10 Minute B2B Website Makeovers

A great design is not just how it looks. It's how it works.
Steve Jobs

tothewe m

Agenda

10-Minute Makeover Website Clinic

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

Sponsored by the Bay Area Content Marketing MeetUp

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.

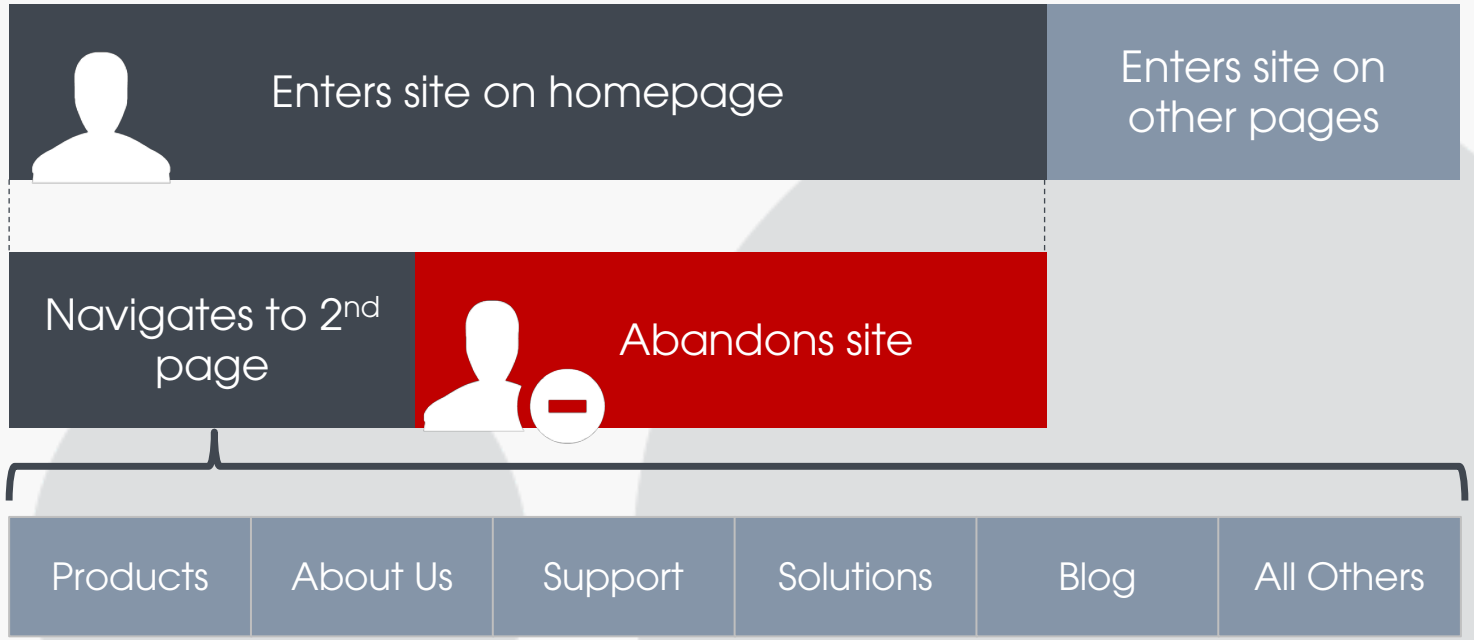
Where do Buyers go after the 1st click?

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.



Homepage Bounce Rate

Optimize for the Buyer

What's getting clicks?

Google Analytics will not visualize this data but heat mapping will.

Heat Mapping

Reveals what's clicked.
Use it!

Crazy Egg Heat Maps

Quick Win #2

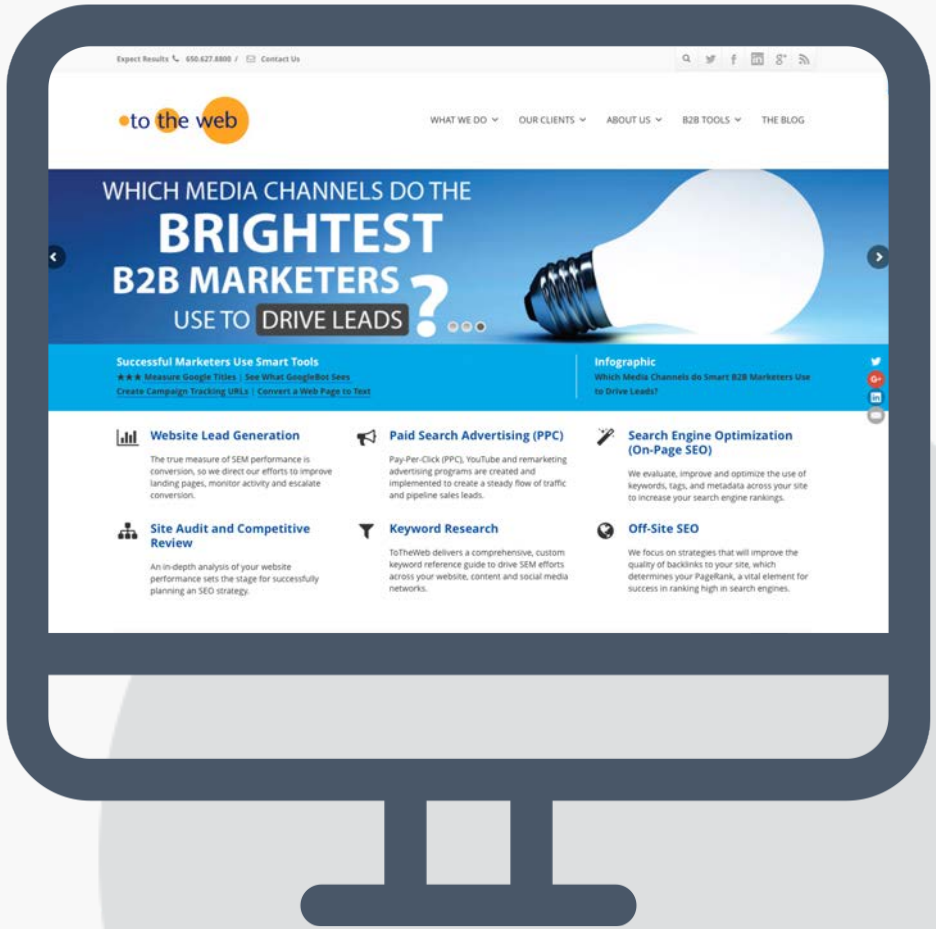
Do visitors see what you sell?

People don't buy from the homepage.

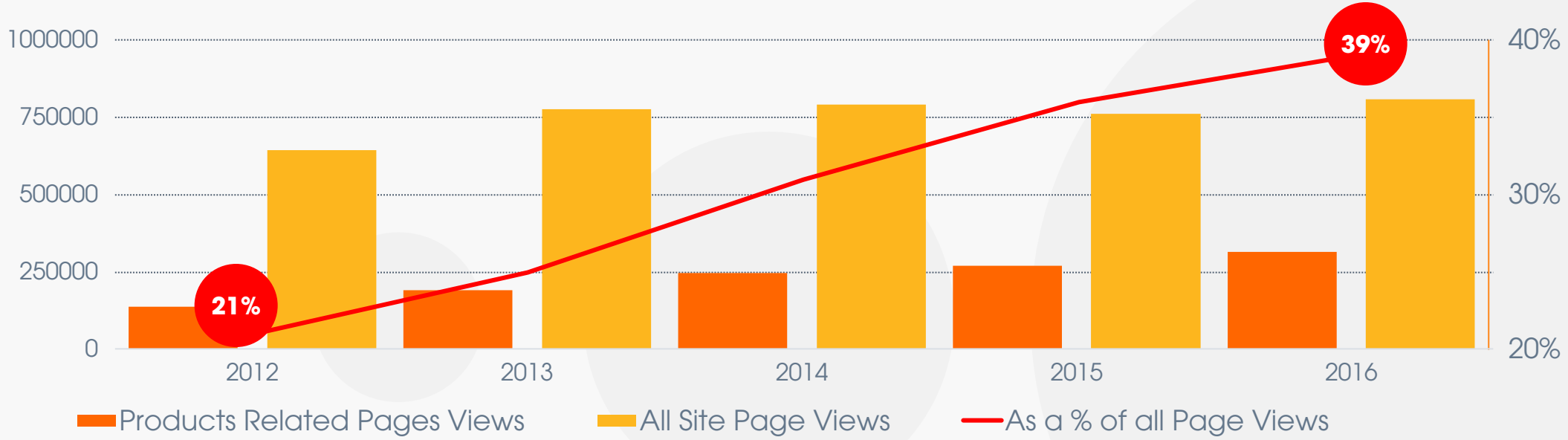
Your homepage needs to serve as a launch pad to products pages.

