

# 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.

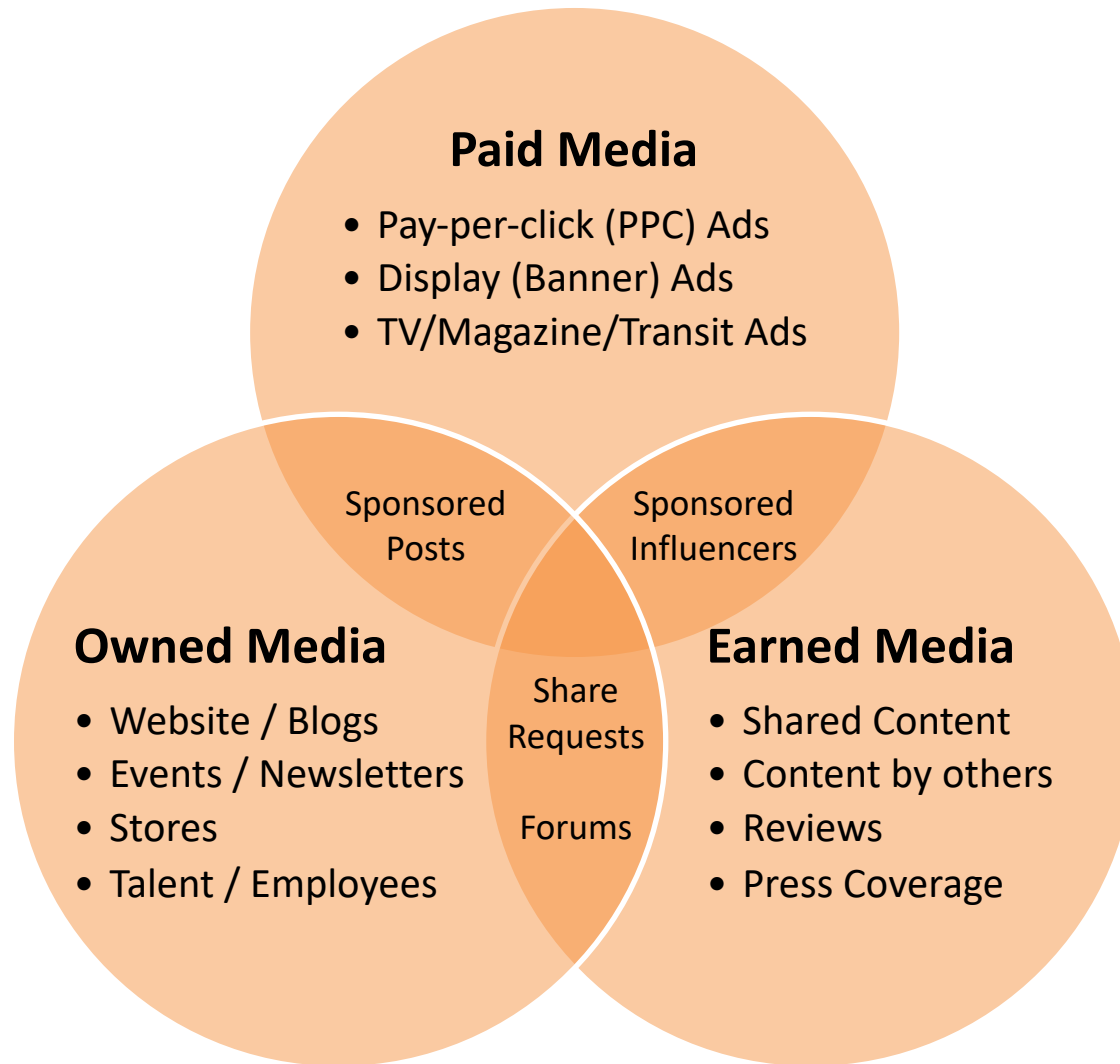
## Owned

- **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.

