



CHECKLIST FOR CREATING A KNOCKOUT B2B WEBSITE DESIGN



In the world of B2B, your website is your best salesperson. But unfortunately, it can also become your biggest hurdle.

The truth is that your site's user experience has a massive impact on your B2B business and your ability to drive revenue.

The research says it all:

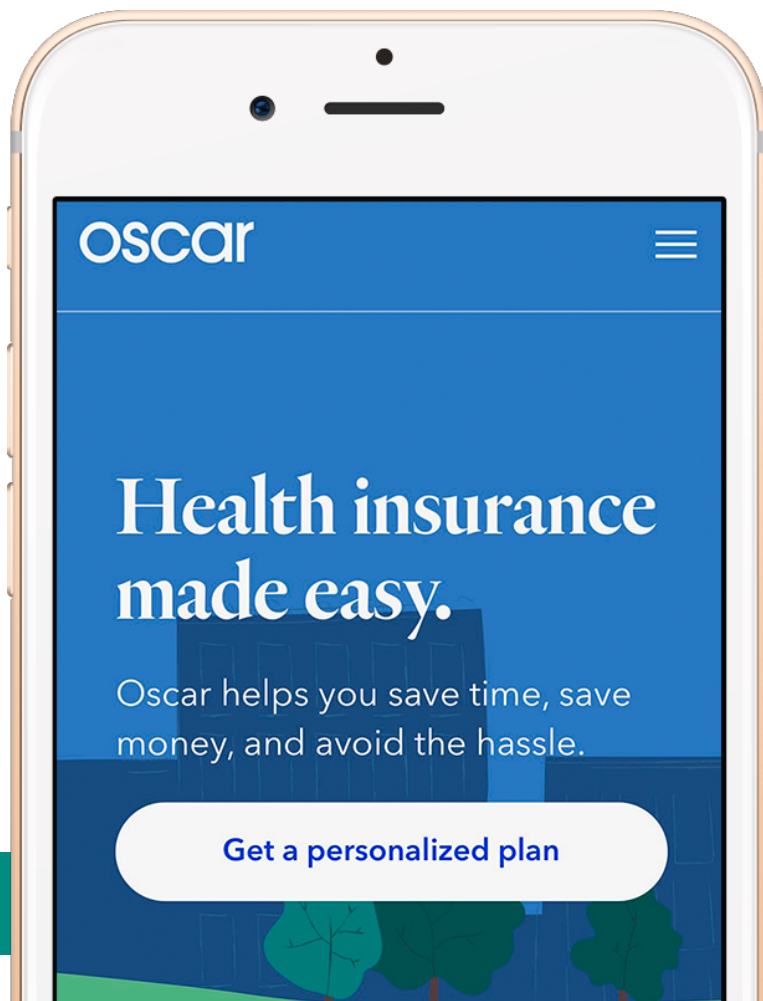
- Is your layout not visually appealing? Expect [38 percent of visitors](#) to stop engaging with your site.
- Is the first experience bad? [88 percent of people](#) won't come back.
- Does your site require more than three seconds to load? [Half of your visitors](#) will leave.

To put it simply, you need to consider how visitors experience your site. And that comes down to the many elements associated with website design.

These tips directly address those necessary elements that can attract the right visitors, guide them through a conversion path, and move those qualified leads to closed customers.

- ✓ Conduct research to get to know your audience.
- ✓ Include a clear value proposition.
- ✓ Optimize your site for mobile use.
- ✓ Add plenty of white space, using a minimalistic aesthetic.
- ✓ Publish impactful content that drives SEO results.
- ✓ Use contextual images with a strong above-the-fold design.
- ✓ Create an organized site hierarchy.
- ✓ Use action-oriented language and strong CTA placement.
- ✓ Showcase proof of demand for your products and services.
- ✓ Adopt a growth driven design approach.

Conduct Research to Get to Know Your Audience.



The best way to design your website for your audience is to first start out by...understanding your audience. This is where buyer personas come in.

Your buyer personas are semi-fictional representations of your ideal customer.

