EETech
digital presence

Web Design

Engage electronics buyers with industry tailored website designs that balance great aesthetics with buyer journey functionality. Our designs are informed by the latest electronics personas, buyer journey maps, and website audits. With cutting-edge websites, keyword and parametric search engines, and electronic design tools, EETech helps clients take major digital steps forward.

Weiss and EETech Case Study

After EETech and Weiss kicked off their business relationship, time was of the essence.

Weiss
A Case Study

A Demand-Generation Foundation

EETech's robust design tools are engineered to bridge the gap between awareness and E-commerce, building a demand-generation foundation that helps you reach your business goals. Our tool suite focuses on engaging engineers throughout the design journey, utilizing real-time data, customizable interfaces, and scalability.

Focused on High Tech

With our deep electronics experience, EETech has mastered the art of creating sleek and functional interfaces and website designs that deliver a first-rate user experience.

Electronics-Buyer Obsessed

Our designs propel your customers down the buyer's journey and demand funnel in a way that delights them while helping you achieve your business goals.

Integrated Design and Development

Our designers and developers are an integrated team working together to provide the best electronics websites in the industry, while avoiding the pitfalls that befall teams that work separately. What our designers design our developers deliver.

We Do Our Homework

We live and breathe the electronics industry. We have deep industry knowledge of personas, usability, and buyer journeys, as well as the strategic needs and expectations of electronics buyers.

Web Design Breakdown

Understanding UI and UX

There's an important distinction between UI and UX, though they work hand in hand to create an experience that delights users and business owners. UX is more data and user focused, while UI mindfully balances visuals that add to the user's engagement with implementation of a company's branding, ensuring that both work harmoniously to achieve the site's goal. Both are important, which is why we employ a team of designers who excel in UI and UX.

Achieving Your Business Outcomes

We excel at web design driven by a proven process. Our knowledgeable team understands the complexities of the electronics industry and is committed to helping your users achieve success. By focusing on business outcomes, we're able to create web designs that meet at the intersection of form and function.

Today's design engineers expect their digital experience to educate and guide them as they search for products and services. Simplify the buyer's journey with elegant but practical designs that differentiate you.

"Client Reviews

They were smart. They were friendly. They were customer oriented. They were listening.

- Weiss CEO Michael Fraede

Getting Started

Ready to get started? Work with our solution managers to solve for asymmetrical design. With a unified platform, actionable intelligence and analytics, integrated E-commerce best practices, and ultimate scalability, EETech will help you respond to the design signals of your customers.

We focus on cohesiveness so that you don't have to. Contact us now at sales@EETech.com, or visit EETech.com to learn how we can help you meet the needs of your customers.