

B2B Website Optimization and Landing Pages

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Previously in ...

B2B Lead Generation Framework



What We'll Learn

- By the end of today's session, you should be able to:
 - Explain the **POEM Framework**
 - Conduct a **website audit**
 - Analyze and identify **on-site & off-site SEO opportunities**
 - List the **key elements of a successful landing page**

Agenda

- Quick Review of the POEM Framework
- A 5-Step Process for a Website Audit
- On-Site SEO and Keyword Research
- Off-site SEO Opportunities
- Landing Page Fundamentals
- Action Items & Next Steps
- Additional Links & Resources

The P.O.E.M Framework

The P.O.E.M Framework is a common methodology used by marketers to formulate their marketing strategy. It stands for **Paid-Owned-Earned Media.**

Paid

- **Paid Media** are the sponsored advertisements that organizations run on various platforms. Examples include LinkedIn Sponsored Ads, Facebook Ads, Google Ads, Banner / Display / Video Ads, etc.

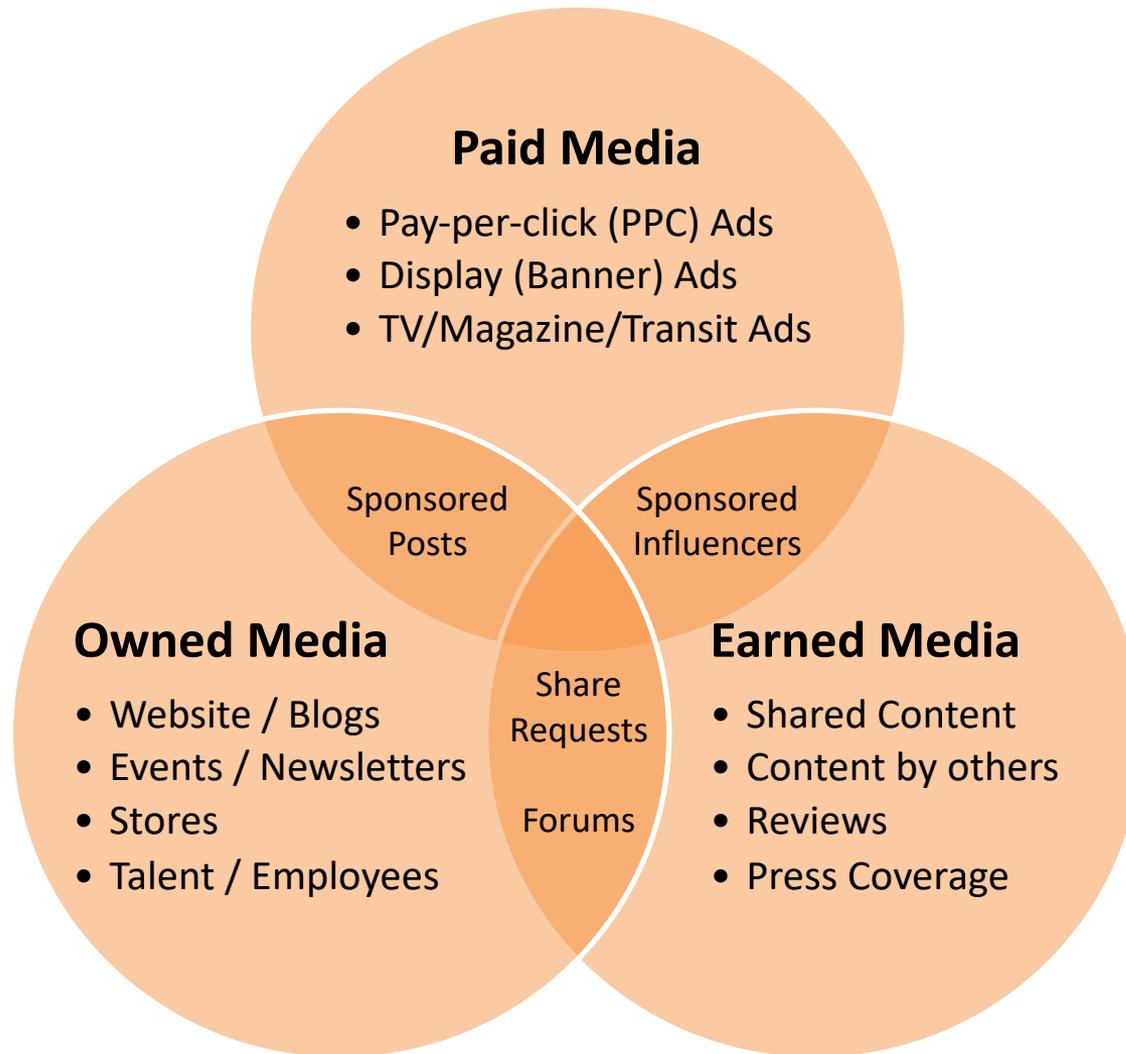
Owned

- **Owned Media** includes the content the organization creates and controls. Websites and blog pages are examples of this.

Earned

- **Earned Media** is content about your organization, services, or products, but created and distributed by others. Examples include shared posts, posts by customers about your organization, recommendations, etc.

