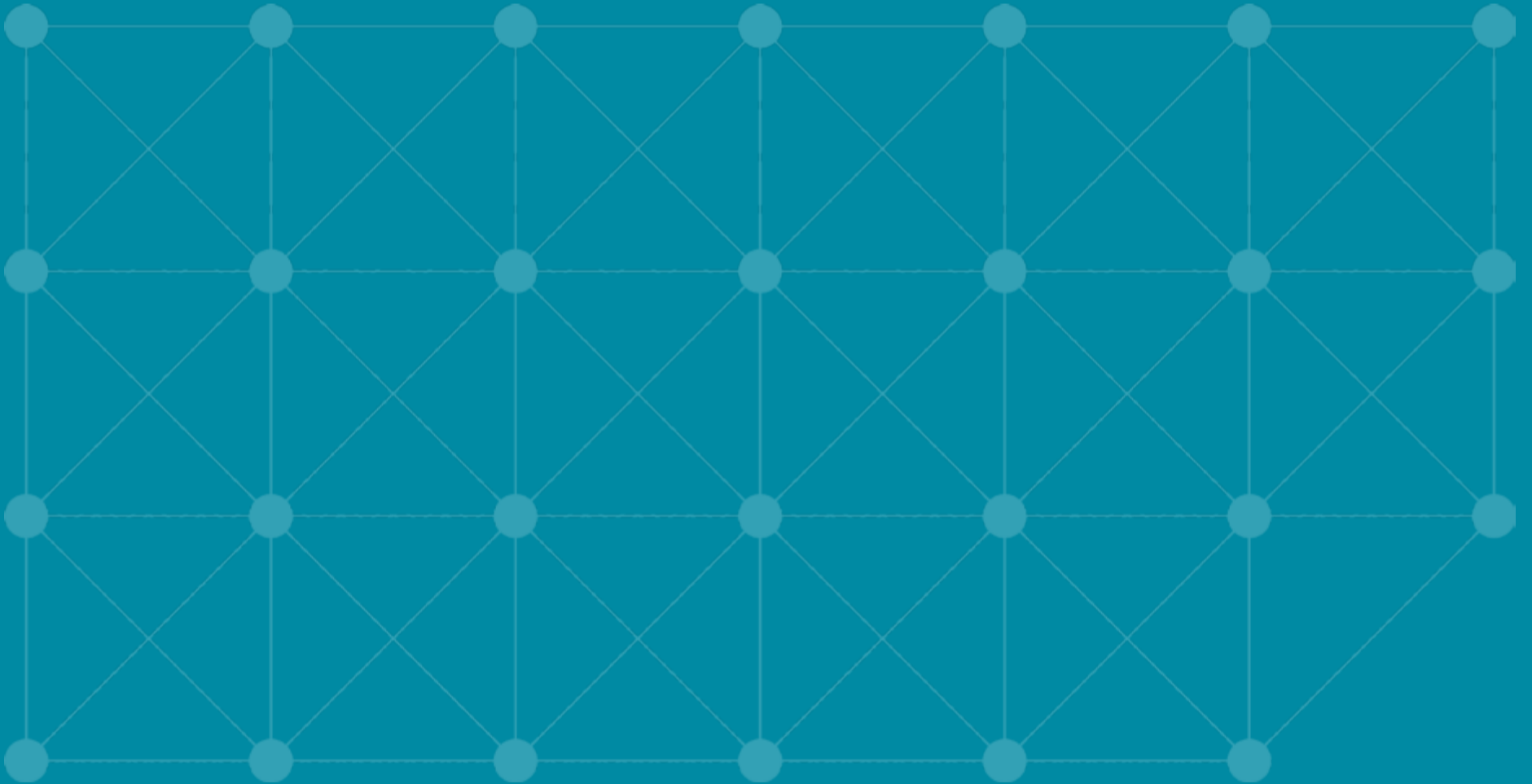




Dianna Huff
Helping B2Bs get more website leads

31 TIPS

FOR GENERATING **B2B WEBSITE LEADS**



A GUIDE FOR SMALL AND MID-SIZED BUSINESSES

“My website’s not getting any leads!”

As someone who works with small business owners, I hear this complaint every day.

