



PR Newswire®

IR Website Essentials: A Guide to Best Practices

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IR Website Essentials: A Guide to Best Practices

In today's digital age, the internet is the primary avenue for investor relations (IR) communications. Still, the standards IR teams are held to when it comes to disseminating information are just as high as with any other channel, with the added complexity of addressing each audience's unique interests. Information must be accurate and reliable, and above all, compliant with current market regulations. There is simply no room for error in this arena, as even minor missteps can have far-reaching consequences, affecting investor confidence and shaping stakeholder perception.

At PR Newswire, we've supported some of the largest publicly traded companies in establishing and nurturing connections with

their audiences, while also fortifying their reputation for credibility, accuracy and timeliness. Truly effective IR websites transcend the mere dissemination of data. Instead, they serve as dynamic platforms brimming with fresh resources, keeping stakeholders actively engaged and informed—all while managing the critical perception audiences' have of the company.

Over the years, we have refined a set of best practices for IR websites. In the following pages, we share these invaluable insights—empowering you to enhance your investor communications, solidify your online presence and ultimately bolster your company's standing in the eyes of investors and stakeholders alike.



1

Make IR Content Creation Part of an Integrated Workflow

Given the financial impact of IR communications, it's only natural that the content on your IR site will come under intense scrutiny. While other areas of a corporate website may get creative leeway, IR content should be by the book. Financials must be regularly updated and align with your company's filings. The earnings release on your site must be identical to the one on the wire. Overall, changes in one source must be reflected everywhere that information appears.

And the same holds true for all other types of material news—changes in the board of directors, shareholder meetings dates and investor roadshow schedules, to name a few. Consistency and transparency are the currencies of trust, and this is especially true when building a relationship with your IR audience.

When working with dynamic information, it can be challenging to achieve the granular consistency necessary for public-facing material. We have a solution: the integrated workflow.

When the content creation process for your IR website is part of a larger communications workflow, you can eliminate the potential for inconsistency and error. And that's just what PR Newswire provides. You get the “change once, update everywhere” capability that keeps multiple channels in sync. Your IR website doesn't scrape press releases and announcements from a third-party source. It integrates directly with your PR Newswire press releases and earnings reports. An end-to-end workflow ensures that the content and formatting appear exactly the way you want—so you can keep your IR audience up-to-date and provide search engines with a consistent source of data about your company and its performance.

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Cision and PR Newswire are truly a one-stop shop, and I only need to talk to one person during earnings season, which is a big help. Those who I speak to are always alert and aware of what CEVA is doing. I always feel like I'm in safe hands.”

RICHARD KINGSTON

Vice President, Market Intelligence, Investor & Public Relations
CEVA, Inc.



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Keep Your IR Website Aligned with Your Corporate Site

Your IR audience has fundamentally different content interests than a prospect or customer audience. Of course, they're eager to understand your product or service. They want to know about how your company positions itself in the market and differentiates itself from the competition. They want insight into your go-to-market strategy. Ultimately, though, the information they're looking for is different in type, tone and depth than your market-facing site. Even so, your IR site should be a seamless extension of your corporate site in terms of navigation, layout, design and imagery. It should faithfully reflect your company brand and visual identity—not simply echo it. You want to send the message that IR is plugged into the rest of the business and singing from the same songbook as R&D, marketing and customer support.

At PR Newswire, our team works with you to build an IR website that's visually aligned with your primary website look and feel. And as your company's visual identity evolves, we make the adjustments you need to stay on brand. For IR visitors that click through to your corporate site—or for corporate site visitors that navigate to your IR content—there's no difference in look, feel and functionality. It's a single, coherent experience.

Simmons Bank

Upgraded Capabilities Enable Speed to Market and Content Optimization

- Increased storytelling capabilities and better control over how stories get shared with their audience
- Time and resources saved with an easy-to-use and reliably hosted content management system
- Dedicated, consultative support is available to assist within days, not weeks or months

[Read the Case Study](#)

“

The customer service and response time has been phenomenal—more than what we could have expected. The designs have been perfect, and being able to change things when we want to change them and call in if we need help, along with the training and the ability to look at the data... we got everything we wanted and more.”