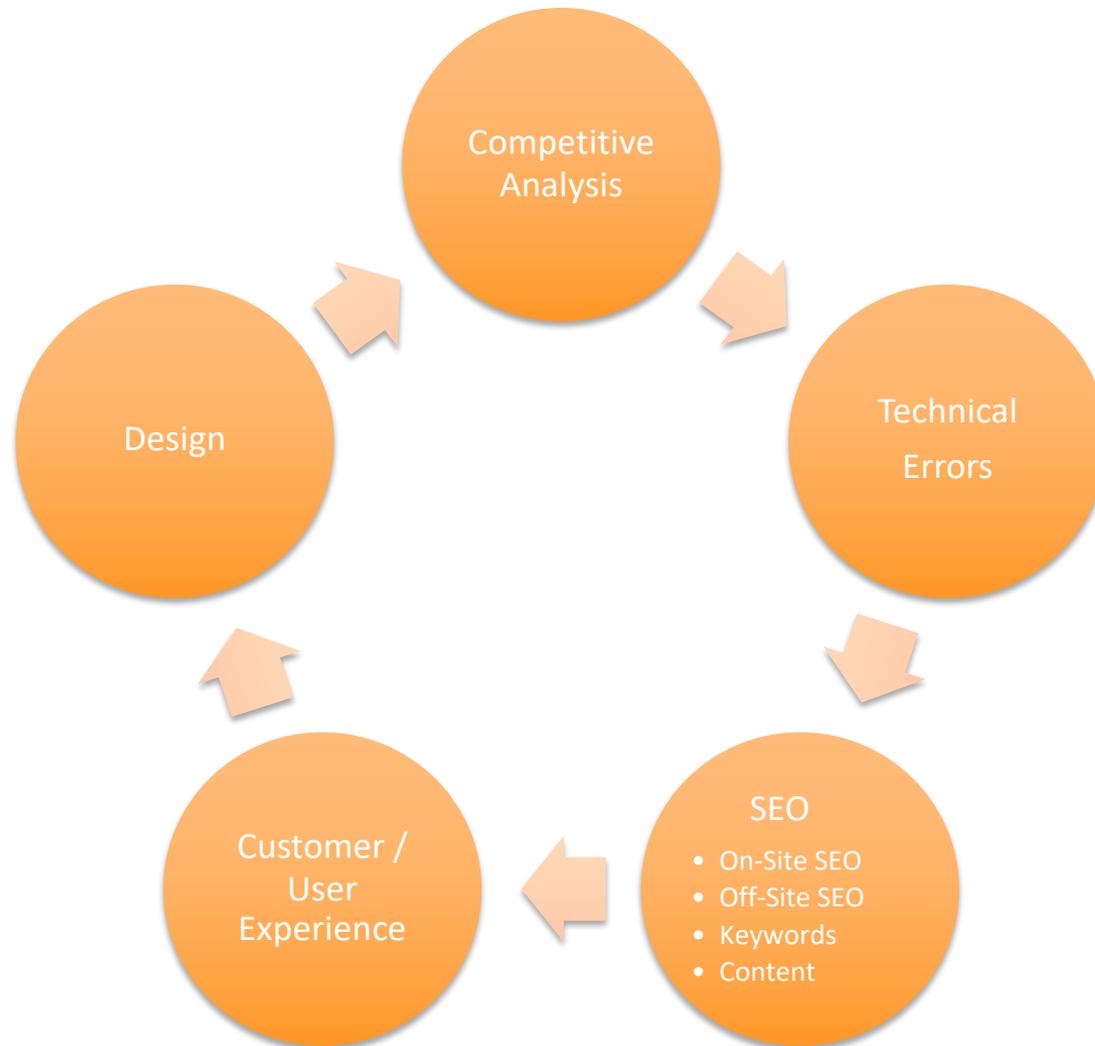
The P.O.E.M Framework



Website Optimization Perspectives

- Target Audience(s) – Customers, Partners
- Search Engines
- Your Organization / Brand

5-Step Website Audit Process



Technical Errors

Since these technical errors usually are easy to detect, I do recommend using a **site auditor tool** (*several listed in [Website Audit Tools](#) slide at the end*).

That said, the most common technical errors are the following:

- **HTTPs Status**

In 2021, it is essential to use an encrypted connection (SSL certificate) and it also impacts your search engine ranking.

- **Page Speed Test**

According to recent research, if your site takes more than 3 seconds to load, you lose 75% of your potential readers. Recommended tool: [Google PageSpeed Insights](#)

- **Broken Images and Links**

These features decrease your site's ranking and user-friendliness.

- **Mobile Optimization**

Being mobile friendly improves the user experience and also affects your site's ranking.

On-Site SEO - Definition

On-site search engine optimization (SEO) covers both the **content** and **structure** of a website so that it **ranks well** (*typically within the first 10 search result links, or on the first page of search engine results*) on **search phrases that are relevant to one's website.**

