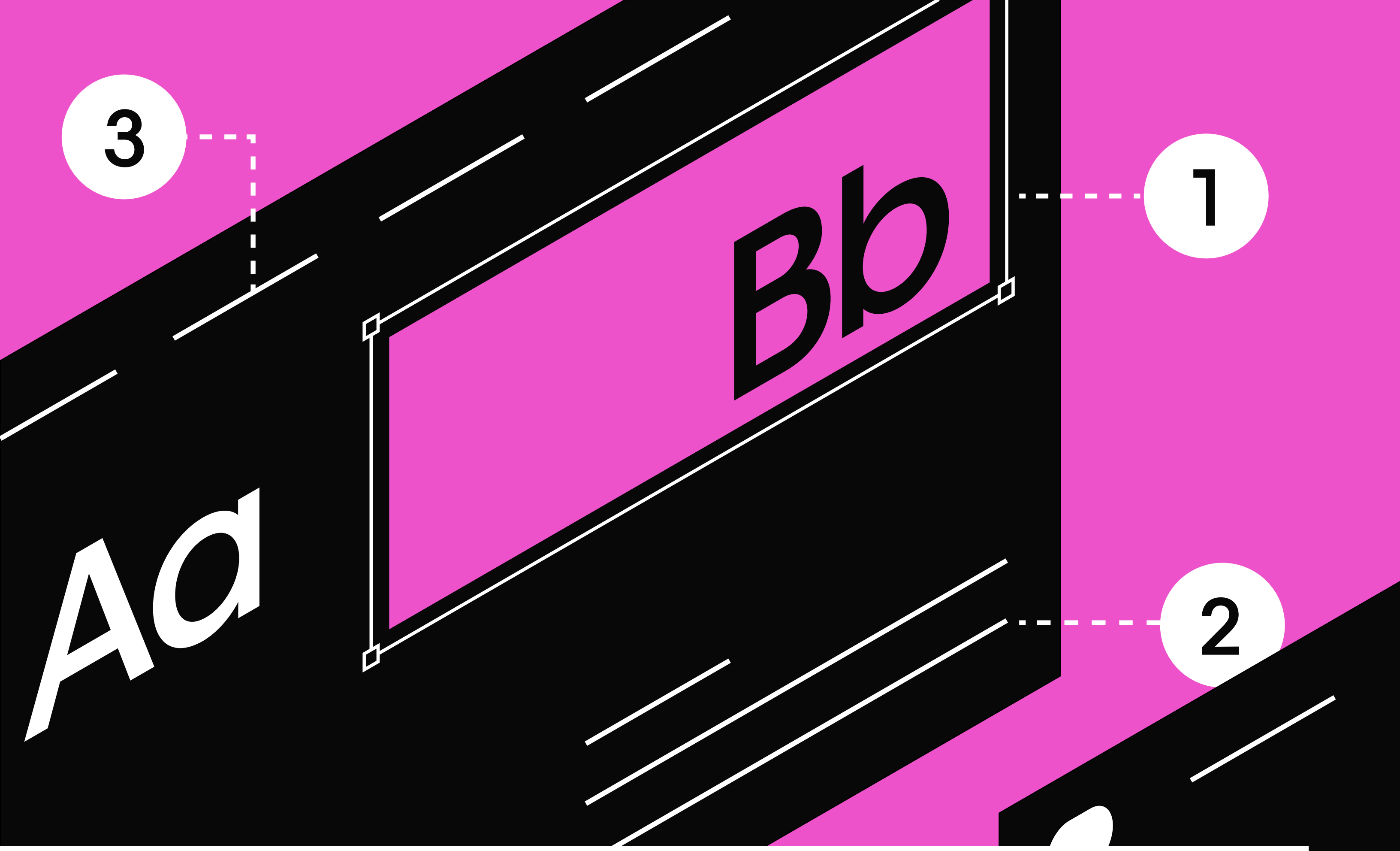

Webflow

EBOOK

9 B2B website optimization ideas that work

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Introduction

The unique challenges facing B2B brands

Selling B2B software is becoming more challenging. Competition is increasing, budgets are shrinking[1], and it's becoming harder for marketers to hit their aggressive targets. Buying and procurement cycles are also getting longer and more complex, often involving multiple stakeholders with different levels of involvement and engagement during the evaluation process.