Fortunately, there are steps you can take, mistakes you can avoid and simple changes you can make to get more leads from your website.

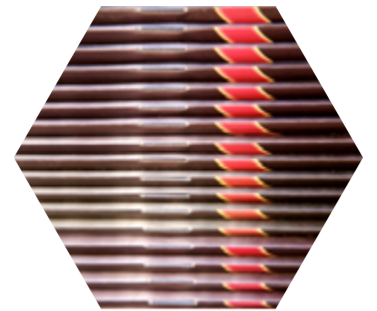
In this short e-book, I give you my top 31 tips for getting more leads from your business-to-business website.

1. YOUR WEBSITE IS NOT A BROCHURE!

A website and a brochure are two completely different things. A brochure is static and linear – meaning, people read it cover to cover.

A website is dynamic, non-linear and interactive. People can land at your site from a search – and not get to “Home” immediately.

As a result, prospects and customers use your website differently than they use your brochure. Think of it this way: A brochure is something you leave behind at a sales call. A website helps you GET those sales calls.



2. SPEND MORE THAN \$4.99



A while ago, I stumbled across a web hosting company that was advertising website development for \$4.99. That’s right, \$4.99 for a website!

If you’re serious about wanting your website to work for you, you have to make a reasonable investment in development, design and content. Simple truth: Pay the equivalent of a cup of coffee for a website, get \$4.99 worth of results.

3. ANSWER SITE VISITORS' QUESTIONS



People come to your website with questions:

“Can this company solve my problem?”

“Who else have they done business with?”

“Do they have something I can download to show my boss?”

“What’s the next step?”

Your website should answer them!

How do you know what questions your site visitors have? Pay attention to the questions prospects ask you when you talk to them in person. Most likely, your website visitors have the same ones.

4. ASK CUSTOMERS TO REVIEW YOUR SITE

Are you still not sure if your site has the information prospects need to make buying decisions? Then ask them.

You can use surveys (Constant Contact has a great easy-to-use survey tool). You can also send an email to some of your best customers and ask them what they’d like to see. Or, pick up the phone and ask.



Then, apply what you learn.

5. BUILD ROADS (A.K.A. INBOUND LINKS) TO YOUR SITE

If you want to generate more leads, make it easy for people to find your site. Don't be Smalltown, U.S.A., with one road going in and one road going out. Be New York City, with loads of roads, train tracks and flight paths leading in.



How do you build multiple roads to your website?

Optimize for search engines • Post on social media • Distribute media releases and other PR material • Include links in your e-newsletters, email signature and all marketing collateral • Write blog posts that people will want to share

6. LET PEOPLE GET TO KNOW YOU



Small businesses love to put pictures of their buildings on their “About” page. Here's what I tell people: You don't take buildings to lunch. You take people to lunch. So show the people inside your building.

“But we don't want to show how small we are,” business owners will say. “You are small,” I tell them, “which means when someone has a problem, he or she can pick up the phone and call you and get it resolved. That's why people do business with you.”

Besides, when was the last time you trusted a building to take care of you? I'm thinking, never.

7. GET FOUND IN GOOGLE



SEO is changing, but it isn't dead. You can't afford to ignore it. The reality is this: If prospects can't find your site via search, then they're not visiting it. Period.

Create unique "title" and "description" meta tags for each of your website pages to help more people find your content via search.

What are title and description meta tags? They're simply a way of organizing your site so search engines can find your content. If you've used file folders and file cabinets to organize your paper content, you've got the idea.

8. GET YOUR SEO ADVICE DIRECT FROM THE SOURCE

With almost everyone declaring themselves an SEO expert these days, make sure you're getting the right information directly from the world's most well-known SEO guru: Google.

Find Google's "straight from the horse's mouth" advice on optimizing your website by downloading their free (and super easy-to-understand) guide:



[Google Search Engine Optimization Starter Guide](#)

9. CREATE A BLOG FULL OF HELPFUL CONTENT

What does Google want to see on your site? Content that “helps” people make buying decisions.

One way to create helpful content on an ongoing basis is with a blog. Write posts that help people understand your industry. Answer questions. Post pictures of your factory or people at work.



Show people you understand their challenges and that you have the expertise to solve them.