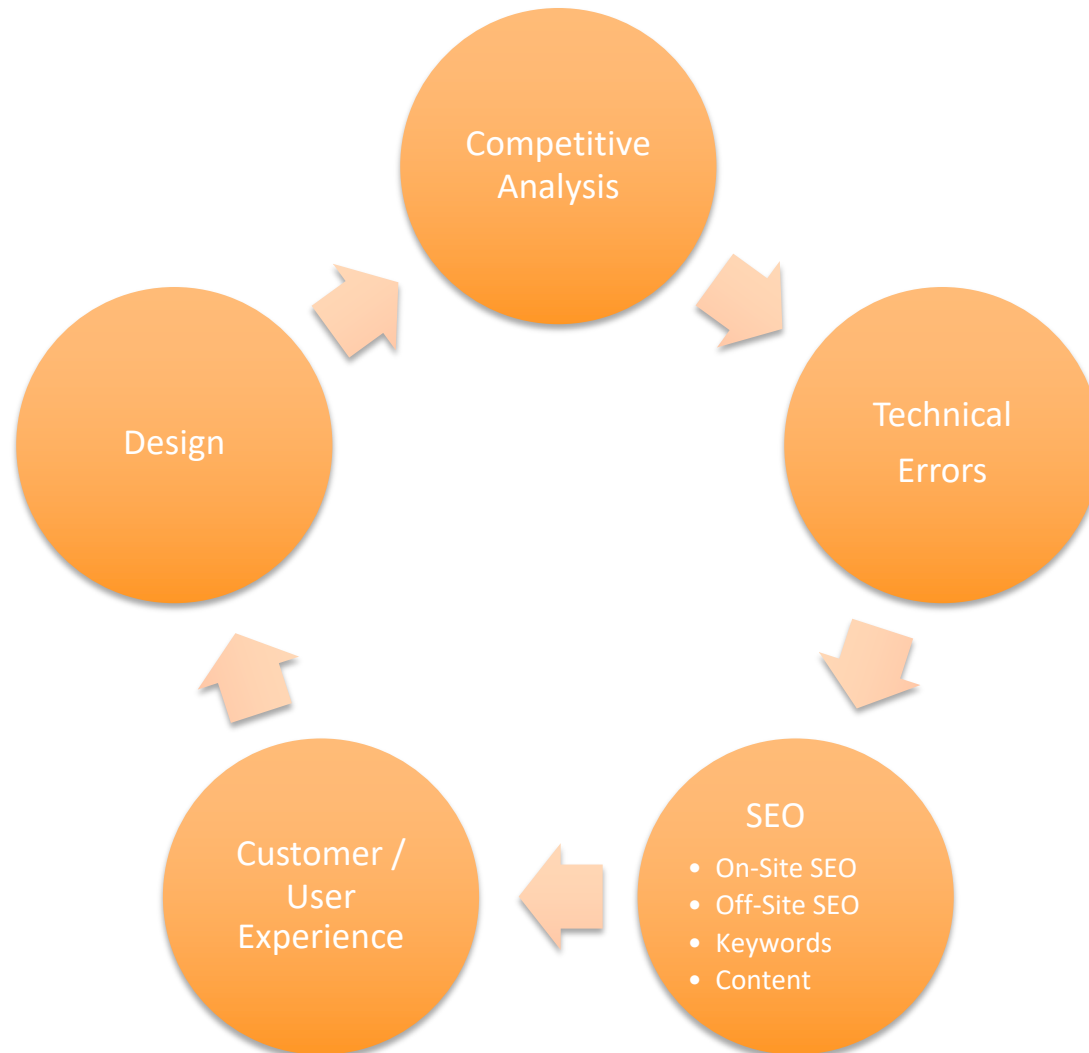
# The P.O.E.M Framework



# 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.**

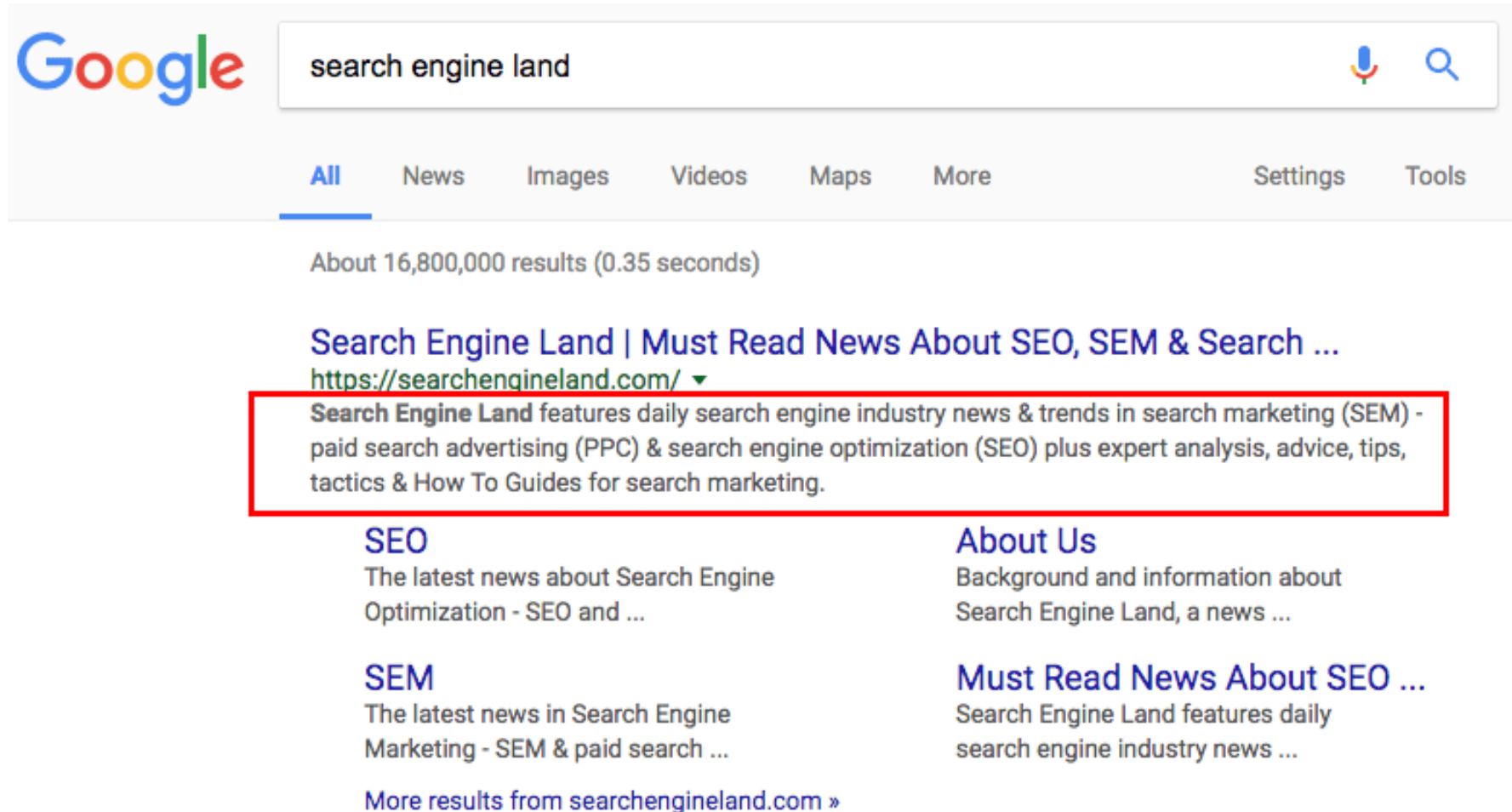
# Identify Keywords

- 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 is a screenshot of a Google search interface. At the top left is the Google logo. To its right is a search bar containing the text "search engine land". Further right are icons for voice search and a magnifying glass. Below the search bar is a horizontal menu with tabs: "All", "News", "Images", "Videos", "Maps", "More", "Settings", and "Tools". The "All" tab is selected and underlined. Below the menu, it says "About 16,800,000 results (0.35 seconds)". The first search result is for "Search Engine Land | Must Read News About SEO, SEM & Search ...". Below the title is the URL "https://searchengineland.com/". A red rectangular box highlights the meta description text: "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 this box are four links: "SEO" (with description "The latest news about Search Engine Optimization - SEO and ..."), "SEM" (with description "The latest news in Search Engine Marketing - SEM & paid search ..."), "About Us" (with description "Background and information about Search Engine Land, a news ..."), and "Must Read News About SEO ..." (with description "Search Engine Land features daily search engine industry news ..."). At the bottom of the search results is a link that says "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 at 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 ego!) 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