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.



Products Real-World Case Study



Products Placement

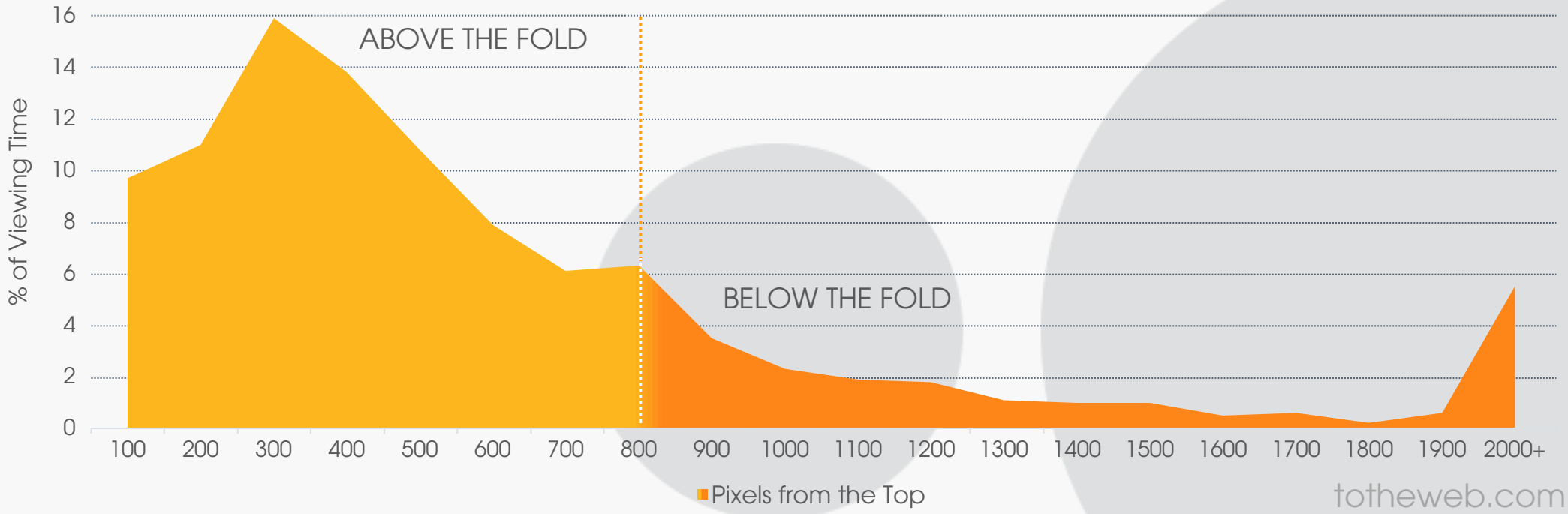
NNGroup's research indicates that visitors spend about 80% of their time "above the fold".

This is where Products content should be.

SOURCE NN/g

B2B Screen Resolutions

1024 x 768 pixels or higher.



SOURCE
NN/g

On average, visitors will read about 28% of the text on a web page.

User Experience Optimization

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

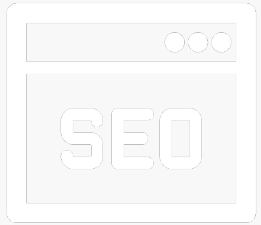
Quick Win #3

Keywords, Keywords, Keywords.

Everything comes down to the words

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.



