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# TEN TIPS FOR GENERATING B2B WEBSITE LEADS

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**A SPECIAL REPORT**

FOR SMALL BUSINESS OWNERS AND MARKETERS

**BY DIANNA HUFF**

B2B WEB MARKETING EXPERT

## INTRODUCTION

Your company has a Website. You launched it a few months ago or years ago. You invested time and money in its development. You had high hopes for how it would attract new prospects and help you grow your business.

Instead, your Website just sits there. Lonely. Bored. It doesn't get much traffic, and it certainly isn't generating any leads.

I know, because, "Our Website isn't generating any leads!" is the number one complaint I hear from small business owners. In this report I give you my top 10 tips getting more leads from your B2B site. None of them is difficult, and most of them don't require a lot of money.

No Website should be lonely. And no business can survive without new leads. I hope this report will help you with both – and help you take your business to that next level.

Regards,

Dianna Huff

President

DH Communications, Inc.

## Tip #1: Shift your Mindset from “Brochure” to “Interactive Website”

“Our Website is our online brochure,” small business owners often tell me. Whoa! No it’s not!

First off, a brochure is printed on paper, which means it’s static. Content is limited to text and pictures that provide basic information about your products and services. Most people read brochures left to right, top to bottom and page-to-page (if they read them at all).

A brochure just sits there, doing nothing. Brochures function as “leave behinds” at sales calls. Your sales force or distributors use them **after they’ve already gotten the lead**.

A website, on the other hand, **is dynamic and interactive**.

People can interact with your website by signing up for newsletters, demos, webinars and in-person events. They can also comment on blog posts, participate in discussion forums and send questions via online contact forms. Information can be updated weekly, daily, hourly or even minute-to-minute. You can include video and audio. You can provide detailed information about your products and services and about your company and industry.

Most important, **website content isn't linear**. Few people will start on your home page and read through your site page by page. Due to the dynamic nature of the Internet, people will visit your site via inbound links from other sites and search engines – and not all of these links go to your home page. Once people arrive, they'll jump from page to page in no particular order using navigation or in-copy links.

As a result, **a well functioning Website works as a lead generator, not a leave behind.**

Shifting your mindset from “online brochure” to “interactive site that engages people” is the first step in creating a B2B site that generates leads.

## **Tip #2: Optimize Your Site for Search Engines**

I look at a lot of small business B2B websites and the number one problem I see consistently is lack of or poorly done search engine optimization (SEO).

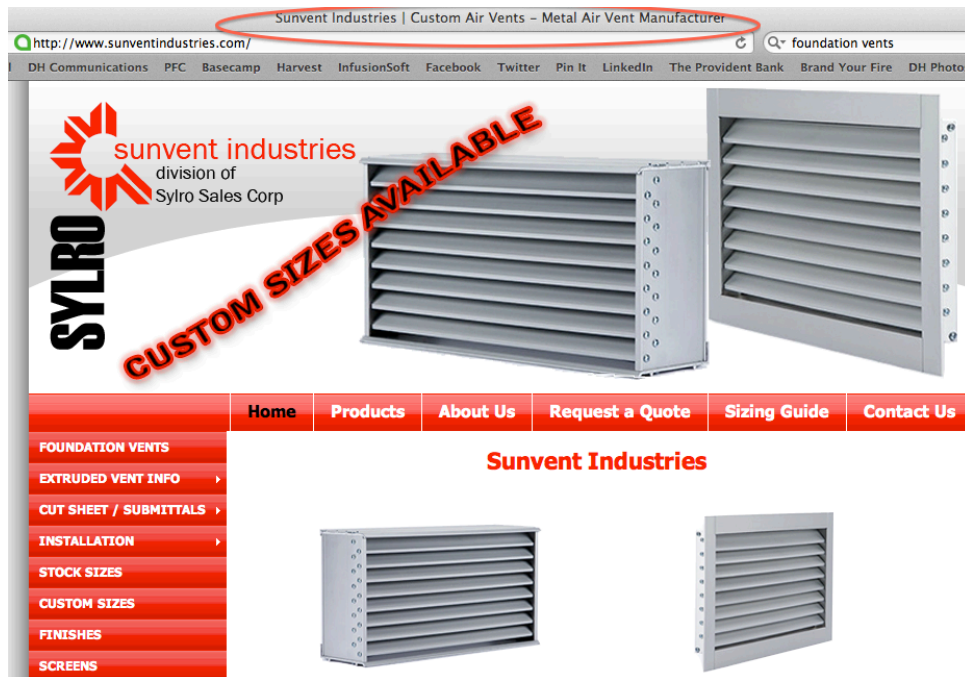
By SEO, I mean **finding your Website when searching for terms related to your products and services**, which is much more challenging than simply finding your site when searching by company name. If buyers/prospects can't find your site when searching for solutions, products, etc., they're not going to visit. End of story.