Optimize your content so that people can find it. Ask people to share it.

10. HELP B2B BUYERS PRE-QUALIFY YOU



Your browser’s back button is your biggest competitor. If B2B buyers don’t find what they’re looking for on your website, they’ll quickly click back out. Show buyers you know what you’re doing by putting information on your site that allows them to pre-qualify you, including:

Product / Service / Capabilities Info • Case studies • White papers • Testimonials • Blog

11. MAKE IT EASY TO CONTACT YOU



Don't make prospects or customers fill out forms or hunt through web pages to contact you – especially in today's on-the-go mobile environment.

Put your phone number and email at the top of each page of your site.

12. THINK LIKE A SMART PHONE

Continuing in the “make it easy to contact you” vein, make sure the phone number on your website is text, not an image.

When a phone number is text-based, people can call you using a smart phone simply by tapping the number.

When the number is an image (e.g. a jpeg or png file), people have to try and memorize it or find a pen and paper. Guess how many “on-the-go” prospects will bother with THAT!



13. DOUBLE CHECK PHONE NUMBERS

Getting this one wrong can sink your business and maybe make you blush.

True story: A good friend posted his phone number on his new business website and accidentally transposed two digits. Prospects and customers calling for his consulting services were surprised to be offered an entirely different kind of hands-on service – from a girlie hotline. D’oh!

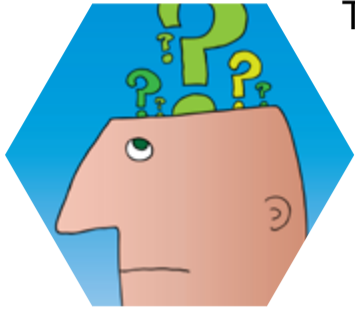


14. TREAT YOUR SITE AS YOU WOULD A PHYSICAL STOREFRONT



Nothing says “keep on walking” like a run-down physical storefront. You wouldn’t allow overgrown grass, trash or cigarette butts in front of your store. So don’t allow their equivalent on your website either. Always keep your website looking clean and inviting.

15. CREATE A WEB PAGE FOR EVERY PRODUCT AND SERVICE YOU OFFER



To help with SEO – and with leads – give each product or service you offer its own web page. One, you can optimize each page around the product or service. Two, you have more room to explain what you do.

The classic mistake is thinking your buyers know what you do. They don't. Be sure to tell them with lots of helpful content.

16. HAVE A DEMO? TELL PEOPLE TO SIGN UP!

True story.

A company I worked with offered a lead generation service to B2B companies. While analyzing their site I asked, “Do you offer a demo?” “Why, yes,” was the reply. “Then how come you don't have a demo sign-up form?” I asked.

Crickets.

That form appeared the next day – on every page of the site.

A screenshot of a web form titled "Request a Free Demo". The form has a white background with a grey border and a blue header. It contains six input fields, each with a label and an asterisk indicating it is required: "First Name*", "Last Name*", "Company Name*", "Email Address*", "Phone*", and "Number of Users*".

17. HAVE A VARIETY OF OFFERS

Prospects are in different phases of the buying process when they come to your website. If you want to generate new leads, have something to offer them no matter where they are in their decision making. If people are:



Just browsing – Give them an e-newsletter, articles or a blog

Researching – Give them white papers, case studies and reports

Creating a short list – Give them demos and webinars

18. CREATE DESCRIPTIVE LINKS

Your white papers and reports deserve more than a boring, non-descriptive hyperlink, such as “acme.com/generic-paper.pdf”.



Try instead something like this: diannahuff.com/more-leads

A descriptive URL helps people understand what they’re getting and increases downloads too (and it helps with search to boot).

19. GIVE EACH REPORT OR WHITE PAPER STAR TREATMENT



To increase leads from white papers or reports, give each one its own landing page. On the page, tell people what they'll learn when they download the report. (In other words, "sell" your content.)

Get people excited about wanting to read it. Include an image of the report cover, too.

20. KEEP FORMS SHORT

Whether people are downloading reports or signing up for your e-newsletter, keep forms short. Often their name, company and email address is enough.

A subscription to your newsletter or a report download is a coffee date, not a marriage proposal.



