

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

Start on the Homepage



Homepage Bounce Rate

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?

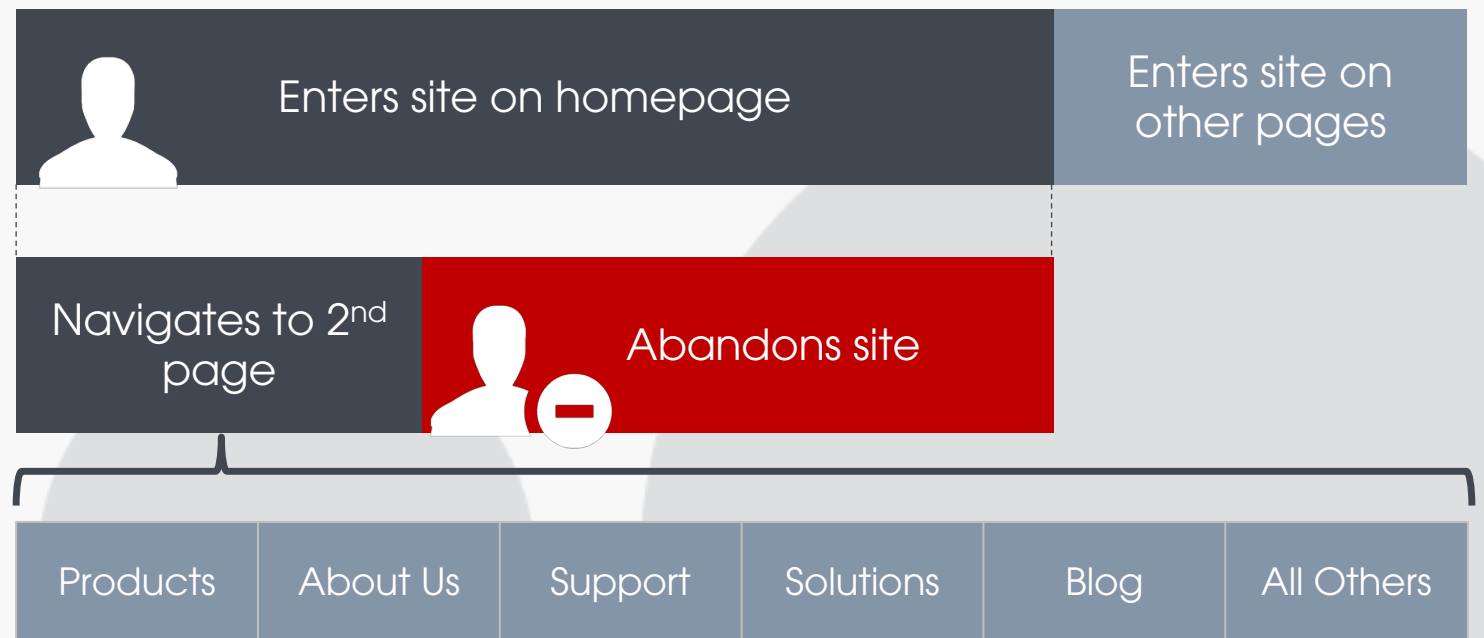
What is it? The percentage of single-page visits to the homepage.



Homepage Bounce Rate

Bounce rate problem

A homepage with a bounce rate **higher than 50%** needs work.



Homepage Bounce Rate

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

Do visitors see what you sell?



People don't **buy** from the homepage.

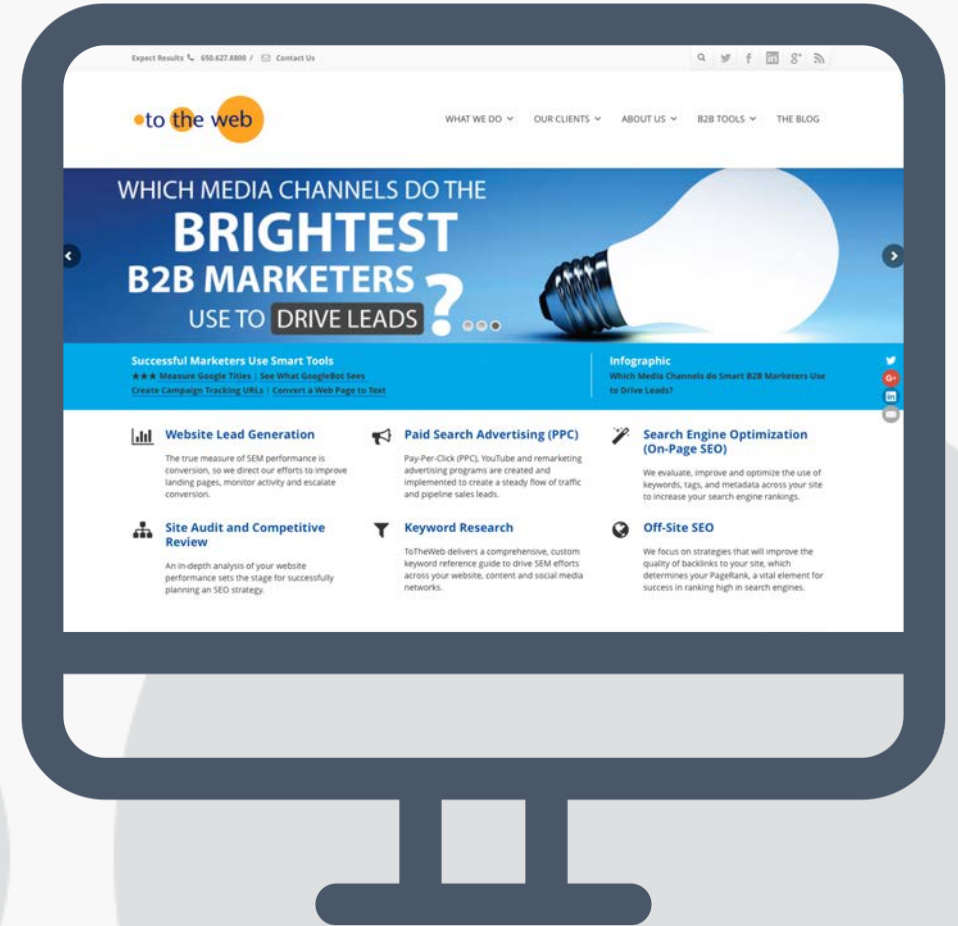
Your homepage needs to
serve as a launch pad to
products pages.



