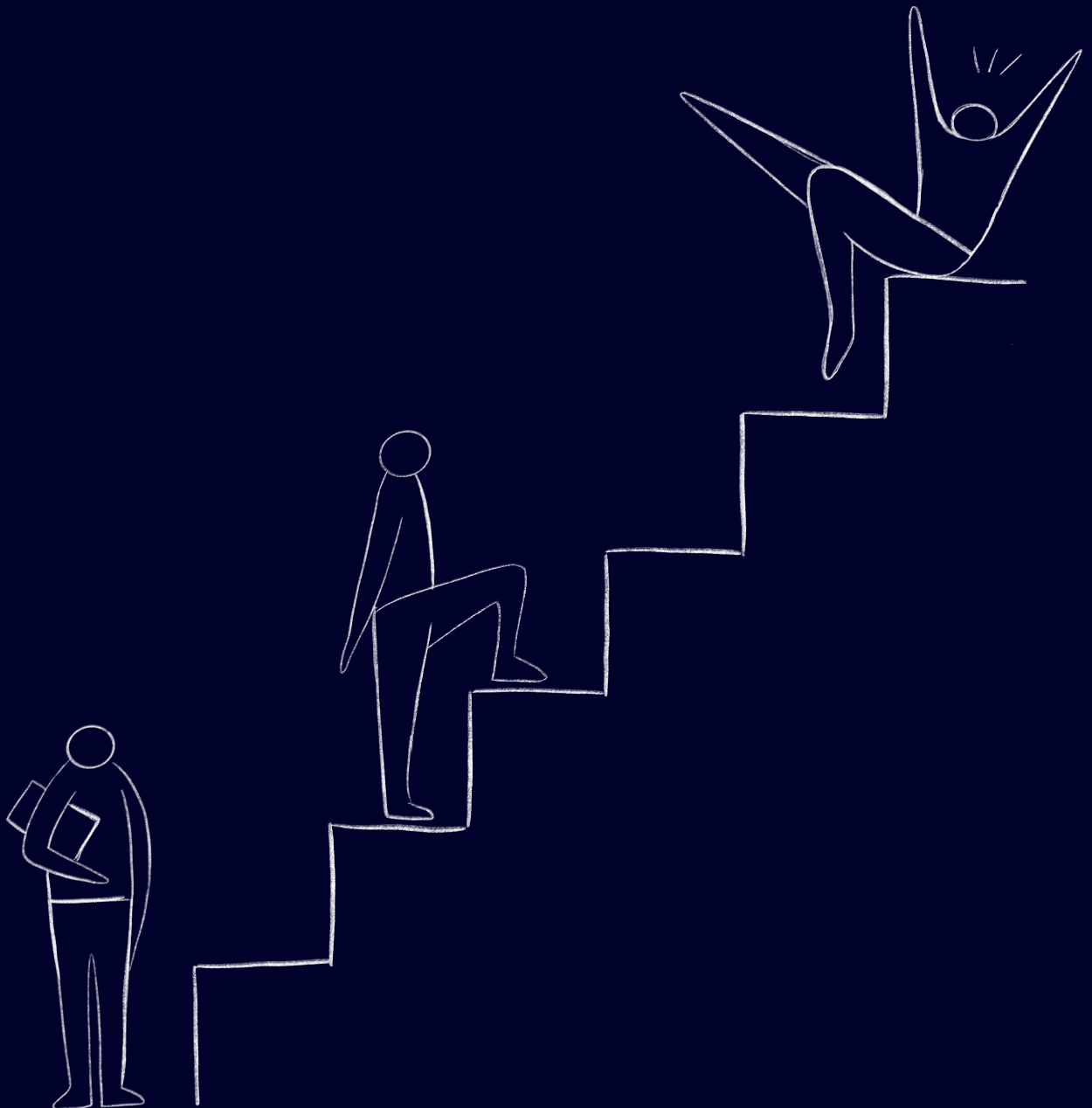




Exceptional B2B Website Design and Development: **Our Six-Step Process**



Between planning, design, copywriting, and development, building a brand new website for your B2B business can be quite a journey. Without a map, you might be wasting precious time and resources.

At 6Minded, we want every project to feel like an easy, well-planned hike, not a stressful, uphill battle. To ensure it stays this way, we've developed a clear, step-by-step approach

Here's our roadmap to guide you from idea to implementation.

Getting started. What you need to know

Each website project is a complex process involving multiple teams, on your end and ours. To ensure smooth communication and task handover, we've established a few guidelines to follow throughout the project.



We only **move on to the next stage** once the current one is fully complete, and don't go back to what's approved. Plus, we always get your approval before wrapping up each phase. This way, we keep everything on track and ensure steady progress.