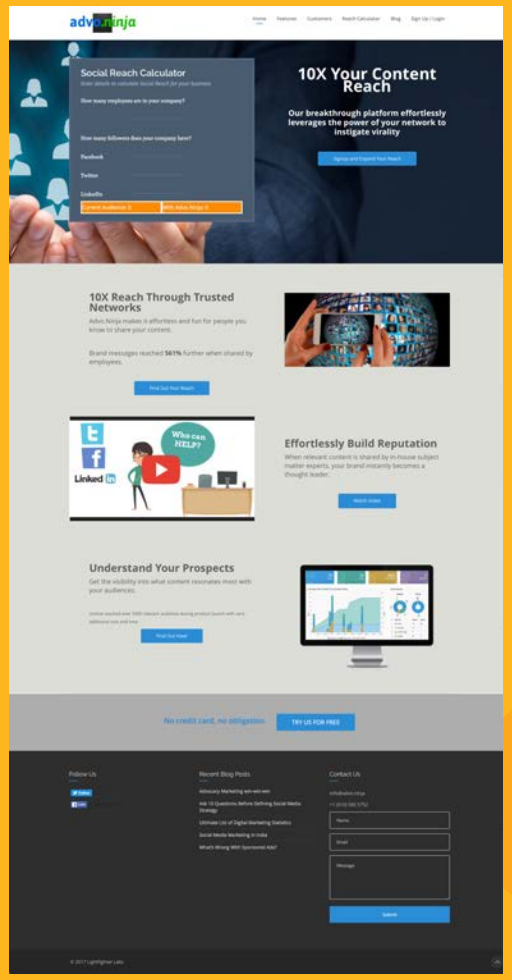
The Right Way to Add Keywords

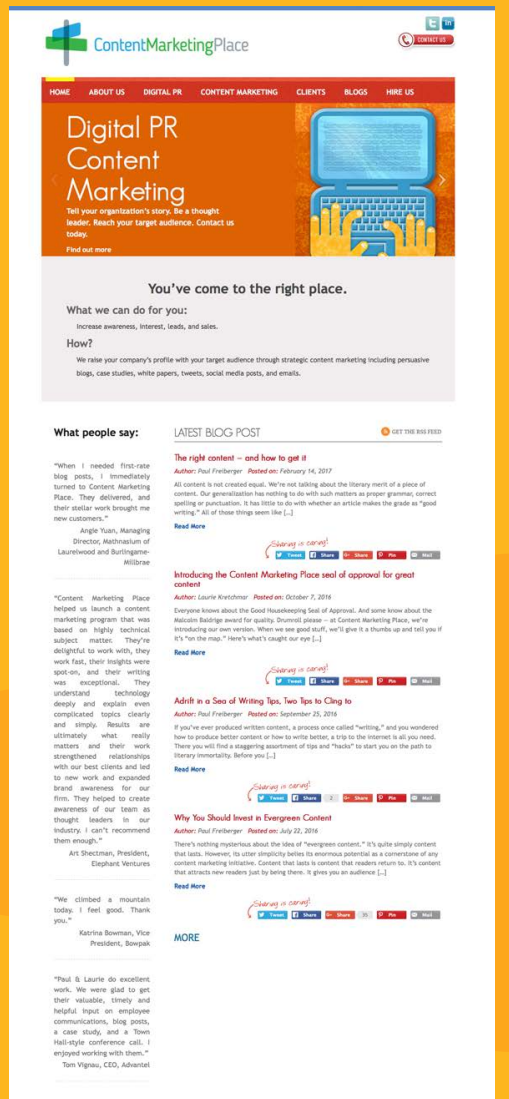
Include Keywords in HTML text …

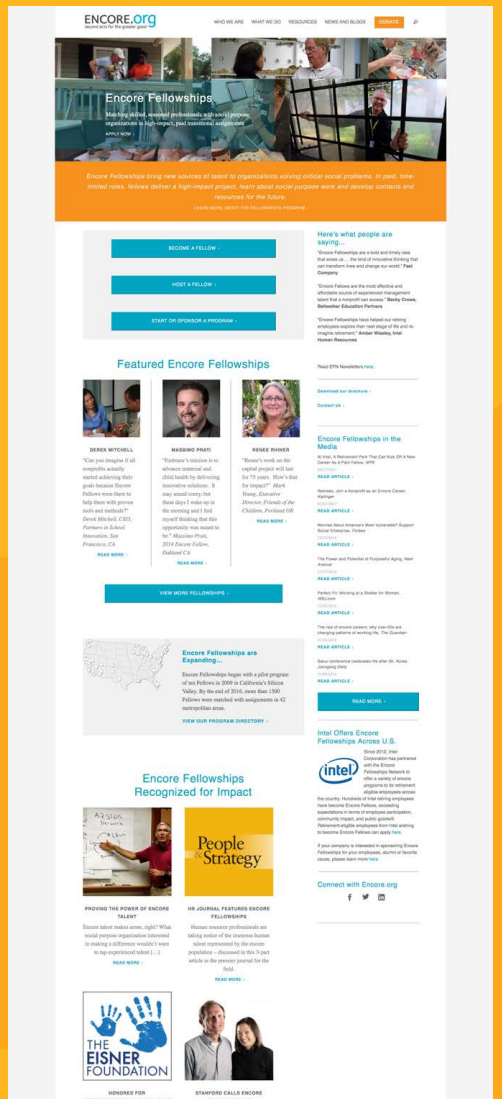
- Within the title and the meta description
- In hyperlinks pointing to the homepage
- Page titles, subheadings in Call-to-Action links

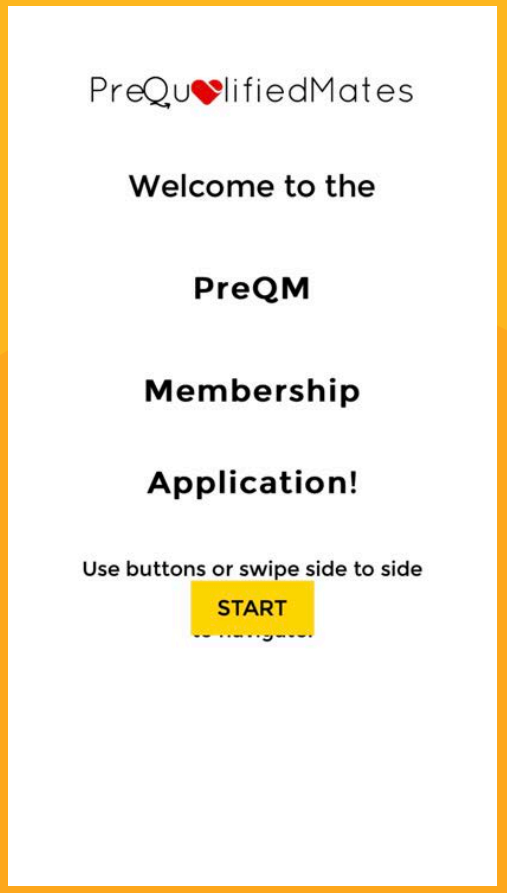
GURU TIP
Use Google's free Keyword Planner to identify the best keywords for optimization.

The Make-Over Candidates

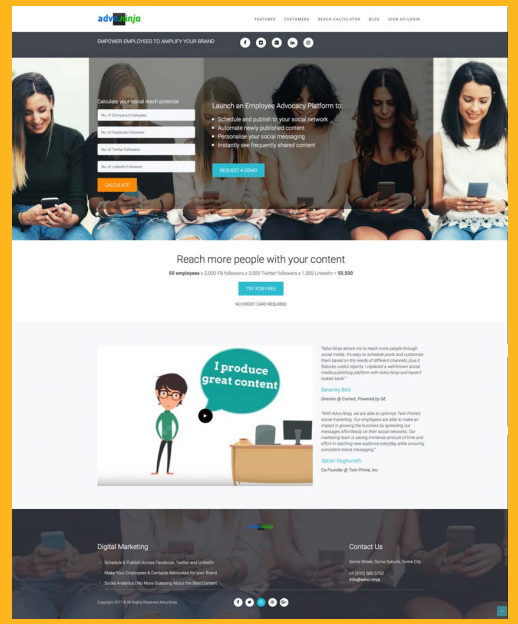


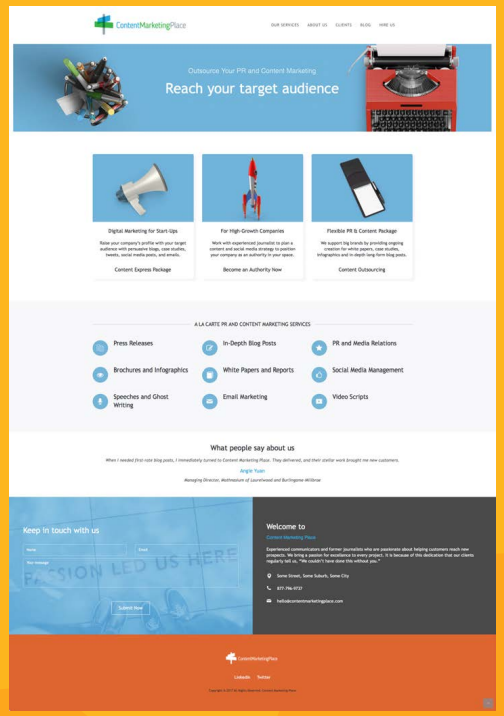


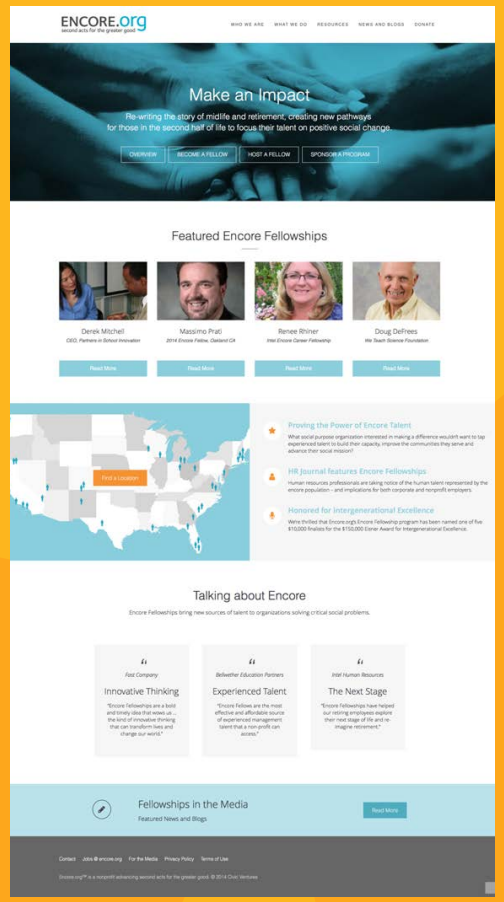


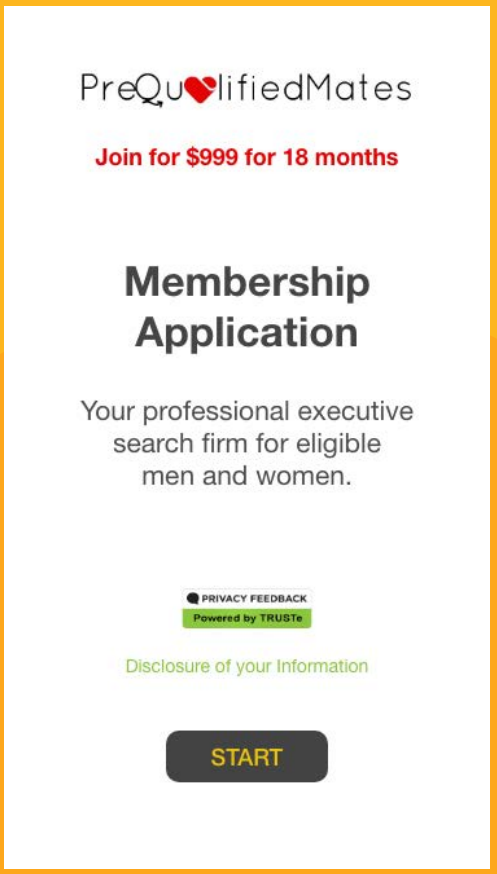


The Make-Overs









Make-Over #1 – Content Marketing Place

Content Marketing Place

Laurie Kretchmar

http://www.contentmarketingplace.com/

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.