ED BILEK

EVP, Director of Investor and Media Relations
Simmons Bank



3

Design Matters When Telling Your Company's IR Story

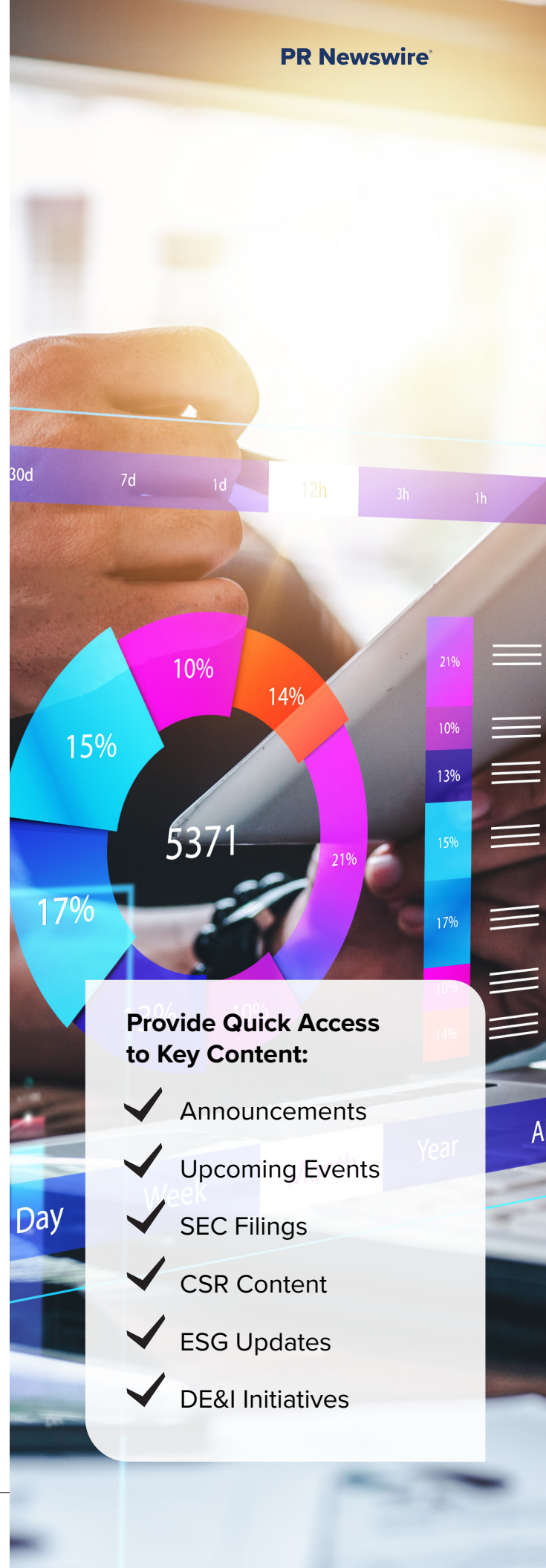
While consistency with your company's corporate site is critical, your IR site's design is also important for other reasons. Quite simply, the site design supports your overall IR story, and is key to ensuring your nuanced IR audiences find and engage with the content they need. That's why intuitive design—or design that is easy to use without much effort or thought—is key. Users that come to your site may be analysts, others may be investors. Some may even be from the public. Prioritizing user experience intuitively allows you to center your company's value proposition and key messages in a clear and compelling way that appeals to all of them—regardless of who is visiting your site.

Organize for Clarity

One way to ensure both consistency with your corporate site as well as clear organization is to include links and sub navigation within your IR site. This allows for easy access to information across both sites while maintaining the continuity of IR communications with the overall company. It also provides a clean user experience that makes navigating your site easy for visitors.

Lead with the Most Important Information

When building your site, make access to key materials the central theme. After all, this is why most of your users are visiting. Your audiences are looking for that information quickly, and to understand it clearly, so be sure to lead with the most important information. Also, be sure to highlight Corporate Social Responsibility (CSR); Environmental, Social, Governance (ESG); and Diversity, Equity and Inclusion (DE&I) initiatives. Your site should be your one-stop information hub for all things relevant to your investors and stakeholders. All of these audiences, for different reasons, are interested in your company's initiatives, how those initiatives align with your company's values and how your company is actioning on those initiatives. Be sure to also include relevant milestones and success stories, adding testimonials and visual components to bring those stories to life.



4

Make a Practice of Following IR Communication Best Practices

Even though many IR professionals have backgrounds in finance and accounting, they're also communicators. And your IR website should reflect that you follow the first rule of good communications: know your audience. Communications best practices apply to IR, just as they do for all strategic communications.

- **Don't bury the lede** – Your audience knows what it's looking for. They're primarily after the latest earnings announcements, earnings call recordings, SEC filing updates and shareholder meeting dates. Make sure this information is prominent and easily accessible.
- **Keep an eye on the future** – Even though your visitors are looking for hard data, they're also interested in understanding your company's corporate narrative, including short-term objectives and your vision for the future. Long-term initiatives and strategies are key considerations in their analyses.
- **Avoid the jargon** – Specialized terminology and industry jargon can be effective shorthand for complex ideas. But the overuse of jargon—whether industry- or financial-related—can obscure your meaning and confuse your audience. Market leaders are often the best at simplifying complex ideas without being overly simplistic. When you can, avoid the buzzwords.
- **Prioritize UX and accessibility** – Looks matter. If your site isn't well designed and organized, it could imply that there's disorder behind the scenes. Also, a site that complies with ADA and WCAG (Web Content Accessibility Guidelines from the WC3) requirements shows that you mean what you say when it comes to accessibility and inclusion.

When you partner with PR Newswire for your IR site, our communications experts work with you from concept to creation and beyond to ensure that your site reflects current best practices for visual design and communication. We believe that there doesn't have to be a tradeoff between showing your company in the best possible light and maintaining full transparency and strict accountability. We'll help you say what you mean, and make sure you mean what you say.