### **What are two of the particular SEO mistakes I see?**

**Mistake #1: Lack of SEO altogether** – The screen shot on the next page shows Precision Technical Sewing's home page. PTS does commercial industrial sewing for high-tech applications. The content that I've circled is PTS' Title tag – which is the same content that appears as the blue hyperlink in the search engine listings. This is where keyword relating to PTS' services should appear. Prospects – who have no clue PTS exists – would not use “PTS” as a search phrase when looking for “industrial sewing companies.”



**Mistake #2: Poor SEO** – I often hear, “But I had someone optimize our site!” Usually this means that someone with little SEO or B2B marketing experience optimized the site. Result: the site doesn’t get found in the search engines for the right keywords (if it gets found at all). In the screen shot below, the Sunvent Industries home page looks like it’s optimized, but analysis showed that “custom air vents” was a poor keyword choice.



### Tip #3: Have a Compelling Message

Here's an exercise you can try: Pretend you're a B2B prospect looking for a company who can help you solve an application challenge. Choose any B2B vertical or industry, a professional service or a product and then do an online search. Once you're on the search engine results page, click through to those listings that look like company Websites (stay away from article spam and the like).

If possible, visit seven to ten company sites. Quickly scan the home page of each one to see if you can figure out what the company offers. Don't take notes — just run through each one.

Now, which company stood out in terms of content? **Do you remember any of the company names? No?** Congratulations, you just encountered what your prospects go through when they're searching for providers / solutions.

#### The problem? "Me too" messaging

"Me too" messaging is Website copy that's pretty much the same as everyone else's. If you put Company A's site and Company B's site side-by-side, you could plug Company A's message into Company B's site (or vice versa) and no one would know the difference. "Me too" messaging doesn't differentiate your company from your competitors. After viewing a few sites, everything starts to look and sound the same.

#### The result is that prospects come to your website . . . and click right back out.

Here's the deal: People will buy a product or service to solve a problem. But, they decide from WHOM to buy **based on intangibles** – intangibles that often never make it into Website copy (especially for B2B sites).

The best way to break out of “me too” messaging is to think about what makes your company different.

- What distinguishes you from your competitors?
- What are your strengths?
- Who have you done business with? What kind of challenges have you solved?
- What’s your company culture like?

Do you answer these questions through content – or is your site bland and dull so that your company “fits in” with what everyone else is doing?

**Tip: Show the people inside your building**

People hire people, not buildings, to help them solve challenges, so it amuses me when companies show pictures of their building. (When was the last time you took a building out to lunch? I’m guessing – NEVER.)

True story: I did a website overhaul for a small business – great people! The husband and wife team had excellent attitude and went out of their way to help clients. The couple, who had three children and six grandchildren, also loved to ride their Harley motorcycles around on the weekends. When I suggested they post their bios along with photos of themselves with their bikes (versus their office building) the response was, “Oh no! We couldn’t do that. We want people to think we’re bigger than we are.”

Big mistake. Huge! **Being a small business is your strength.** People WANT to do business with smaller companies because, nine times out of ten, they’ll get better service, products, quality, etc. So celebrate your smallness – and your unique qualities – by showing the people inside your building. Doing so helps build trust and confidence and sets you apart when people do searches.