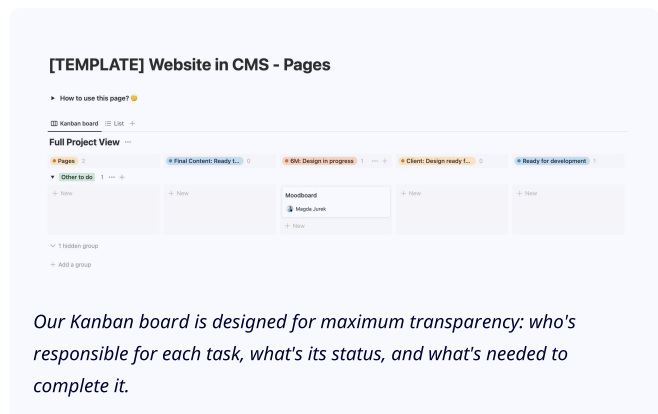


The same holds for the website launch. **Fixing bugs** and errors is included in your contract, but we don't change the finished website once it's approved.



Our **Notion Kanban** board is the main collaboration platform. It includes all assets and is open to everyone on the project, keeping us updated on task status, responsibilities and any challenges we're facing.

see example →



Meetings are for regular check-ins, getting sign-offs on stages, and discussing key milestones along the way.



Besides meetings, we drop feedback right into the tools we use, like **Miro**, **Figma**, or **UXPin**, so everything stays organized and easy to follow.

STAGE 1:

Contract & Conditions

Before we kick off, we define the scope of work, agree on crucial project details, and take care of the legal stuff.



MEETING 1 Scope of work

Our first, sales-oriented meeting focuses on the project fundamentals:

Scope of work — What's your vision and idea for the website? Which pages do you need? What's the timeline? If you aren't sure, don't worry — we'll help you decide.

Resources you can provide — Assets like your brand book, marketing strategy, or SEO analysis are hugely helpful when designing a website. Make sure to mention them so we can plan accordingly.

Skill set required — Got your own team for things like copywriting or design? No problem—just give us a heads-up!

Assets we'll deliver — We'll go through our service plans to help you choose the one that fits your requirements and includes the assets you need.

MEETING 2 Proposal details

With all the essentials covered, we can discuss and create a proposal that will be a basis for the final contract. The proposal includes the scope of work and sets each side's responsibilities for the project.



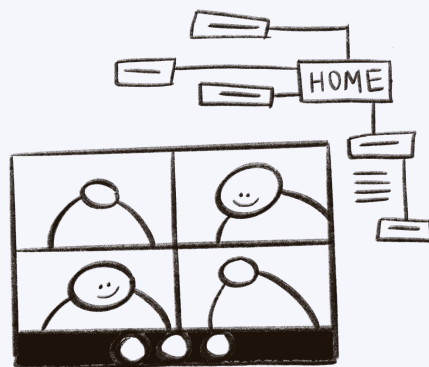
The scope of work is defined, and the proposal is agreed upon. With your sign-off, we prepare the contract detailing the project's price, payment terms, timeline, intellectual property rights, and other conditions.

Now, that the formalities are complete we can start building your website!

STAGE 2:

Website Planning

You can't set out on a journey without knowing your destination. A well-defined strategy and website structure set a course for the project and help us keep an eye on your website's main goals: attracting customers to your business and boosting its online presence.



MEETING 1 Project kick-off

An introductory meeting for everyone involved in the early stages of the project: our project manager, content team, and all stakeholders in your organization. In the kick-off call, we discuss:

Process — We ensure everyone understands how the project will progress and what the goal of each stage is. We also state who's responsible for each stage and, if that's the case, which stages you'll handle internally.

Website — We review your current website to discuss what works, what doesn't, what's missing, and what should go. We also talk about your expectations, the purpose of your new website, and the content you consider essential.

People — We agree on who will be involved in the project on both ends at each stage and whom to contact with specific questions.

Resources — We ask you to share anything that gives insight into your business, culture, target customers, and goals, like knowledge bases, brand books, competitors, marketing guidelines, etc.

MEETING 2 Website planning Q&A

Once our content team reviews all resources, analyzes your website, and researches your competitors and audience, we will hold a second meeting to ask additional questions.

At this stage, we often have a general vision for the website's structure — how we want to organize all pages, link them together, and guide users through your website. We share those ideas with you to make sure that they align with your expectations.

MEETING 3

Website microstrategy and sitemap feedback

Based on all the knowledge collected during previous meetings and research, we create two deliverables: a website microstrategy and a sitemap (see the box below).

We share both with you before this call and then meet to discuss your comments and validate the strategy and website structure before moving on to the next stage of the project.

OUTCOME

What assets do we produce in the Website Planning stage?

The Website Planning stage is complete once you give your thumbs up to two deliverables that are key for all next stages: **a website microstrategy** and **a sitemap**.