5

Declare Your Content Management Independence

Today's corporate websites shoulder a pretty big communications workload. The website is a company's soap box. Its storefront. Its brand showcase. Its chief prospect engagement platform. It's where the market comes to determine what makes the company different from competitors. It's the primary tool for recruiting new talent and helping customers find answers. Content and design are constantly changing. And that means the IR department can be left waiting in a long line for help from the internal web team.

That's why it makes sense for IR teams to manage their own web content—with support from both web and communications experts. When you're in charge of your own site, you don't have to compete with other departments for the web team's attention. You can publish content and make updates on your own schedule. And when you work with a partner like PR Newswire to host your site, you have full control over every detail. We provide you with a dedicated support team that works on your site according to your schedule. We also offer an intuitive content management system for 'do-it-yourselfers' that empowers you to create, publish and maintain content on-demand.

IR content publication can't wait. But corporate web teams serve a lot of masters. By keeping content management within the IR department, you can do things your way, on your timeline.



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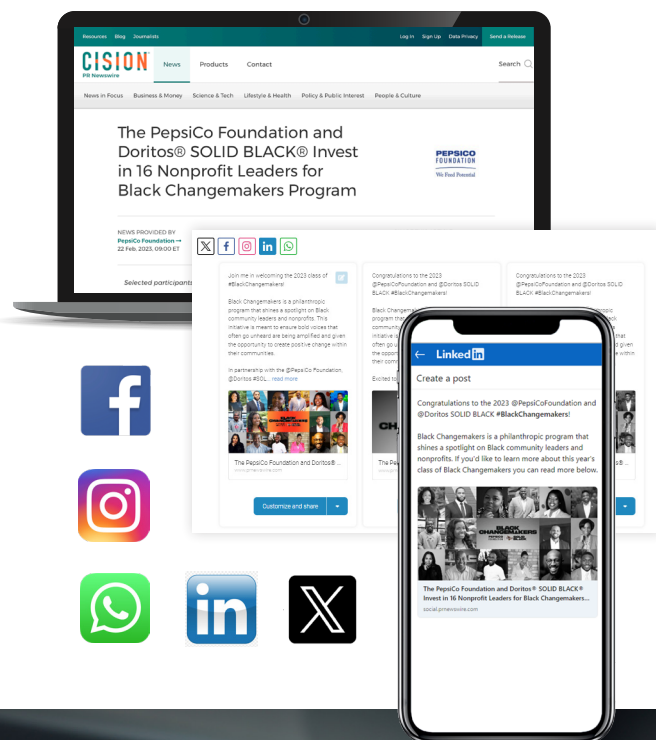
Be More Social

At first glance, IR and social media don't seem to be natural allies. IR content goes through a rigorous review and approval process. Social media posts tend to be less deliberate, more spontaneous. IR audiences focus on the facts. Social media usually highlights the spectacular. IR is all about accurate, consistent communication. Social media is all about marketing. Branding. Image creation.

But the IR story is an important chapter of a public company's larger narrative. In the best of all worlds, IR content and messaging will reinforce and reflect the company's market positioning—and vice versa. Ideally, the content the IR department generates doesn't depart from the story that prospects, customers, partners and the public hear. And IR does more than assemble earnings reports. It outlines a company's ESG initiatives, documents progress on diversity and inclusion programs and helps paint the picture of the company's strategic vision. Social media can be the ideal channel to draw attention to those stories.

SocialBoost from PR Newswire can help IR departments like yours make social sharing easier. First, you can craft pre-approved social posts with copy and image variations to appear at the end of your press releases—ready for viewers to share through their own social media. For IR websites, you can also include a SocialBoost widget, with an AI-powered writing assistant to automatically create engaging social content within the guardrails you provide. Content is optimized for various social platforms, based on proven best practices for maximum audience engagement. Visitors to your IR website can help broadcast your news and announcements to their own social networks. SocialBoost empowers IR teams to drive engagement with their content—which helps strengthen the larger enterprise brand.

Every day, market-leading companies use the power of social media to help them tell their story to the wider world. SocialBoost can help your IR team be a part of the conversation.



Conclusion

The PR Newswire IR website service offers you the flexibility to publish content immediately when needed, without waiting for your web team, while seamlessly aligning with your corporate website for consistency. Tap into our team for strategy, design and build—we handle everything as a turnkey service.



Ready to explore how we can deliver a secure, fully hosted, customized website that helps you fully engage with your investor audience?

Speak with an Expert



About PR Newswire

PR Newswire is the industry's leading press release distribution partner with an unparalleled global reach of more than 440,000 newsrooms, websites, direct feeds, journalists and influencers and is available in more than 170 countries and 40 languages. From our award-winning Content Services offerings, integrated media newsroom and microsite products, Investor Relations

suite of services, paid placement and social sharing tools, PR Newswire has a comprehensive catalog of solutions to solve the modern-day challenges PR and communications teams face. For 70 years, PR Newswire has been the preferred destination for brands to share their most important news stories across the world.