> **While different stakeholders will interact with your brand in unique ways, there is one touchpoint that is consistent: your website.**

Ensuring your website meets each buying committee member where they are in the funnel is critical to success in B2B marketing. There are simple ways to drive high value and impact on your website through a combination of testing, personalization, and continuous optimization — ensuring it's meeting the needs of every unique visitor. Best of all, implementing these strategies isn't as complex as you might think.

The strategies outlined in this ebook are designed to enable you and your marketing team to increase the volume of conversions across multiple buyer types at different stages in the funnel. They are also tactics that real brands have used to not only optimize their websites, but improve the overall user experience. So, let's dive in.

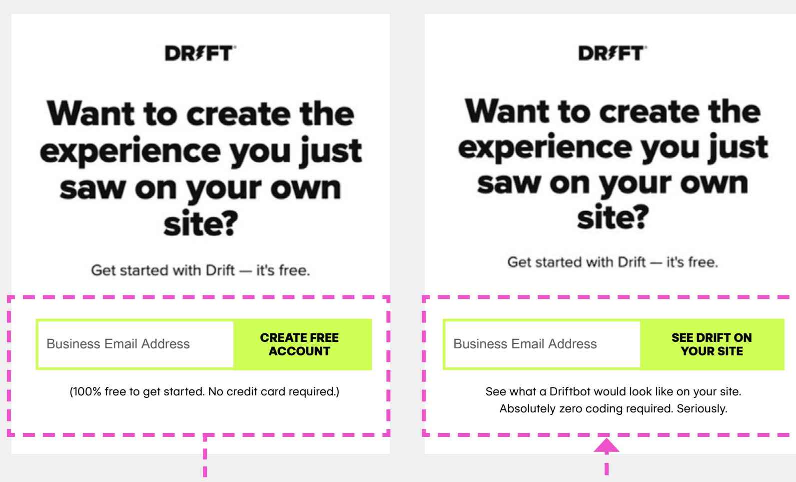
1 Beyond belt-tightening: How marketing can drive resiliency during uncertain times
Mckinsey Quarterly

1. Lean into action-oriented CTAs

CTAs should be clear, concise, and actionable. However, refining this copy further to ensure visitors know what to expect when they engage with your content can settle the difference between a conversion and a lost opportunity.

Try testing different verbiage on your core and secondary CTAs to see what resonates with your buyers at different stages of the funnel. You can try concise vs. verbose and open-ended vs. specific language. For example, if you offer a free trial, try a CTA that shows how quickly prospective buyers might be able to see positive results from the implementation.

Drift saw a **308%** lift in conversions just with this small change.



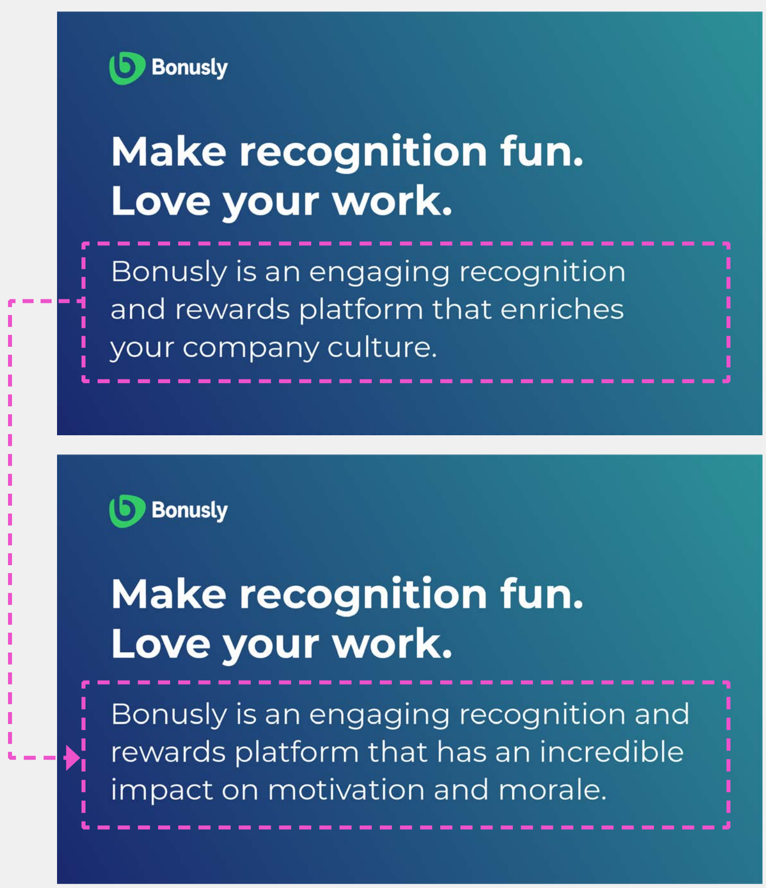
You can also test different CTAs based on the company size of the visitor. For example, the requirements of an enterprise company are generally more complex, so a "Book Demo" CTA may resonate better than a "Get Started" CTA, which might be more applicable to a small-to-midsize business (SMB) audience.

