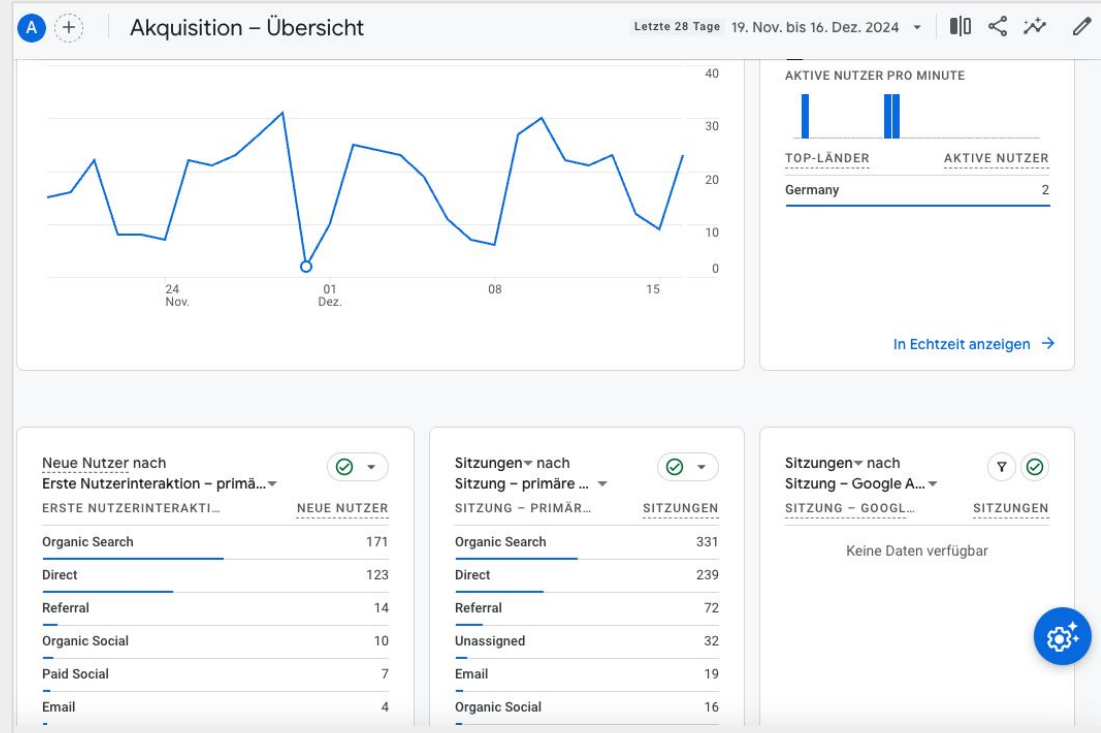
#	Name	Story Points	Assignee	Status	Due date	Projects	Blocked by
▼ Phase 1							
1	⌵ CP: Product Family Teaser List 2 ○	1		deploy		DEV-B...	
2	▶ ⌵ CP: Teaser Product Family 4 ○ 2 ⌵	2		deploy		DEV-B...	
3	▶ ⌵ CP: Product Page Hero (PIM) 3 ○ 1 ⌵	3	Marc del Amo	blocked		DEV-B...	NETZ
4	▶ ⌵ CP: USP List (PIM) 3 ○ 2 ⌵	1	Marc del Amo	deploy		DEV-B...	
5	▶ ⌵ CP: Teaser Product (PIM) 1 ○ 1 ⌵	3		deploy		DEV-B...	
6	◇ Internal DEMO Phase 1						
7	◇ Phase 1						
Add task...		SUM	10				
▼ Phase 2							
1	▶ ⌵ PG: Product Area Page 2 ⌵	1		deploy		DEV-B...	
2	⌵ Payload Import Product Hierarchy 2 ○	13		deploy		DEV-B...	
3	▶ ⌵ PG: Product Family Hub Page 2 ⌵	1		deploy		DEV-B...	
4	◇ Internal DEMO Phase 2						
5	◇ Phase 2						
Add task...		SUM	15				
⋮ ▼ Phase 3							
1	⌵ CP: Product Attributes Table (PIM)	3		deploy		DEV-B...	

Phase 5 results: Implementation

Tracking implementation

Based on the tracking concept, we set up all defined events, conversions, and measurement points. These are played out in a targeted manner via Google Tag Manager and transferred to Google Analytics 4.

This gives you **complete transparency into user behavior** and a solid basis for **data-driven decisions**.