Website microstrategy

A document that outlines multiple aspects of your business marketing strategy, such as:

core company information

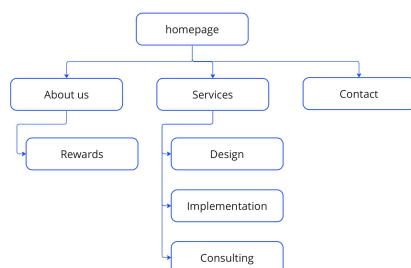
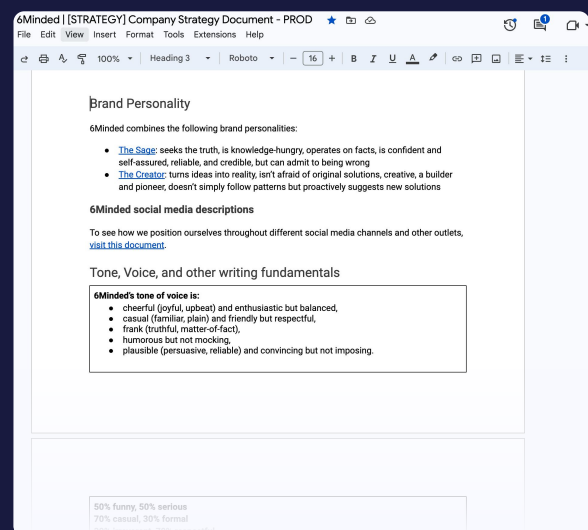
buyer personas

messaging and tone of voice

buyer's journey

SEO keywords

The microstrategy is a one-stop source of knowledge about your audience, competition, offering that will be essential at the Content & Structure and Design stages.



Sitemap

A visual representation of the website structure.

The sitemap lists all high-level pages and conversion points and shows their hierarchy. It's a template for website navigation that will inform the Content & Structure, Design, and Development stages.

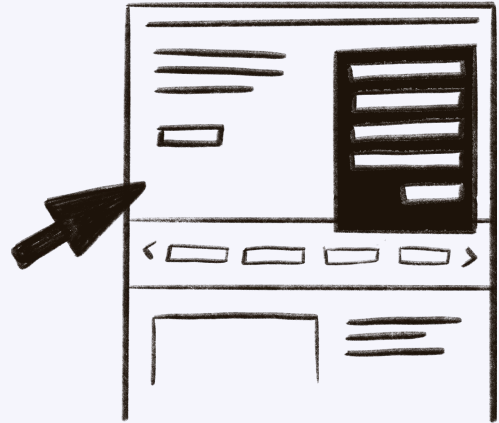
Once you **review and approve** the microstrategy and sitemap, our content team has everything needed to proceed to the next stage.

STAGE 3:

Content & Structure

No matter how sleek a website looks, it's the content that really hooks and keeps your audience. That's why we focus on planning the content—how much, where it goes—before diving into the design.

And it's more than just the words. The copy needs to flow perfectly with the page layout. For a smooth user experience, think about how the text blends with the visuals, like images and videos.



FAQ "I have my own content, what now?"

A lot of our clients prefer to reuse their existing website content, work with their in-house writers, or even bring their own copy for their new site.

However, they often get so caught up in the text itself that they forget it needs to fit with the website's layout and goal. This means even the best copy might need numerous tweaks, which can create lots of back and forths and extra work.

Our way to address this? Communication.

Based on our experience, the Content & Structure could go one of the three ways, depending on the assets you give us and whether you want to handle some of the work yourself:

Your copy and wireframes

You've got all your text ready and know where it's going on the wireframes.

We'll give you some feedback and suggest any tweaks if needed, but since everything's lined up, we can skip the Content Writing & UX stage and dive straight into Design.

Your copy, our wireframes

You've got the copy but you're unsure how to lay it out.

Share it with us, and we'll help you organize it into a solid structure for each page. We'll tweak the text to fit the layout and design the wireframes.

Our copy and wireframes

You need the website copy and structure. We create both from scratch, delivering design-ready wireframes.

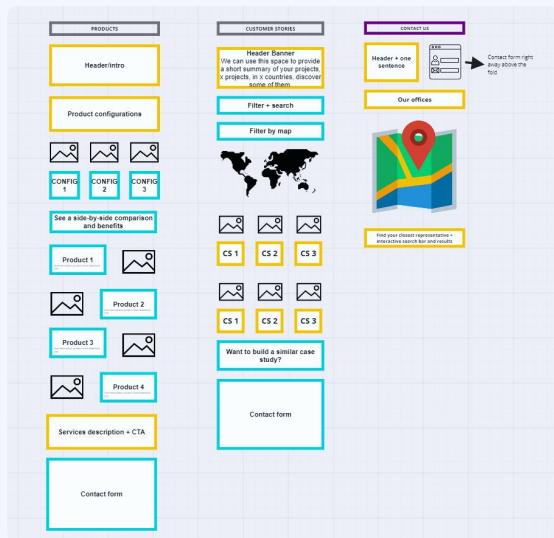
FAQ

Layouts vs. wireframes: what's the difference?