## **Tip #4: Make Your Website Fresh and Inviting**

Your Website is the first point of contact with prospects. And, just like walking down the main street in your town or city, people can quickly assess which stores are well-maintained (sparkling windows, swept entry, intact awning), and which are neglected and not really inviting (peeling paint, outdated signage and poorly tended window displays).

If you're still using FrontPage for your site, or your site was designed when Bill Clinton was president, it's time for a professional update. An updated site has many benefits as it:

- Gives the impression your business – and expertise – is current
- Shows that you invest in your business and maintain it
- Allows you to take advantage of the many new tools and applications available

In the screen shot on the next page, you can see the National Security Institute's "before" site, which the company owners developed themselves. The site did little to showcase their expertise: The company founders consult with major companies across the U.S. regarding information security as well as hold IMPACT, the leading annual conference about information security. Nor did the site generate any business due to poor navigation and the DIY look and feel.



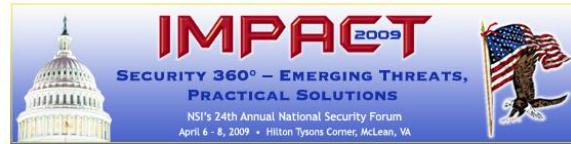


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## National Security Institute's Security Resource Net

Committed to Excellence Since 1985



In this “After” shot of one of NSI’s product pages, site visitors can now see what the company offers – and why you should do business with them. The page includes links to supporting content and a free report to help with lead generation. Site navigational elements also include information about the company and its founders, a learning center, and a newsletter subscription page.

[Government / Defense](#) | [Information Security](#) | [IMPACT 2012 Conference](#) | [Learning Center](#) | [About NSI](#) | [Free e-Newsletter](#)

### Information Security

#### Are you neglecting the biggest risk to your Information Security?

One employee can undo your entire security investment — and reputation — in an instant.

At any moment, your organization could be seriously compromised by the actions of a single employee — working in the office, on the road, or from home.

Experts say that nearly 75% of security breaches are “inside jobs” — like the untrained employee who downloads sensitive data on her thumb drive and walks out the door . . . or the worker who brings an infected laptop into the office from home . . . or the road warrior who connects to unsecured Wi-Fi systems.

The fact is, most security breaches by insiders are not intentional; they happen when employees make bad or uninformed choices about their passwords, the websites they visit, and the e-mails they send.

While billions of dollars are spent each year on security hardware and software, **most data breaches are based on the weak link in the security chain: people.**

So, how do you make sure that your company's information assets are protected? **The first line of defense is employee awareness** — the critical “humanware” component of your data security armor.

NSI's [SECURITYsense awareness solution](#) gives employees the tools and information they need to make security second nature.

#### Overview

- [SECURITYsense](#)
- [SECURITYsense Features](#)
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**FREE SECURITY REPORT**

**Improving Security from the Inside Out:**  
A business case for corporate security awareness

Download your copy today.