Blog Creates Duplicate Content

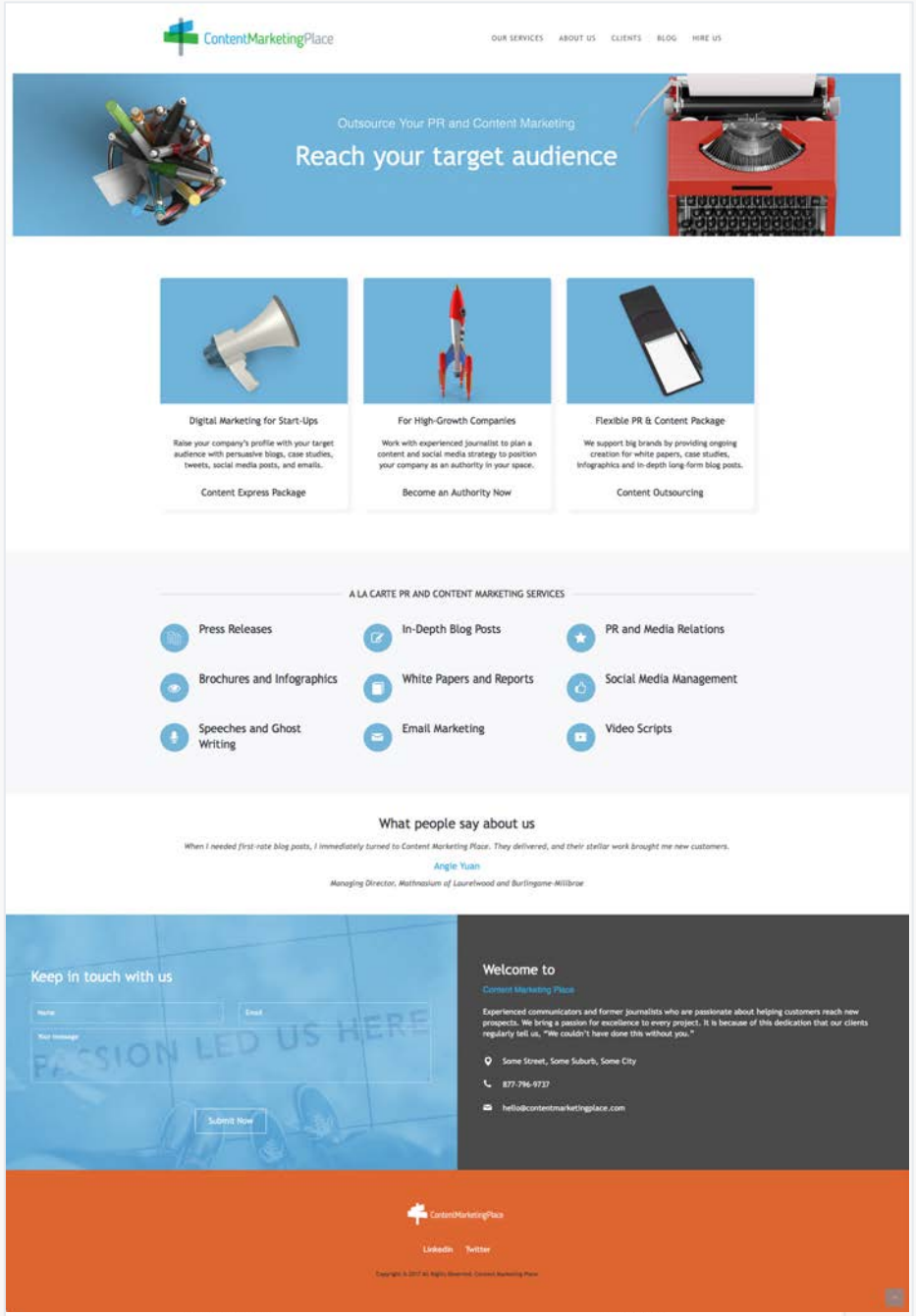
One page = multiple URLs.

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 back-doors for malware)



Make-Over #1
Content Marketing Place

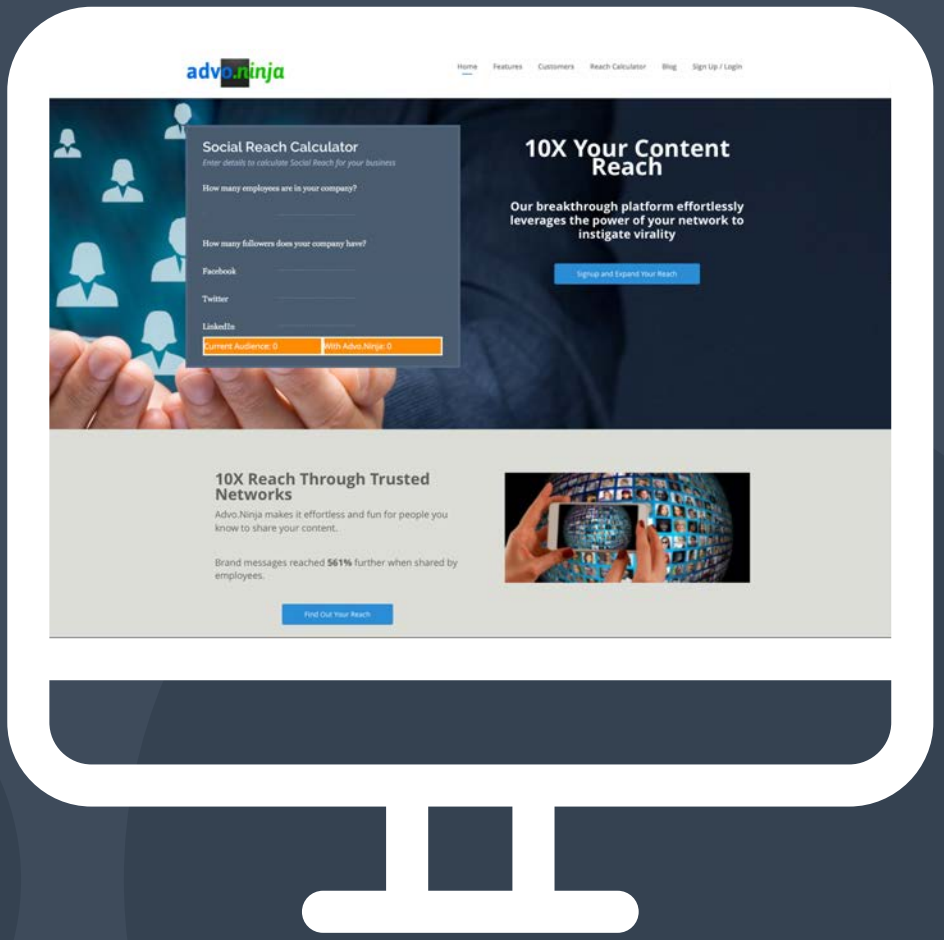
Before and After

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.