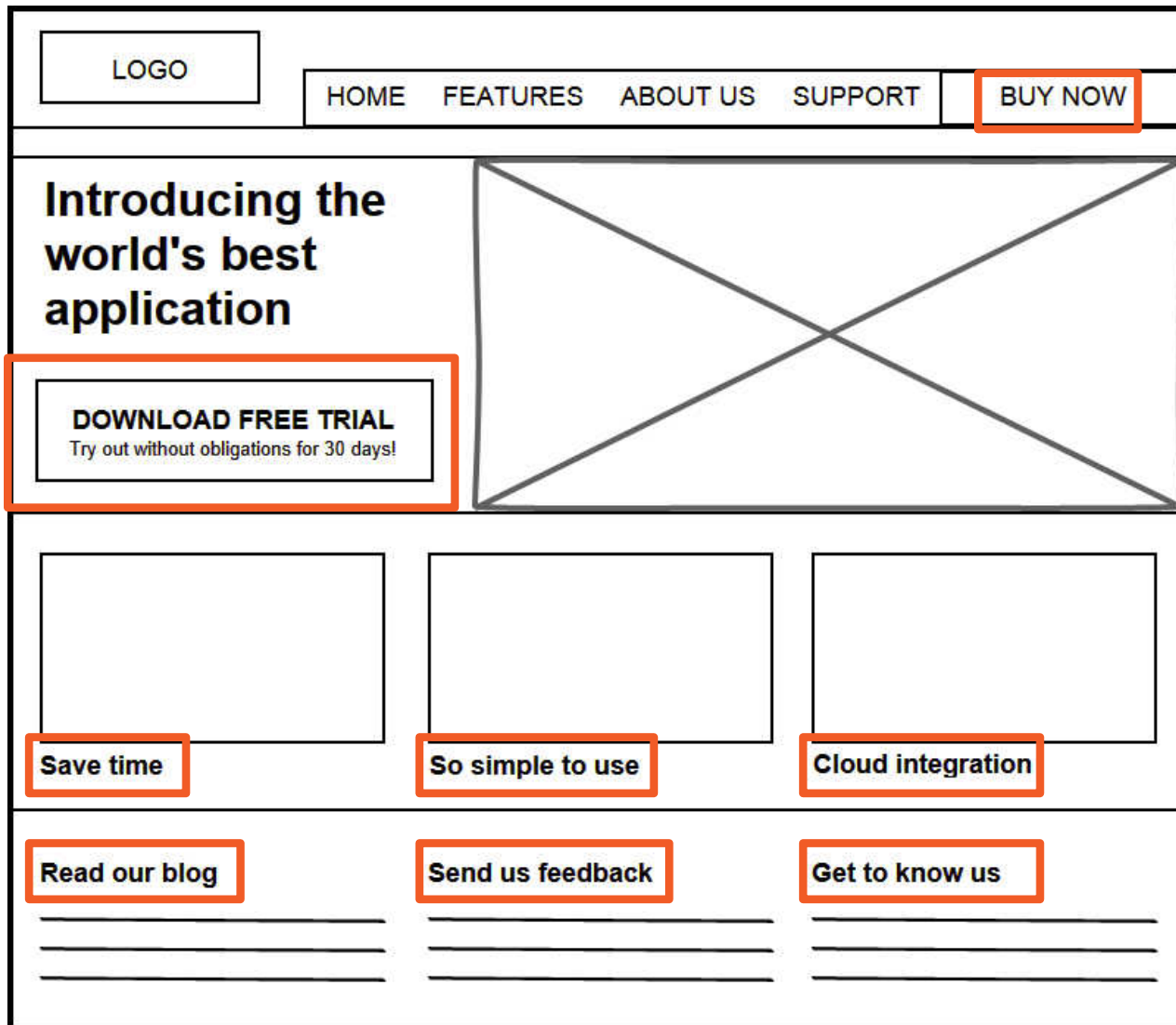
The number of things they *should* be doing