The true objective here is to base this off of market research and real data about your existing customers so you can accurately market to them.

Buyer personas fit within what is called an ideal customer profile, which considers every aspect of the ideal B2B customer, including company size, industry, type of business, and geographic location. You can create several different buyer personas who fall under that profile.

With this research in mind, you're able to step inside the shoes of your ideal customer and determine what they would want from a user experience standpoint.

To get started, use our free [buyer persona templates](#).

Include a Clear Value Proposition.

Any B2B website needs a homepage with a concise message to create immediate value and resonate with visitors. It must pass the “blink test.”

The concept of the blink test refers to someone’s ability to discern exactly what it is you sell or what your service is within three seconds or less.

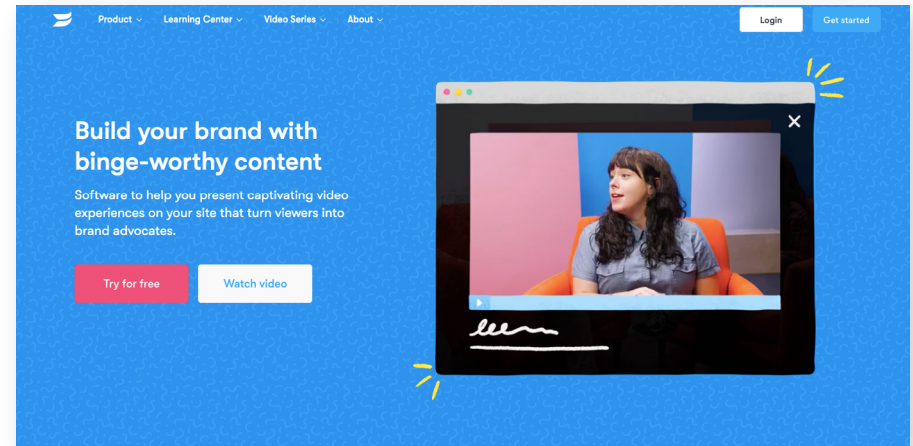
If first-time visitors don’t receive instant gratification from your site, they’re as good as gone. That means you need to deliver relevant imagery, short loading times, and masterful header text that captures attention in three seconds or less.

Get to the Point.

In the spirit of keeping things concise and providing immediate value on your B2B website, let’s focus on the hero section of your homepage.

In 15 words or less, what does your business provide? As long as you address buyer pain points and drive them to continue on your site, that might be all your business needs as the elevator pitch content to self-qualify users.

Your homepage comes with a lot of expectations from visitors.



- 86 percent want to see information about products and services.
- 62 percent are interested in contact information.
- 52 percent look for the “about us” section.

Upon loading your site, B2B viewers expect immediate value or answers to their questions. Create B2B website header sections that include strong content and powerful value propositions.

Whether that messaging is completed with text, tools and calculators, or other media, it must be concise and convey what your business is offering. No fluff, no distractions.

Optimize Your Site For Mobile Use.

Mobile use is continuing to rise, with [half of global traffic](#) coming from mobile devices. What's more – [77 percent of U.S. digital minutes](#) are spent on mobile devices.

In other words, mobile isn't becoming the standard for internet viewership; it already is.

If your B2B website isn't optimized for mobile, you're shooting yourself in the foot and costing your own business potential revenue. And let's be honest – no one likes a bloody foot.

Plus, a mobile optimized site boosts your SEO results. Google favors sites that deliver positive user experiences. This is part of their ranking criteria.

It's important to take into account the balance between mobile responsiveness, user experience, and aesthetics in your design.

While it's a bit late to take a proactive approach to mobile responsiveness, it's better late than never for B2B folks who are behind the curve.

"It's my general opinion, based on what I've seen about the mobile web, that every business needs to optimize for the mobile web, and you have to optimize in a few ways. That means you must have responsive or adaptive design. It's not just an option any more." [Rand Fishkin](#), Moz co-founder and founder of SparkToro



Add Plenty of White Space.