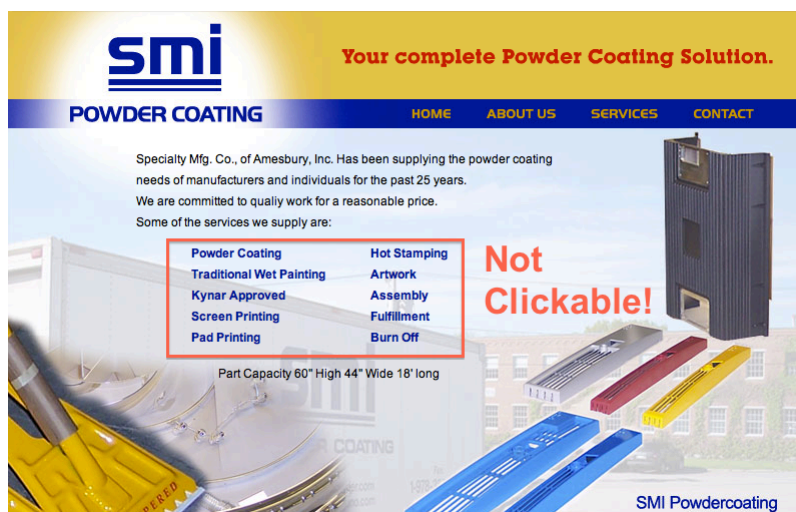
## Consider a WordPress site

These days it's easier than ever to develop a professional looking site. Many Web designers now specialize in WordPress, an open-source content management system (CMS). WordPress is "free" in that anyone can download it and customize it. However, I **highly** recommend you hire a qualified WordPress designer to set up your site for you. Once it's complete, you'll have the ability to make simple updates and add new pages as needed.

## Tip #5: Build Out Your Products and Services Pages

When SMI Powder contacted me years ago, they wanted help getting leads from their site. A ten second look, and I knew exactly what the problem was – no content. Their "Services" page (see screen shot) with its list of services, was all they had to explain what they offered. (I normally don't call out companies this way, but SMI Powder is no longer in business.)

When I said, "You need to create additional content and explain what each service is and how it will benefit people," the response was, "Our customers already know what we do."



## **Your prospects don't know what you do**

People are busy. They don't have time to keep up with your company. Your customers probably DON'T know all of the services or products you offer. If your customers don't know, your prospects certainly don't. **Heck, many of your prospects have no idea you even exist.** You need to tell them what you do when they come your site.

The best way to describe what you offer is to build out your products and services pages. **Create a separate Web page for each product or service offering.** That way you can provide more detail about what you offer.

There's another reason why building out your products and services pages is a good idea, and it relates to search engine optimization. The more pages you have for your products and services, the more keywords you can optimize for search engines. So instead of having one page describing your products and services for which you can optimize one, two or three keyword phrases, you'll have multiple pages where you can optimize one to three keyword phrases for EACH. This means it's easier for people to find many of your pages via search – not just one page.

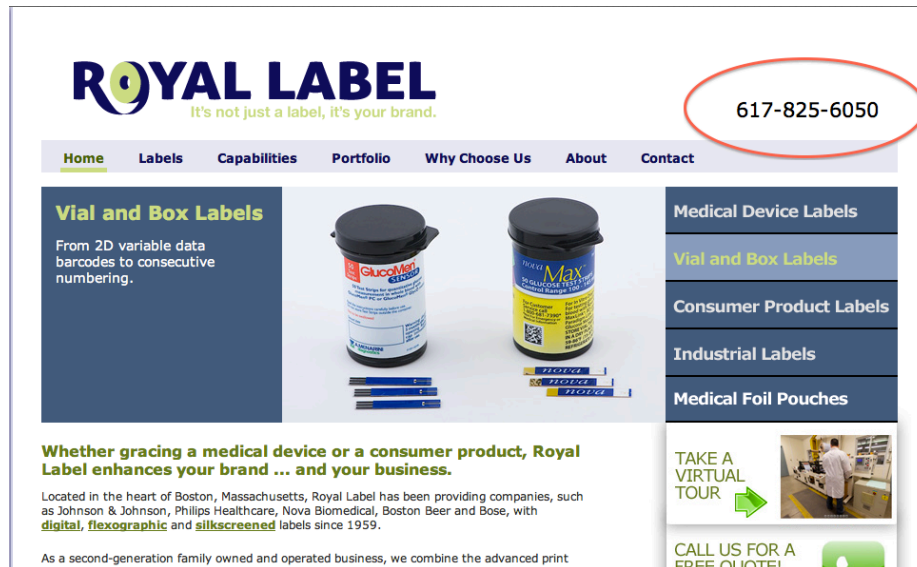
## **Tip #6: Don't Hide Your Contact Info**

If you want to use your Website to generate leads, people need to be able to contact you. So I'm always amazed when I see companies go to great lengths to hide their contact info. For small business sites, you have the advantage as your contact info is simple: a phone number and email. Put both **at the top right corner of each page of your Website.** Why?

