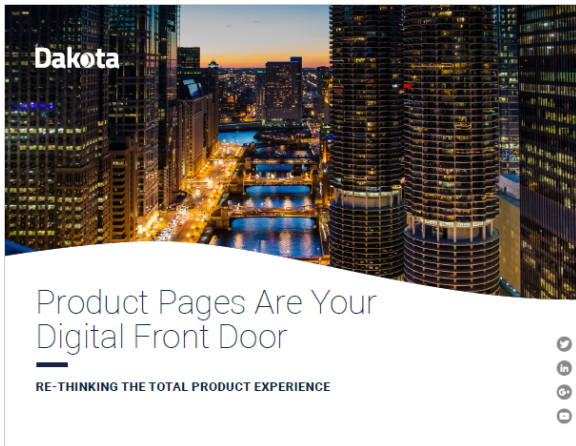


## 1. B2B MANUFACTURERS PRODUCT PAGES ARE YOUR DIGITAL FRONT DOOR



90% of B2B buyers research products online prior to making a purchase, and over half believe the manufacturer has the best product information. This reflects Dakota's experience with our clients – customers begin their journeys on product catalog pages:

- They find your products on Google
- They land on or near a product detail page
- They get what they need and leave

If your product pages don't contain detailed specifications, relevant downloads, pricing, and availability, then shoppers may not convert to buyers, or even find their way to your door in the first place. To help product manufacturers think differently about the importance of their online product information, Dakota Systems has compiled an eBook based on our experience. It contains insights, analysis, and best practices for online product catalogs, covering a broad array of topics including rich content, user experience, audience analysis, analytics, search, SEO, and product taxonomy