Drive Visitors to Products Pages

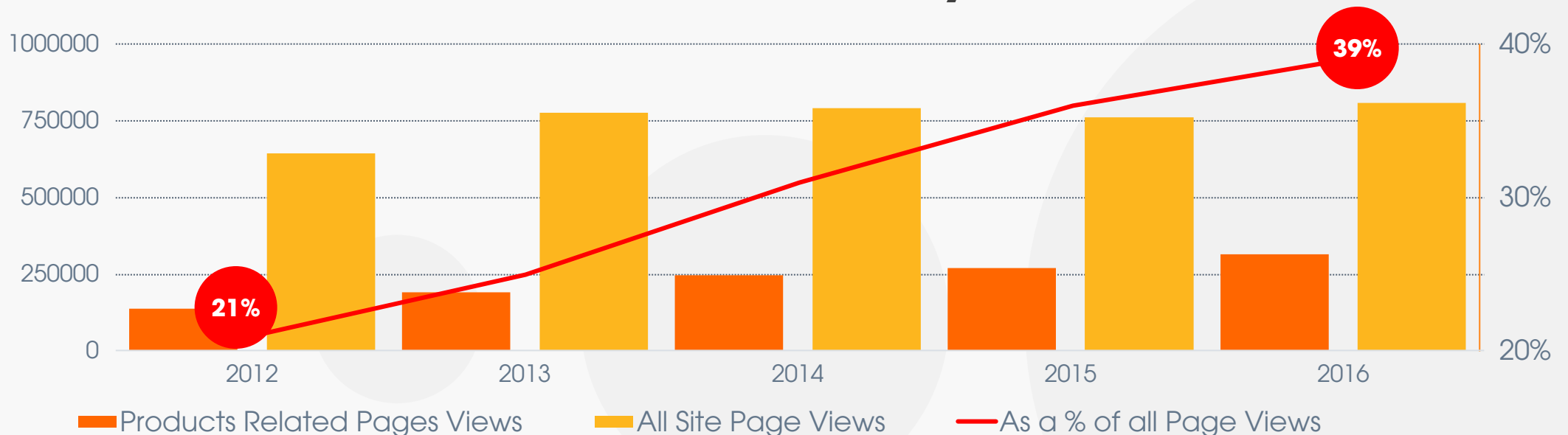
Products Views = More Leads

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



Drive Visitors to Products Pages

Products Placement

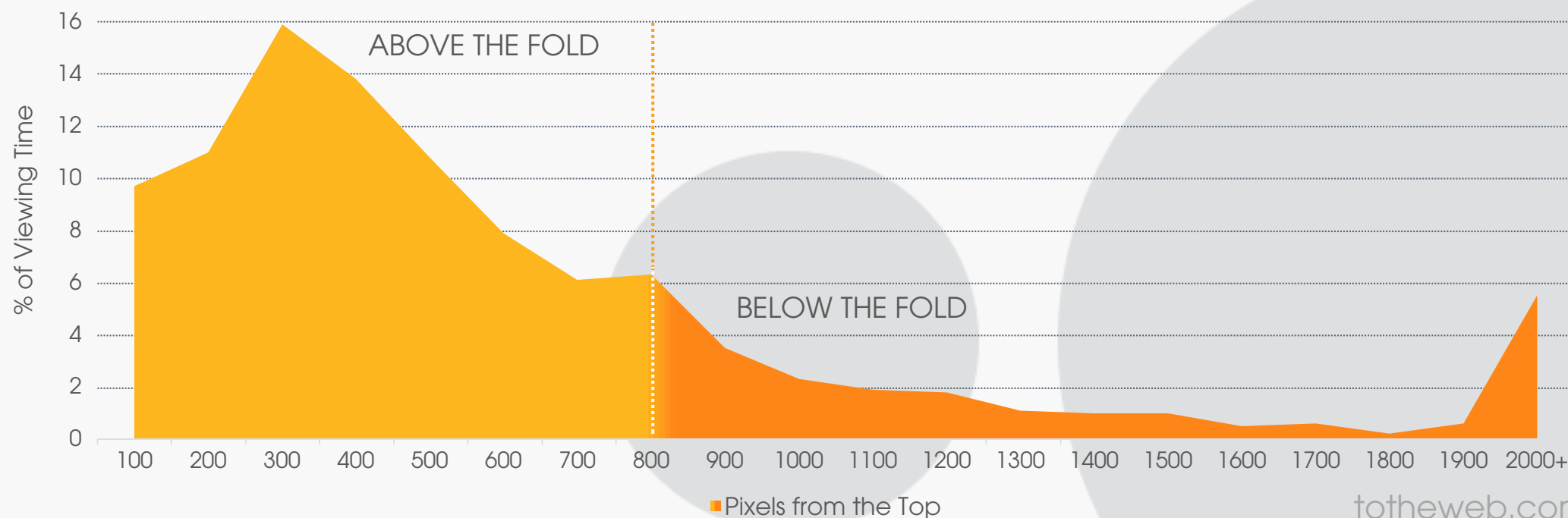
NNGroup's research indicates that visitors spend about 80% of their time "above the fold".

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!

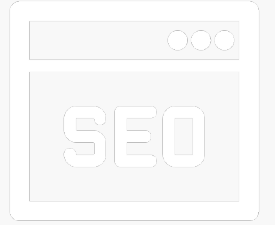




Improving Organic Search Engine Visibility

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

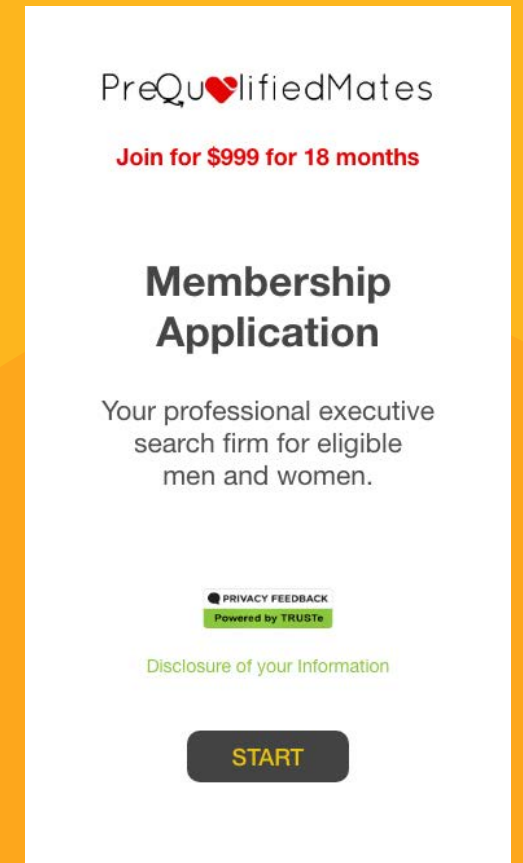
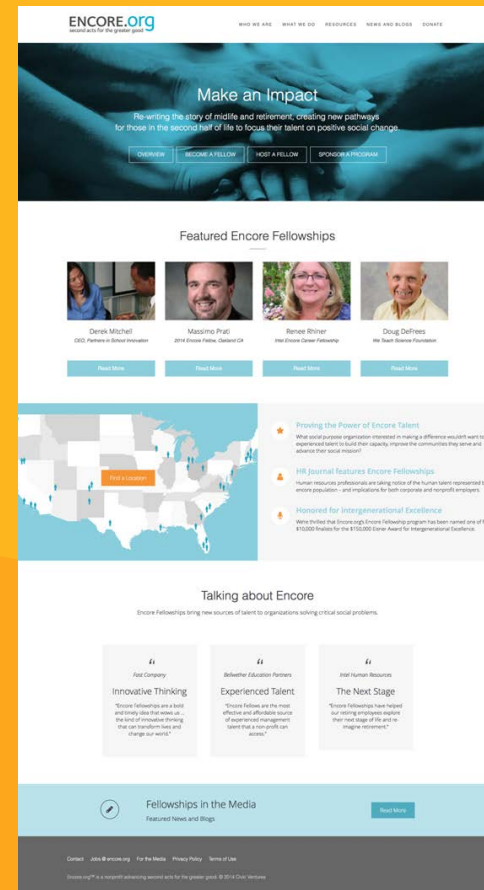
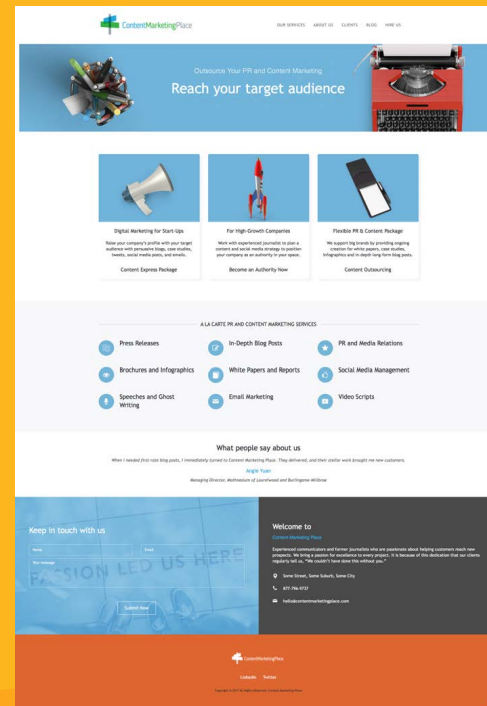
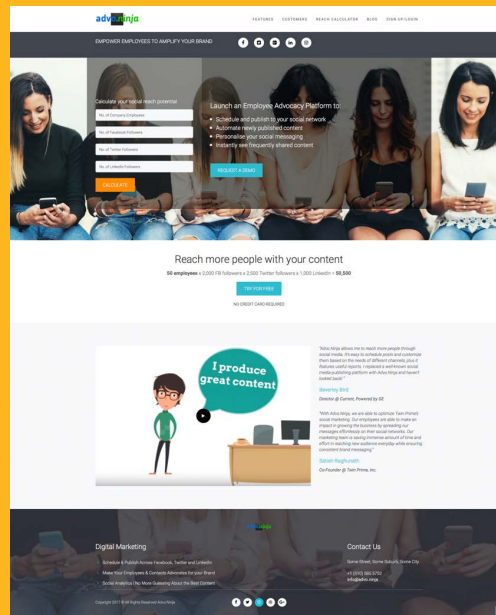
The Advantinja website features a dark blue header with the company logo and navigation links. The main content area is divided into several sections. On the left, there's a 'Social Reach Calculator' with input fields for Facebook, Twitter, and LinkedIn, and a '10X Your Content Reach' section highlighting a breakthrough platform. Below these are sections for '10X Reach Through Trusted Networks', 'Effortlessly Build Reputation', and 'Understand Your Prospects'. The footer includes a contact form and social media links.

