

Optimizing your website – get it right first time

Converting website visitors into leads? Now you're talking!
Follow this checklist – you can't go wrong!



Navigation comes first...

...the most important thing on a B2B website – make it easy to use! Make sure everything can be found clearly and quickly.



It's not for you...

...it's all about the visitor! How can you help *them*? Optimize your product pages by adhering to your buyers needs instead of self-promoting.



Perfect your layout

Put everything of key importance above the fold. Some people will never even scroll down – so make sure you get the message across fast.



SEO everywhere!

Pack fresh copy with keywords and update the content regularly. Optimize images too, with their saved title and alt text all laced in keywords.



Start at the top

You have literally seconds to grab their attention with your header and sub-headers. Make them punchy and impactful (and SEO friendly!)



Mobile friendly

This has never been more essential – from layout to loading speed – think mobile first.



Call to action

They should be at the top, on every page. Whether you choose to use time sensitive offers or softer asset downloads – make them unmissable.



Know who's visiting

Get yourself an amazing lead generation software that can identify your website visitors, so you never miss a lead again. Lead Forensics gives you that power!

What are you waiting for?

Let Lead Forensics identify your anonymous website visitors and give you the contact details to turn them into clients!

Book your **free demo and trial** today!

GET STARTED

LEAD FORENSICS