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5 Quick Ways to Tell if Your B2B Website's Designed to Generate Leads

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Is your business-to-business website working as you intended? Are you getting enough hits, leads and/or sales? The following statements can help you determine whether or not your website is doing all it can to reach your B2B prospects and **generate qualified leads**.

TRUE OR FALSE?

Your website strategy includes a lead-generation marketing plan. ___TRUE ___FALSE

Does your website marketing strategy clearly spell out your company's lead-generation goals and tactics? Having a clear lead-gen plan is critical because it drives your website content.

Your site is listed on the first page on Search Engines (Google, etc.) ___TRUE ___FALSE

How does your website rank on popular search engines when you type in words related to your business? A skilled B2B web copywriter can help you optimize your search engine results.

Your site's home page loads instantly. ___TRUE ___FALSE

Web-user surveys are proving it again and again: Flash intros can take too long to load, and many prospects move to another site if there's a load delay. Remember, people come to your site to find solutions as quickly as possible. Make sure Flash gimmicks or music isn't sending them away.

Your home page offers a customer-benefit headline (big promise) at the top. ___TRUE ___FALSE

Your prospects are looking for solutions to their needs or problems. Make sure your very first message demonstrates that you understand their problem and can solve it better than anyone else.

Your site invites prospects to sign up for an e-zine or for more information. ___TRUE ___FALSE

If you're hoping to collect e-mail addresses, an inviting e-zine or e-newsletter sign-up box must be clearly featured on the page, with a link in the body copy AND in the navigation.

If you selected FALSE for any of these statements, your site has room for improvement.

These are just five critical indicators that your site could be doing a much better job of generating leads for your business. **There are literally dozens of considerations to evaluate before you fully optimize your site's B2B lead-generation performance.**

Discover how a skilled copywriter can boost your response rates. For over 29 years, Pam Foster has helped B2B organizations market their services to successfully gain and retain customers. Using her strategic marketing copywriting skills, she can help you adjust your web content so it leads your prospects into making confident inquiries and purchases *in your favor*.

To discover more helpful tips for maximizing your website ROI, contact pam@contentclear.com or call 843-597-6515.