Aesthetic and design are not just for the sake of looking good. A clean layout can keep your visitors engaged.

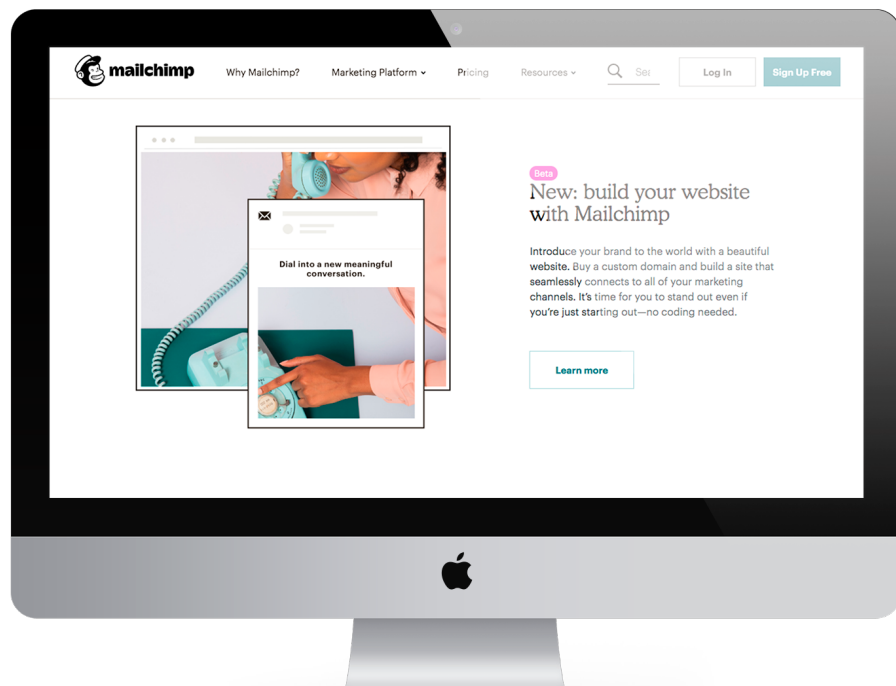
A cluttered, messy layout, on the other hand, can actually push people away – nearly four of 10 people stop engaging with a website that is not attractive or includes a poor layout.

With most B2B websites, companies should strive for a clean design that serves no other purpose than to highlight the

content featured. You also need to factor in what it is your personas are seeking and construct content that informs and, above all, is helpful.

That's the real goal of your website – to provide educational material to facilitate visitors through their buyer's journey.

Take those pain points to drive viewers to conversion points. Don't distract them from the ultimate purpose of your homepage or other webpages.



Eliminate Design Clutter.

Clutter is the bane of modern web design — users don't expect it or want it. This especially rings true to mobile users.

However, even videos, forms, and, dare we say, sliders, can be used effectively in the hero sections of B2B websites if they're built effectively – with the right persona pain points in mind.

What's important is to mind the white space on your B2B website. You should use white space or padding areas to draw visitors to what matters most, whether that's a CTA button, services offered, or certain media.

Header sections work best when they kick start and contribute to the flow of the page, leading users to a specific end goal.

Publish Impactful Content That Drives SEO Results.

The competition for page one on Google is hard fought for good reason.

[A staggering 72 percent of buyers](#) turn to Google during the awareness stage of the buyer's journey, where they're researching their pain points and goals.

The "content is king" mentality still rings true.

You should be conducting keyword research and creating content around those keywords to develop a content library of educational materials.

Choose your keywords carefully, and don't try to stuff keywords into your site content to increase search visibility.

"Keyword stuffing" is no more, and Google actually penalizes sites that overload content with keywords to make a quick ranking.

Let the content do the talking, instead of relying on a run-down of industry buzzwords. Your website is nothing without killer content, and your content is nothing without intuitive design. It's all linked.

In addition to a great design, you should fill your site's most important pages with concise, value-driven content, related meta descriptions, image alt tags, and various forms of media (e.g., infographics, videos, webinars, and ebooks) to delight your audience and continue driving SEO results.