The result of the Content & Structure stage is a complete set of wireframes for each page. However, to facilitate communication and brainstorming, we may also create another asset called layouts during this phase.

Layouts

- Rough, work-in-progress sketches of the page structure.
- Created before writing the copy with content placeholders.
- Shared with you to showcase our vision of how the content will be organized.
- Used during and between meetings to brainstorm and get your feedback.
- Created in Miro.



Wireframes

- More detailed than layouts.
- May include some visuals, logos or visual placeholders.
- Include the final version of the copy and placeholders for videos and images.
- Shared at the end of this stage.
- Once you approve, they serve as a base for our designers in the Design stage.
- Created in UXPin.



MEETING 1 First wireframe feedback

Before this meeting, we create a wireframe for your homepage and share it with you. Once approved, the homepage wireframe will serve as a blueprint for all other pages.

The goal of this meeting is to discuss this first wireframe, address any concerns, and get your feedback before moving on to writing content and designing all other pages.

MEETING 2 Remaining wireframes feedback

We like to send you the wireframes as soon as they're ready instead of waiting to send them in bulk. This way, you can review them one by one, letting us to make tweaks faster and move on quicker.

Usually, one call is enough to review everything, but if the project is pretty big with lots of pages, we might need a few more meetings.

OUTCOME What assets do we produce in the Content & Structure stage?

The Content & Structure stage is complete once you approve the copy and wireframes for all pages.



Wireframes with website copy

Wireframes show the layout and text of each page, helping to map out how your website will flow.

Right now, the copy is set, but you can tweak it a bit later if needed.

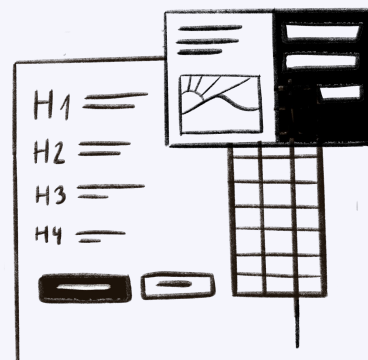
Wireframes use placeholders for non-textual content such as images or videos. Fonts, button shapes, the color palette, spacing between layout elements, and other visual details are temporary.

Once you approve the website copy and all wireframes, our designers can start turning them into detailed page mockups.

STAGE 4:

Design

While copy and structure are your website's backbone, eye-catching visuals are what really make it pop. They help set you apart from the competition, draw in customers, and boost engagement. This is where you get to make your site look and feel amazing.



MEETING 1 Discussing inspirations and current website

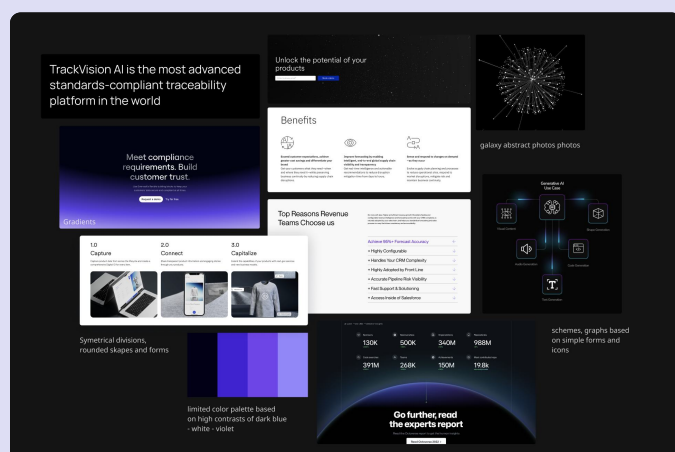
Before we start working on the looks of your website, our designers collect inspiration from the web, visual resources provided by you, and the microstrategy document. They also review your current website to see which visual elements are worth keeping.

We really need your input here! Before our meeting, please fill out a design brief on Notion. It'll ask about your company and give you a spot to upload any design assets you have, like fonts, brand colors, or logos. During the meeting, we'll talk about your preferences, ideas, website inspirations, and what you love or hate about your current site.

MEETING 2 Design direction presentation

We've put together all our research findings into a presentation that highlights the latest UI design trends and cool solutions you might want to try. The moodboard is a central part of it. It gives you a peek into our vision with examples of some really well-designed websites we've found online

In this meeting, we'll chat about our design choices, the assumptions we've made, and what sets your industry apart when it comes to website design. Your feedback is super important and will help shape the project's direction.



The moodboard is a collection of websites, design ideas, and interface elements that we think will make your website stand out and be effective.