The Content Marketing Place website has a clean, modern design with a white background and a blue header. The main headline is 'Digital PR Content Marketing', followed by a sub-headline 'Tell your organization's story. Be a thought leader. Reach your target audience. Contact us today.' Below this is a section titled 'You've come to the right place.' which describes the services offered. A 'What people say:' section features testimonials and a 'LATEST BLOG POST' section with a featured article about content marketing. The footer includes a 'MORE' link.

The Encore.org website features a white background with a blue header. The main headline is 'Encore Fellowships', followed by a sub-headline 'Encore Fellowships bring new sources of talent to organizations solving critical social problems.' Below this is a 'BECOME A FELLOW' section with a 'POST A FELLOW' button and a 'START OR SPONSOR A PROGRAM' button. A 'Featured Encore Fellowships' section highlights three fellows: Derek Mitchell, Massimo Prati, and Renee Rinder. The footer includes a 'VIEW OUR PROGRAM DIRECTORY' link.

The PreQualifiedMates website has a white background with a blue header. The main headline is 'Welcome to the PreQM Membership Application!'. Below this is a section titled 'Use buttons or swipe side to side' with a 'START' button. The footer includes a 'totheweb.com' link and a '22' page number.

The Make-Overs



Make-Over #1 – Content Marketing Place

Content Marketing Place

Laurie Kretchmar

<http://www.contentmarketingplace.com/>



Make-Over #1 – Content Marketing Place

2nd Click Still searching.

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.

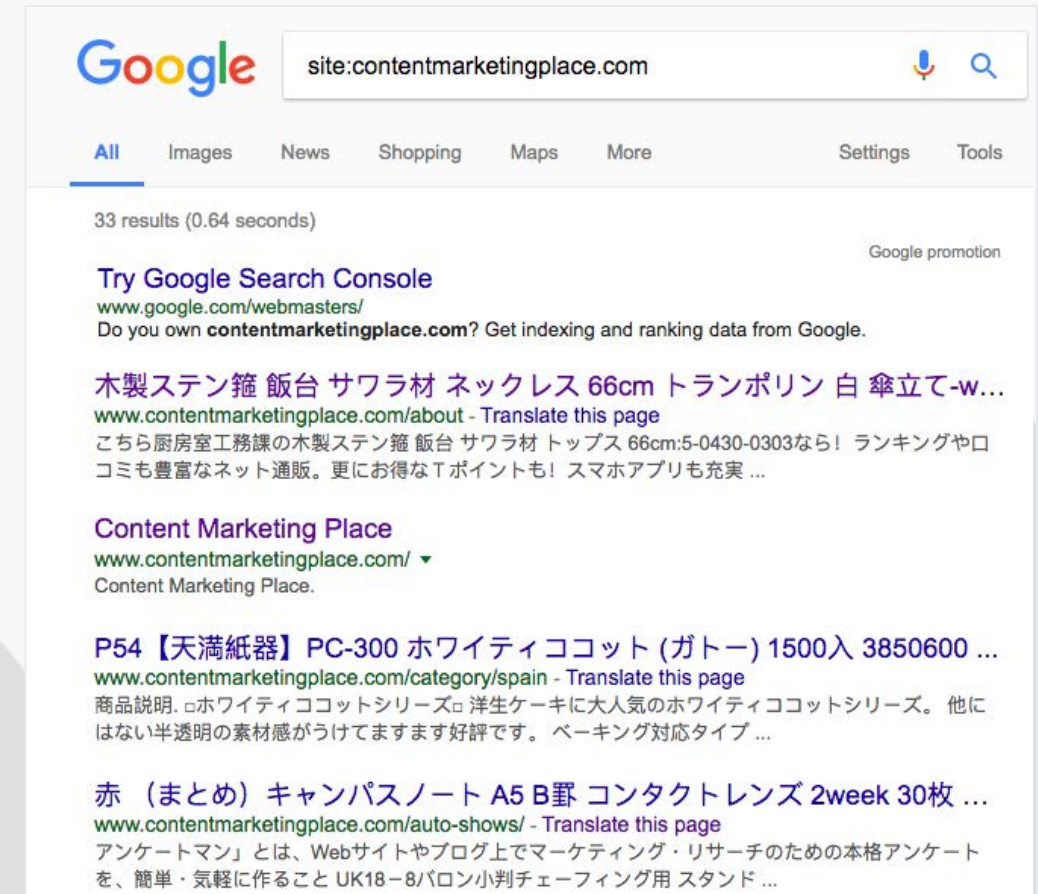
1. **/right-content-get/**
2. **/category/content-marketing/**
3. **/category/content-strategy/**
4. **/category/seo/**
5. **/category/social-media/**