Start Targeting the Right SEO Opportunities.

Download our Keyword Research Tipsheet!

Grab Your Copy Now

Use Contextual Images With a Strong Above-the-Fold Design.

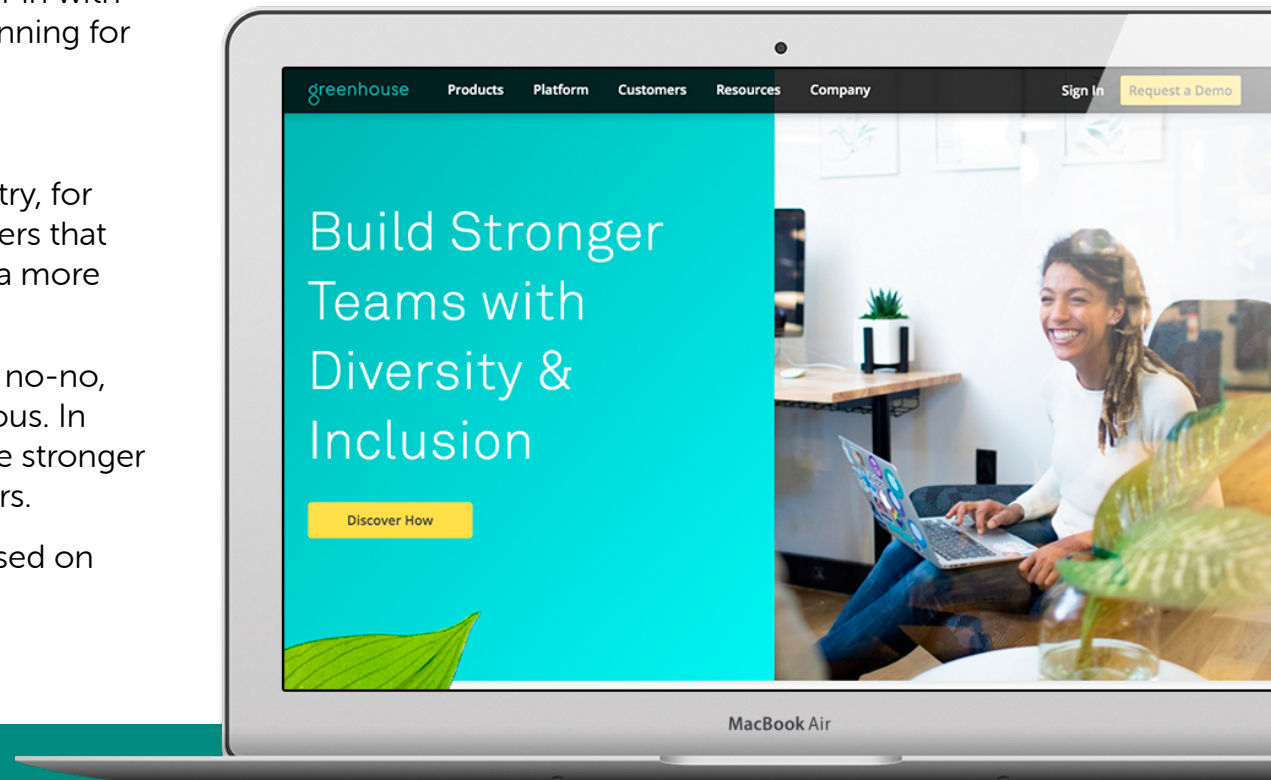
What you decide to put above the fold, or in the top/header section of your B2B website, can either bring a user in with open arms or push them out and sending them running for the hills.

In this space, images are contextual.

If you're targeting users in a single vertical or industry, for example, you may opt for imagery and video headers that resonate strongly with those users, as opposed to a more general first-glance image.

Also, remember that stock-y images here are a big no-no, as they come across as generic or even disingenuous. In this case, you're sacrificing general appeal to create stronger impressions on more desirable, more qualified users.

