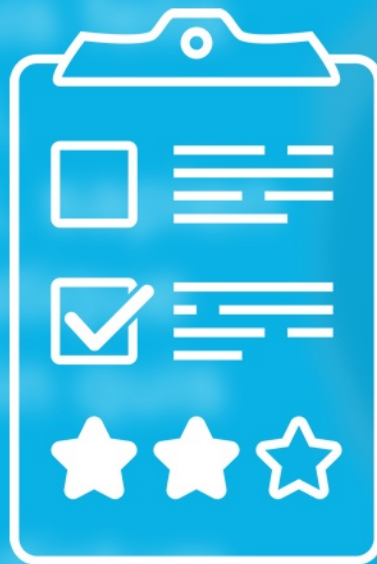


B2B Website Improvement Report: Sample

Your Company



by Logit internet services Ltd.



DIGITAL **EXCELLENCE**

January 28, 2016

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Thank You For Downloading This Website Improvement Report Sample.

The "meat" of every website improvement report are written improvement instructions we call **guidelines**. This 9-page report sample contains **only 1 sample guideline**, while **actual reports** consist of anywhere between 20-70 pages and 20-50 guidelines.

What Is a Website Improvement Report Service?

B2B companies typically order a [website improvement report](#) in two main cases:

- 1** when they want to **increase the number of customers inquiries (sales leads)** their website generates,
- 2** when they want their website to **better assist their current sales and marketing activities**, usually by increasing their company's trustworthiness, authority, and brand.

When you order a website improvement report, you hire digital marketing specialists to **thoroughly analyze your website** and identify the **specific flaws** which decrease your website's sales and marketing capabilities. Website analysts report their findings to you in a **written PDF document** similar in structure and content to this one.

Share This Sample

This sample applies to the following [B2B website improvement reports](#) by Logit:

- [Weakest Points Report](#)
- [Deep Dive Report](#)
- [Website Essentials Report](#)

Please **feel free to forward this sample** to colleagues and friends by email or **share the above web addresses** via social media so that other people can download their own copies.

Report Goals

Our primary goal is this: we want you to **generate more (international) leads online**. Period.

Every guideline in this report contributes to helping your company **differentiate itself** from every other player on the (international) market.

EXPECTED BENEFITS

Our desired macro-level goals are **increase in the number of leads** and / or **increase in the conversion rate**.

What contributes to those goals are the following **micro-level goals**, measured by Google Analytics:

- increase in the average number of pageviews per unique visitor
- increase in the average time unique visitors spend on pages
- decrease in the average percent of visitors who leave your website without converting

After you've implemented the changes suggested in this report, expect to see the results in a couple of months.

Improving website conversion also depends on how much **traffic** your website receives. For best results, we recommend continuously improving your website. This report could be the first step in the **continuous improvement process** which is essential to increasing lead generation.

Intended Audience

MARKETING AND SALES MANAGERS

Bad websites do affect business results. In ["The Changing Face of B2B Marketing" 2015 study, Google found](#) that **89% of B2B buyers use the internet during the B2B research process**. Company websites are now more important than ever in generating leads and sales. As more and more people use the internet daily, we expect the company websites to gain in importance.

Marketing and sales executives need reports such as this one to:

- better understand the shifting **trends** in digital B2B marketing,
- make better **strategic** decisions faster, and
- **organize** their sales and marketing activities more efficiently.

CONTENT CREATORS AND CONTENT EDITORS

B2B companies succeed with their online content when it generates leads. This report also improves website **content** and its ability to **influence** purchase decisions by efficient **communication**.

This report helps **content professionals** to:

- create better content,
- upgrade their content creation processes, and
- apply strategic thinking to content creation.

WEBSITE DEVELOPERS

The development team implements the changes suggested in this report. Their **technical prowess** is essential for achieving the goals set in this report.

That's why we made our best effort to help technical readers **understand the business reasons** behind every guideline. The best developers and designers always demand to see the bigger picture behind any requested technical change.

We count on your website development team's savvy to make optimal technical decisions during the implementation of our guidelines. We'll be more than happy to assist them.

Structure of the Guidelines That Follow

We do our best to:

- make the guidelines as **specific** as possible,
- **educate** our clients about the issues presented in the report,
- **validate** our claims,
- provide **clear** implementation instructions and examples,
- give **predictions** about the impact of every guideline, and
- **prioritize** our advice.