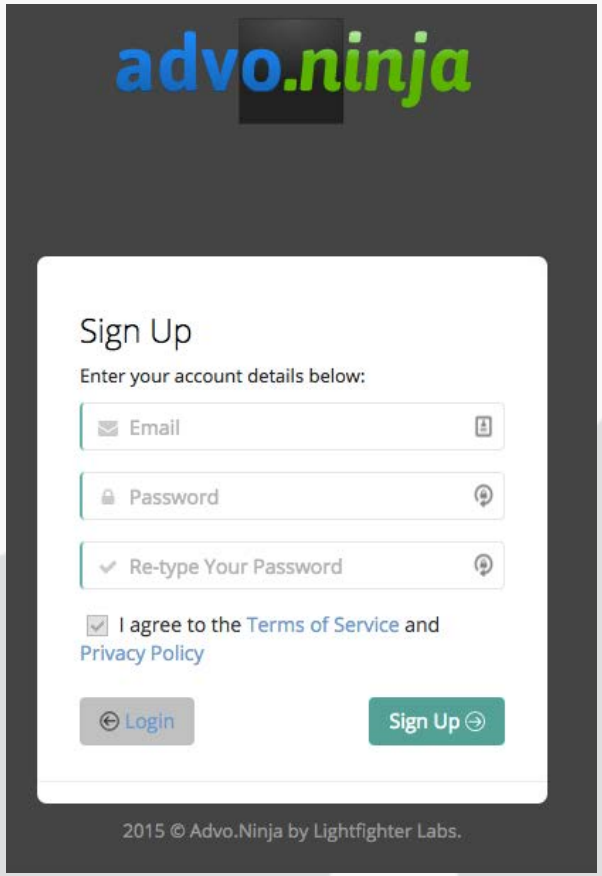
Make-Over #2 – Advo.Ninja

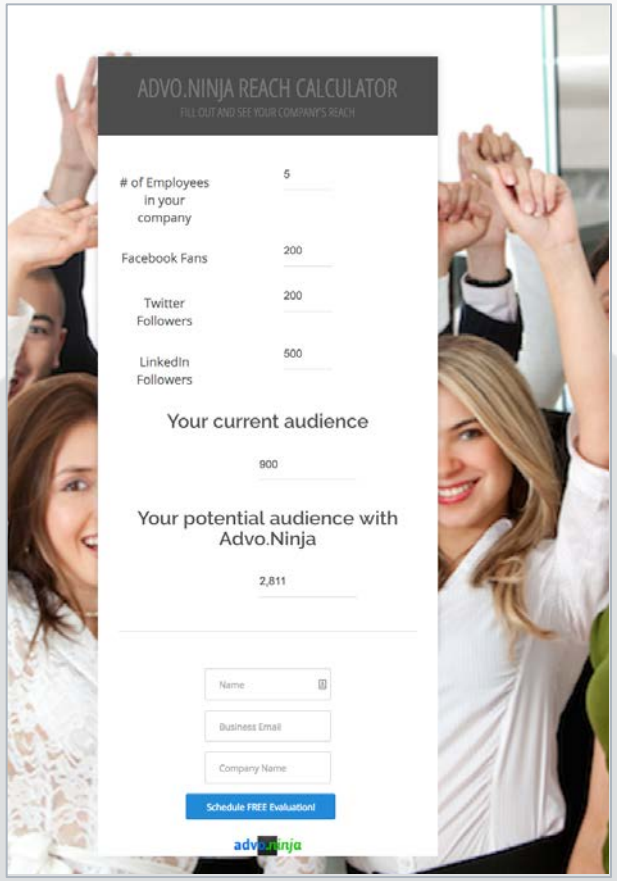
GURU TIP
Use Google Suggest to understand how visitors search for your product.

Navigation

People can land on any page of your website.

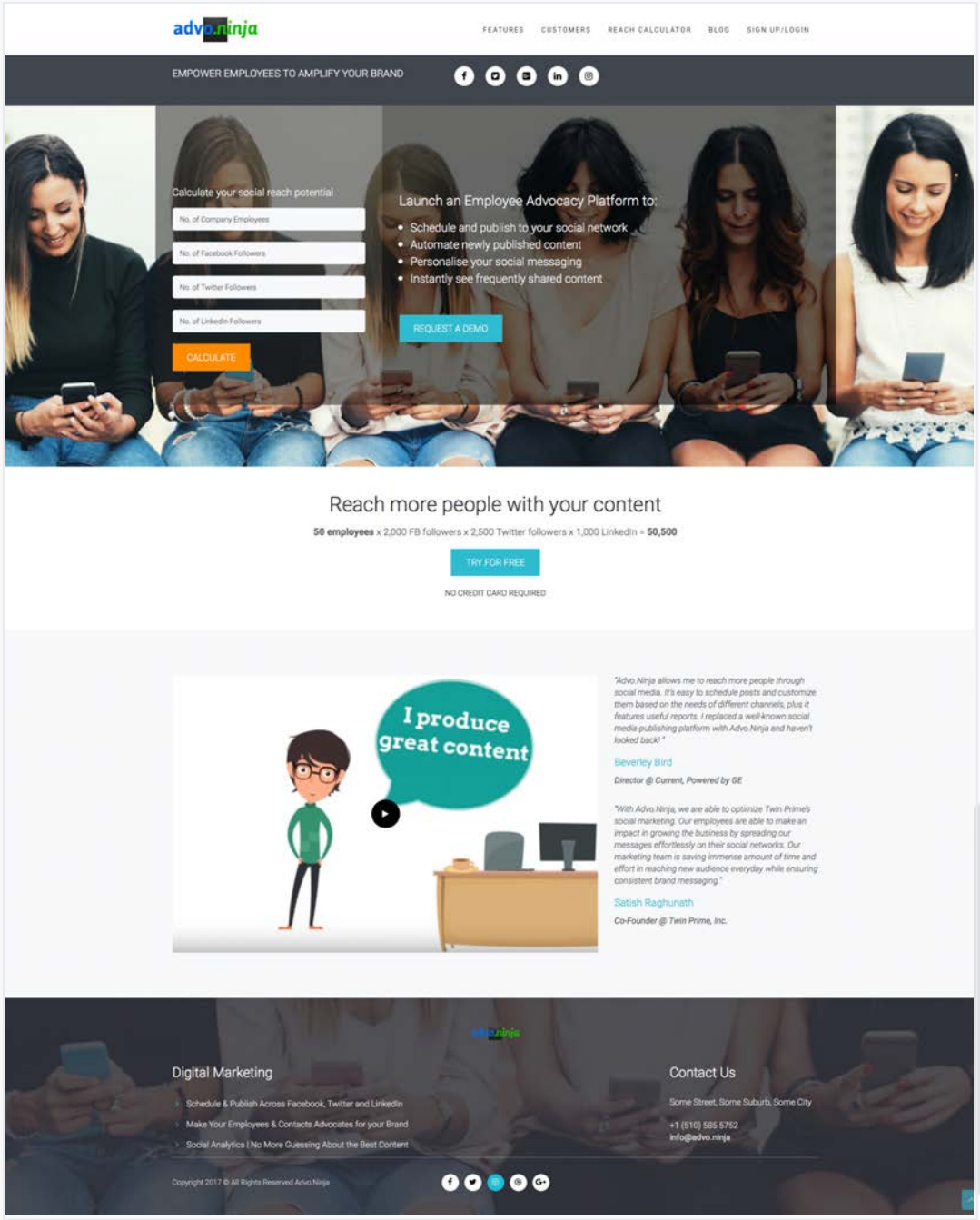
Pages with no content or navigation will increase bounce rates.