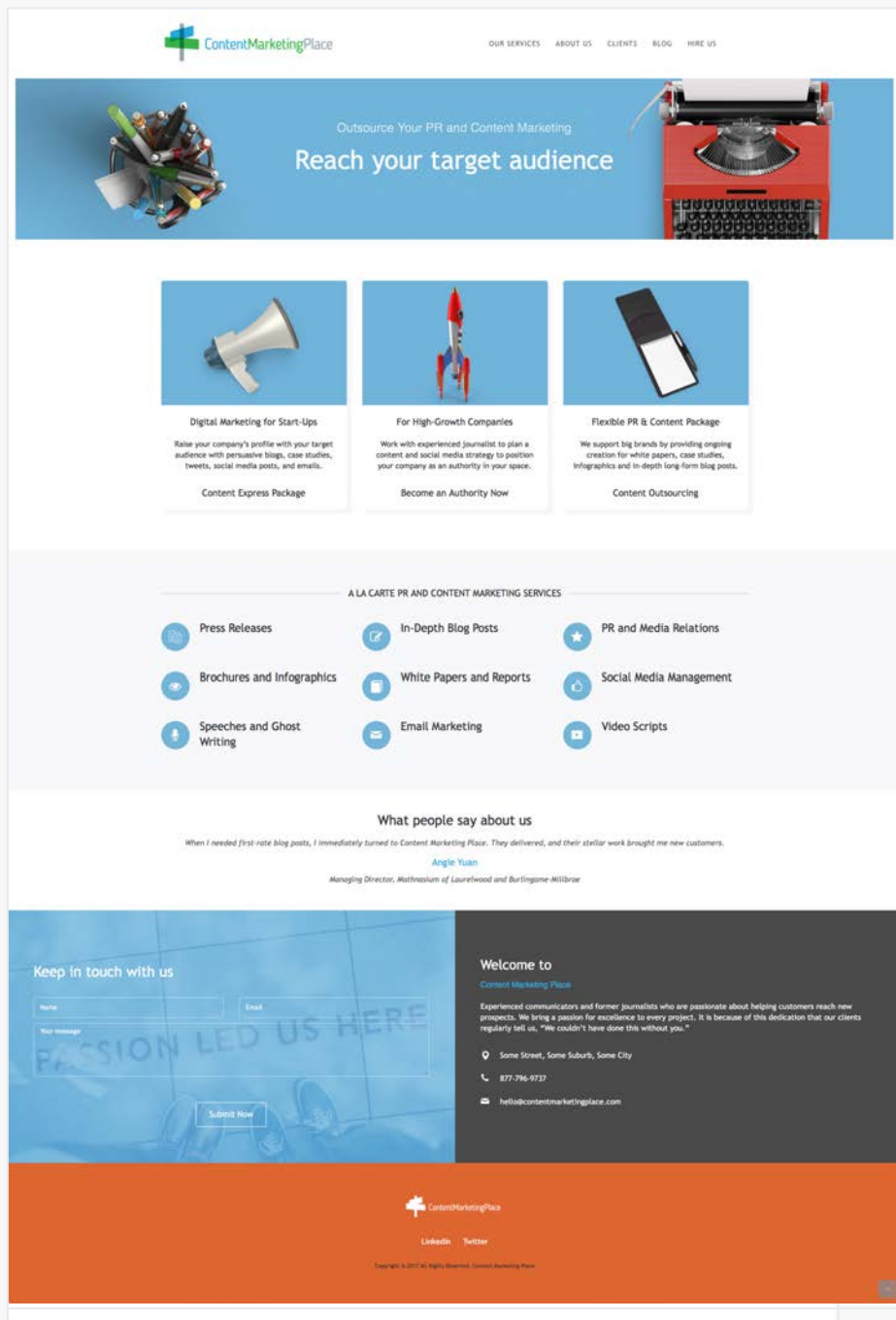


Make-Over #1 – Content Marketing Place

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

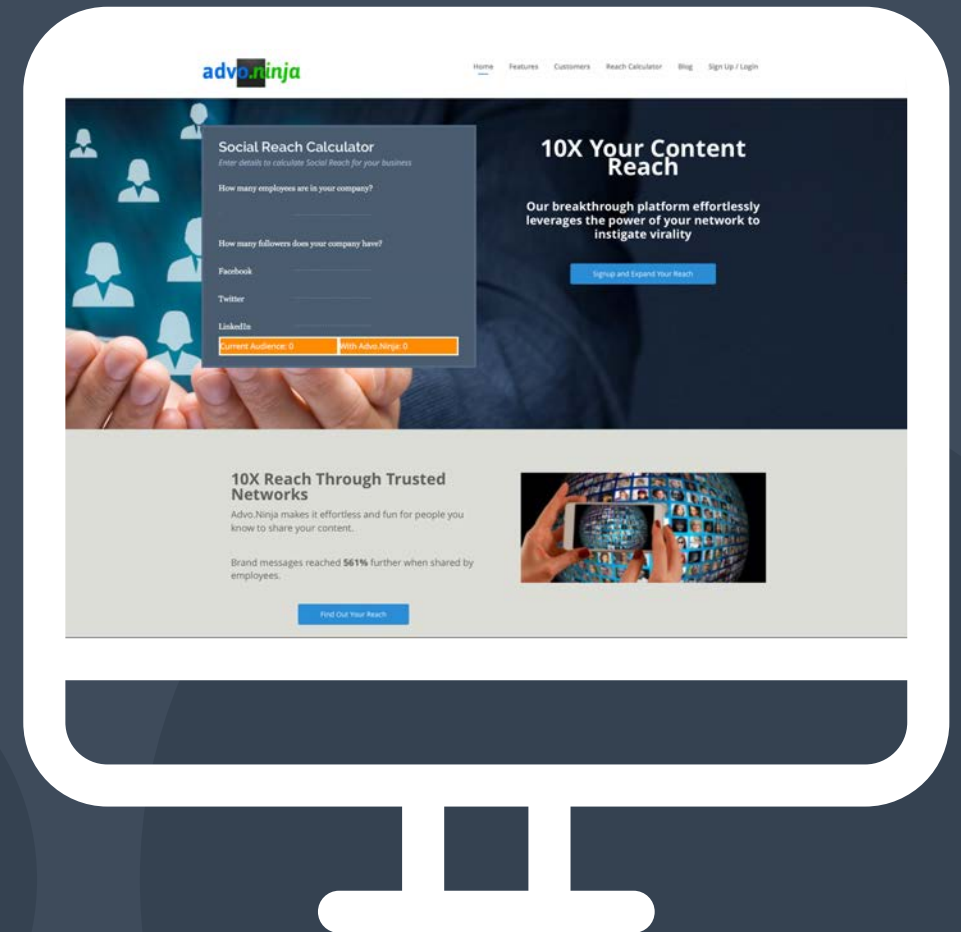


Make-Over #2 – Advo.Ninja

ADVO.NINJA

Pushpa Ithal, Founder

<http://advo.ninja/>



Make-Over #2 – 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

engage employees in social media



encourage employees **to use** social media

employee social media **advocacy**

getting employees **involved** in social media

how to ask employees **to like your facebook page**

how to get employees **to like your facebook page**

companies using social media **to engage employees**

social media **employee engagement strategy**

internal social media strategy

Searches related to employee social media advocacy

employee advocacy **case study**

employee advocacy **plan**

employee advocacy **examples**

why employee advocacy **is important**

employee advocacy **platform**

employee advocacy **linkedin**

employee advocacy **software**

employee advocacy **in human resource management**

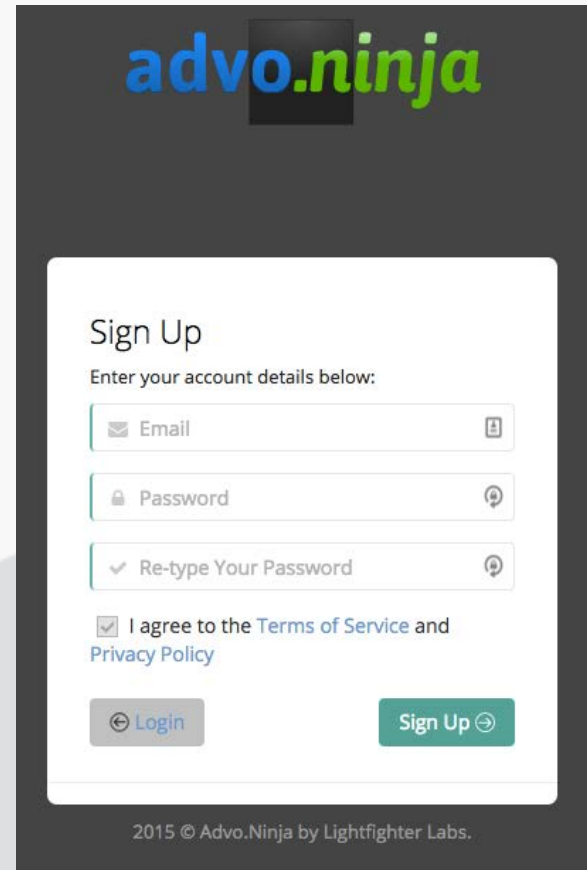
GURU TIP
Use Google
Suggest to
understand how
visitors search for
your product.

Make-Over #2 – Advo.Ninja

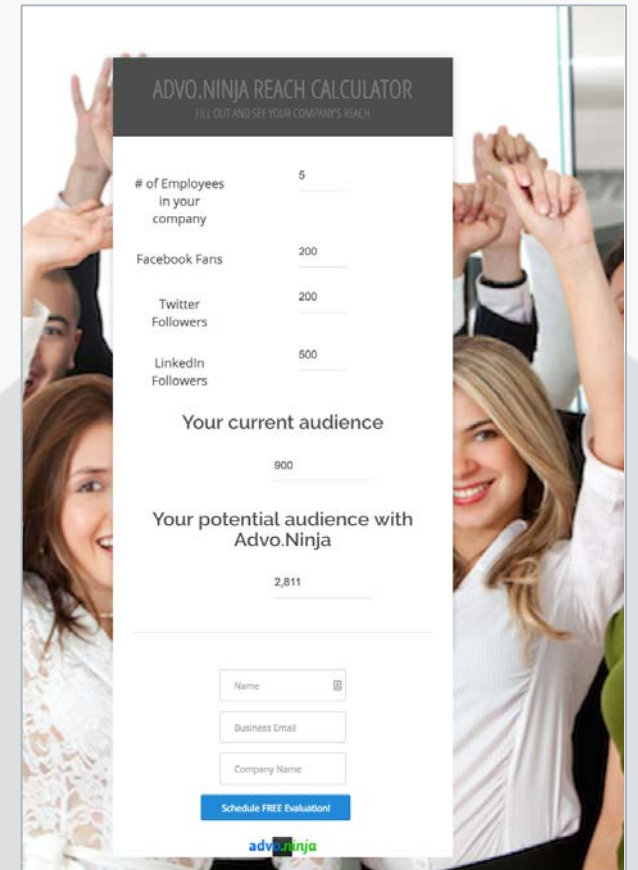
Navigation

People can land on any page of your website.