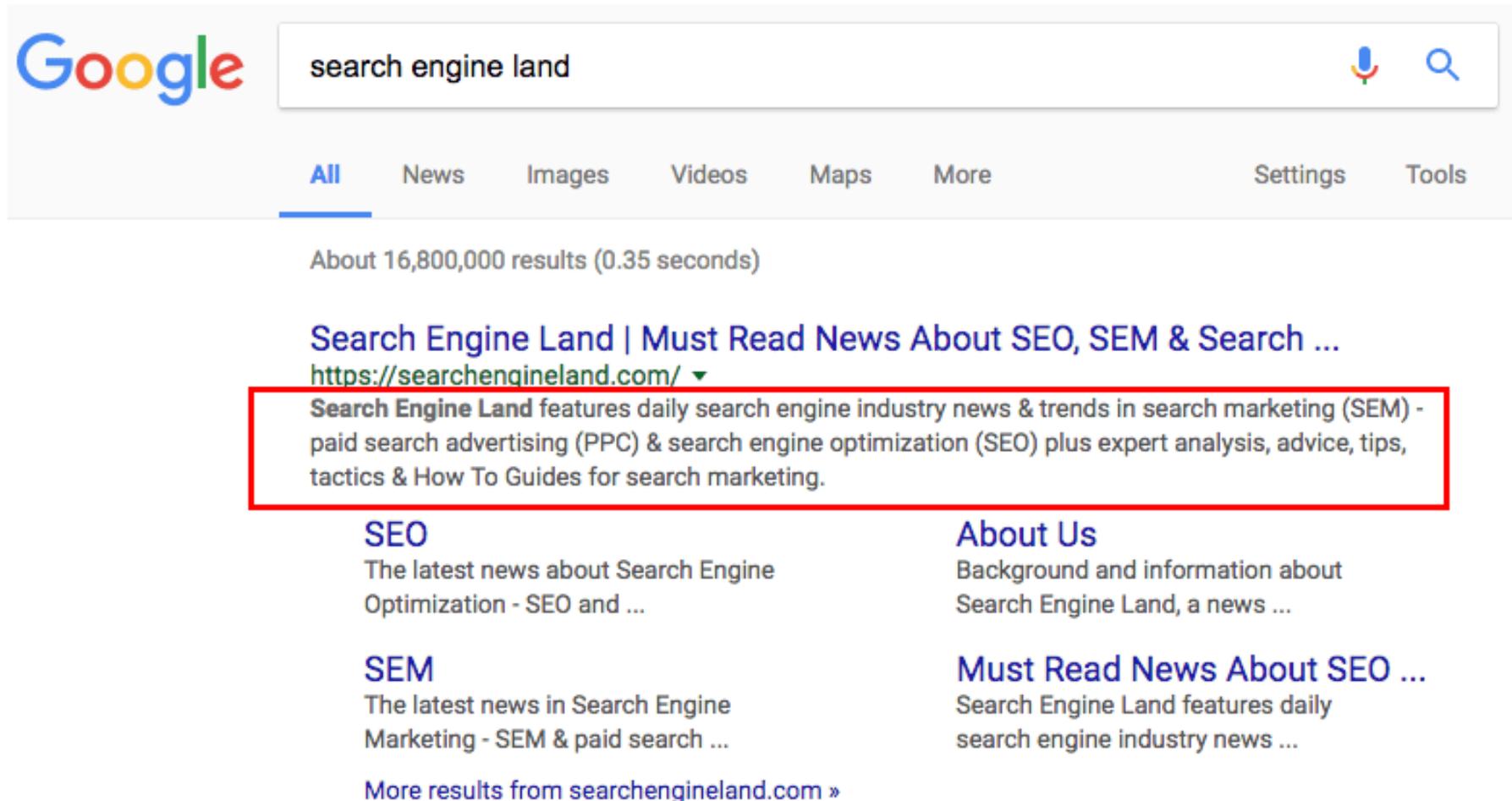
Identify Keywords

- Create a list of potential keywords, phrases, and questions:
 - Google Search Console – shows a lot of data about the keywords that you **already** rank for.
 - Google Keyword Planner – finds other keywords, but only list ranges for search volumes.
 - Google Trends – visualizes the relative search popularity of a keyword over time.
 - Keyword Generator – finds up to 150 keyword ideas for any seed keyword.
 - Keyword Sheeter – pulls thousands of autocomplete suggestions from Google.
 - Answer the Public – finds questions, prepositions, comparisons, alphabeticals, and related searches.
 - Keyword Surfer – is a free Chrome extension that shows estimated global and local (for 19 countries including Canada) monthly search volumes for any query typed into Google.
 - Keyworddit – pulls keyword ideas from Reddit.
 - Questiondb - finds the questions people are asking about a specific topic (sourced from Reddit).
 - Bulk Keyword Generator – is a keyword research tool for *local* SEO. It generates keywords based on industry type.
- **Google** your keyword searches and look at the results. Pay attention to the “People also ask” box of search suggestions.

On-Site SEO – Key Tech Areas

- URLs (including paths)
- Title Tags
- Header Tags
- Meta Descriptions / Snippets
- Main Content
- Image Alt Text
- File Names (including images)
- Anchor Text / Internal Links

Meta Description / Snippet



The image shows a Google search interface. The search bar contains the text "search engine land". Below the search bar, there are navigation tabs for "All", "News", "Images", "Videos", "Maps", "More", "Settings", and "Tools". The "All" tab is selected. Below the tabs, it says "About 16,800,000 results (0.35 seconds)". The search result for "Search Engine Land | Must Read News About SEO, SEM & Search ..." is displayed. The URL is "https://searchengineland.com/". The meta description is highlighted with a red box: "Search Engine Land features daily search engine industry news & trends in search marketing (SEM) - paid search advertising (PPC) & search engine optimization (SEO) plus expert analysis, advice, tips, tactics & How To Guides for search marketing." Below the meta description, there are four links: "SEO", "SEM", "About Us", and "Must Read News About SEO ...". Each link has a short description. At the bottom, there is a link for "More results from searchengineland.com »".

Google search engine land

All News Images Videos Maps More Settings Tools

About 16,800,000 results (0.35 seconds)

Search Engine Land | Must Read News About SEO, SEM & Search ...
<https://searchengineland.com/>

Search Engine Land features daily search engine industry news & trends in search marketing (SEM) - paid search advertising (PPC) & search engine optimization (SEO) plus expert analysis, advice, tips, tactics & How To Guides for search marketing.