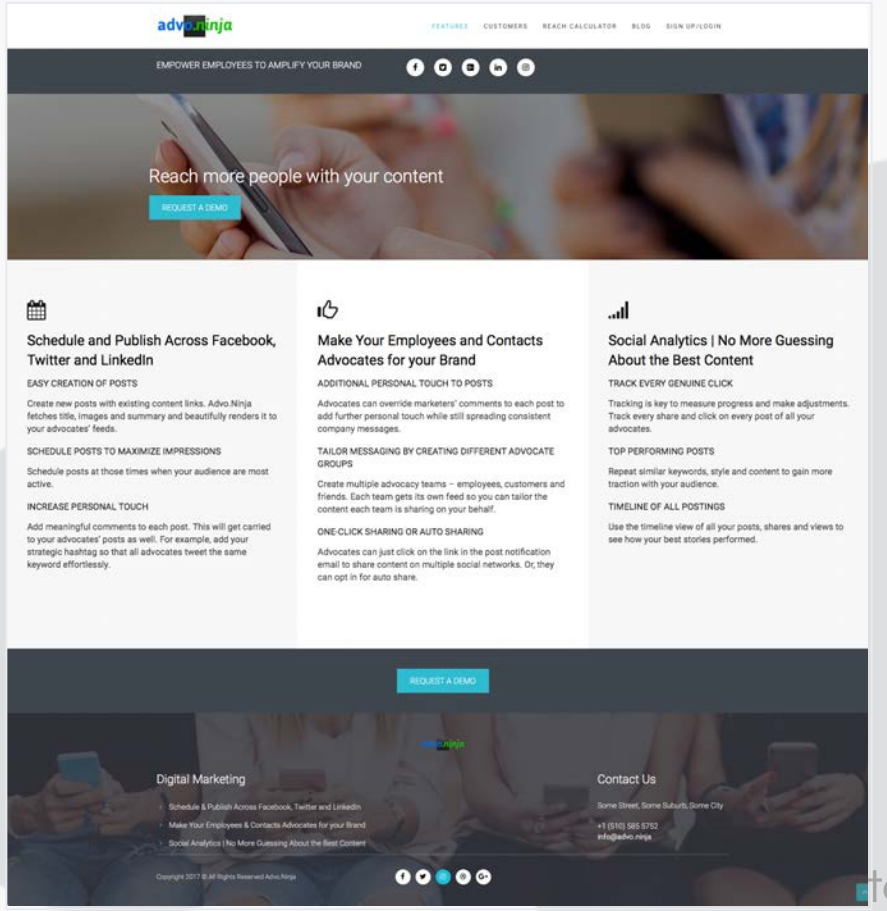




Make-Over #2 – Advo.Ninja

After



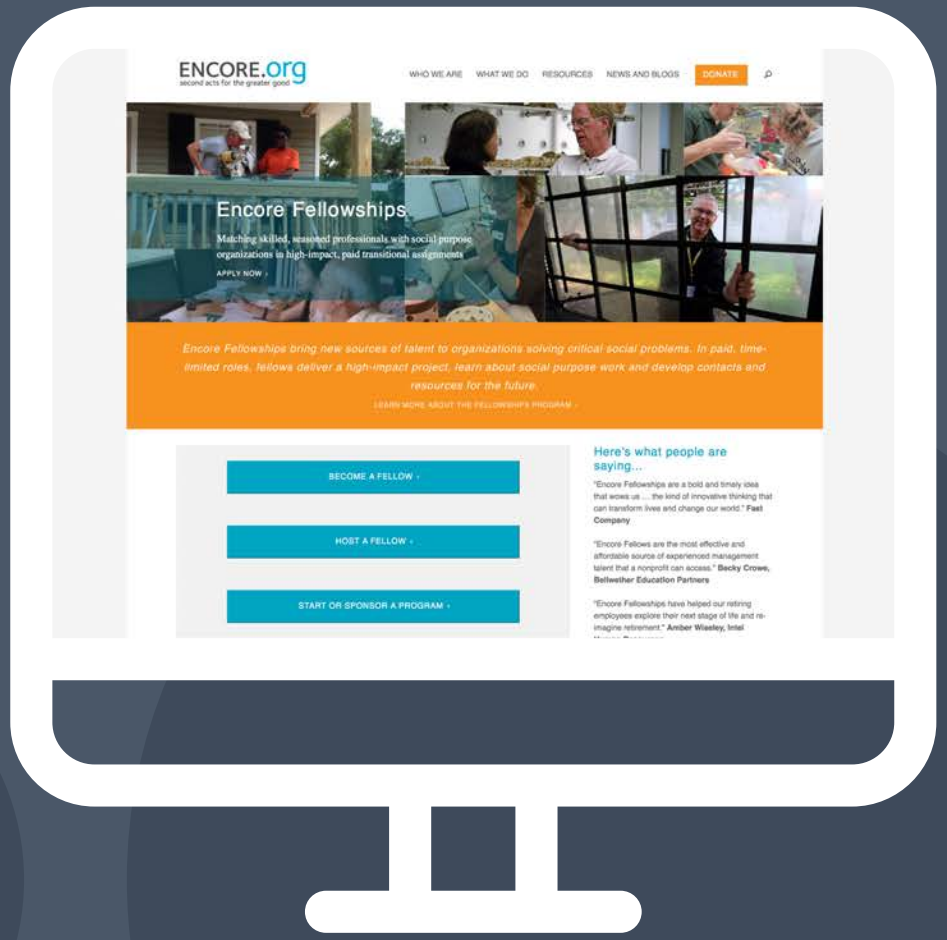


Make-Over #3 – Encore Fellowships

ENCORE

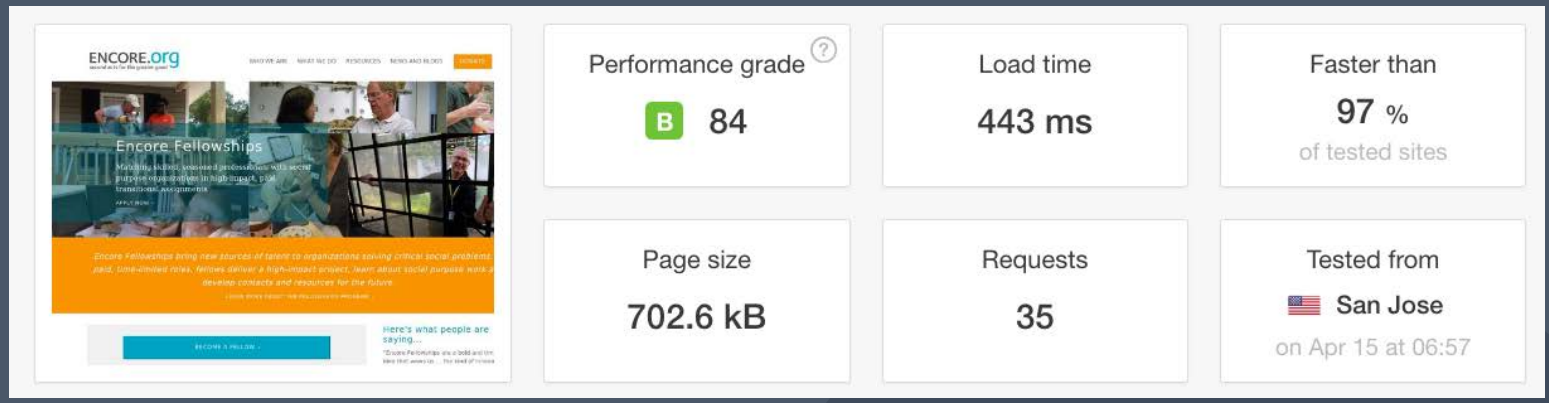
Deborah Henken