# Typical Home Page

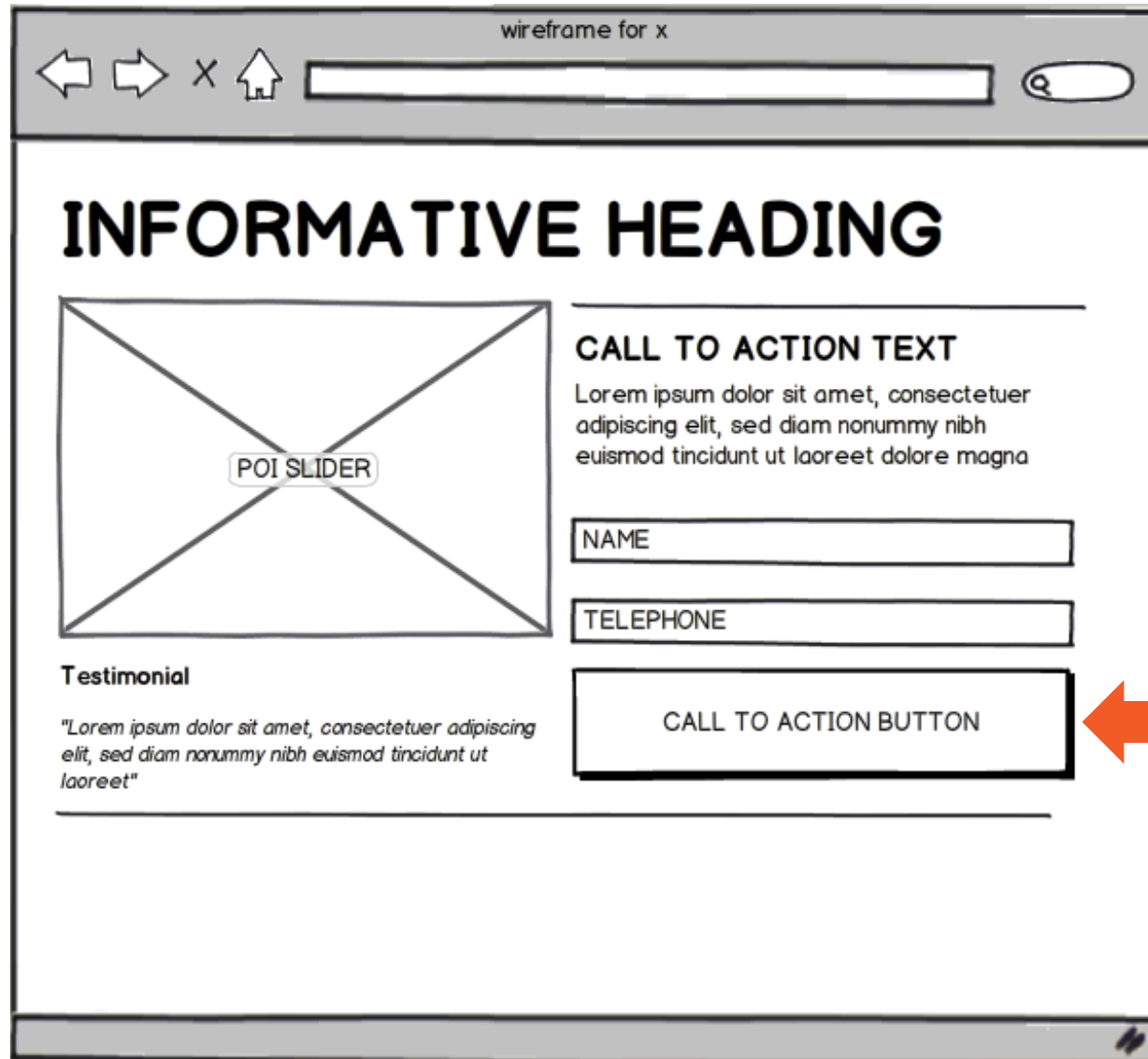
Attention  
Ratio

8:1