SEO
The latest news about Search Engine Optimization - SEO and ...

SEM
The latest news in Search Engine Marketing - SEM & paid search ...

About Us
Background and information about Search Engine Land, a news ...

Must Read News About SEO ...
Search Engine Land features daily search engine industry news ...

[More results from searchengineland.com »](#)

Off-site SEO - Definition

- Off-page SEO includes tactics related to activities executed **outside of your own website**.
- These activities and connections identify external websites that are part of your “**online digital network / family**” and contribute to your website’s “**reputation**”.
- **Link building** is often considered the main off-site tactic and can include tactics such as content marketing, social media marketing, podcasts, reviews, being listed in industry directories, and more.

Off-Site SEO – Key Concepts

- Outbound Links
- Inbound Links
- Content
 - Original
 - Fresh
 - Quantity
 - Quality – Accuracy, Grammar, Length, Uniqueness
- Backlinks
 - Number & freshness
 - Related / relevant websites
 - External anchor text
 - Bad backlinks? – **Google Disavow Tool**
- Link diversity
- Social signals

Develop Content / Lead Magnets

A “**lead magnet**” is a free item or service that is given away for the purpose of gathering contact details.

Types of Lead Magnets

- **Educational lead magnets**
Teach your visitors something they don't already know
- **Useful lead magnets**
Provide a tutorial, calculator, or other tool with which they can solve a problem
- **Community-building lead magnets**
Create a way for your audience to build a community based on the things they have in common, e.g., direct challenges and group forums
- **Entertaining lead magnets**
Inspire or entertain your audience, e.g., quizzes
- **Bottom of funnel lead magnets**
“Push” the visitor from lead to customer, e.g., free trial, discount codes, free consultation

More Link Building Ideas

14x LINK BUILDING STRATEGIES FOR 2021

MatthewWoodward.co.uk  **2021**

If you want to increase your search traffic this year...
PAY ATTENTION
Because these 14x link building strategies are all you will need to succeed in 2021.

- #1: Testimonial Link Building**
Learn how to score powerful homepage link placements with my simple testimonial link building process.
- #2: Reverse Engineering Competitor Backlinks**
Why do all the hard work when you don't have to? Steal all of your competitors best backlinks.
- #3: Crowdfunding Link Building**
Support relevant crowdfunding projects and get recognised as a donor with a link being placed back to your site.
- #4: Event Link Building**
Sponsor events and get your website added to high authority sites within your niche to give your rankings a boost.
- #5: Resource Page Link Building**
Get links from powerful resource pages with the added bonus of quality traffic hitting your site all the same time.
- #6: Broken Link Building**
A fantastic opportunity to build relationships with website owners and to increase your search rankings.
- #7: Social Media Link Building**
Send positive social signals to search engines by building links from all your social media platforms.
- #8: Internal Link Building**
Internal links are seriously underrated, so ensure you apply one of my 3 internal link building methods.
- #9: Expired Domains**
If you want to score easy links from places like the BBC or Wikipedia, expired domains are for you.
- #10: Link Roundup Link Building**
Take advantage of link roundups in your niche to score awesome links that generate referral traffic.
- #11: Guest Blogging**
If you do guest blogging the right way, you can grow your site's rankings and traffic rapidly.
- #12: Newsjacking**
Take advantage of popular news topics to attract waves of links and traffic to your site with ease.
- #13: Influencer Marketing**
Take advantage of influencers (and their egos) in your niche to build powerful links to your website.
- #14: Data Driven Content For Link Building**
Use unique data to make your content the "go to" resource on any given subject in your niche.

Pick **JUST 3x** Link Building Strategies To Focus On This Year...
...And I promise your search traffic will increase!

Learn how to execute each strategy
[matthewwoodward.co.uk/seo/link-building/strategies/](https://www.matthewwoodward.co.uk/seo/link-building/strategies/)

<https://www.matthewwoodward.co.uk/seo/link-building/strategies/>

Customer (CX) & User Experience (UX)

- Simple / easy-to-use navigation
 - How many clicks / scrolls to get to the relevant information?
 - Is the navigation “intuitive”, i.e., follows navigation “standard practices”?
 - Search bar available – browsers vs. searchers
- “Unnecessary” obstacles / hurdles
 - Pop-ups (*can be problematic on mobile*)
 - Automatic Live Chat pop-ups
 - Bounce / exit analytics
- Relevant and credible content
 - Hierarchy (*most important info on initial entry pages and at the top of pages*)
 - Answers and solutions to target customers’ questions, pain points, and challenges
 - Social proof – testimonials, customer logos, certifications, etc.
- Clear calls-to-action (CTAs)

Design

- **Consistency of:**
 - Fonts (*not too small ;-)*)
 - Imagery – photos, icons, etc.
 - Colours
 - Layouts
 - Calls-to-Action (CTAs)
 - Brand voice
- Whitespace

Attention Ratio - Definition

Attention ratio is:

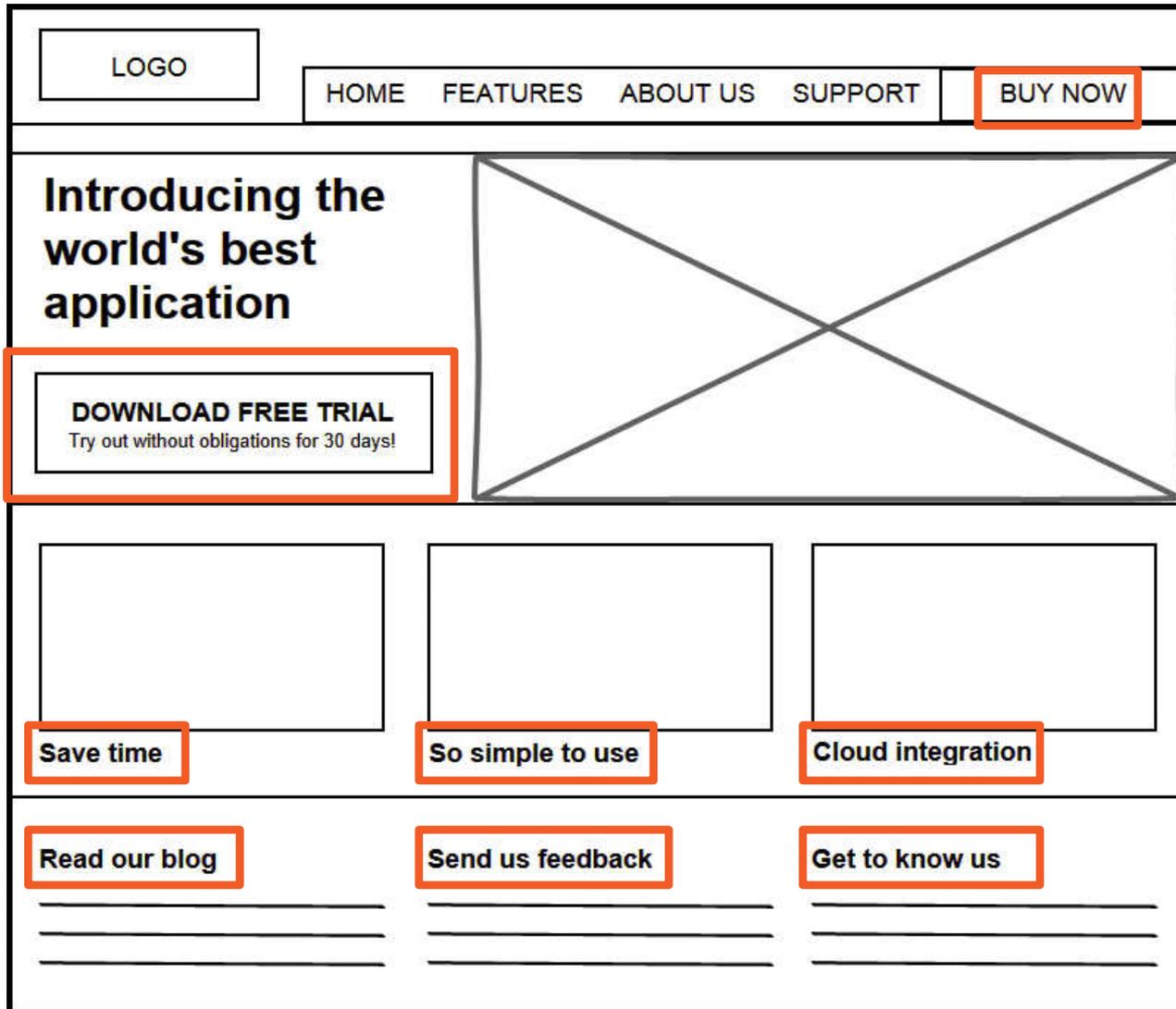
The number of things a visitor *can* do on a page
relative to
The number of things they *should* be doing