2. Try addressing different pain points in copy

Experiment with messaging that highlights different pain points for different visitors. For example, buyers in different roles and industries are trying to solve unique challenges, and speaking directly to those will increase the likelihood of conversion.

Bonusly, an employee recognition and rewards tool, tested a subheading with language around pain points in their market against their original value proposition.

Bonusly's test variation saw a **45%** lift, making the case for continuously testing value propositions around specific pain points.

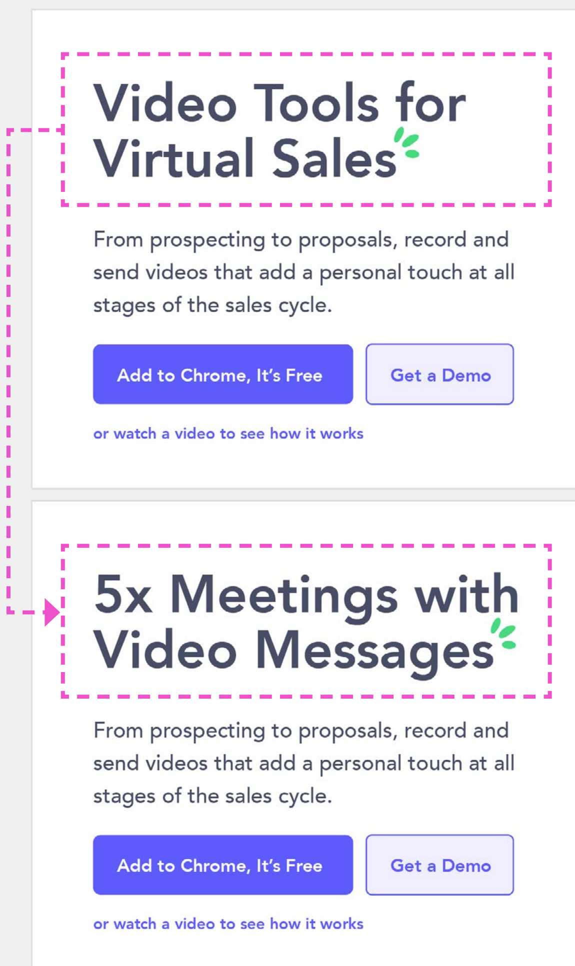


3. Test value-driven headlines

Buyers are entering purchasing cycles more informed than ever, and when comparing two products, they are likely to lean towards the option backed by data and concrete proof points. As you vie for buyer attention, adding compelling data into headlines can build credibility and enhance trust.

Test a headline with a compelling stat against one without and see how it performs. These small changes can add up to big results in high traffic areas of your website.