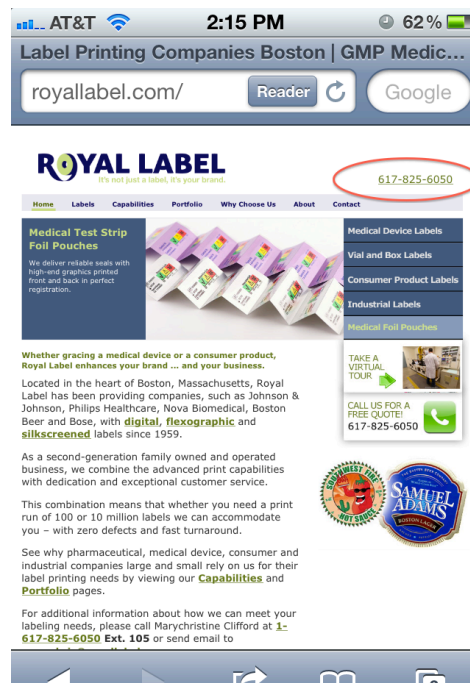
**A. It's easy to see on smart phones / tablets** – Due to “touch to call” technology, people can touch the number or email and easily contact you. (For this to work on smart phones, the number has to be “text-based.”)

**B. It eliminates clicks** – People are in a hurry. Instead of making them click around looking for “Contact Us,” make it easy by including contact info wherever they are.

In the screen shot below, you can see how Royal Label has used this effectively. The first screen shot shows how the site looks on a desktop browser.



In this second screen shot, taken from an iPhone, the phone number is now a **clickable link**. Simply touch it, and the phone will automatically dial the number. Think about how we all walk around now with our noses buried in our phones. Someone who is standing in line, in the car or wherever can do a quick search, find Royal Label and quickly call. No need to fumble around trying to find “Contact Us.”



## **Tip #7: Give Away Lots of Free Stuff**

Offering white papers, reports, case studies, podcasts and webinars helps **establish your company as an authority in your industry. It also increases inbound links, search engine rankings and traffic** – which means more potential leads.

In addition, by giving away free stuff, you're helping move prospects along the sales cycle, from "information gathering" to "on the list of possible suppliers."

### **Use forms to capture leads**

Now I'm going to qualify my last point about free stuff by advising you to not give everything away for "free." Save some of your content and put it behind registration forms. You're still giving the information away for free (that is, you're not charging money for it) but you are requiring prospects to provide something in return, such as their name and email address. **You can then add these names to your nurture list.**

**Secret tip** – Tell people you'll send their report via email, versus letting them download it immediately after filling out the form (even if you do allow immediate download. This way they're more inclined to give you their real name and email address. You can also minimize resistance by keeping your forms short.

### **Have a variety of offers**

When you're using content to generate new leads, it's important to offer a variety of material. This is because different content will appeal to prospects in different parts of the buying cycle.

For example, people just starting to research a product or service will download white papers or checklists, but they won't want a sales person to call, and they aren't ready for a demo.

People who are narrowing down their vendor selection list have probably already read half a dozen white papers and are now ready to participate in a Webinar or demo.

Having just one type of offer will attract some buyers, **but these buyers may not be ready to buy for months**, which is why you need to include offers that attract buyers no matter where they are in the buying cycle.

### **Create landing pages for each offer**

Once you've created a variety of offers, direct prospects to landing pages created specifically for each offer. Don't make the huge mistake of sending them to your home page as one, you can't track your campaign, and two, they'll just get distracted and you'll lose them.

### **Tip #8: Give Proof that Others Have Achieved Results with You**


When you learn that a friend is using a particular product or has eaten at a restaurant – and liked it – you're more inclined to do so, too. This is a concept called "social proof." When we see our friends doing something, we want to do it, too.

Social proof works the same way for your B2B website – in the form of case studies, client lists, and testimonials. This information is **proof that you have satisfied customers. If Prospect A comes to your site and sees that you've done business with companies he or she knows, your prospect is more inclined to move forward in the sales process (i.e. contact you).**

Testimonials, such as those in the Greenway Golf screen shot below, shorten the sales cycle as they help people decide to do business with you **now**. Why? Because social proof also builds trust – something you can't buy with advertising.