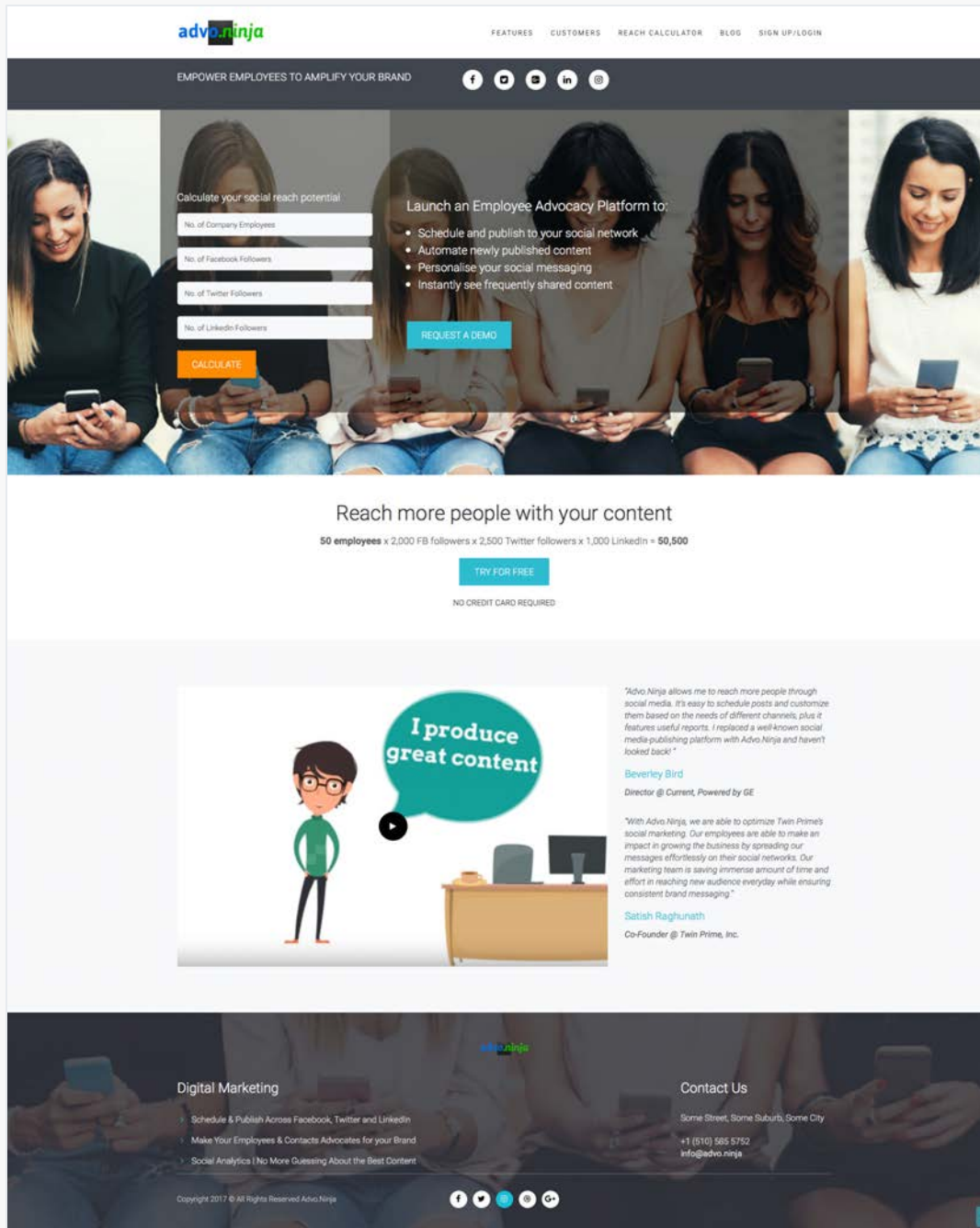
Pages with no content or navigation will increase bounce rates.



The image shows a 'Sign Up' form for Advo.Ninja. The form is white and centered on a dark grey background. At the top, the 'advo.ninja' logo is displayed in blue and green. Below the logo, the text 'Sign Up' is followed by 'Enter your account details below:'. The form contains three input fields: 'Email' with an envelope icon, 'Password' with a lock icon, and 'Re-type Your Password' with a checkmark icon. Below these fields is a checkbox labeled 'I agree to the Terms of Service and Privacy Policy'. At the bottom of the form are two buttons: a grey 'Login' button with a left arrow and a green 'Sign Up' button with a right arrow. The footer of the form area reads '2015 © Advo.Ninja by Lightfighter Labs.'

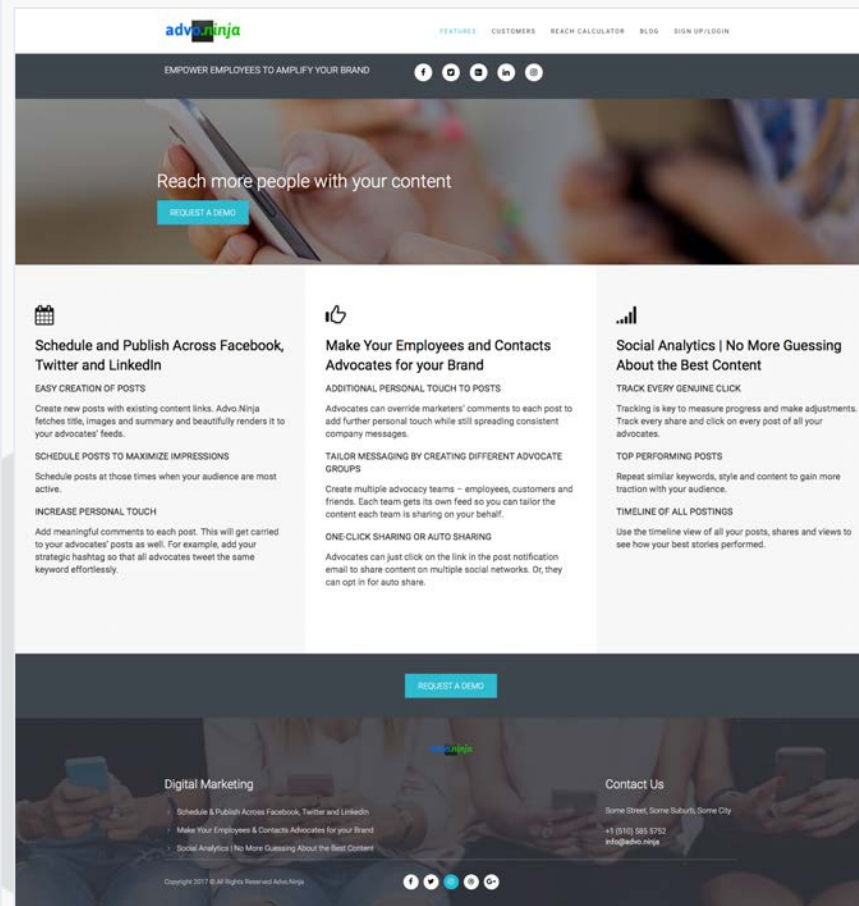


The image shows a 'Reach Calculator' form for Advo.Ninja. The form is white and centered on a dark grey background. At the top, the text 'ADVO.NINJA REACH CALCULATOR' is followed by 'FILL OUT AND SEE YOUR COMPANY'S REACH'. The form contains several input fields: '# of Employees in your company' (value 5), 'Facebook Fans' (value 200), 'Twitter Followers' (value 200), and 'LinkedIn Followers' (value 500). Below these fields, the text 'Your current audience' is followed by a value of 900. Then, 'Your potential audience with Advo.Ninja' is followed by a value of 2,811. At the bottom of the form are three input fields: 'Name', 'Business Email', and 'Company Name'. Below these fields is a blue button labeled 'Schedule FREE Evaluation!'. The 'advo.ninja' logo is at the bottom right of the form.