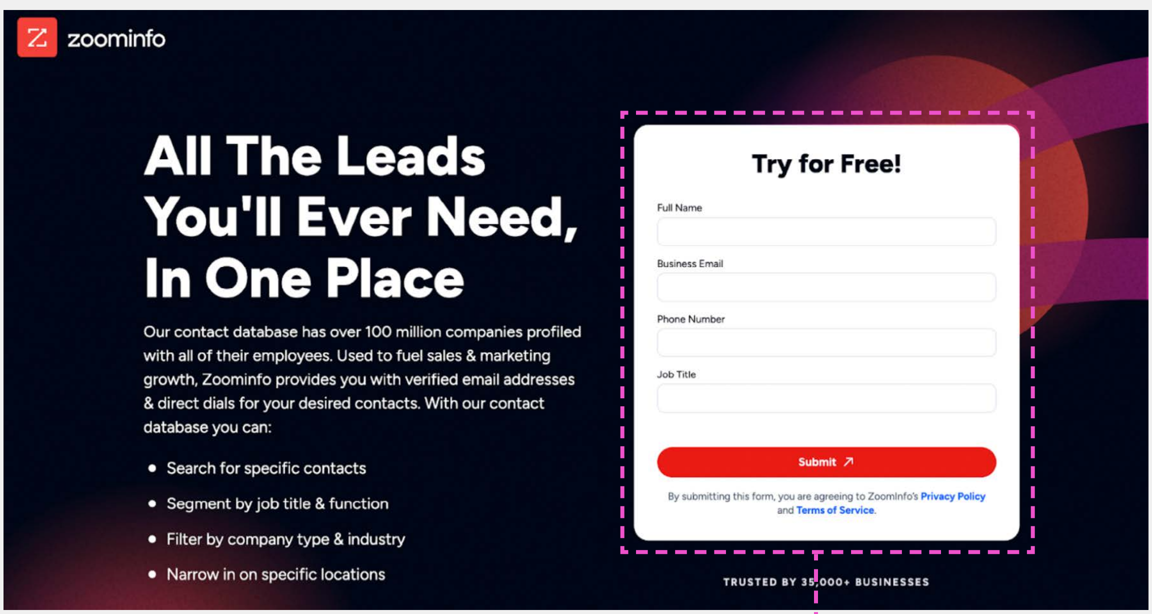
Here is an example of a B2B company that saw a **19%** lift when implementing this simple change in their headline messaging.



4. Streamline form fields

It's common in B2B marketing to have lengthy contact sales forms. By paring down fields to only what is truly necessary, you may find the lower barrier to entry yields more form submissions earlier in the buying cycle. Focus on making it easier for someone to submit the form, and only ask for information that is absolutely necessary.

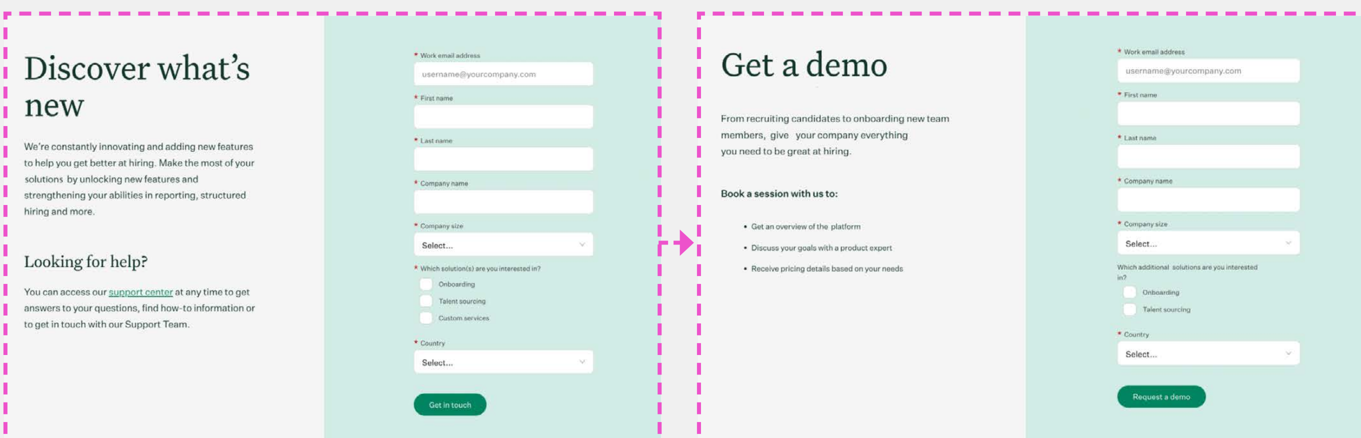
Test including less fields while still collecting necessary information to ensure you aren't overwhelming visitors and discouraging a potential conversion. Consider removing phone number or company size fields, and see if that increases conversions. Just be sure to coordinate with your marketing operations team to ensure you aren't removing fields necessary for proper lead routing.



