7 EASY TO FIX CONTENT FLAWS OF ADVANCED WEBSITES

- SIMPLE - QUICK - EDUCATIONAL - VISUAL -

logit.hr

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About the Report

In 2016, we analyzed **hundreds of advanced B2B websites** of experienced European companies ([read the details of our research](#)). The companies we analyzed have steady businesses and are attending the largest international trade shows.

By analyzing so many websites, we concluded that even the advanced companies have flawed website content. Many flaws were repeating over and over, from one website to another. No matter how content-rich and well designed those websites were, they could have used some improvement.

In this free report, we have selected the **7 most common content flaws** advanced companies had on their website. We focused on the flaws that could be easily fixed in a matter of hours, instead of weeks or months.

This is what you'll find in this report:

- **Inexpensive, easy fixes:** stuff you can fix on your own, without involving designers and developers
- **Quick fixes:** be done with these fixes in a matter of hours
- **Educational content:** it will show you how website content affects your business
- **Visual examples:** includes images of the websites with good content

Publish Complete Contact Information on Your Website. [G5]

Priority: CRITICAL

Description

If complete contact information is available on the website, it makes the prospect **trust your company more.**

You would probably love to receive more inquiries and generate more leads through your website. By not publishing your contact information, fewer people will contact you about your product or to request a quote.

In the research conducted by KoMarketing Associates in 2015, **44%** of respondents cited **lack of contact information as a reason for leaving a B2B website.** In the same research, **54%** of respondents said that **the lack of detailed contact information (phone, address, email) was a major cause of frustration** when visiting B2B websites. Respondents reported that the lack of contact information has reduced the credibility of the company so they left the website.

Solution

IMPLEMENTATION INSTRUCTIONS

There are at least three places where contact information could be present:

- contact page
- footer
- header

Create a 'Contact' page or a contact section on your website.

Your contact information should include:

- Full company name
- Main website address
- Main email address
- Response time for emails
- Main phone number
- Business hours
- Full physical address

Preferably **have your contact information in the footer or the header** too, because of mobile users. It will be easier to find on their small mobile phone screens, and they can tap the phone number and call you instantly.

WHAT CAN YOU EXPECT AFTER IMPLEMENTING THIS GUIDELINE

- your prospects will see you as **more credible and trustworthy,**
- you'll receive **more inquiries, quote requests, and demo requests,**
- you'll **close more deals.**

After implementing the guideline, expect to see increases in the following areas in Google Analytics:

- **increased** *Pageviews***:** increase in the absolute number of pages that customers visit on your website
- **increased** *Pages / Session***, sitewide:** customers looking for contact information will visit more website pages ('Contact' page)
- **decreased** *Bounce Rate.* Bounce rate is a percentage of people leaving your website after seeing just one page.
- increase in the number of leads your website is generating

GOOD EXAMPLE OF CONTACT INFORMATION

Wallbarn.com contact page has an address, phone and fax number, a Google Map, and a contact form. They also have a phone number in the header, and complete contact information, including the email address in the footer.