Typical Home Page

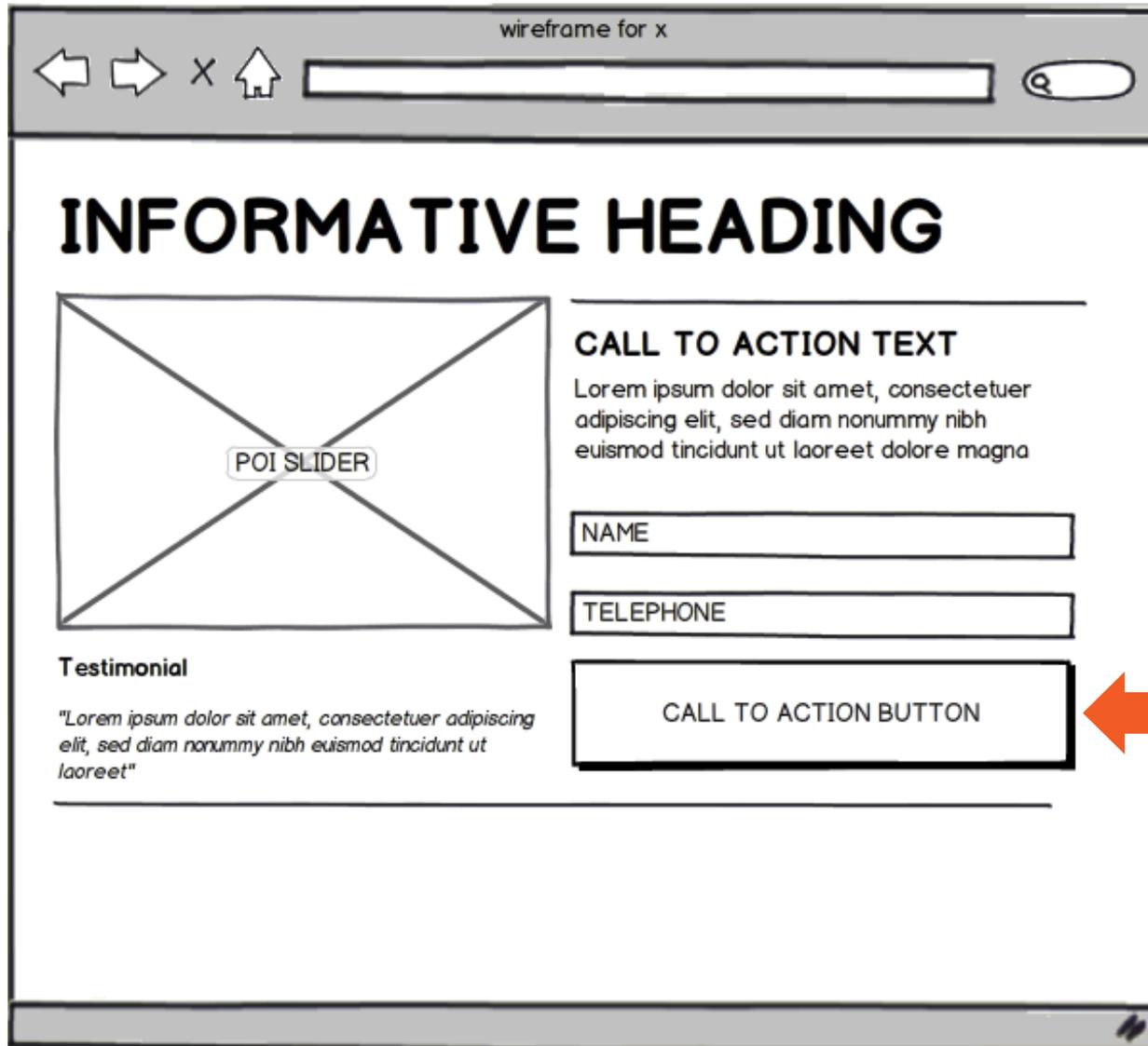
Attention
Ratio

8:1

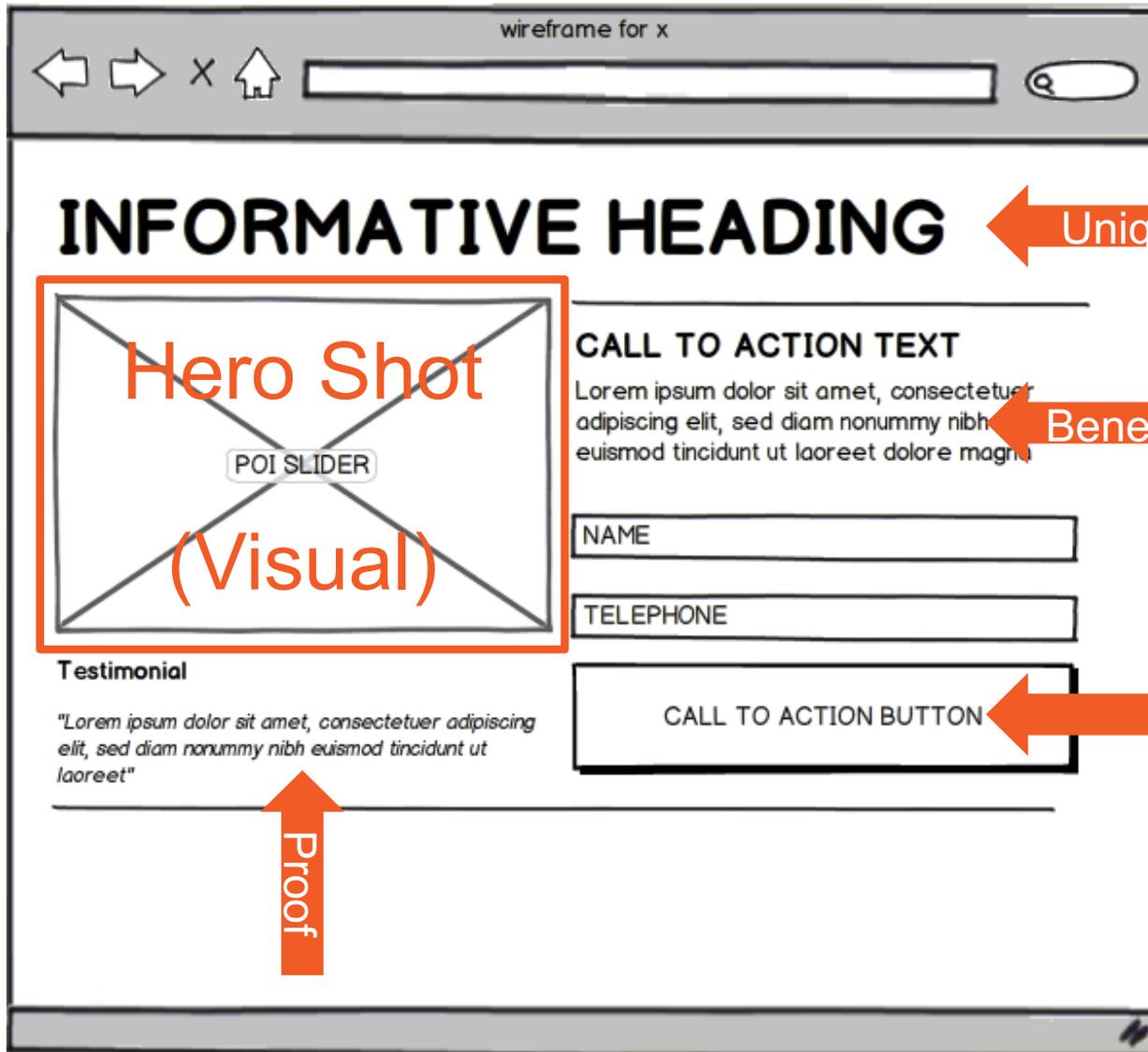
As the ratio
goes down,
conversions
go up!



