

Features of the Websites of Companies Producing Goods in the B2B Market

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Abstract: The article discusses the features of the websites of companies in the B2B sector in the Republic of Uzbekistan. Potential customers are turning to search engines to find solutions to their business problems, reading blogs and visiting websites to find the information they need. A website is a good sales tool: it works around the clock, provides site visitors with the information and content they need to make an informed decision, and allows them to interact with the business.

Keywords: Internet, information, websites, digital economy, laws, survey system, trade.

Recently, attention has been paid to the development of cooperative relations at the level of state policy. In particular, in accordance with the Decree of the President of the Republic of Uzbekistan “On improving the administration of e-commerce and creating favourable conditions for its further development” dated November 17, 2021, the Center for Electronic Cooperation Portal under the Ministry of Investment and Foreign Trade is being reorganized into the Digital Transformation Center under the Ministry of Investment and foreign trade, and an Open Digital Ecosystem will be created on its basis.

Nowadays, potential customers are turning to search engines to find solutions to their business problems, reading blogs and visiting websites to find the information they need. A website is a good sales tool: it works around the clock, provides site visitors with the information and content they need to make an informed decision, and allows them to interact with the business.

A properly configured and positioned site can be the beginning of a sales funnel in the B2B sector, contribute to the formation of a base of potential business customers among site visitors from the moment they click on the link to the moment they are ready for sales. Important characteristics of a B2B company website are:

1. For any B2B company, it is important that a potential client be able to find a business online. If the company does not have a website or it is not optimized for the necessary keywords related to what is engaged in business, it will be difficult for stakeholders to find him to interact with the company.
2. Content. Website visitors will be looking for content that can help satisfy their need. Using the site, you can post company content and create new pages for it at any time. In addition to the website, you can use social networks and email newsletters to post content. The more relevant, high-quality, thematically oriented content there is on the site, the more opportunities for attracting and converting potential customers. In addition, each content created will have its own URL address and be targeted to a specific keyword, which will provide more opportunities

for interested parties to search the Internet. Thus, the more quality content a site has, the more organic traffic it will attract.

3. Advertising. A B2B company website is a relatively small investment, relative to the cost of all business goals and objectives. Since the launch of the site, the search engine has been optimized and tuned to work with potential customers and their conversion into purchases, the site continues to bring results for business throughout the entire time they are online. The Internet has a much greater openness than any other channel, with the help of it, customers can find a business anywhere at any time [2].
4. Round-the-clock sales. Having a website provides a business with the opportunity to interact with potential customers around the clock and make sales. An online presence increases the number of contacts a business's exposure to potential customers and helps it win new customers. With a website, a small business can quickly become an international business as it is visible all over the world and begins to grow and scale.
5. Formation of business authority. As the company continues to create and publish search engine optimized content on its website, its position in search gradually increases. Statistics show that having a website increases the degree of trust a business has with potential customers. According to a study by Verisign, 56% of those surveyed said they would not trust a business without a website. Thus, without a website, a company can lose more than half of its potential customers. Consider the types of sites suitable for B2B companies and the features of their work.
6. Information site is a resource, the main purpose of which is to inform users about the current activities of the company. The content of such sites is widely presented in the form of graphic diagrams and large amounts of text. Such sites can be found in the structure of government organizations, religious groups, commercial and non-commercial companies, organizations involved in public affairs.

Commercial websites are an important type of websites for companies and organizations. Information on commercial websites is mainly intended for investors, sponsors, current and future partners and customers. The purpose of this site is to attract new customers and partners and, therefore, increase the income of the organization. The content of the site consists of official information: types of goods and services provided, contacts, bank details, persons of the founders and co-owners of the organization, data on the presence of branches and representative offices of the company. This type of site implies a large number of pages with separate pages for each section and subsection.

Combined type - combines the main functions of both informational and commercial sites. This can help save the company's budget for the development of an Internet portal. When developing such a project, it is necessary to clearly define the main priorities and needs of the company, determine how much income is planned to be received from advertising.