MEETING 3 First mockup feedback

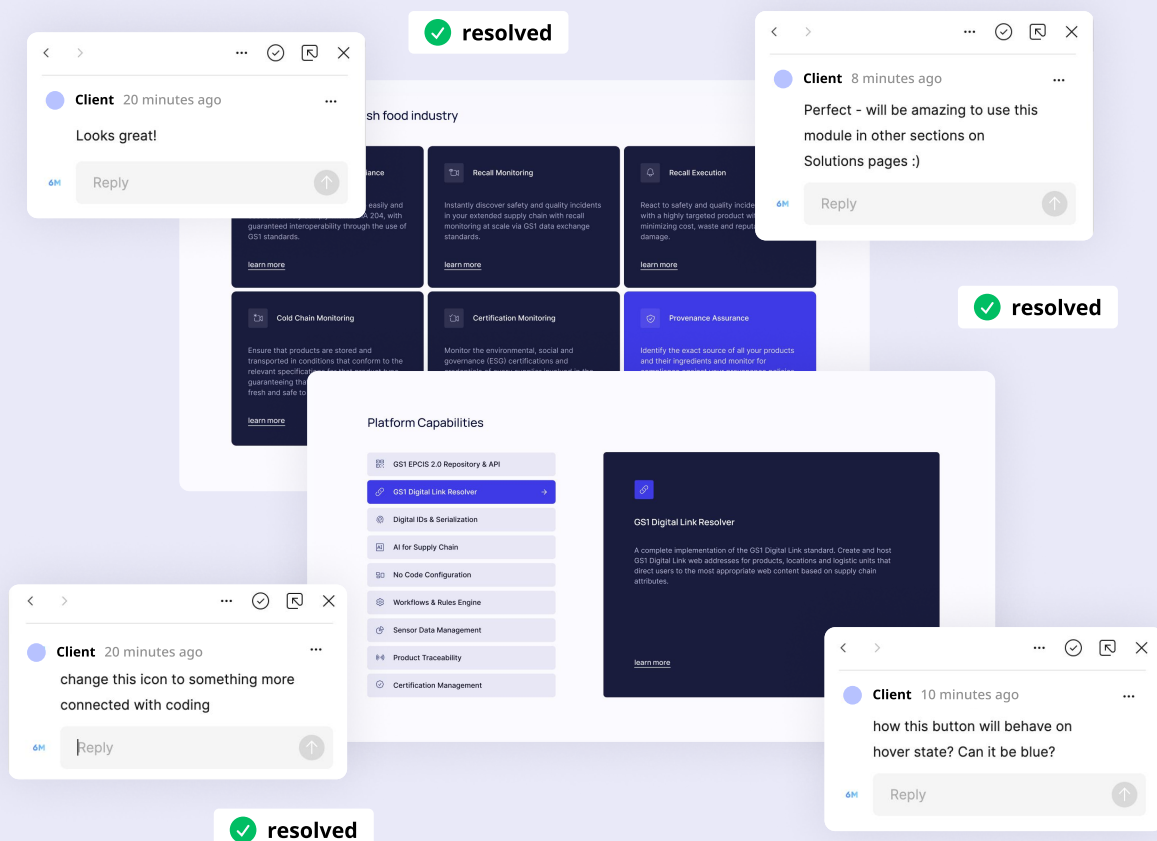
Once you approve the design direction, we'll create a mockup of one page, usually your homepage. This will set the tone for the rest of your site.

In this meeting, we'll go through the mockup and get your thoughts on it. This will give us a clear idea of what your website will look and feel like, so let us know what you like and what doesn't quite hit the mark. Feel free to make as many changes as you want. Give specific feedback with examples, explain why you think something works or doesn't, and share suggestions for improvement.

MEETING 4 Remaining designs feedback

Just like with the Content & Structure stage, once you approve the homepage mockup, we'll get started on the other pages. We'll share them with you once they're ready and make any changes based on your feedback.

Again, though one meeting is enough in most cases, depending on the number of pages to design and changes to make, we may need more calls to discuss all mockups.



What's the scope of the Design stage?

During the Contract & Conditions stage, we'll ask you to pick the plan that best reflects your design needs, from building a new website to reworking your brand's visual identity.