http://encore.org/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/

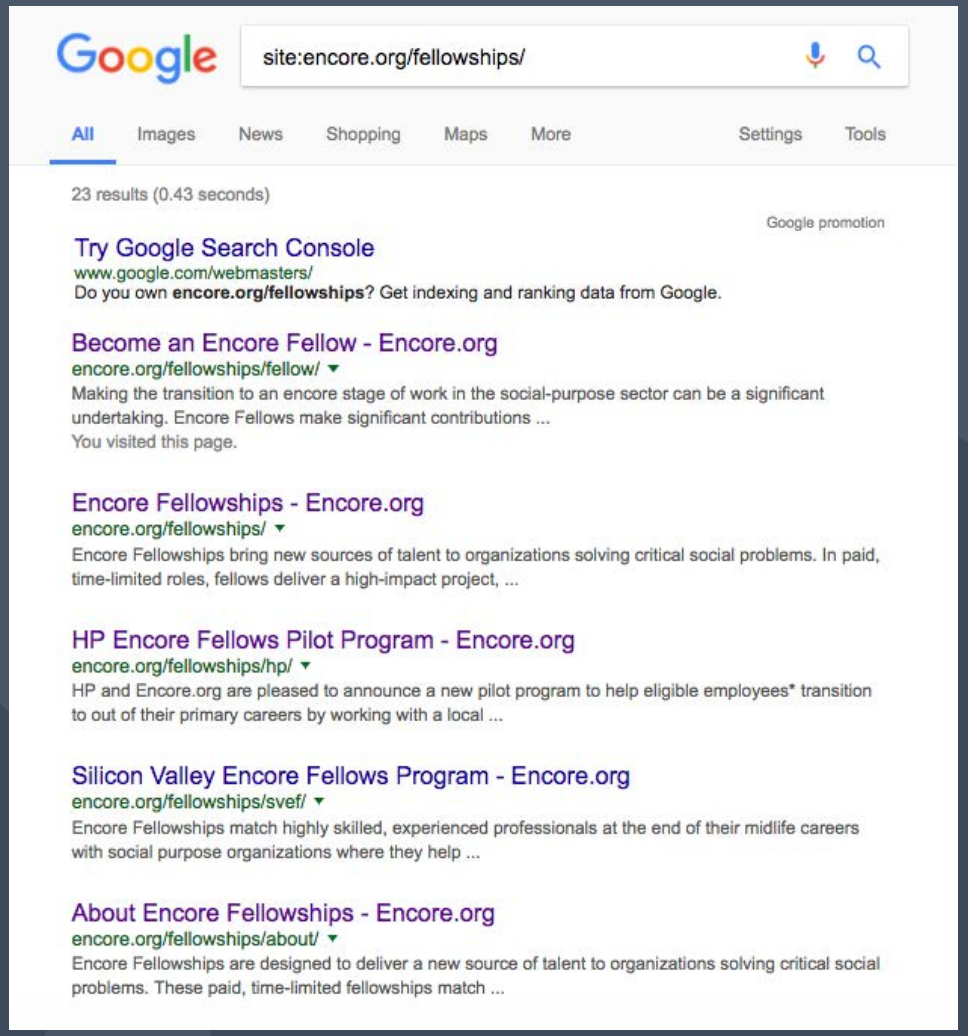
Make-Over #3 – Encore Fellowships

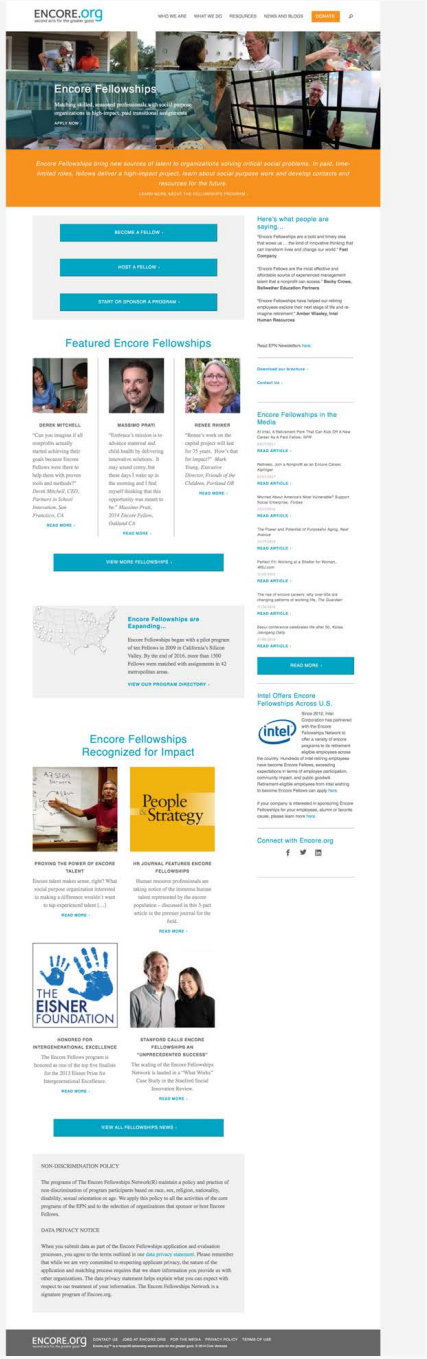
Google Results

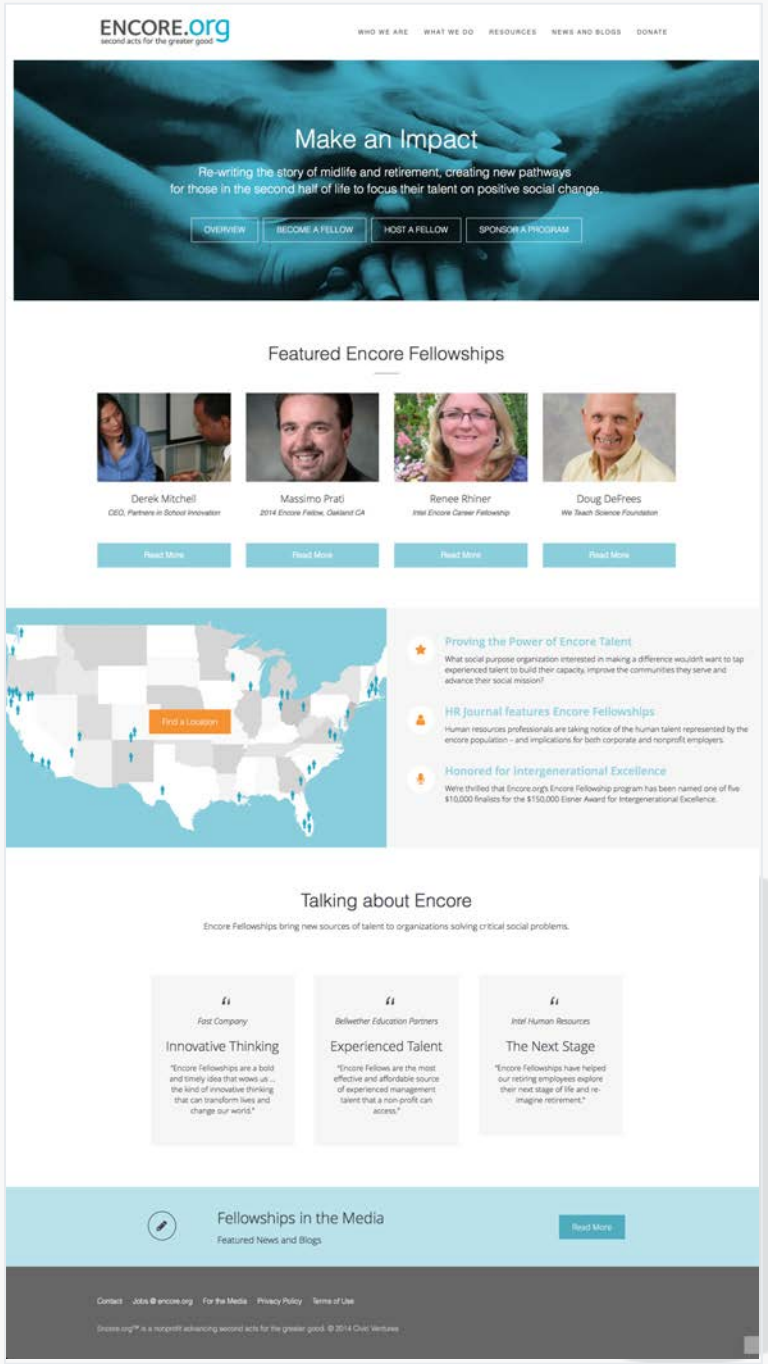
Write titles like ad copy.