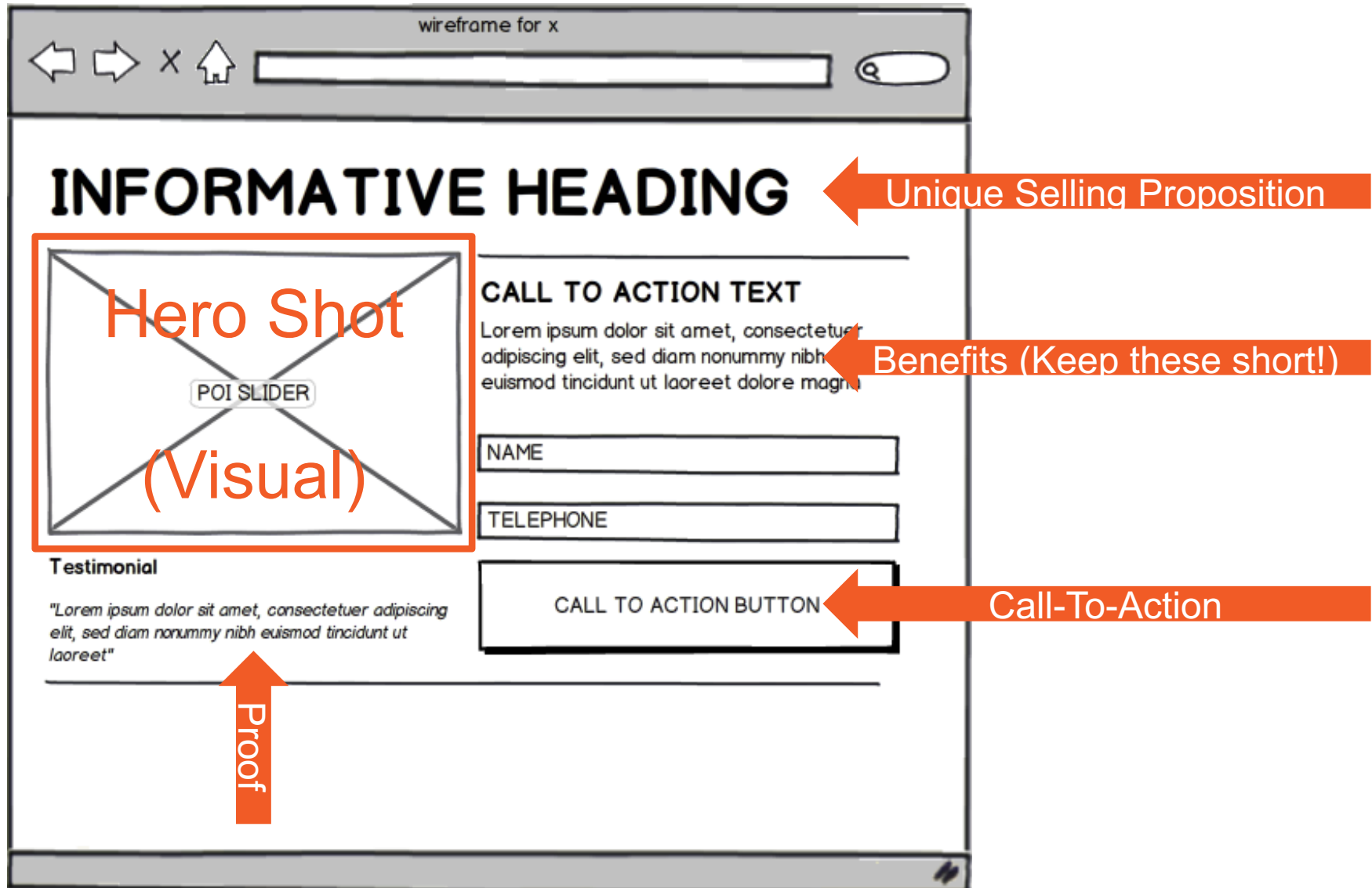
As the ratio  
goes down,  
conversions  
go up!