	Website Style Sheet	Digital Design Guide	Complete Brandbook
	Website Style Sheet	Digital Design Guide	Complete Brandbook
	All visual elements needed to design your website.	Visual elements of your website and other digital assets you might need for channels like newsletters and social media.	A complete set of assets and guidelines for visual branding and communication, from the website to printed materials.
Logo	Optional	Optional	Optional
Website Layout			
Color Palette	✓	✓	✓
Typography	✓	✓	✓
Web-Specific Styles: Grid	✓	✓	✓
Web-Specific Styles: Layout	✓	✓	✓
Web-Specific Styles: Boxes and CTA's	✓	✓	✓
Web-Specific Styles: Buttons	✓	✓	✓
Web-Specific Styles: Links	✓	✓	✓
Web-Specific Styles: Forms	✓	✓	✓
Backgrounds & Patterns	✓	✓	✓
Icon Style	✓	✓	✓
Website Elements			
Illustration Style	✓	✓	✓
Diagram / Scheme Style	✓	✓	✓
Image Styles	✓	✓	✓
Interactive Elements Guidelines	Optional	Optional	Optional
Motion / Animation Guidelines	Optional	Optional	Optional
Brand			
Brand Voice / Tone	✗	✗	✓
Mission Statement/Values	✗	✗	✓
Icons for specific Services or Products	✓	✓	✓
Comprehensive Brand Strategy	✗	✗	Optional
Digital Assets			
Newsletter Design	✗	✓	✓
Email Signature Design	✗	✓	✓
Social Media Banners	✗	✓	✓
Social Media Posts Guidelines	✗	✓	✓
Social Media Advertisement Guidelines	✗	✓	✓
Presentation Template	✗	✓	✓
Printed Assets			
Document Template	✗	✗	✓
Business cards	✗	✗	✓
Merchandise/Packaging Guidelines	✗	✗	✓

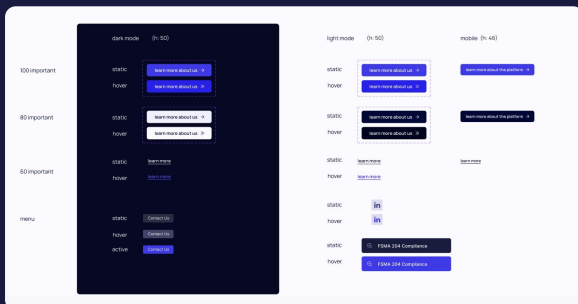
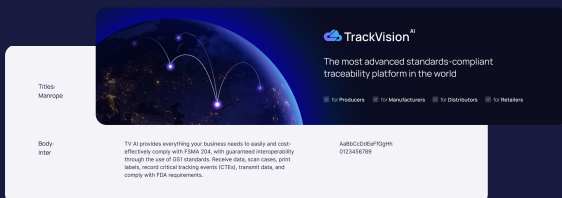
OUTCOME

What assets do we produce in the Design stage?

The Design stage is complete once you approve all page mockups and visual and branding assets.

Visual and branding assets

Everything included in your selected Design plan. You get all the assets needed to build your website in every plan. With Digital Design Guide and Complete Brandbook plans, we also create materials needed to promote your business in other media or during live events.

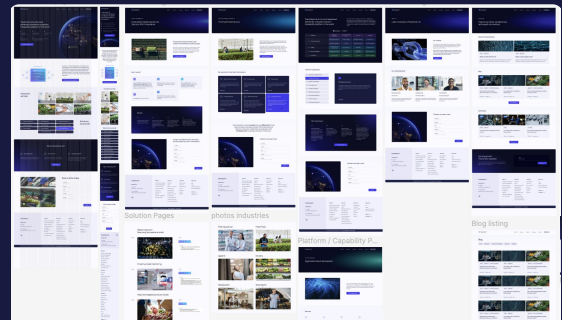


Mockups

Mockups are visual representations of every single page on your website. They match up with the design you approved earlier and show exactly how everything should look. We share mockups with our development team along with notes and specifications for each website element. Most mockups fall into one of two categories:

A. Unique content and layout - Pages that feature both distinct content and layout.

B. Unique content only - Pages that feature unique content with unchanged layout.



UX Guidance & Module Technical Specification

We make sure each page meets accessibility criteria, is easy to use, and provides a pleasant user experience. We'll also specify how all modules will behave and how you can edit them.

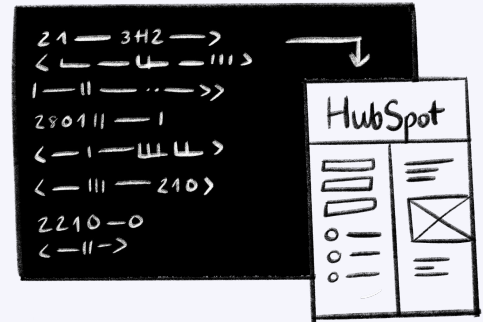
We're all set with content and visuals. Next up, we need to finalize the list of modules and features we're planning to develop and check it against our original estimates.

With your approval, we'll pass the mockups to our developers to bring the website to life.

STAGE 5:

Development

Let's give your website a fresh life! Our developers will now take care of the technical tasks—creating HubSpot templates, themes, and modules, setting up page features, and showing your team how everything works behind the scenes.



MEETING 1

Accesses and development method

The development process starts with gathering all necessary assets: mockups, design specifications, and the global stylesheet. We'll also need access to your HubSpot for all our developers.

During this call, we also discuss whether a theme- or child theme-based development will be the most optimal method for your website.