As with any other page, this decision should be based on your own research and the goals for each page.





Create an Organized Site Hierarchy to Improve User Experience.

From a user experience standpoint, nothing is worse than landing on a website and not knowing where to go to find the information they need.

You want a site that's structured so visitors can move from one page to another seamlessly.

You can ensure an organized site hierarchy by following a couple best practices.

Create Site Categories.

These inform what pages you should have visible on your homepage.

Your main categories will likely be centered around products and services you offer, your educational resources (like a blog), and more information about your company. These should be easy to find on your homepage.

Other site categories can fall under subsections within your main categories. This way, you're not overwhelming visitors with 20 different options on the nav bar at the top of the homepage.

Build Natural Internal Links.

Your hierarchy should consider how you want to link each of your webpages together.

Not only does internal linking boost your SEO efforts, but it also helps visitors find the information they need in a logical manner.

When you're creating links to product pages, landing pages, educational resources, and the like, always think about what the connection is between the linked pages. Does it make sense? Is it adding value to the user experience?

Keep User Intent at Top of Mind.

As you organize your hierarchy and design your webpages, always ask yourself, "What is the visitor's intentions when they come to this particular page?"

You should also think about what their next logical steps are when they come to your site. This can inform what content goes on each webpage and where to add impactful conversion paths.

Use Action-Oriented Language and Strong CTA Placement.

On any B2B website page, whether it's a homepage, contact page, or landing page, next steps should be clearly formatted in your design.

Highly converting B2B websites are ones that drive users along a non-intrusive, strategic conversion path.

Every page should have a goal and push visitors to a desired outcome.

In your website's design, don't overcrowd your call to action buttons with excessive content.

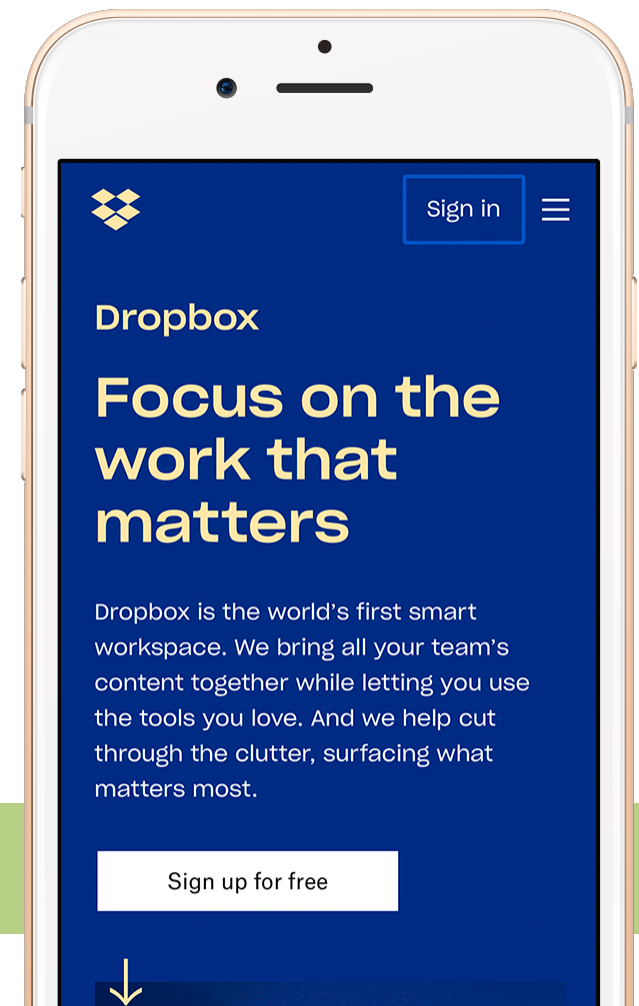
That is, don't compromise the purpose of your page by making clicks complicated for users.

The best CTAs are those with compelling action phrases, such as:

- Download the ebook now.
- Subscribe to our newsletter.
- Get a free consultation.