Make-Over #2 – Advo.Ninja

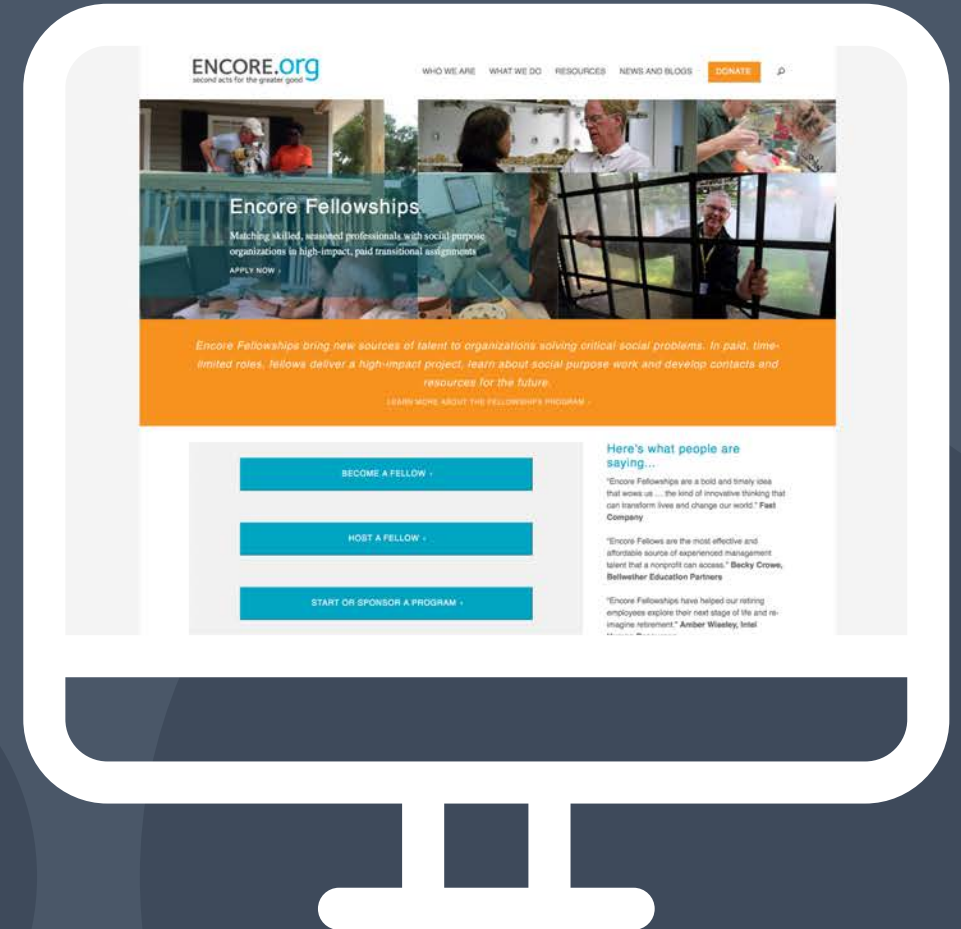
After



Make-Over #3 – Encore Fellowships

ENCORE
Deborah Henken

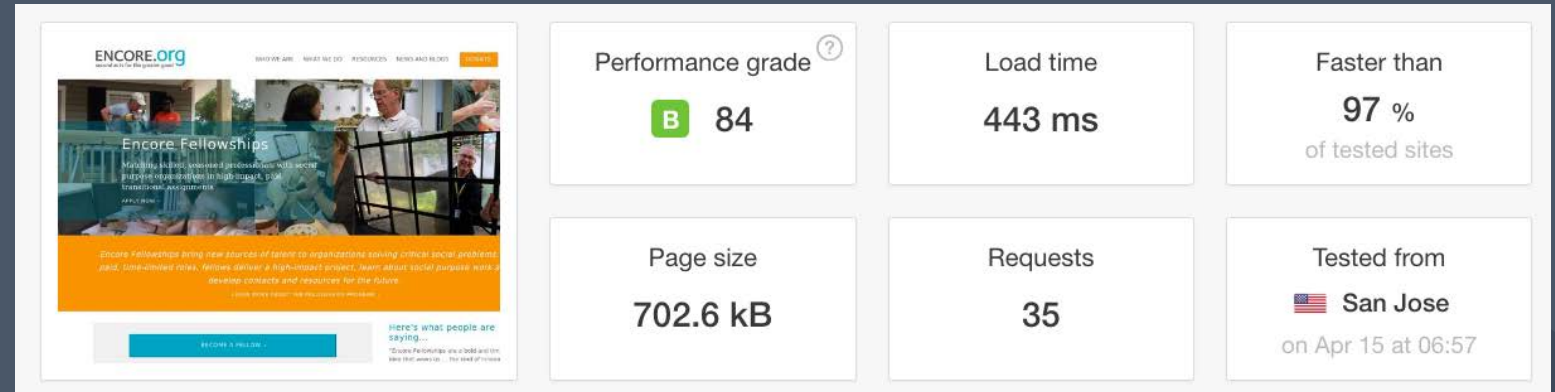
<http://encore.org/fellowships/>



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/>

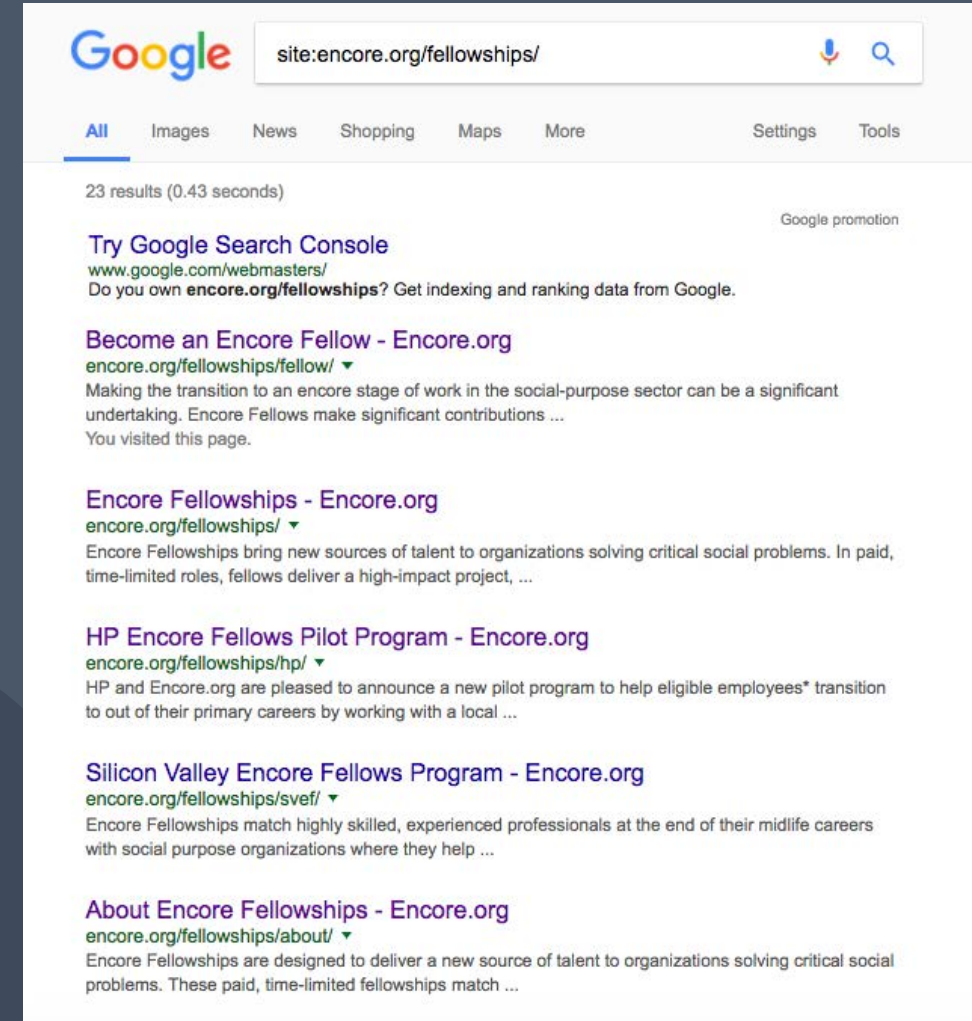
Make-Over #3 – Encore Fellowships

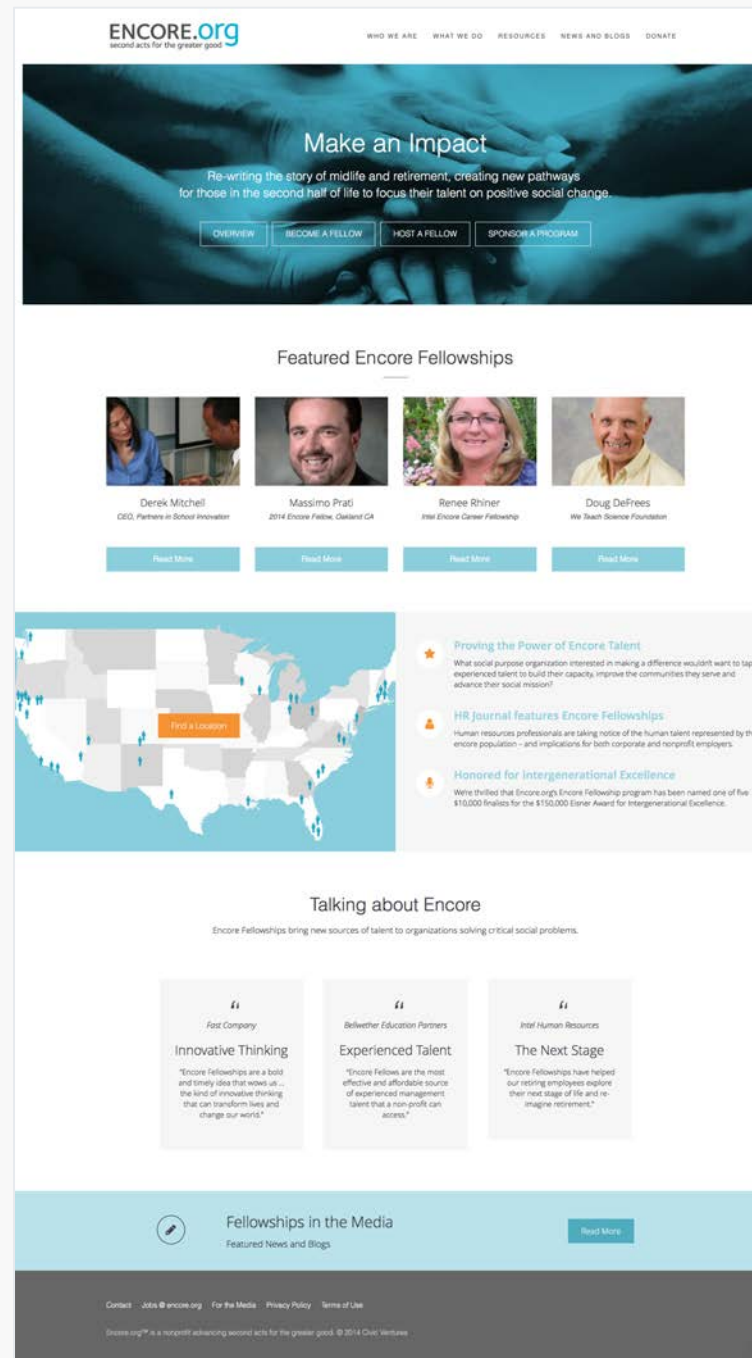
