



12 Elements Your Investor Relations Website Must Include

When it comes to investor relations, your company's online presence often makes the first impression. Today, many investors will view your corporate website to quickly understand the fundamentals of your business before they allocate time to a meeting with management. **To make the best impression, make sure to include these fundamental elements on your website:**

1. COMPANY STORY: Lay the foundation for the rest of the website by explaining what your company does, its origins, and your corporate mission and vision.

2. CORPORATE STRATEGY: Following your explanation of who you are and why you exist, it's time to address the how. How will your company execute to fulfill its mission?

3. MANAGEMENT TEAM: Execution depends on the quality of the executives at the top. In this space, share the individual accolades of your organization's leaders.

4. BOARD OF DIRECTORS: Your board is of great interest to current and potential institutional investors. Here, share the unique attributes that each member of your board brings to the table.

5. LINKS TO KEY DOCUMENTS AND FILINGS: Maintain active, functioning links to SEC filings, clinical studies and other important external information.

6. CORPORATE GOVERNANCE: Build trust among investors and the public by publishing your systems, principles, and procedures that define how your company is governed.

7. PRESS ROOM AND FINANCIALS: A regular stream of news releases can keep investors engaged and informed about what's happening with your company.

8. EVENTS, PRESENTATIONS, AND WEBCASTS: Include a calendar of upcoming events, as well as videos or replays of past presentations and webcasts so investors can access and watch these on their own time.

9. FAQs: Investors have many questions that they need to have answered quickly, and a robust FAQs section can significantly cut down on the number of phone calls and emails your receive.

10. COVERAGE BY ANALYSTS: Make available a list of analysts covering your company, and what firms they work for.

11. STOCK INFORMATION: Include your latest stock quote, a stock chart that tracks your performance over time, and historical data on your performance.

12. DETAILED CONTACT INFORMATION: Clearly display contact information for your investor relations team. Specific information including a name, phone number, and personal email address is preferable to a generic email.

If you need help developing or improving your IR website, Westwicke can help you create the site you need. **Get in touch** to find out how.