ZoomInfo, a B2B database and analytics company, streamlines their form to just **four field requirements** to maximize conversions.

5. Leverage segmentation in messaging for prospects and customers

Marketing to your existing customers is often as important as driving new sign ups to minimize churn and catalyze upsells. Try speaking to your prospects and customers differently and see how that impacts performance. For existing customers, you might welcome them back to your site and prompt them to explore the latest dashboard updates. For prospects, you might offer an overview of your solution and direct them to relevant customer stories that align with their business. This segmentation often leads to a much better experience, and ensures everyone gets the most out of your website.



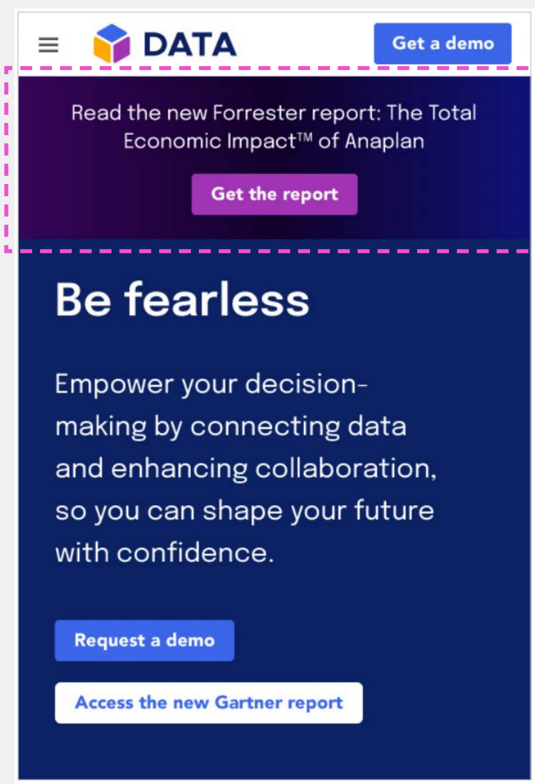
This HR software company changed the messaging on their contact us page to reflect the different needs of prospects and customers looking to get in touch.

6. Tailor site experiences based on device type

Many buyers shopping for enterprise-grade software are on a desktop computer during the day, but may be on a mobile device during their commute or after hours. Test making changes to your website based on device type to see if you can improve performance.

For example, place high-value content at the top of the page for desktop users. For visitors who are browsing on mobile, try testing a "sticky" CTA that remains on the page as visitors scroll.

In this example, a business implemented a sticky CTA and drove a **199%** lift in form completions.