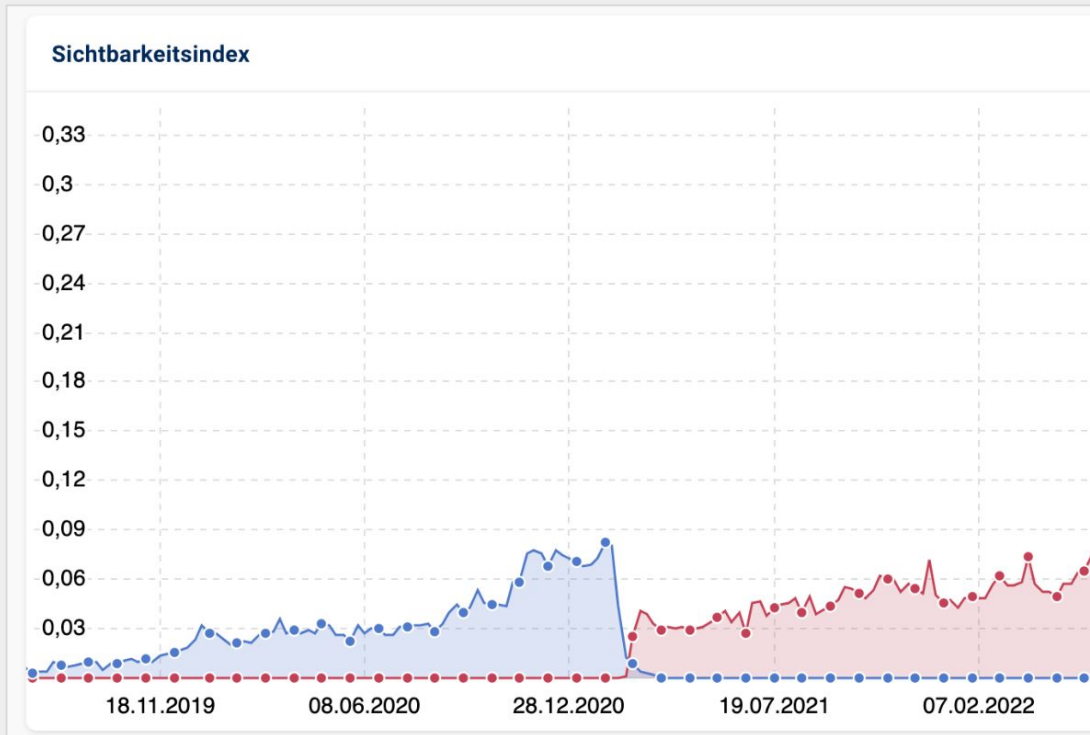


Phase 5 results: Implementation

Setup SEO Monitoring

We set up **customized dashboards and automatic reporting** for continuous monitoring of SEO performance.

We combine data from tools such as Google Search Console, Google Analytics 4, and, if necessary, third-party tools such as Sistrix or SEOcrawl. **This allows us to keep an eye on rankings, visibility, and technical anomalies** and optimize early on before problems arise.



→ 1.6

Phase 6: Campaigning

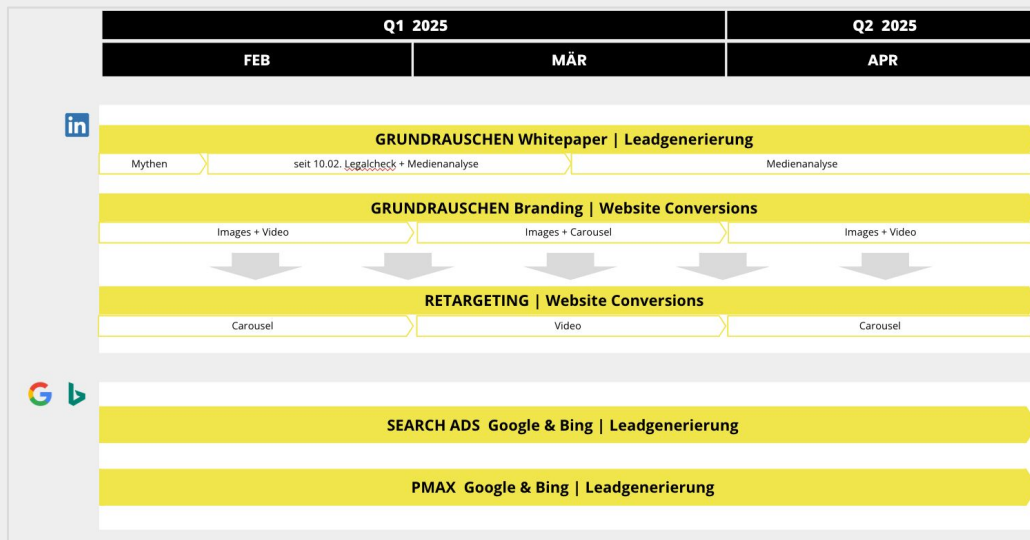
- Channel selection
(based on customer journey)
- Targeting
- Setup, tracking, and monitoring

Results Phase 6: Camping

Campaigning

Successful campaigning relies on **choosing the right channels along the customer journey, precise targeting** of the target group, and a well-thought-out setup.

With the help of tracking and monitoring, we continuously analyze performance and make optimizations.



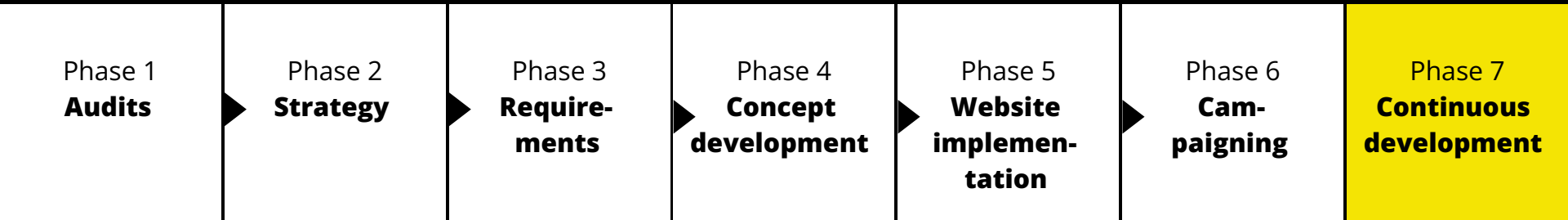
Projects become processes





Our core process.

The core process in detail



The digital world is constantly evolving – Google releases updates, new guidelines are created, and the possibilities of AI grow almost daily. We should ensure that digital channels are continuously developed. Not as a project, but as an integral part of the organization.

The launch is not the finish line, but the starting point.

Thank you !

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instagram.com/netzstrategen

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