

Do Your B2B Web Efforts Have the Right Answers?

Making your web site the best it can be is a challenging and never ending task, the process itself can be confusing and is often overlooked by several industrial and manufacturing B2B web sites.

Although usability testing in a focus group setting to increase your traffic conversion rates (the visitor performs the action you seek, i.e. requests a quote) is preferred, it isn't always an option with budgets or time constraints.

By answering the 10 following key questions you can acquire a quick assessment of your current site and start addressing your areas of improvement. The more yes responses the better, the no answers are where you need to seek additional information or improve.

So lets get started by keeping or passing this questionnaire onto your key marketing and IT team members so you can start formulating a web site enhancement plan today.

10 Key Web Site and Marketing Questions

1. Is valuable marketing data captured for future marketing?

This includes memberships, newsletter sign-ups, email sign ups to receive white papers, contact form completion, etc. Web site visitors are "HOT LEADS," they are searching for information related to your product or service, do everything you can to capture their usable contact information for future marketing efforts, both **online and off**.

Yes No

2. Is your main unique benefit conveyed to potential customers at a glance?

In most cases, this can be done using an effective tag line, featured below the logo, displayed in an easy to read manner. Most industrial sites do a good job of presenting products or services, but customers need to be enticed to care before they will spend time to learn more about your product offering.

Yes No

3. Does the information presented follow the natural flow of stages in the purchasing cycle?

Many websites present too much product or service information right from the home page. Potential customers want to know; What can you do for me? Why should I care? What makes your product or service the best option (service, quality, price, etc.)?

Yes No

4. Are email campaigns distributed on the right days to ensure the best response rates?

Studies show the best email response days, by industry, so don't leave this to chance, maximize your efforts and reap the rewards. For example, the preferred B2B email-sending day is Tuesday, yielding the highest response rates according to a survey conducted in 2006 by eROI™.

Yes No

5. Does the design follow the “F” eye pattern flow that web visitors tend to use?

Recent web tracking studies in 2006 revealed how visitors actually view and read information on websites. In many cases, industrial websites are a standard 2 or 3 column layout, sometimes lacking proper white space, which can result in poor readability.

Yes No

6. Are “call to action” elements displayed on main navigation pages?

These include information articles, spec sheet downloads for key products or an easy way to view an online catalog or shopping cart that lead a visitor to the proper starting points of the purchasing cycle.

Yes No

7. Does color usage relate to the target audience and incorporate the corporate identity color scheme?

Know your target audience and entice them to feel good and take action using the psychology of color to your advantage. Make sure this flows nicely with your corporate identity.

Yes No

8. Is your logo the hero?

Many B2B web sites tend to down play their company logo and focus solely on their product offering. Although products are a high priority, you definitely want to build your brand so potential customers remember your name so they can find your site easily the next time they need your product or service.

Yes No

9. Can customers find your site through search?

Search Engine Optimization (SEO) is often overlooked on B2B web sites. This technique can reap long term benefits and can be a highly cost effective investment over the life of your website. To find the answer to this, start by searching for keywords in the major search engines (Google™, MSN™, etc.) that your customers might use, and see if your web site is displayed in the list of sites that return.

Yes No

10. Is your web site link listed on related directories and sites?

Link strategies are often overlooked on B2B websites. Make sure you swap links with similar theme quality sites and submit your site to niche directories that potential customers are using.

Yes No

Looking at web site conversions can be an effective way to measure success of web efforts, so make sure you are covering the key elements to maximize results.

Submitted by:

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Maintaining Hundreds of Top 10 Google™ Rankings

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