Once all that's wrapped up, our devs can work their magic and build a custom HubSpot theme just for your brand by:

Setting up global visual settings like color palette, fonts, buttons, and forms.

Developing global modules like the header or footer.

Building content staging environment.

IMPORTANT INFO

Three ways to build a module

Modules like buttons, forms, or image galleries, are among the most custom page elements. They give your pages specific functionalities, allow you to present content in unique ways, and make interactions more engaging.

But not all modules are made equal. Common, no-frills elements like buttons don't require much effort to do their job. Building others, like heavily animated multi-step forms, is much more demanding for developers. However, these sophisticated modules are much rarer and serve more specific purposes.

To accommodate all needs and make our pricing process more transparent, we distinguish three kinds of modules.

Basic modules

Advanced modules

Sophisticated modules

more about modules on next page

Basic modules

The simplest modules are the majority of website elements that we use. They have up to eight variations and fields, no animations or additional scripts, and default mobile responsiveness.



Thousands of US businesses must comply with FSMA Section 204 by 2026.

TrackVision AI provides everything your business needs to easily and cost-effectively comply with FSMA 204, with guaranteed interoperability through the use of GSI standards. Receive data, scan cases, print labels, record critical tracking events (CTEs), transmit data, and comply with FDA requirements.

[Book a demo today ->](#)

Advanced modules

These more unique modules have up to 20 variations and fields, default and custom effects, additional ready-to-use scripts, and custom mobile responsiveness.

Platform Capabilities

- GSI EPCIS 2.0 Repository & API
- GSI Digital Link Resolver**
- Digital IDs & Serialization
- AI for Supply Chain
- No Code Configuration
- Workflows & Rules Engine
- Sensor Data Management
- Product Traceability
- Certification Management

GSI Digital Link Resolver

A complete implementation of the GSI Digital Link standard. Create and host GSI Digital Link web addresses for products, locations and logistic units that direct users to the most appropriate web content based on supply chain attributes.

[Learn more](#)

Sophisticated modules

The most complex and rarest modules that require significant custom coding. Up to 50 variations and fields, custom effects and scripts, filtering, pagination, and load more functionalities, HubDb or API integration, multi-level navigation, and custom mobile responsiveness.

Company Logo

Platform Solutions Industries Resources About us [Contact us](#)

- Recall Monitoring
- Recall Execution
- Regulatory Compliance**
- Diversification Detection
- Waste Reduction
- Cold Chain Monitoring
- Certification Monitoring
- Provenance Assurance
- Carbon Footprint Reduction

- FSMA Section 204 Compliance
- DSCSA Compliance
- Recall DPP Compliance

Find out more about Regulatory Compliance

Regulatory compliance is complicated. We make it simpler.

[Find out more ->](#)

	Basic	Advanced	Sophisticated
Fields and variations	up to 8	up to 20	up to 50
Default mobile responsiveness	✓	✓	✓
Custom mobile responsiveness	—	✓	✓
Default effects	—	✓	✓
Custom effects	—	✓	✓
Ready-to-use scripts	—	✓	✓
Custom scripts	—	—	✓
Filtering, pagination, load more features	—	—	✓
HubDB or API integrations	—	—	✓
Multi-level navigation	—	—	✓

MEETING 2 Model page demo

Another asset we develop is a model page. It's a simple page that showcases all font sizes and layouts that will be used across the website.

We'll hold a quick meeting to show you how this page will look and work on different devices and screen sizes when the site is up and running.

MEETING 3 First page demo and training

Our devs add modules to a single template in HubSpot. Using it as an example, we hold a training meeting where we show you how pages are built, how to edit their content and work with themes, modules, and sections.

MEETING 4 Full template demo and technical Q&A

All templates are now built and have all modules added. We also handled the setup and styling of all system pages like error, search results, and subscription pages.

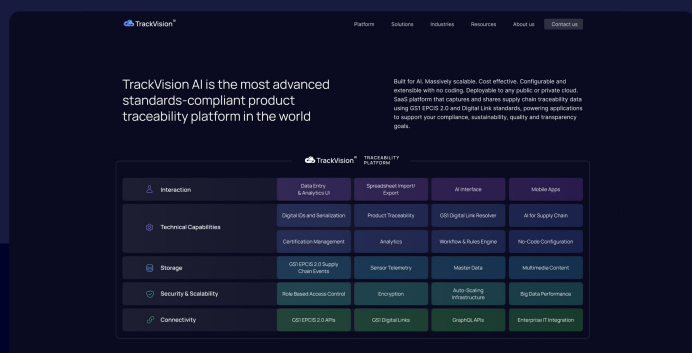
In this meeting, we'll walk you through all the modules and templates we've developed, and we'll be here to answer any tech questions you might have so you can easily customize them down the road.

