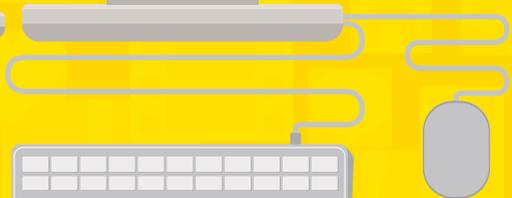




10

Tips to Generate Leads
FROM YOUR B2B

Website



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Eliminate Distraction

Many B2B businesses make the mistake of bombarding users with cluttered websites. Websites that have an unclear focus and contain unnecessary information and features can distract the user from completing the desired call to action.

Small changes to your messages and webpage layouts can help to eliminate noise and minimise distraction, significantly increasing conversions. This can result in more users taking the desired call to action, such as signing up to the mailing list or actually making a purchase.

At mooch, we believe in a 'One Page, One Goal' rule. Consider the purpose of each page and how you can get users to move to the next stage of the buyer's journey. Sticking to one message and goal per page focuses the users attention on completing your most desirable action.

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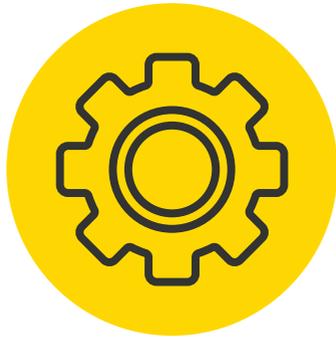
Human-to-Human Marketing

In B2B marketing, it is often forgotten that human beings are behind the business making the key decisions. By identifying the individuals within the company you are targeting, you can create relationships, partnerships and build trust with key decision makers.

B2B decision makers want you to show them how you can solve their problems. Building a story through content that triggers thoughts and feelings can help you to stand out in an industry full of information overload.

Despite it's impersonal reputation, B2B marketing and in particular, B2B websites don't have to comprise of pages and pages of data and information. A more humanised approach to B2B marketing can help you to show users how you can solve their problems, not just tell them.

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Search Engine Optimisation

Many B2B decision makers start the decision making process with a web search. In simple terms, Search Engine Optimisation (SEO) is a powerful tool that allows your business to be found by your target audience when they perform a search. This allows you to drive traffic, and most importantly, qualified leads to your website.

The great news is that you can use your existing content such as blogs, whitepapers and eBooks to drive customers to your website using SEO, ensuring that every piece of content is generating traffic, leads and ultimately revenue.

We work closely with our B2B clients to develop customised SEO strategies that match our client's business goals. Our continuous improvement approach to SEO allows us to adapt to changes in user behaviour and search engine algorithms.

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Content is King

Due to the complex buying process within the B2B industries, a purchase/enquiry is unlikely to happen on a users first visit and therefore, there is a strong desire for content that educates, enlightens and informs, rather than sells.

When developing a content strategy for your B2B website, it often helps to determine what information website users are looking for at each particular stage of the buyers journey, enabling you to get the right content in front of the right people, at the right time.

Many B2B decision makers rely heavily on a range of content kinds during their research process, such as white papers, case studies, blogs posts, testimonials, and infographics. Presenting product and service information in a wide range of formats engages users and helps them to understand the industry problem that your business can solve.

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Conversion Rate Optimisation

Let's say you have a great website with excellent traffic thanks to an effective SEO strategy, but the users visiting your site aren't converting. That's where conversion rate optimisation (CRO) comes in...

CRO is the process of optimising your site to increase the number of visitors that complete a desired call to action. By analysing how users navigate the site and what actions they take can help to identify what encouraged them to take the call to action, or alternatively what stopped them from doing so.

Here at mooch, we have a range of effective conversion rate optimisation techniques that we use alongside our SEO campaigns to ensure that the visitors to your site are achieving the goal you intended them to, whatever your conversion goals may be.

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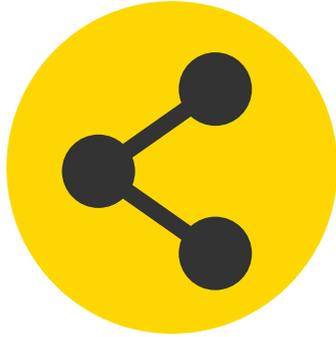
Calls-to-Action

Your call-to-action (CTA) is one of the most important elements on your website. Learning how to create strong CTAs is vital to inspire users to take action and lead them down the conversion path to the desired outcome, such as making an enquiry or purchase.

Having effective content, appropriate placement and excellent design of CTAs across your website increases the chances of the user converting. Be careful not to give to user too many conflicting CTAs, make it easy for the user to complete the action with one clear message and a simple task to complete.

Whether you want users to pick up the phone, send a quick message on live chat or sign up to your mailing list, here at mooch, we have an excellent range of CTA tricks up our sleeve that compel users to complete actions and boost conversions.

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Share Resources

In B2B marketing, visitors to your website may not always be ready to buy. Having a resource centre on your website educates users about your products and services and demonstrates your knowledge of their industry, helping them to make informed decisions.

This inbound marketing strategy can help to demonstrate your thought leadership within the industry, building trust with users and leaving them with something valuable to remember your business by.

What's in it for you? Don't worry - you haven't got to giveaway all of your wisdom, tips and industry insight for nothing in return. Capture user data by asking for email addresses in return for your downloads, eBooks and white papers which can later be used for email marketing and retargeting campaigns.

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Enhance Usability

B2B websites have a challenging job to be functional, informative and user friendly, as well as having an eye-catching design. Your website should support a complex buying cycle, as well as provide useful resources and information for both prospective and existing customers.

With most B2B buyers carrying out research online before making a decision, your website should be focused on making the content and information they are searching for readily available. Building a user friendly, logical navigation can help to lead visitors through the site to find what they're looking for.

At mooch, we work closely with clients to understand their business goals and design and develop websites that create unique user experiences, engage users and stimulate conversions.

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Responsive Design

As more and more B2B decision makers rely on mobile devices to carry out business research, it's up to you to make sure your website creates an excellent user experience, regardless of the device your audience uses.

Aside from improving user experience, a responsive website design can also increase mobile traffic, improve your website's search engine quality score, and increase conversion rates by making it easy for users to complete calls to action.

At mooch, we follow a 'Mobile First' design strategy. By designing the smallest screens first, we create a strong foundation for the larger screens to fall into place, creating a seamless user experience that responds to users on all devices, from desktop to laptop, and table to smartphone.

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Test and Improve

Website optimisation is an on-going process, and a great way to manage it is by carrying out A/B testing. A/B testing is the process of comparing two versions of the same website page to determine which elements and features perform better.

The method can be carried out on many features of a webpage including the headline, copy, imagery, form fields, call to action and overall page layout. Making one, small change at a time can help to identify which features had an impact on visitor behaviour to allow continuous optimisation of your website.

We work with our clients over a period of time to analyse the performance of B2B websites, allowing us to understand which strategies and features boost conversions, and which elements don't work so well, allowing us to continuously improve user experiences and generate leads for clients.



If you've enjoyed our little book and are hungry for a dollop more, then fear not - there's more where this came from.

We're already working on the next edition of our Little Book of Marketing Guides series, but if you're just too impatient to wait until we're done, why not drop us a line or chat with us online? We're a friendly bunch always willing to help.

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