(But this 'Contact' page could also be improved by adding the email address above the contact form)
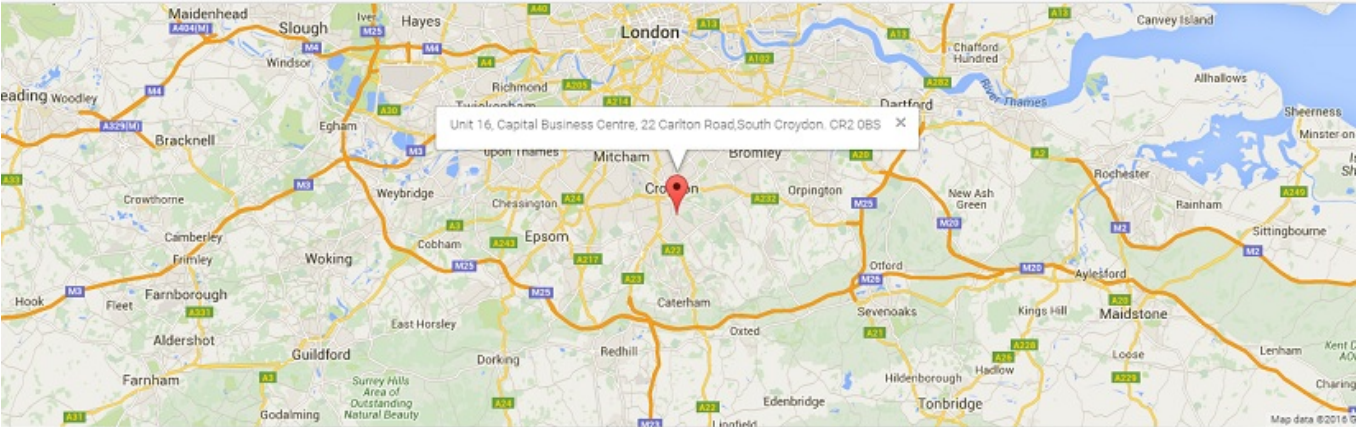

Good example of contact information on wallbarn.com website

Publish the Client List on the Website. [G47]

Priority:
CRITICAL

Description

Without a client list, a website contains **no actual proof** that the company has delivered any product or service to anyone.

Not having a client list is a critical omission. It **undermines company's trustworthiness,** which is paramount to closing international leads. It **creates unnecessary friction** with customers early in their buying cycle. The 2015 B2B web usability research by KoMarketing Associates has shown that **37% of B2B buyers** demand to see the client list on a B2B website. This means that **you could be losing more than ⅓ of your future customers** it your website is missing a client list.

What makes a client list attractive? Prospects want to see **real, familiar companies** they can identify with. Seeing **similar companies** reassures them that you have the expertise to handle their custom requests. Your clients' **geography, company size, and industry** are just some of the parameters they'll use to compare themselves to your clients. By disabling this comparison, you could be **disqualifying yourself** early in the buying cycle.

Solution

Consider publishing, at least, a partial client list.

Publishing the references creates additional room for publishing **two additional content types** which help you get more customers:

| 1 | case studies |
| 2 | customer testimonials |

IMPLEMENTATION INSTRUCTIONS

Create a 'References' page.

Create a **new website page** dedicated to your clients. There you can list as many of your clients as you wish. Name that website page 'References' or 'Clients' so that visitors understand what the page is about before clicking it.

For every client, publish this information:

- **company name**

- **company logo** (it's eye-catching and easily recognizable)

- **country** (show your international prospects that you're present in their country)

- **company size** (small business / mid-market / enterprise)

- **major products / services delivered** to this client

Link to the 'References' page from various parts of your website, such as:

- **the main menu**,

- within the content of **the product pages**,

- **the footer**.

Create a details page for featured clients.

You need **more room** to talk about your best work in greater detail. Publish the case studies, testimonials, and more details about your clients on this client details page.

WHAT CAN YOU EXPECT AFTER IMPLEMENTING THIS GUIDELINE

More of your prospects, most similar to your client list, will be interested in doing business with you:

- more prospects will contact you,

- you'll close more deals.

After implementing the guideline, expect to see increases in the following areas in Google Analytics:

- **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

- increase in the number of leads your website is generating

GOOD EXAMPLE OF A CLIENT LIST

Kershawcontracting.co.uk has listed their references on a dedicated page. Their prospects are able to filter the references by the services provided.
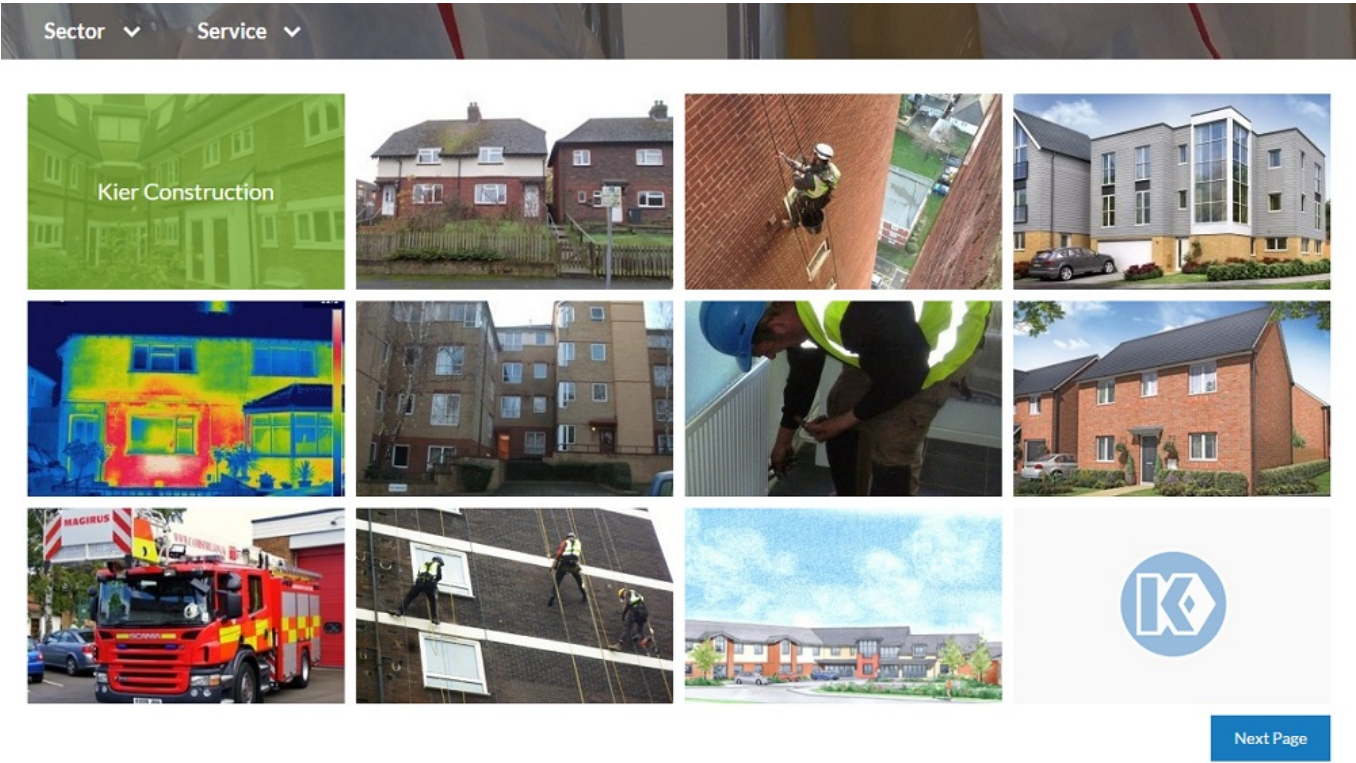
Good example of references on kershawcontracting.co.uk website

Create a Content-Rich 'About' Page. [G57]

(!)

Priority:
CRITICAL

Description

Prospects want to know more about your company before they decide to do business with you, and your website should be the perfect place to learn about you. That's why you need to publish **informative content** about the company on your 'About' page

Research by KoMarketing Associates in 2015 showed that more than half of the visitors, **52%** to be precise, find the presence of the 'About' section on the company website important, while **16% of visitors** stated that the 'About' section is **the first thing they look for** when they visit company website.

The 'About' page content is essential for creating **authority and credibility** needed for attracting:

- loyal customers

- good employees

- long term partners

B2B customers buy from companies they perceive as credible. **Credibility is one of the three most important characteristics** of an ideal B2B provider, next to the price and reliability, according to the Buyersphere 2015 research conducted among 211 British companies.