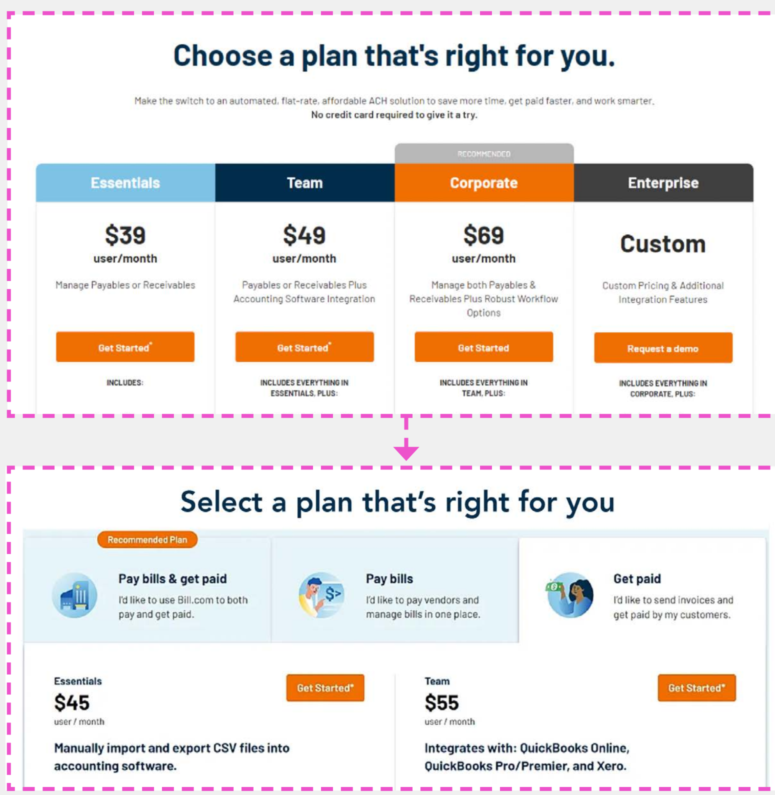


7. Test language on pricing pages

Pricing and packaging for B2B products can get confusing. Part of the hassle in comparing different product offerings is assessing what functionality is available in which tiers and how that translates across different vendors. Tier definitions for packages labeled "enterprise" might not be standardized across a given industry, making it hard for customers to self-identify where they fit — and dissuading sign-ups or further action.

If you offer a solution with more than one tier, experiment with categorizing plans in new ways that make sense to your target audience. This approach may resonate better with buyers who are looking to identify with the way they'll use the product, as opposed to firmographic buckets that they may or may not relate to. This also enables you to try value-based pricing instead of feature-based pricing, which might perform better with certain personas.

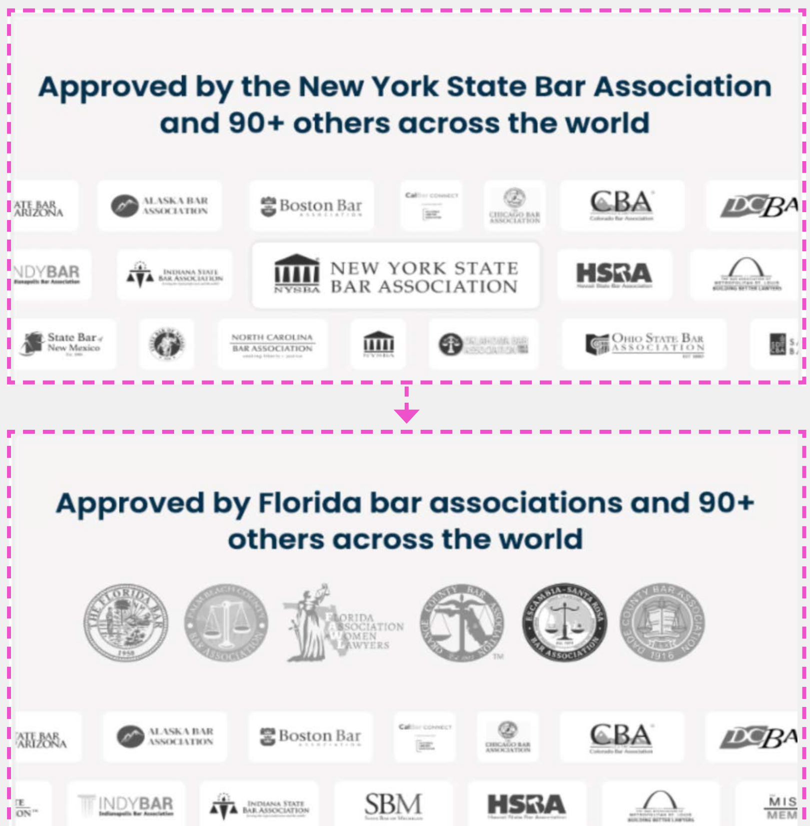
A payments company experimented with splitting and categorizing plans into use cases instead of size-based tiers and saw a **12% lift** in conversions.