# Landing Pages

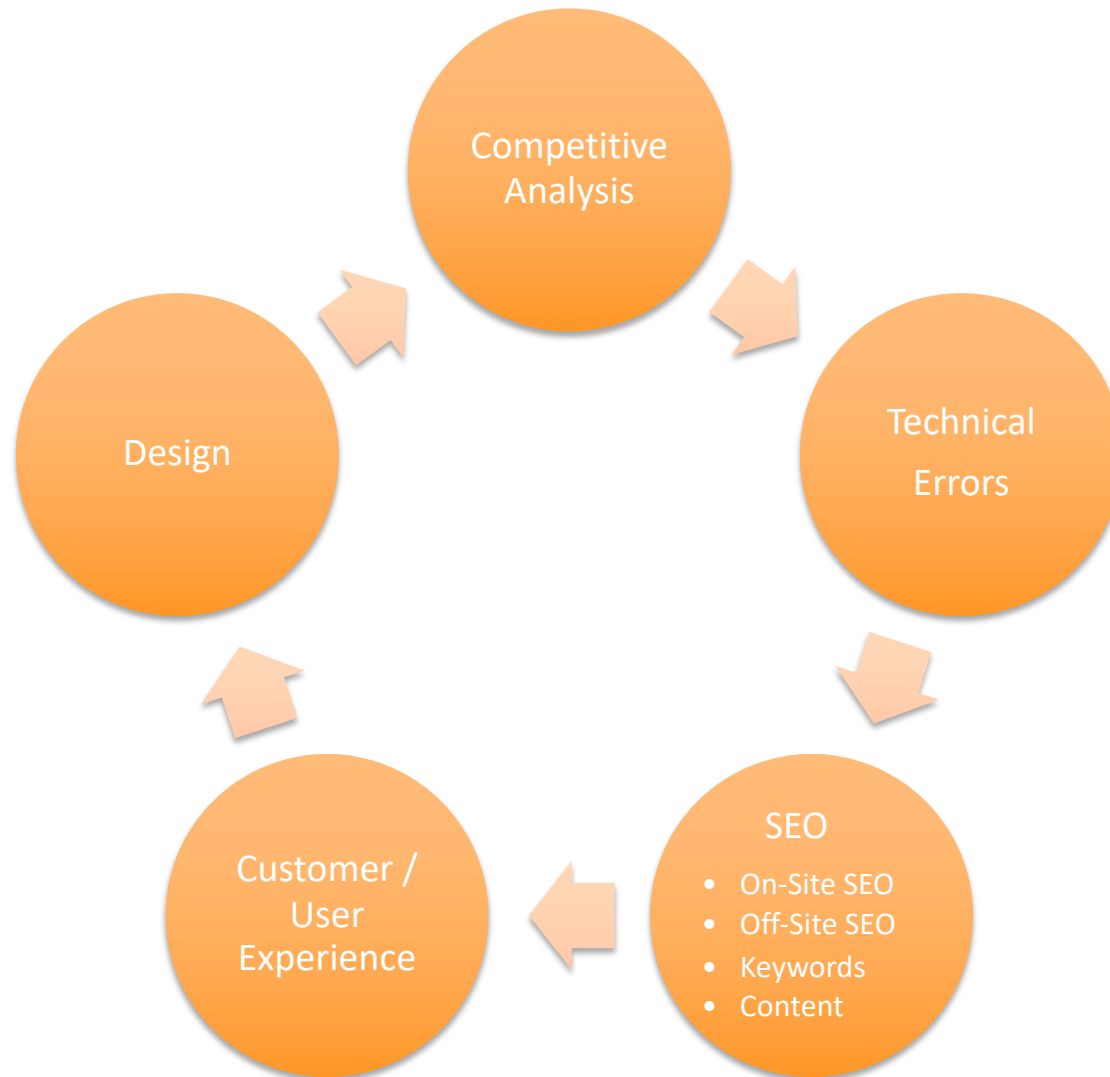


# 5 Elements of Successful Landing Pages



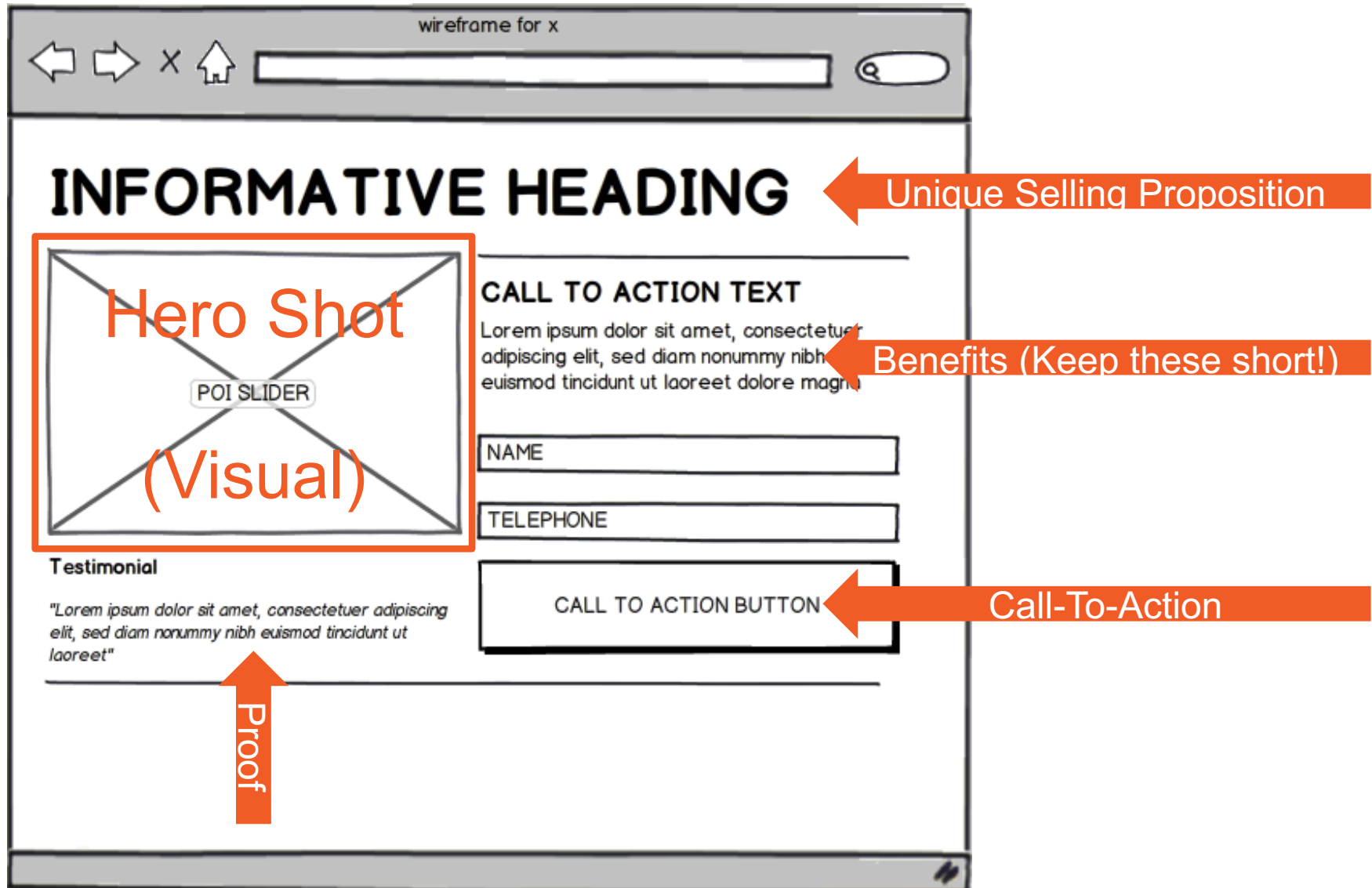
# Action Item:

## Perform Your 5-Step Website Audit





# Next Step: Evaluate Your Landing Pages



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

# Thank You!



## Any questions or further ideas? 😊

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