Solution

IMPLEMENTATION INSTRUCTIONS

Create an engaging content for your 'About' page.

These questions extracted from our B2B Website Content Guide will help you collect information for your 'About' page:

- What does your company do?

- How many employees do you have?

- Your company history

- What is your business philosophy?

- Have you received any recognition from third parties?

- Do you have any business partners?

- What important technology are you using in your work?

When you answer these questions, you will already have most of your 'About' page content written.

Collect media files for the 'About' page.

Include images such as:

- prominent people's images

- awards

- certificates

- partner logos, etc.

WHAT CAN YOU EXPECT AFTER IMPLEMENTING THIS GUIDELINE

More of your prospects will be interested in doing business with you:

- more prospects will perceive you as a credible company and as a result,

- you'll close more deals.

After implementing the guideline, expect to see increases in the following areas in Google Analytics:

- **increased *Average Session Duration*, sitewide:** customers will stay longer on your website on average

- increase in the number of leads your website is generating

GOOD EXAMPLE OF AN 'ABOUT' PAGE

Sureset.co.uk's 'About' page is well-written, well-structured, and highly informative. Their 'About' page has a menu in the right sidebar which provides more information for those interested. The most important parts are **highlighted** and **links** to relevant parts of their website are included.

Good example of an 'About' Page on sureset.co.uk website

Make More of Your PDF Literature Publicly Available. [G52]

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Priority: CRITICAL

Description

Having PDF literature available upon request and registration only makes it hard for prospects to learn more about the company's products.

Visitors don't want to wait to receive the brochure. They want to see it now.

Typing all those required fields **takes trust, time, and patience.** B2B buyers often don't have it.

They are also uncertain of how long it will take you to send those brochures. For all they know, it might take days. When they finally receive the brochure, there is a chance they might not get the information they are looking for. There is too much uncertainty that will drive away most of the prospects.

By hiding valuable content, it **fails to influence B2B buyers.** Content cannot influence people if they don't read it.

According to the BuyerSphere research report from 2013, a PDF that can be downloaded is easily the most popular way that your B2B buyers get their information during the buying process. That's why we believe there's **huge potential** for your company in publishing this content without a registration wall.

Solution

IMPLEMENTATION INSTRUCTIONS

Make all or most of your brochure links to link directly to the PDF.

WHAT CAN YOU EXPECT AFTER IMPLEMENTING THIS GUIDELINE

- Number of people downloading your brochures will **increase** drastically. Research shows that content will be downloaded 20 to 50 times more if there are no registration forms to get it.

- More prospects will be **better informed** about your products.

- As a result, your website will contribute more to lead generation and sales results.

After implementing the guideline, expect to see increase in the following area in Google Analytics:

- If you have configured Google Analytics to track the number of downloads, you will see an increase in the number of downloads.

Have More Information About the Downloads. [G66]

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Priority:
HIGH

Description

The downloadable files would be **downloaded more often** if they were presented and described properly. If they're not, visitors don't know what to expect when they download that file, so often enough they might decide not to download it at all.

[More than half of visitors](#) visit websites from their mobile devices. Many of those mobile visitors might not want to download documents on their mobile phones because they don't have a WiFi connection at the moment, download might take too long, or their mobile phone doesn't have the application for opening the file. They need to be **encouraged to download a file** by having more information about what they will get when they download it.

Solution

Always tell visitors what to expect if they click a download link.

An unwanted action frustrates your visitors and even makes them leave the website. Examples of unwanted actions:

- the download takes too long

- the user is on their mobile device, possibly without WiFi, and doesn't want to download a large file

- the visitor doesn't have the application for opening the file

That's why you should include more information about the download so that visitors know what they're getting.