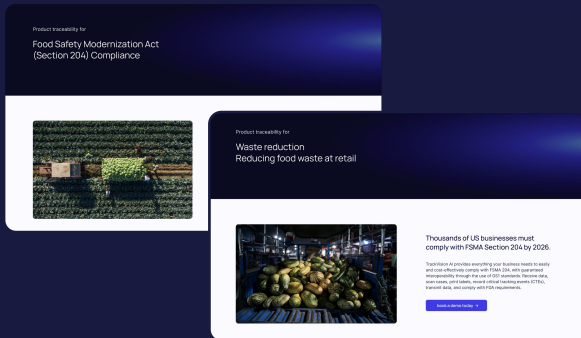
OUTCOME What assets do we produce in the Development stage?

The Development stage is complete once you approve all pages, themes, and modules.

Individual pages

All pages with unique content: layout, copy, images, etc., for example your homepage.



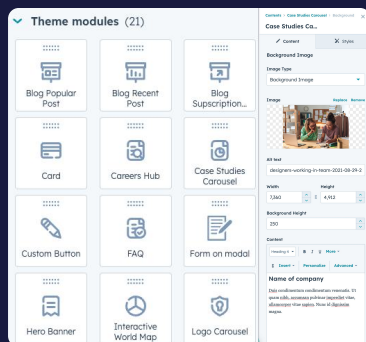
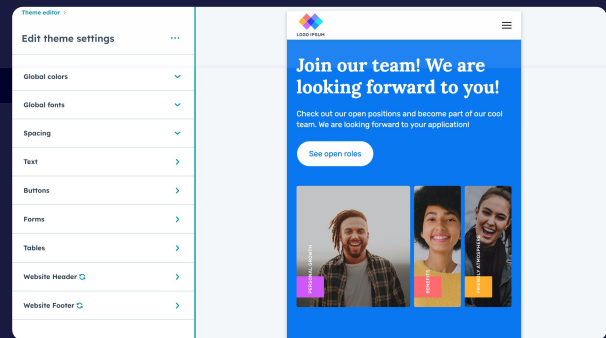


Template pages with unique assets

All pages with layouts similar to the existing individual pages, but with unique graphic assets.

HubSpot Theme

A set of global HubSpot settings that will keep your website visually and functionally consistent on all pages.

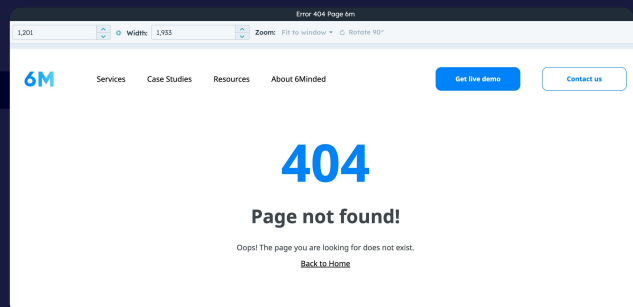


HubSpot Modules

Purpose-made, custom website elements that can be filled with your content and placed on pages.

HubSpot system pages

All "functional" pages, e.g., search results, error, and subscription pages.



HubSpot blog and email templates

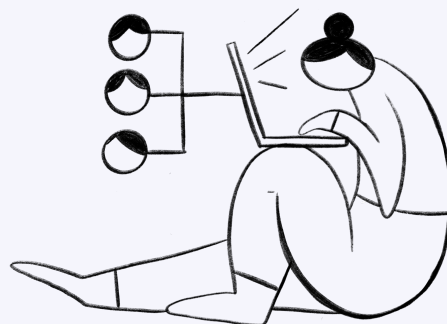
Templates for blog listing, blog article, and newsletter pages. Not required to build the website.

After you review and approve all development assets, we can move to the last stage of the project.

STAGE 6:

Implementation

We're almost there with just a few final tweaks left before the website goes live. Right now, things are pretty routine, so we won't need as much input from you as before. However, we'll still need your thumbs-up at a few key points along the way.

**PART 1** Adding content

We add content to each page based on the existing templates in HubSpot. When this process is complete, we ask you to confirm that the content was moved properly and that it won't be further changed.

PART 2 Page linking and HubSpot segmentation

We link pages and connect CTAs and global navigation to test the website internally. Here, we also create lists and notifications for form submissions if this was included in the scope of work. To move on, you need to approve the linking structure and user flow.

PART 3 Testing

We conduct QA tests on various devices, considering all aspects of the implementation: content, structure, design, and technical setup. We also review the website on-call with you to check for final fixes.

FINAL STEP

Go Live!

Once we get the green light from you, we publish the website on selected date. Your brand new website is now available to everyone! After the launch, we turn on website performance reporting and add 301 redirects.



6M

With that, our project is complete: your new website now grabs attention and keeps people engaged with its awesome layout and content. It looks fresh and cohesive, and thanks to the custom HubSpot development, it works even better than we planned!

The journey toward a better B2B website starts with a single click.
Are you ready?

Let's go!