8. Customize experiences to your visitors' location

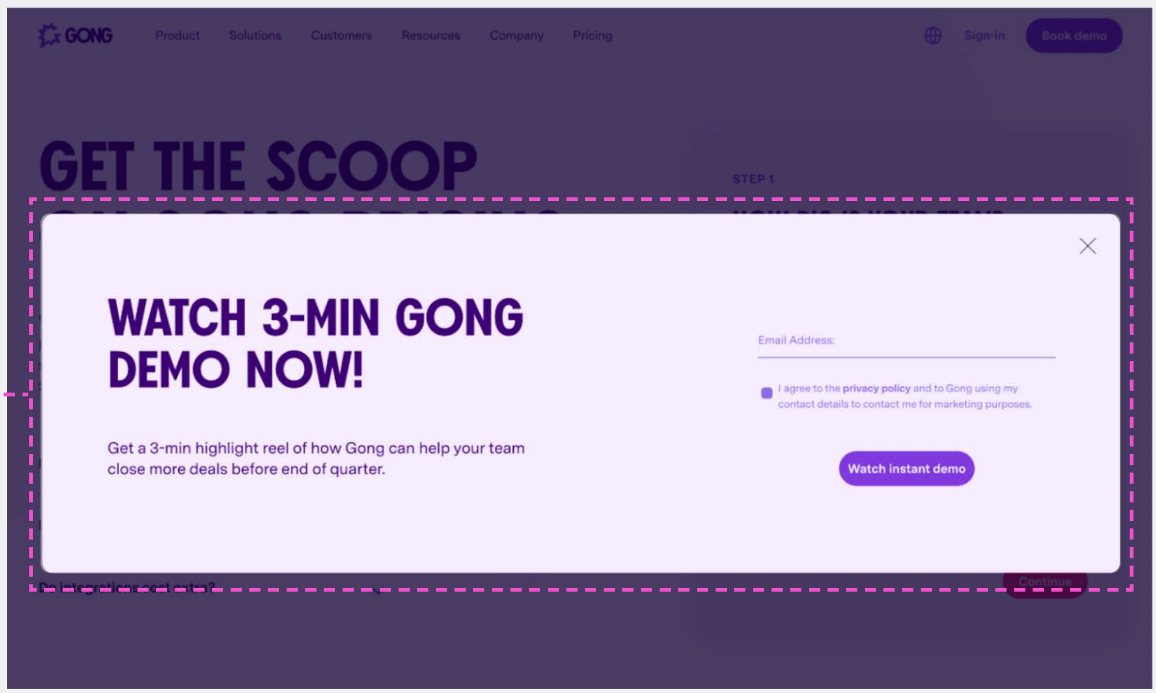
Using a visitor's location is a great way to personalize their experience and ensure they are seeing relevant content. Highlight local events and promotions, or location-specific details regarding your solutions to the people browsing from those locations.

A legal software company changed the relevant headings and logos by state. As visitors browse from their respective states, the logo bar is updated with the appropriate seals of approval and bar associations for that state.



9. Engage visitors with a pop-up modal

While both base site copy and imagery are extremely important, incorporating modals or side pop-ups can have a large impact on conversions. Try adding pop-ups at different stages in a website visitors' journey, with unique CTAs or special offers to keep them engaged.



Gong, a revenue intelligence platform, tested adding pop-up modals on their demo and pricing pages with a different CTA to see if conversions increased. They saw a **49% lift** in conversion on their demo page, and a **24% lift** on their pricing page.

Building always-on optimization muscles

While complex, B2B marketing is filled with opportunities to optimize the buyer experience. Marketing teams play a huge role in eliminating barriers to entry, accelerating the buying cycle, and growing pipeline by optimizing the website for conversion. Personalizing the website experience for multiple stakeholders is a key part of optimizing conversions, and by implementing some of these ideas, those stakeholders will feel more engaged with your brand.

Continuously iterating and launching new experiences will provide marketing teams with more data to understand what resonates with audience segments and what needs more refinement. When in doubt, test ideas and gather more input. Taking an always-on approach allows teams to continuously optimize the experience for buyers, which is necessary in today's changing B2B landscape.

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