IMPLEMENTATION INSTRUCTIONS

Consider **adding the following information** to your downloadable files:

- **Document name**

- **Format** (PDF, DOCX, XLSX…) - primarily as a label, and a recognizable icon would be good too

- **Number of pages** (or slides)

- **File size** (in KB, MB…) for downloadable files

- **Video length** (minutes:seconds) for videos and recorded webinars

- **Language** (if applicable)

For example: [PDF icon] ~Complete Product Catalog (German): PDF, 10 pages, 237 KB~

WHAT CAN YOU EXPECT AFTER IMPLEMENTING THIS GUIDELINE

- Number of people downloading your files will **increase** noticeably.

- More prospects will be **better informed** about your company, products and services through the downloadable files.

- As a result, your website will contribute more to **better business results.**

After implementing the guideline, expect to see changes in the following area in Google Analytics:

- If you have already configured your Google Analytics to track the number of downloads, you will see how many more visitors download those files.

GOOD EXAMPLE OF PDF DOWNLOADS

Rainwaterharvesting.co.uk has a dedicated page for all downloads. Downloads don't require registration and each of them has a cover image, title, good description, and the file size.

Good example of PDF downloads on rainwaterharvesting.co.uk website

Link to Relevant Internal Pages from Blog Articles. [G38]

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Priority:
HIGH

Description

Your blog should be an effective tool for taking people from your blog to the pages where you do business. You want your blog to assist in lead generation as much as possible.

There are additional **SEO* benefits** to linking to internal web pages from the blog. See this [HubSpot article about SEO and internal links](#) for more information.

*SEO (Search Engine Optimization) is a marketing discipline aiming to position your website high in search engine results pages.

Solution

Blog articles should link to relevant pages on your website. Every blog article you publish should contain **at least one link** to pages such as:

- product/service pages
- case studies
- other blog posts
- customer support pages

IMPLEMENTATION INSTRUCTIONS

Edit blog articles

We recommend you make changes to **the newest** and **the most popular** articles on your blog. For example, revisit 20 newest and 20 most popular articles and strategically add links to their content.

For example, if your blog contained stories about the work you're doing for clients, those blog articles would be linking to the reference page or the client details page.

We also recommend that you **update your content creation protocols** so that every new blog article contains at least one strategic link.

Where to put links in the article
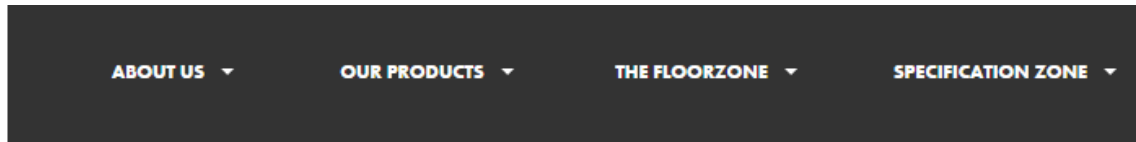
You can link to your own content in two ways:

1 Text links embedded **in the body** of the article.

2 Text or image links contained **within special call to action boxes,** located in a fixed position (top, middle, or bottom of the article).

WHAT CAN YOU EXPECT AFTER IMPLEMENTING THIS GUIDELINE

- increased *Pageviews* for pages linked from the blog
- decreased *Bounce Rate* for all blog articles containing links

GOOD EXAMPLE OF LINKS ON BLOG ARTICLES

Each Flowcrete.co.uk blog article has numerous links to other parts of their website. Their blog readers can easily jump to other relevant pages to better inform about the company.

Good example of links on blog articles on flowcrete.co.uk website

Publish More Customer Service Content. [G45]

Priority: MEDIUM

Description

Your customers are looking for customer service information when they are very close to choosing one vendor.

The best equipped B2B websites have the following **customer service content** published:

- **support information**
- **how and where to buy**
- **product warranties**
- **delivery information**

Trustworthiness is one of the most important characteristics prospects look for in a potential vendor. They want to be sure they can count on you if a problem of any kind occurs with your product or service. They want to know that you'll **solve their problems fast.** For example, if there is an issue with **delivery** or your product needs to be **repaired,** they want to know:

- to whom they can **turn for support,**
- what **level of service** they can expect,
- under what conditions is support available.