21. HELP PEOPLE FIND YOUR FORM

On the topic of sign-up forms, make sure people can find them. Thanks to the predominance of search, site visitors may start their visit on a product page, not your home page. (Remember the whole “websites are non-linear” thing?)

If you want people to sign up for your newsletter or download a high-value white paper, put a form on every page of your site.



Sign up for our reporting tips newsletter:

First Name

Last Name

* Email

* required

Submit

22. KEEP UP THAT E-NEWSLETTER!



Of all the ways to generate leads, e-newsletters continue to deliver real ROI. A monthly e-newsletter keeps your company top of mind with customers and prospects – even if they simply skim your content.

How does blog content differ from an e-newsletter? It doesn't. Take your blog posts and repurpose them for your e-newsletter, then add a link in the e-newsletter back to your blog post. Why? It drives people back to your site.

23. DON'T TALK ABOUT YOURSELF

Instead of “we, we, we” copy, think instead, “you, you, you.”

**We, We,
We!**

When you write your web content, put yourself in your customers' shoes. How will you help them? Why should they do business with you? What will they get by working with you?

24. WRITE LIKE YOU TALK

If you write like you talk, you won't say, “We manufacture scaleable integrated back office systems for enterprises.” Instead, you'll say, “Acme software allows you to share information across your business, and you won't have to replace it as your company grows.”

Also, make the sure text is legible. Small fonts and mousey-grey type lowers reader comprehension – meaning, if people don't understand what they're reading, you're not getting any leads.



25. SHOW THE RESULTS OF WORKING WITH YOU

Customers want to know details: Will your product or service reduce overhead? Eliminate downtime? Save money? Give your customers real information via percentages, numbers, dollar amounts or research statistics.



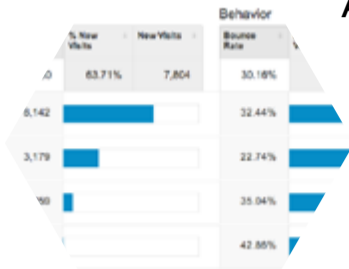
26. MAKE DECISIONS BASED ON DATA, NOT HUNCHES

Another true story: A client called to tell me good news: “We’re finally getting leads from our site, and I know which posts are generating them.”

How did he know? Google Analytics. Using this data, he was then able to hone his content marketing plan without wasting dollars.



27. TEST, TEST, TEST



Another great way to get actionable data is by testing.

Don't be tempted to go with a particular design / headline / image because it appeals to you. Until you've tested it, your "gut" means nothing.

Don't know how to test? Be sure to subscribe to Anne Holland's "WhichTestWon.com." Each week she posts a test, lets readers vote on "which test won" – and then gives you the correct answer. You'll never trust your gut again.

28. USE CAMPAIGN-SPECIFIC URLS

Despite all the information available on how to drive leads from a website, I still see this mistake repeatedly: Using the home page URL on print and TV ads, radio and marketing collateral.

Big mistake. Huge!

Why? You can't track where your traffic came from. Instead of sending people to your home page, send them instead to landing page where they can take action: download a report, watch a video, sign up for a demo, etc.

Learn How to Exceed Your Quota
Download your **FREE** white paper
www.insideview.com

29. ADD TESTIMONIALS TO YOUR SITE

Whenever I'm asked to overhaul a website for a company, one of the questions I always ask is, "Are testimonials available?" Sometimes companies have been collecting them but aren't quite sure what to do with them. Usually, though, none exist.



Testimonials are important because they tell your prospects and customers how others think of you.

Testimonials are unbiased endorsements that give your product, service, and company a great deal of credibility. They also help lower the risk of doing business with an "unknown" company.

30. SEND PEOPLE BACK TO YOUR SITE



None of your marketing content should stand in isolation. Every piece should link back to your site, including your e-newsletters, case studies, videos, widgets or apps, contests and blog.

31. FOLLOW UP ON YOUR LEADS

If your leads are sitting in your desk drawer or email inbox, then none of these tips will help you.



I'm Dianna Huff, and since 1998, I've been helping companies grow through marketing. I know my stuff. (Check out my [testimonials page](#) for proof.)

If you'd like to talk about how I can help you get more from your website, give me a call at 603-382-8093 or send email to dianna@diannahuff.com.