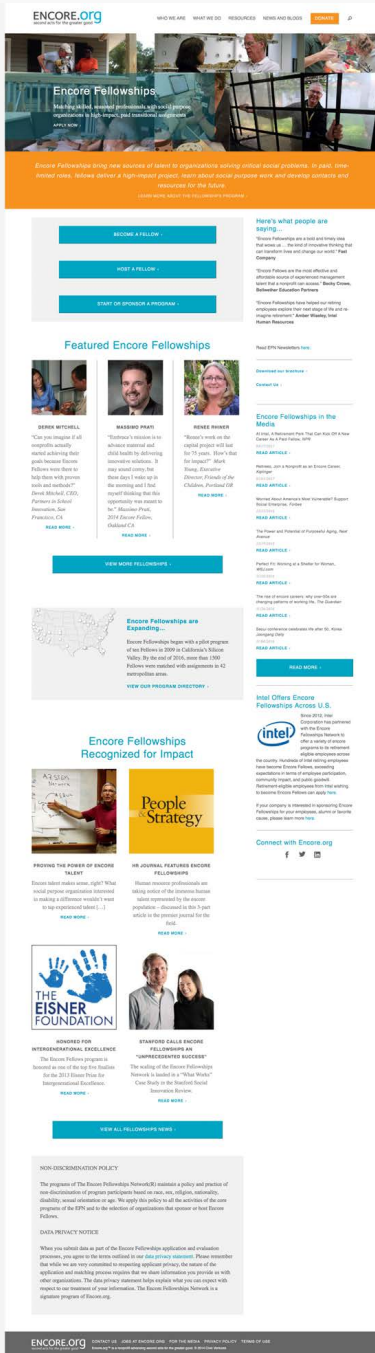
Google Results

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

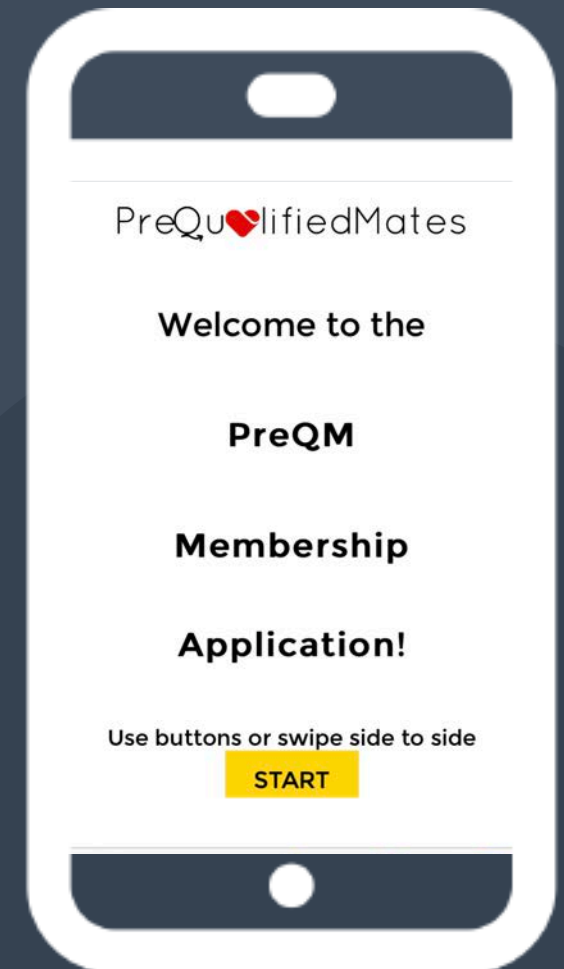
Make-Over #4 – PreQM

PreQualified Mates

Wendy Baruh

New Customer
Registration Review

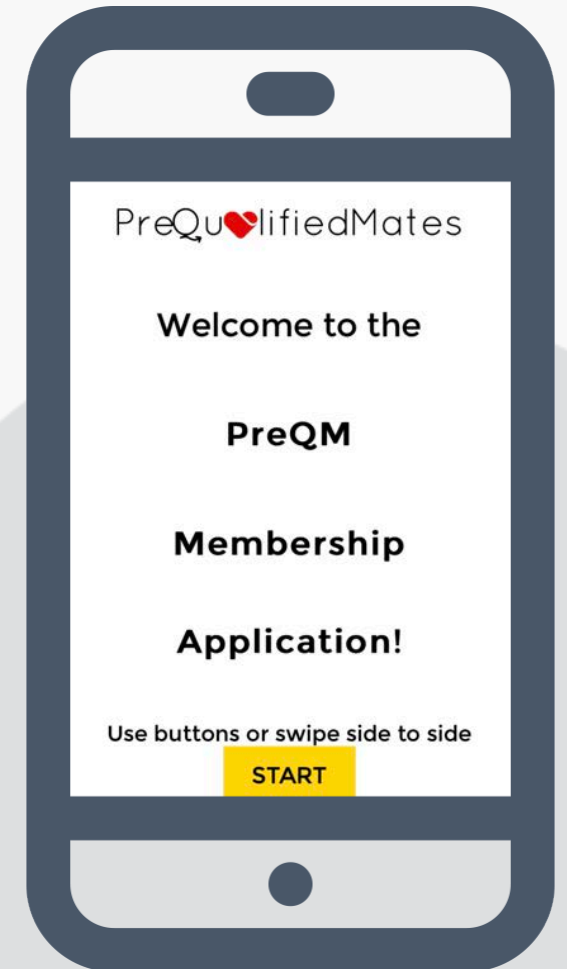
www.prequalifiedmates.com



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.