38% of B2B buyers said that details about technical support are a 'must have' information, according to this KoMarketing Associates' B2B web usability research from 2014. This tells us 2 things:

- it's **easy to remove** companies without support information from the buyer's shortlist, and
- your prospects expect to learn about your support **before** they consider becoming your customer.

Solution

IMPLEMENTATION INSTRUCTIONS

You can create a new **'Customer Support' website page.** That page could include concrete information such as:

- **ways to get support:** email, phone, on-site, or any other way of contacting and receiving support
- **typical response time** to client inquiries
- **the terms and conditions** for support (is it free or paid?)
- **your business hours,** including time zones (essential for all companies doing business internationally)

Create a **'How to Buy' website page** that includes the following information:

- **how to order** your products
- **payment options and benefits** you offer
- **financing options** you offer, if any
- **delivery information**
- **worldwide partners / distribution network,** if it applies to your company

Information about product warranties can be added both to product pages and to the support page.

WHAT CAN YOU EXPECT AFTER IMPLEMENTING THIS GUIDELINE

- more prospects will **include you on their shortlist** of preferred vendors
- you'll **shorten your sales cycle:** prospects who are ready to buy will make a purchase decision faster
- you may **disqualify some of your competitors** who forgot to publish customer-centric content online

After implementing the guideline you can expect improvements in the following Google Analytics metrics:

- **increased *Pageviews*:** increase in the absolute number of pages that customers visit on your website
- increase in the **number of leads** your website is generating

GOOD EXAMPLE OF CUSTOMER SUPPORT CONTENT

Hanson.co.uk created a 'Customer Support' page and included it in their website's main menu. This **shows** their prospects - it doesn't just tell them - that they're important to the Hanson Group, and that help is one click away.

Inside the 'Customer Support' category, there is also 'Technical Support' page that includes customer support contact information.

Good example of customer support content on hanson.co.uk website

Do You Need Help Writing Website Content?

B2B Website Content Guide helps people in charge of writing website content write **persuasive and customer-centric content** on their own, without hiring a professional copywriter. It makes the content creation process **easier and saves dozens of hours.** All you have to do is answer the questions from the guide and those answers become your content.

Download a FREE Sample (PDF, 1.65 MB, 30 pages) >>

B2B Website Content Guide

B2B Website Content Guide Helps Our Clients With Content

micro-process.hr - an experienced custom software development and industry automation company

MICRO PROCESS

We've built MICRO PROCESS' website micro-process.hr using our proven 'Content First' approach to web development:

1 **Website planning,** which included creating digital marketing strategy

2 **Writing website content** from scratch (using our B2B Website Content Guide)

3 **Website development and design,** which included our Google Analytics First-Time Setup service

Client's new B2B website successfuly informs and educates the visitors about what the company does and, most importantly, it's bringing **new customer inquiries.**

Read the case study.

itd.systems - an independent building envelope design, engineering, and consulting studio

ITD Systems

For Intelligent Technologies And Design (ITD) we developed entire trade show marketing materials in **2 weeks** without having any content. It took **only 4 hours of our client's time.** Those 4 hours were spent in an interview that we organized to extract content.

The answers to the interview questions from our B2B Website Content Guide allowed us to write all the content ourselves. The result of our work were a print + PDF brochure, an email newsletter, and a stunning presentation.

Read the case study.

About Logit

Logit.hr Team from left to right: Daniel, Monika, Marko, Visnja, Ivan, Sasha, Hrvoje

Logit internet services Ltd. (www.logit.hr, Granice 8 HR-10000 Zagreb, Croatia, EU) is a digital marketing consultancy helping B2B companies get new international customers online. We do that by providing three main types of digital marketing 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. 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. That's why in 2015, we've decided to **focus on B2B companies** and offer our services on **the international market.**

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