10 Minute B2B Website Makeovers

A great design is not just how it looks. It’s how it works.

Steve Jobs
Agenda

10-Minute Makeover Website Clinic

#1 Everyone is a Prospect Tonight
#2 Three Quick Wins
#3 Four Make-Overs
#4 Submit your Site for Comment

Sponsored by the Bay Area Content Marketing MeetUp
Keep Prospects On-Site

How Can You Generate More Sales Leads?

3 Easy Steps
1. Drive prospects to your site
2. Keep them there
3. Convert to customers
Quick Win #1

Start on the Homepage
Big change starts on the homepage

It generates the highest clicks compared to any other page.

Where do Buyers go after the 1st click?
Is your homepage a bouncer?

What is it? The percentage of single-page visits to the homepage.
Bounce rate problem

A homepage with a bounce rate higher than 50% needs work.
Optimize for the Buyer

What’s getting clicks?

Google Analytics will not visualize this data but heat mapping will.
Homepage Bounce Rate

Heat Mapping

Reveals what’s clicked. Use it!

Crazy Egg Heat Maps
Quick Win #2

Do visitors see what you sell?
People don’t buy from the homepage.

Your homepage needs to serve as a launch pad to products pages.
Drive Visitors to Products Pages

Products Views = More Leads

Prospects need to learn about your products **first** before they will request a demo or fill out a contact us page.
Drive Visitors to Products Pages

Products Real-World Case Study

- Products Related Pages Views
- All Site Page Views
- As a % of all Page Views

Comparison of page views from 2012 to 2016:
- 2012: 21%
- 2013: 29%
- 2014: 34%
- 2015: 37%
- 2016: 39%

(to the web)
Drive Visitors to Products Pages

Products Placement

NNGroup’s research indicates that visitors spend about 80% of their time “above the fold”.

This is where Products content should be.
Drive Visitors to Products Pages

B2B Screen Resolutions

1024 x 768 pixels or higher.
On average, visitors will read about 28% of the text on a web page.
Drive Visitors to Products Pages

**User Experience Optimization**

- Improve high-value pages and conversion paths
- Experiment with new offers
- Test – find what works – repeat.
Quick Win #

Keywords, Keywords, Keywords.
Improving Organic Search Engine Visibility

Everything comes down to the words

your prospects type here!
Improving Organic Search Engine Visibility

Use your company’s primary keywords on the homepage → in HTML Text

Include the primary keyword as a core page theme along with its modifiers and related synonyms in a natural manner.
Improving Organic Search Engine Visibility

The Right Way to Add Keywords

Include Keywords in HTML text …

• Within the title and the meta description
• In hyperlinks pointing to the homepage
• Page titles, subheadings in Call-to-Action links

GURU TIP

Use Google’s free Keyword Planner to identify the best keywords for optimization.
The Make-Over Candidates
The Make-Overs
Make-Over #1 – Content Marketing Place

Content Marketing Place
Laurie Kretchmar

http://www.contentmarketingplace.com/
Google calls this “an unsatisfying amount of content”. It may result in the page being classified as “low quality” in Google’s index.
Make-Over #1 – Content Marketing Place

Blog Creates Duplicate Content

One page = multiple URLs.

1. /right-content-get/
2. /category/content-marketing/
3. /category/content-strategy/
4. /category/seo/
5. /category/social-media/
Make-Over #1 – Content Marketing Place

Hacked!

- Contact hosting company for help
- Change FTP, hosting account & admin passwords
- Ensure **ALL** plugins are from reliable sources (developers can leave backdoors for malware)
Make-Over #1
Content Marketing Place

Before and After
Make-Over #2 – Advo.Ninja

ADVO.NINJA
Pushpa Ithal, Founder

http://advo.ninja/
White Text on Dark Background

In well-lit areas, black text on a white background = **highest readability**.

Reversed-out text slows reading time.
Light grey text on white slows reading.
**Make-Over #2 – Advo.Ninja**

<table>
<thead>
<tr>
<th><strong>Searches related to employee social media advocacy</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>employee advocacy case study</td>
</tr>
<tr>
<td>employee advocacy examples</td>
</tr>
<tr>
<td>employee advocacy platform</td>
</tr>
<tr>
<td>employee advocacy software</td>
</tr>
</tbody>
</table>

**GURU TIP**
Use Google Suggest to understand how visitors search for your product.
Make-Over #2 – Advo.Ninja

Navigation

People can land on any page of your website.