Therefore, the content of every guideline is structured to contain the following information:

1 Priority:

- **critical:** implement immediately
- **high:** implement as soon as you can
- **medium:** there's great value here
- **low:** useful, but it can wait

2 Description:

- WHAT is the problem?
- WHY is that a problem?
- WHO says that?

3 Solution:

- HOW to implement the fix?
- WHAT to expect after the guideline has been implemented?

(Sample Guideline) Make the Links in the Content Highly Visible. [G35]



Priority:
CRITICAL

Description

It's **hard to notice your links**.

Not all visitors will immediately understand the structure of your website when they arrive. Links to content deep in the website's structure **help website visitors discover content and figure out your navigation**. Google likes internal links, too.

That's why links must be distinguishable from the surrounding text. Currently the only way a visitor can distinguish your links from text is to **hover over every word** with their mouse to see if their cursor changes to the icon that designates a link.

However, **most visitors on mobile devices cannot perform the hover action**. Compared to the previous year, Your Google Analytics shows the increase in the number of website visitors who used a mobile device this year. Most of them probably did not notice your links.

Solution

This critical issue is luckily easy to solve: **ask the designers to fix the CSS styling of the links**.

IMPLEMENTATION INSTRUCTIONS

Let's apply an old but still relevant article by the Nielsen Norman Group, the global leader in user experience research, which lists the [usability guidelines for visualizing links](#):

- Make all links in the content **underlined** and/or of **different color**.
- Make sure that **visited and not visited** links have different CSS styles, so that visitors can distinguish between the pages they've seen and haven't seen yet.
- Make sure this change is applied **sitewide**, i.e. for content on all website pages.

WHAT CAN YOU EXPECT AFTER IMPLEMENTING THIS GUIDELINE

- **increased Pageviews**: increase in the absolute number of pages that customers visit on your website
- **increased Pages / Session, sitewide**: on average, all customers will visit more website pages
- **increased Average Session Duration, sitewide**: customers will stay longer on your website on average
- **decreased Bounce Rate, sitewide**: fewer customers will leave your website after viewing just one page

Is Your Website Losing Customers?

No website is without flaws. Some flaws are insignificant, but some flaws have **huge negative effect** on your online business. When there are **dozens and dozens** of such flaws working against you, you might have a problem.

The problem is that most website flaws go unnoticed. But make no mistake: **your customers do notice**, and they 'tell' you about the flaws by **leaving** your website.

Luckily, we can help you make your website perform better.

Do You Want the Full Custom Report for Your Website?

This document is only a sample containing **one** simple guideline which may or may not apply to your B2B website.

Logit can help you **identify 20-50 places and ways to make your website generate more online leads**.

We recommend our **specialized consulting service** called the [Weakest Points Report](#).

Contact Us For an Opportunity to Improve Your Website

Contact our senior website improvement specialist and discuss the benefits of continuous improvement with her:

- **Visnja Zeljeznjak**
- **Email:** visnja@logit.hr
- **Mobile:** +385 95 906 0522

About Logit

Logit internet services Ltd. (www.logit.hr) is a digital marketing consultancy helping B2B companies get new international customers online. We do that by providing three main types of services:

- 1 B2B Website Improvement Reports** (www.logit.hr/services/reports/) - we analyze websites and write reports about improving sales and marketing capabilities of websites.
- 2 Consulting** (www.logit.hr/services/consulting/) - we solve specific marketing issues, help marketing managers make important decisions fast, and provide continuous guidance to marketing teams.
- 3 Complete Digital Marketing Management** (www.logit.hr/services/complete-digital-marketing-management/) - we create digital marketing strategies, develop websites, and run digital campaigns using content, social, email, and search.

Our story begins in **2002** when we founded Logit as a small web studio in Zagreb, Croatia. We've spent our first decade working as a well-known Croatian website development agency. The agency experience taught us most of what we know about web design, software development, and online marketing today.

In our agency career, we've launched **hundreds of websites and web shops** for clients in different industries. We noticed that it's the experienced B2B companies that need the most help with turning their websites into efficient marketing and sales tools.

We figured out that the time has come to specialize in advanced digital marketing services. In 2015, we've decided to **focus on B2B companies** and offer our services on **the international market**.

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