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

Write a better title using our free tool







Make-Over #3
Encore Fellowships

Before and After

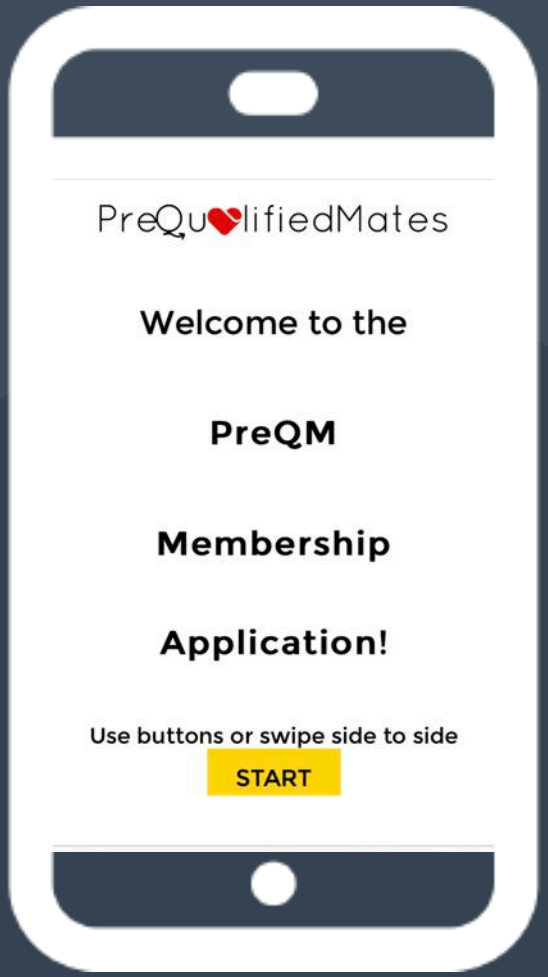
Make-Over #4 – PreQM

PreQualified Mates

Wendy Baruh

New Customer
Registration Review

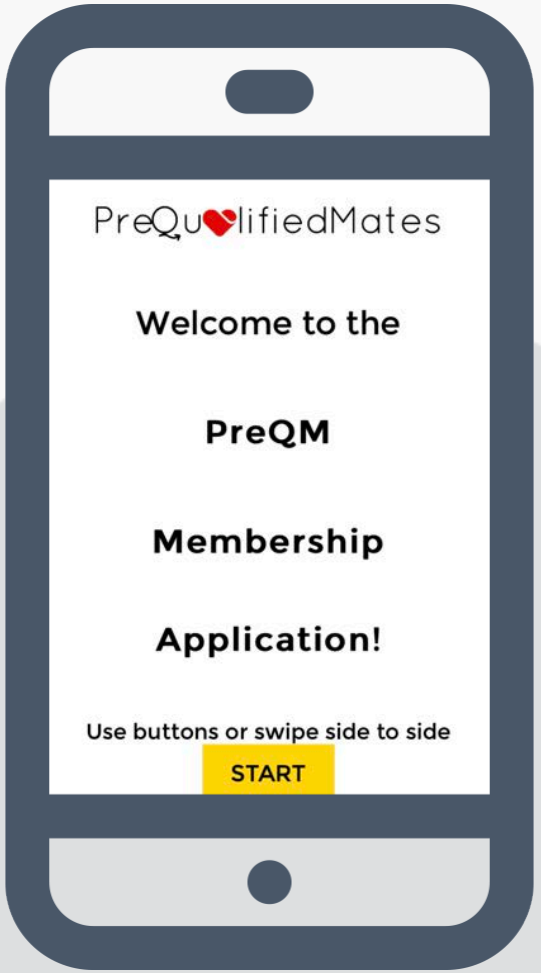
www.prequalifiedmates.com



54% Mobile Visitors

How is the mobile experience?

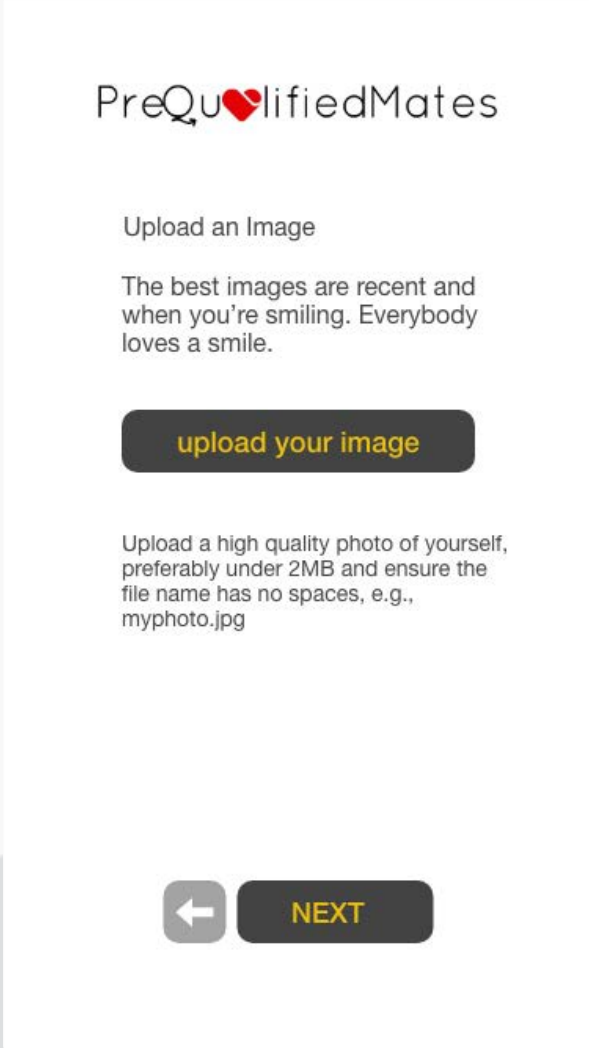
Sign up button **does not always appear** on the first screen of mobile.



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.

Direct Marketing

Social Media and User Generated Content

Press

Advertising

Search Engine Marketing

Webinars and Events

Trade Shows

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

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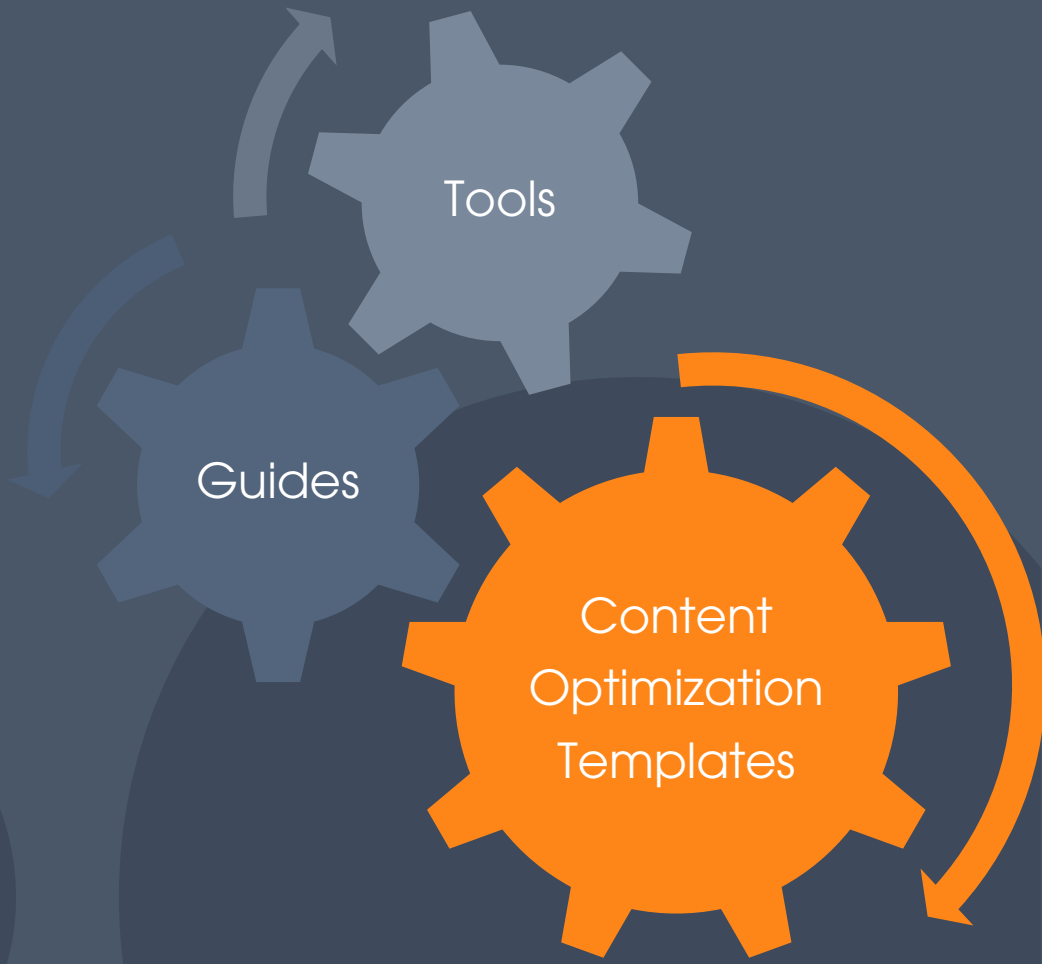

Free Keyword Tools

- **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

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

- 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/ldHAcJ

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?

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