Pages with no content or navigation will increase bounce rates.
Make-Over #2 – Advo.Ninja
Make-Over #3 – Encore Fellowships

ENCORE
Deborah Henken

http://encore.org/fellowships/
Make-Over #3 – Encore Fellowships

Page Speed

Half of all visitors will leave a mobile site if it doesn’t load within 3 seconds.

Test your site: https://tools.pingdom.com/
Make-Over #3 – Encore Fellowships

Google Results

Write titles like ad copy.

<title>Encore Fellowships - Encore.org</title>

Write a better title using our free tool
Make-Over #3
Encore Fellowships

Before and After
Make-Over #4 – PreQM

PreQualified Mates
Wendy Baruh

New Customer Registration Review

www.prequalifiedmates.com
54% Mobile Visitors
How is the mobile experience?

Sign up button does not always appear on the first screen of mobile.
We would love to see a picture of your smiling face. Please upload a recent image.
You may need to rename the file so that it does not include any dashes or spaces.
wendy.jpg works, but wendy good.jpg may not upload, as an fyi.

PreQualifiedMates

Upload an Image
The best images are recent and when you’re smiling. Everybody loves a smile.

upload your image

Upload a high quality photo of yourself, preferably under 2MB and ensure the file name has no spaces, e.g., myphoto.jpg

Before and After
What can stand in the way of visitors signing up?

1. How will PreQM secure and use my data?
2. Sign-up occurs at an unfamiliar URL.
You acknowledge and agree that PreQM may send messages to your email addresses, text messages, and/or call you at your mobile phone, work phone or home phone to notify you of prospective candidate matches, changes to the Service, or special offers.
Everything leads to your website.

Keep & Convert Buyers
Convert your visitors into leads

We work with B2B companies with lead generation challenges. Our search programs drive visitors to your site – but we don’t stop there – we make sure your visitors convert into leads.

CALL 650.627.8800
Free B2B Tools + Articles

Tap into B2B Resources @

Visit totheweb.com

B2B Learning Center | Blog
Free Keyword Tools

• **Google Products**: Keyword Planner, Search Console, (see Excel file), Google Trends, Google Instant

• **Word Clouds**: TagCrowd.com / Wordle.net VisualThesaurus.co

• **Working with Words**: Thesaurus and Synonyms Libraries
Optimizing Content with Keywords

SEO: Where to Start

1. Prioritize content starting in the Products area.
2. Your goal is to improve the level of engagement and interest in these pages.
SEO

Simple Data-Driven Strategies to Fast-Track Lead Generation


SEO Content Template (Word Doc)


Search Engine Spider Simulator (Tool)

Optimizing PDFs

Test Title and Meta Descriptions for PDFs (Tool)
• https://totheweb.com/learning_center/tool-test-google-title-meta-description-lengths/

SEO Best Practices for Optimizing PDF Files (Blog Post)
• https://totheweb.com/blog/2013/07/seo-best-practices-for-optimizing-pdf-files/

Every PDF Deserves a Great Title (PDF)
• https://totheweb.com/pdfs/ToTheWeb-Every-PDF-Deserves-a-Great-Title.pdf
Free B2B Tools + Articles

Use Our Title/Meta Description Tool

Measure Your Tags
Blog Content

BuzzSumo: Find Highly-Shared Content Topics (Tool)
• http://buzzsumo.com/

Create Compelling Blog Titles (Tool)

Blog Activity Spreadsheet (Google Drive Sheet)
• https://goo.gl/IdHAcJ
Free B2B Tools + Articles

Lead Generation

Turn Clicks Into Customers — Start at the Homepage
• https://totheweb.com/learning_center/improve-lead-generation

Establish Website Relaunch Goals That You Can Measure
• https://totheweb.com/learning_center/defining-goals-for-lead-generation/

The Power of Online Tools to Drive Targeted Traffic Year-Over-Year
• https://totheweb.com/blog/2016/01/b2b-lead-generation-the-power-of-online-tools-to-drive-targeted-web-traffic-year-over-year/
Is your website your best sales tool?

It should be!

Questions?
RB@ToTheWeb.com
650.627.8800