UPLOAD YOUR IMAGE



NEXT

PreQu♥lifiedMates

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



NEXT

Make-Over #4 - PreQM

Before and After

BEFORE

9

AFTER

6

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**.

Privacy & Security Message

COMMUNICATION AND PRIVACY

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.

GURU TIP

Compare to
eHarmony's
Disclosure of your
Information
Statement.



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

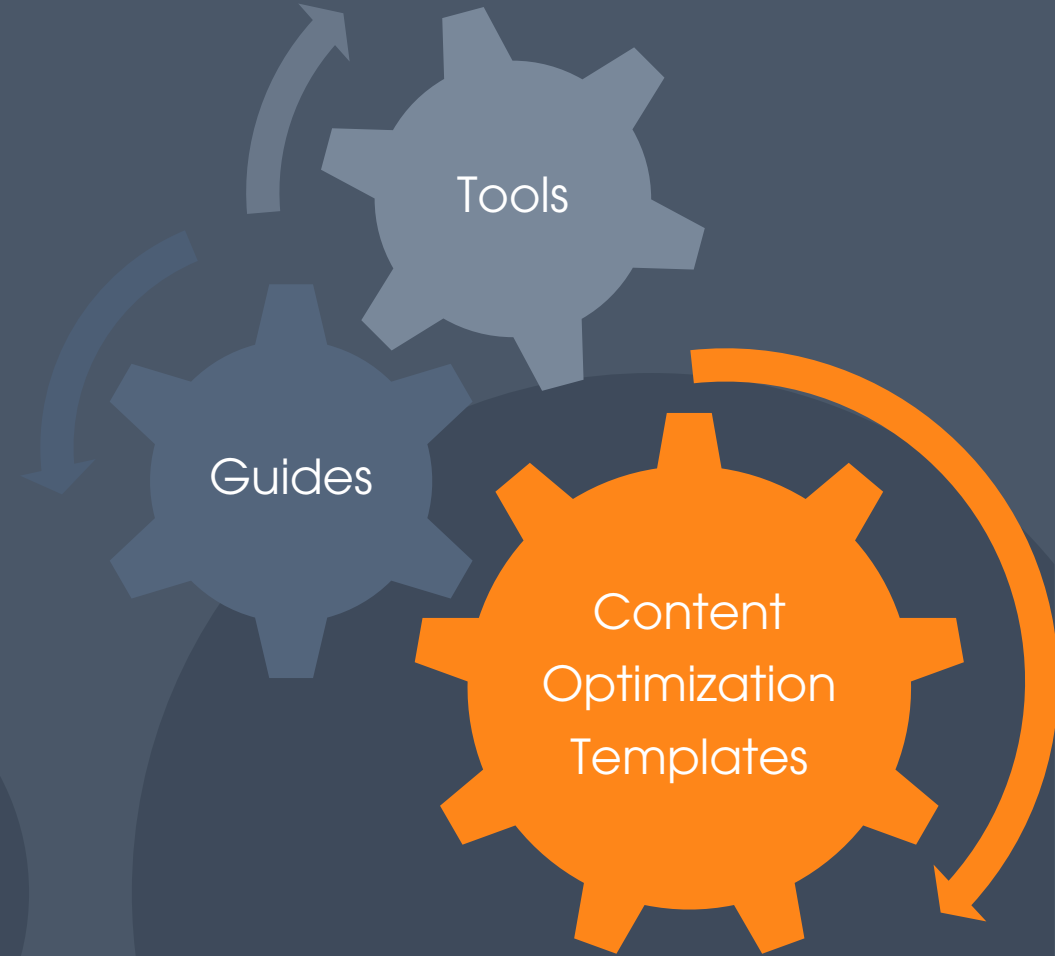


Free B2B Tools + Articles

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.

Page Name	SEO Popularity
URL	http://totheweb.com/services/building-search-engine-link-popularity/
Search Terms Targeted List the most important keyword first.	Web Development Web Strategy Digital Marketing Website Design
Title Attribute Tag Up to 55 characters including the primary keyword used on the page.	Increase Quality Links to Your Website: Link Building that Works!
Meta Description Include one or two sentences (about 20-25 words or 155-200 characters).	At ToTheWeb, we offer an offsite SEO service that works to build quality links to your website by earning authority, not just simply link building.
Page Content Insert new or existing content.	We focus on strategies that will improve the quality of backlinks to your site, which determines your PageRank, a vital element for success in ranking high in search engines. (Sub head) Inbound links: You need to earn authority For decades, SEO shops have offered a service often called "link building." We don't. Given the evolution of search algorithms, link building is an antiquated tactic that can do more harm than good. (...)
Assets & Image File Names If known, include the file names for files & images.	Image: WWD_building_link_popularity.jpg Alt tag: link-building

[Download Template](#)

SEO

Simple Data-Driven Strategies to Fast-Track Lead Generation

- <https://totheweb.com/blog/2015/10/simple-data-driven-strategies-fast-track-lead-generation/>

SEO Content Template (Word Doc)

- https://totheweb.com/learning_center/sample-content-document/

Search Engine Spider Simulator (Tool)

- https://totheweb.com/learning_center/tools-search-engine-simulator/

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/>

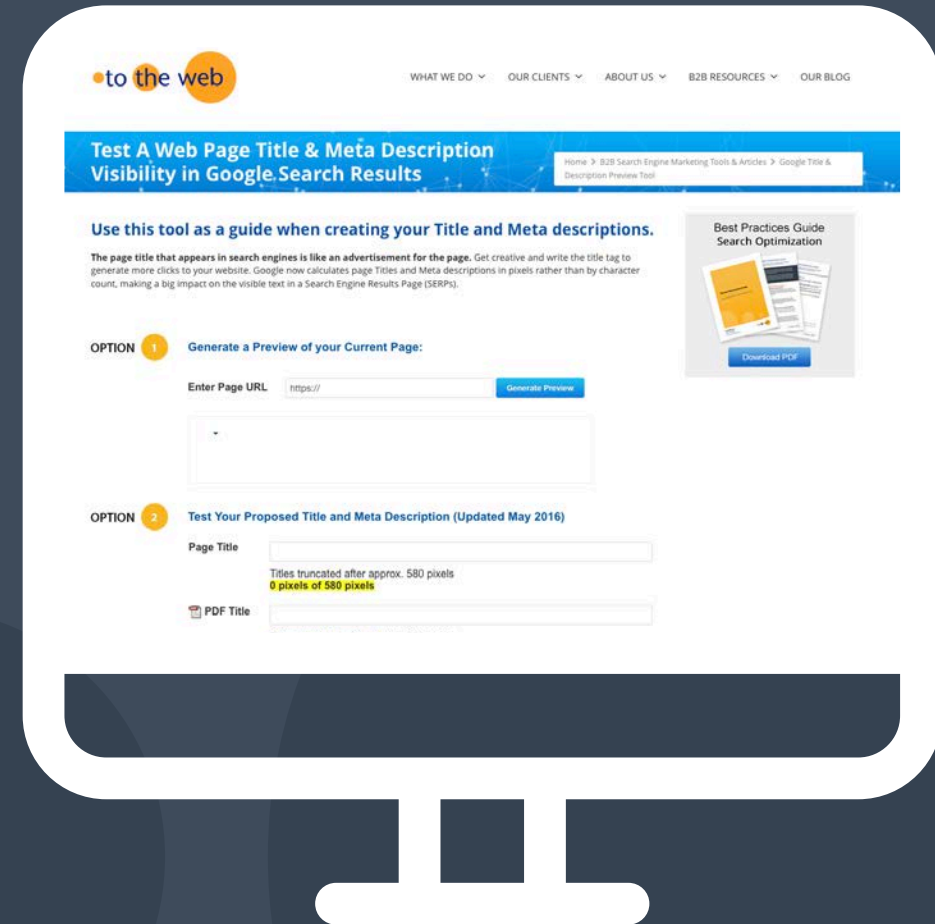
Every PDF Deserves a Great Title (PDF)

- <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)

- <http://tweakyourbiz.com/tools/title-generator/index.php>

Blog Activity Spreadsheet (Google Drive Sheet)

- <https://goo.gl/IdHAcJ>

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/>

Questions?

RB@ToTheWeb.com

650.627.8800

Is your website your best sales tool?

It should be!

• to the web