## Success Stories


- Success Stories
- Case Studies
- Client Testimonials**
- Client List
- Press Room



Greenway Golf International

GREENWAY FACILITY MANAGEMENT





Contact  
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## Client Testimonials

Greenway believes the best way to learn about a company is to learn from those that have worked with them. We invite you to read what our clients are saying about the Greenway program and their experience with Greenway Golf. A full list of client references is available . . . please contact us for a complete list.

**“In a few words . . . hiring Greenway was one of the best decisions we ever made.** The Club is still responsible and has control over setting the direction of the golf course but Greenway is responsible for making it happen. They bring a level of expertise we have never had before. Marc Logan is the most knowledgeable person in turf, greens and trees that I have ever met and he applies this knowledge to improve the golf course.”

– Jim Zopolis, President, Merced Golf and Country Club

**“After touring five Greenway courses and seeing the positive impact of the program first hand, it was a no brainer for us to hire Greenway Golf.** The results spoke for themselves. Greenway Golf brings the art of green-keeping back into the hands of the greenskeeper.”

– Jeffrey Johnson, The Minikahda Club

**“The quality of our golf course is at the highest level this club has experienced as far back as anyone can remember . . . This is absolutely a result of our partnership with Greenway Golf.”**

– Arrowhead Country Club, Greens Chairman

## Tip #9: Make Your Site Mobile Friendly

In today’s mobile environment, customers and prospects need to connect with you no matter where they are – which means, it pays to ensure your site is mobile friendly.

**Exercise: View your site on an iPad and iPhone.** One client I worked with was shocked to see that his home page, which had been partially constructed in Flash, was unreadable on Apple mobile devices. Another client couldn’t access her drop-down menus.

When a prospect can’t access your site, you lose the lead – *without even knowing that you have*. With more and more of us using mobile devices, it’s money well-spent to ensure people can access and navigate your site no matter which device they’re using.

## Tip #10: Consider Having Your Site Overhauled

If your B2B site isn't generating leads, consider a Website Overhaul by me, Dianna Huff. As an "in-the-trenches" B2B Web Marketing Expert, I've helped dozens of small businesses develop sites that get top search engine rankings and drive leads and sales. I can definitely help you.

Working with you, I'll help you:

- Develop a site that meets your business goals
- Define and communicate your message
- Optimize your site for search
- Develop content that generates leads
- Manage the project start to finish, including working with the designer

To learn more, send email to [dianna@diannahuff.com](mailto:dianna@diannahuff.com)  
or call **603-382-8093**.

"We hired Dianna to help us optimize our site in November 2010 and then hired her to provide ongoing marketing services for all of 2011. With her help we were able to **double our organic search traffic and increase our leads**. She also created some really great marketing collateral pieces where none existed. **Our reps were so happy, they thanked me!**"

----- Jaylin Krell, VP Marketing, MacroAir Technologies, Inc.

"We've received numerous calls from leads from our Website. Just yesterday I received one from a person who found us from searching the Internet and **the content on our site impressed him and lead him to contact us** for a meeting. Unlike many other website developers or agencies, Dianna gets it. She knows that great benefit driven copy best sells the business and promotes the reader to take action."

----- Ken Campbell, COO, Greenway Golf



## ABOUT DIANNA HUFF

In business since 1998, Dianna helps B2B companies across the U.S. increase their leads and sales through practical Web marketing tactics. Dianna is quoted regularly in the trade media, including *Forbes*, *BtoB* magazine and *Response*, as well as industry blogs. Her clients include AT&T, Martin Marietta, Waters Corporation, Thermo Fisher Scientific, Cabot Corporation, MacroAir Technologies, Constant Contact and a whole host of small and mid-sized companies that offer or produce products and services ranging from industrial fans to golf course maintenance. In her spare time, she ghostwrites marketing books for busy CEOs.



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