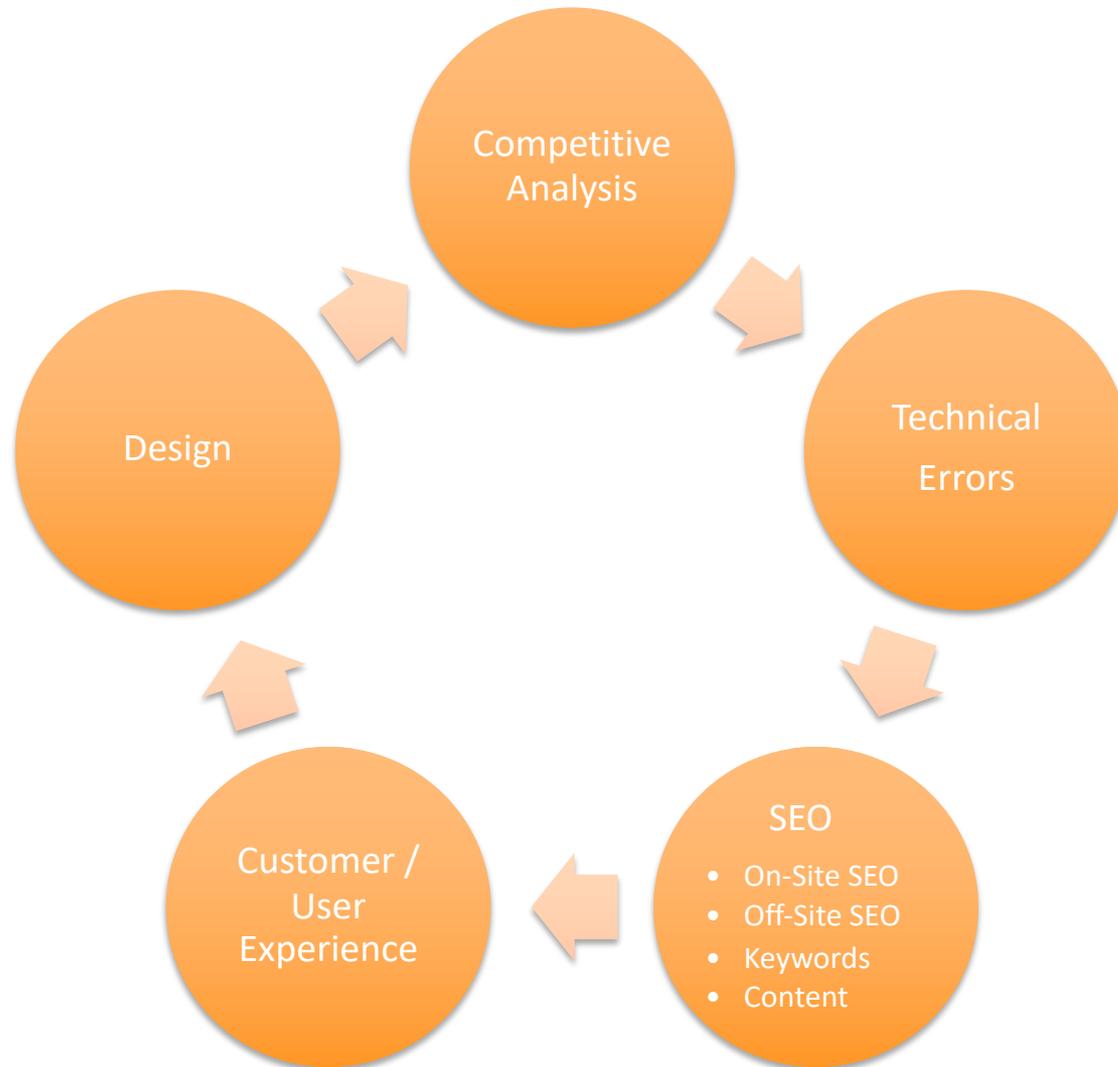
Landing Pages



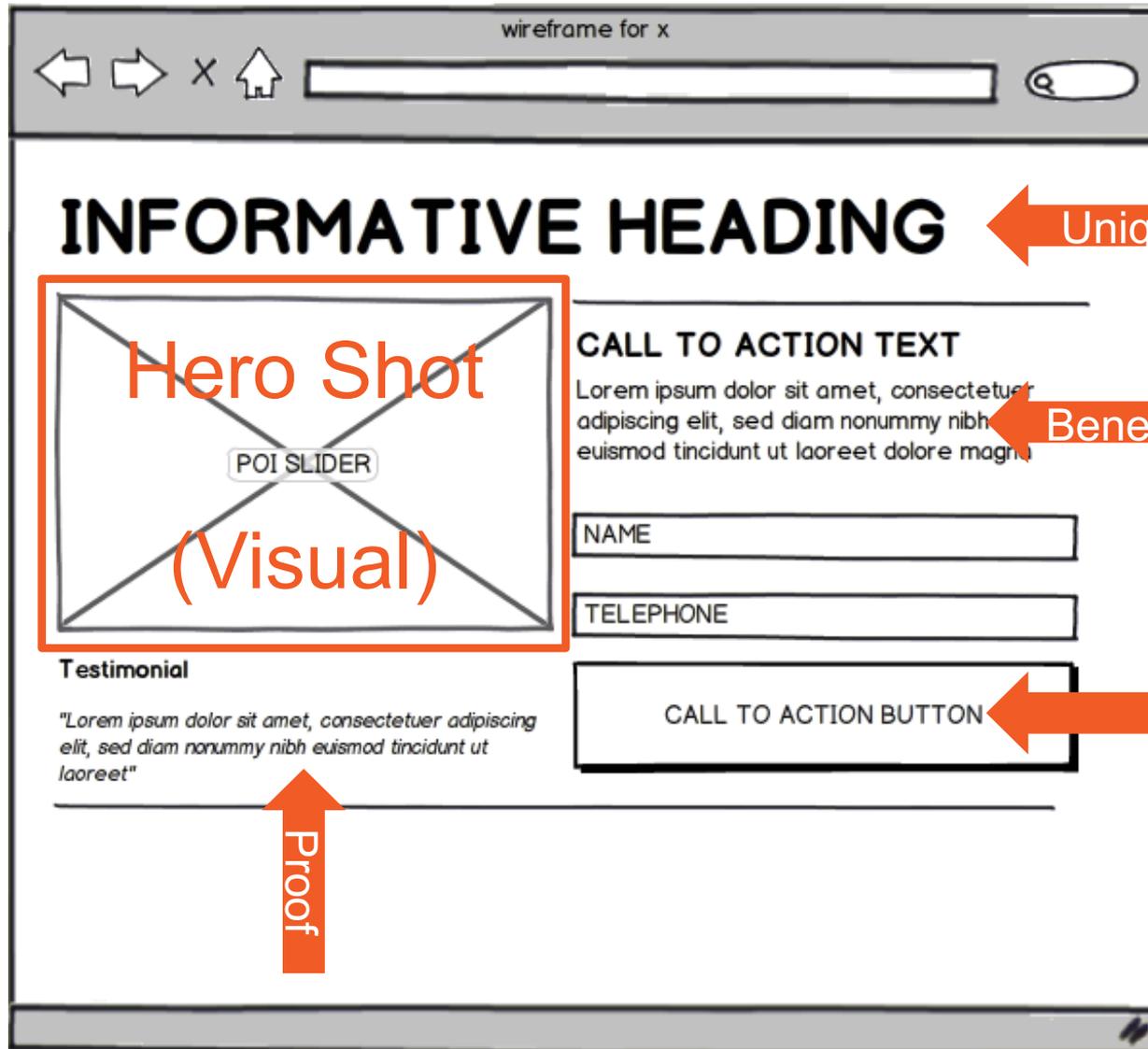
5 Elements of Successful Landing Pages



Action Item: Perform Your 5-Step Website Audit



Next Step: Evaluate Your Landing Pages



INFORMATIVE HEADING

Unique Selling Proposition

Hero Shot

(Visual)

POI SLIDER

CALL TO ACTION TEXT

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna

Benefits (Keep these short!)

NAME

TELEPHONE

Testimonial

"Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet"

CALL TO ACTION BUTTON

Call-To-Action

Proof

Additional Resources

- [15 Step Website Audit Checklist \(& PDF Template\)](#)
- [The 10-Step SEO Audit: How to Find Your SEO Mistakes & Opportunities](#)
- [How to Do a Basic Website Audit to Improve SEO and UX](#)
- [How to Perform an SEO Audit in 18 Steps: Guide for 2021](#)
- [10 Free Keyword Research Tools \(That Aren't Google Keyword Planner\)](#)
- [10 Tips to Improve Your Website's User Experience](#)
- [How to Improve Your Website's UX in 2021](#)
- [8 Simple UI UX Design Tips for Web Designers](#)
- [10 User Testing Tools to Try](#)
- [**Unbounce Landing Pages Course** \(~3 hours – FREE! 😊\)](#)

Website Audit Tools

Name	Price	Features
<u>Hubspot Website Grader</u>	Free	<ul style="list-style-type: none">• Basic tool to quickly check your website