These give the user immediate value, and those that are strategically placed on a website can encourage click-throughs.

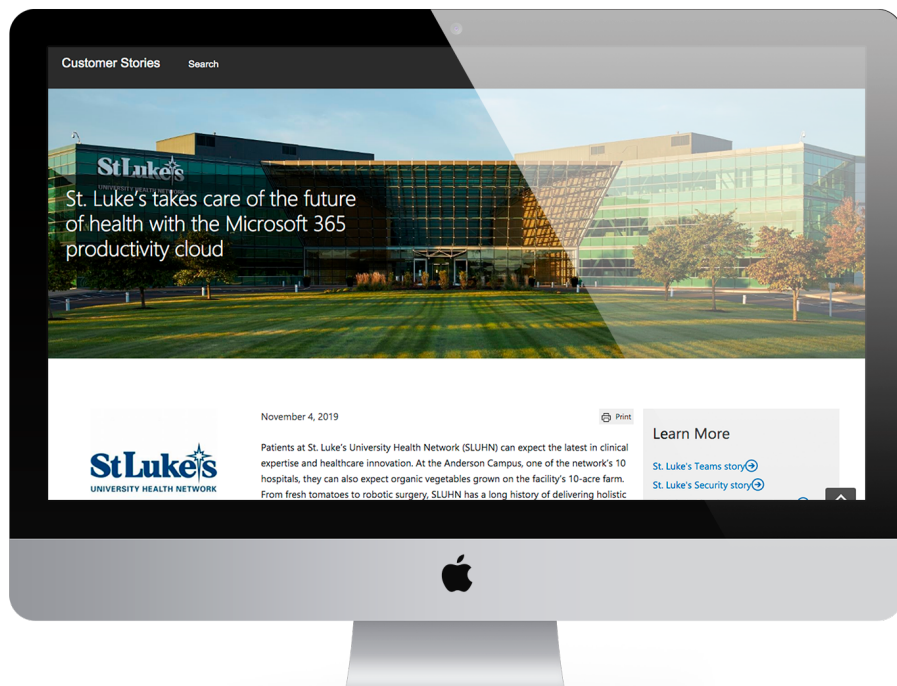
For example, include CTA buttons on some pages, in the header, and in the area following a content segment describing a B2B service.



Showcase Proof of Demand For Your Products and Services.

You want visitors to see that there is a clear demand for the products and services you're selling. And in a time where people trust referrals and online reviews, you have a great opportunity to capitalize on this.

There are many ways to showcase this proof of demand on your site, including:



Testimonials

When you add testimonials on your site, you're giving happy customers the opportunity to share their love for you and your products and services. More importantly, you're showing visitors how your offerings have benefited others.

Case Studies

These success stories center on a specific pain point or goal you helped happy customers address. By adding case studies, you're showing visitors exactly how your products and services help real people.

Reviews

Online reviews carry a lot of weight – [85 percent of people](#) trust online reviews as much as they trust personal recommendations.

Use product and service pages and other opportunities to post reviews. When visitors are looking to learn more about what you offer, it's hard to resist when they see glowing five star reviews.

Adopt a Growth Driven Design Approach.

The growth driven design (GDD) methodology is an agile approach that makes redesigning your site way less of a long, bloated process.