Some companies, on their first visit to the site, offer the visitor to choose which section he wants to see. At the same time, one site operates, occupying one domain zone. Presentation site (business card). This is a small site, mainly used to inform about the company's products, advertise new products, get acquainted with upcoming promotions. This is a small ad on the web. Such sites, as a rule, have a simple construction scheme, the content of the site is based on colourful, juicy advertising, bright, attractive fonts and slogans. They are rich in illustrations. The purpose of a website is to tell about a product or service.

Entertainment portal. This is a site designed to increase customer engagement through interesting and unusual content. This type of content may include special promotions, practical jokes, fun games, and quirky apps. All this work is accompanied by colourful animation. Site-assistant or navigator. This type of resource should help the buyer or client find the information he needs, both about one product and about all products in general.

The transition to a digital economy in Uzbekistan will provide the national market with advanced technological solutions, i.e. companies will prioritize net operating and investment costs, optimize infrastructure development and maintenance, and provide process control structures.

The prospects and profitability of the use of information and innovation technologies in the economic activities of the subjects testify to the success of entrepreneurship. Examples include Apple, Alphabet, Microsoft, Amazon, Berkshire Hathaway, Alibaba Group, Tencent, Facebook, ExxonMobil, Johnson & Johnson, all of which are digitally active, seven of which are digital companies. An example of the increase in the use of e-business and the increase in popularity among consumers of online sales can be judged by the sales volumes of the online retailer Amazon. The rapid growth of e-commerce and the growing popularity among buyers of online trading platforms can be attributed to the growth of Amazon retail, to date, the shares of this company have risen in price by 59% over the past year and brought in a profit of \$39.2 billion for its owner.

The Government of Uzbekistan plays an important role in the development of e-business. In accordance with the Decree of the President of May 14, 2018 "On measures to accelerate the development of electronic commerce", a state list of e-business entities e-tijorat.uz was created, in which 32 business entities have been registered to date. In turn, the level of improvement of e-commerce in Uzbekistan is still low. Currently, the universal trading platform actively selling goods and services in the Republic of Uzbekistan is the Trade Uzbekistan trading platform (website tradeuzbekistan.com). In addition, there are other e-commerce platforms, such as uzbtextile.com for B2B textile manufacturers, universal.uz for small and medium-sized businesses, etc. The national information retrieval system www.uz has websites that work exclusively in the area of e-commerce. In the second quarter of 2019, the number of e-commerce transactions amounted to 75.39 million, and the volume of transactions amounted to 3.515 trillion sums. In the first quarter, these figures amounted to 73.8 million and 2.516 trillion. sums.

According to official data from the government portal, the share of digital technologies and their use by business entities in GDP is 2.2%. However, the average acceptable value is 7-8%, for example, in the UK it is 12.4%, in South Korea - 8%, in China - 6.9%, in India - 5.6%, in Russia - 2.8 %, Kazakhstan - 3.9%. The developed draft Concept for the development of the "Electronic Government" system of the Republic of Uzbekistan until 2025 provides for an increase in the share of information and innovation technology services in GDP up to 5.0%, and by 2030 - up to 10%.

The National Agency for Project Management (NAPU) posted on the official website for discussion the draft "Concepts of the national strategy "Digital Uzbekistan 2030"". This strategy is aimed at: accelerated digital development of the country; formation of a digital economy based on data; creation of a favourable environment for the development of innovative products; improving the efficiency of public administration; provision of convenient public services to the population and business entities. The improvement of the digital economy in the republic is primarily associated with the level of development of information and communication technologies, it is assessed by the following indicators:

- the share of the digital economy in the gross domestic product of the Republic;

- investments in the information and communication sphere;
- Internet speed and development of e-commerce;
- providing organizations with ICT specialists.

The introduction of communication services, that is, cloud services of leading mobile operators, will allow access to the newly organized secure telecommunications infrastructure within the framework of the national strategy "Digital Uzbekistan - 2030", which will help optimize the costs of organizing communication channels, information processing and storage systems, in addition, cybersecurity and economic security of all entities will be ensured.

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