<u>Hotjar</u>	15-Day Free Trial \$99+ per month	<ul style="list-style-type: none">• One domain• Visitor Recordings – helps to understand their behavior• Heat Maps – helps to understand what sections of the page are the most popular
<u>Google Search Console</u>	Free	<ul style="list-style-type: none">• Shows errors on the pages• Helps to monitor search performance
<u>Serpstat</u>	\$69 – \$499 per month	<ul style="list-style-type: none">• Unlimited number of domains• Complex audit with a website audit report that lists the detected issues and provides recommendations on how to fix them
<u>RAVEN Site Auditor</u>	\$39 – \$399 per month	<ul style="list-style-type: none">• From 2 to 320 domains• Can audit 150,000 to 2,500,000 pages• Complex audit KPI tracking
<u>SEMrush Site Auditor</u>	\$99.95 – \$399.95 per month	<ul style="list-style-type: none">• From 3 to 25 domains• Up to 20,000 pages to audit• Complex analysis• Comparison with competitors' websites
<u>WebCEO Site Auditor</u>	14-Day Free Trial \$99 – \$299 per month	<ul style="list-style-type: none">• From 1 to 30 domains• Can audit 100 to 150,000 pages• Complex audit, including media activity

Thank You!



Any questions or further ideas? 😊

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