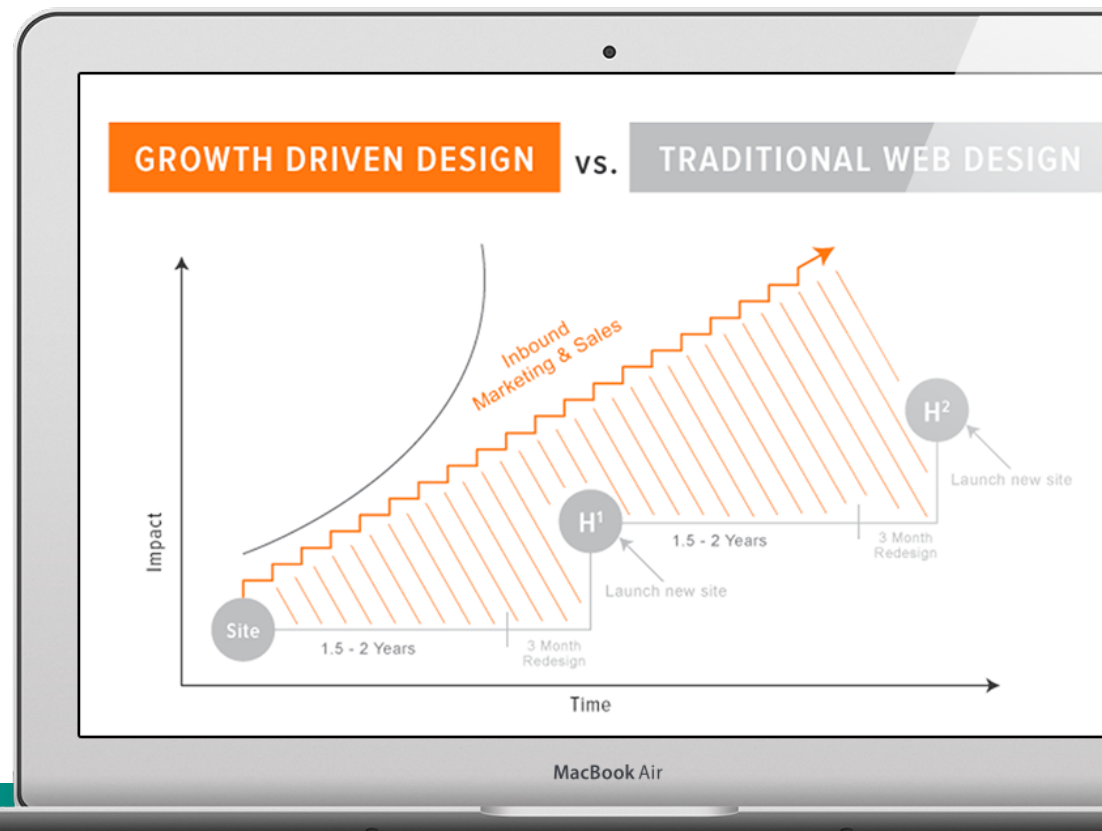
Also, unlike how many companies approach website redesign, GDD is not a guessing game.

With the GDD approach, you're consistently monitoring and making updates as an ongoing strategy focused on continual improvement.

The impact can be consistent over time. Leverage data from your analytics based on engagement and user behavior to inform how to modify your site's design.

Over time, you're also able to continuously put out good content, which shows your commitment to delivering value to your audience.

Plus, publishing consistent, high value content that is optimized for search engines keeps your ranking potential high, which yields a steady flow of organic traffic to your site.



Source: [The B2B Marketing Lab](#)



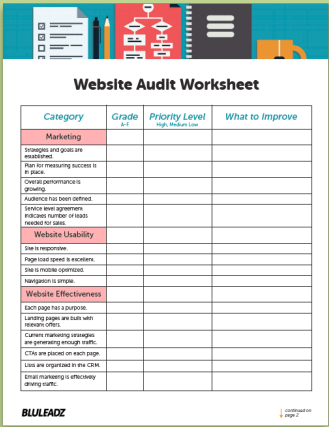
It's Time to Check All the Boxes.

Website design can be overwhelming, and when you're operating in the B2B space, you face steep competition.

Every day you're not fully optimizing your site, you're losing money. Visitors are leaving your site and converting on your competitor's site instead.

The good news is that you can start making big changes right now. When you look at each part of this checklist, make sure you assess each of those elements on your site.

This helps you prioritize the changes you need to make so you can better allocate your resources and streamline your website design process.



Assess every aspect of your site to start prioritizing your site design.

Download the Website Audit Worksheet

Grab Your Copy Now 

Are you ready to turn your B2B site into a lead generating machine?
Speak to One of Our Inbound Specialists for a Complimentary Website Design Consultation.

Schedule a Meeting Today

