

## 7 ways to personalize your website content

A website offers a world of possibilities. When adopting a website personalization strategy, it's easy to feel overwhelmed by the number of website elements you can dynamically customize to individual visitors. To help keep your strategy focused and produce a winning website experience, here are seven crucial website elements you need to personalize.

### Welcome message

Whether you use a hero image or a banner, this will be the first thing your website visitor sees! It has to grab their attention instantly.

Experiment with visitor industry references or sector-specific pain points, and if you're targeting key ABM accounts or individual clients, use their business name and/or include their logo.



1

2



### Imagery

A picture can say 1,000 words, and when customizing your website, the right images can ensure visitors instantly visualize themselves using your product.

Avoid stock images at all costs; select images depicting your product or services in motion, alongside visitor-specific images featuring logos and relevant locations.

3

### Product information

Your prospects want to know exactly how your product can answer their specific business needs and requirements, the moment they visit. Feature product and use case information perfectly tailored to the individual visitor or their sector, boosting product value and where applicable, referencing previous purchases.



### Call to action

Personalized CTAs can boost conversion by 202%! Customizing all featured calls to action to visitor name, industry, location or pain point can revolutionize success.

Experiment with call to action copy, button colour and size, identifying which elements encourage the desired behavior and boost conversion.



4

5



### Featured content

Don't just cram everything onto your homepage. Select content assets and other web pages most relevant to the visitor, to feature on your homepage.

Over 60% of purchasing decisions are influenced by testimonials - be sure to feature relevant case studies from valuable clients, helping visitors position you as experts.

### Navigation

Reduced navigation can increase conversion by 100%. Customizing all points of navigation is especially important if your business website offers an e-commerce service. Understand each step required to achieve online conversion, customizing every touch point to offer a seamlessly high-quality end to end journey.



6

7



### Layout

The way you present copy and images can hugely effect website visitor behavior. Experiment with different layout styles, ensuring essential information is included above the fold.

Be careful not to test too many features at one time. Experiment with CTA placement and make a final decision before moving on to image and copy arrangement.

To deliver a highly targeted and customized website experience without relying on coding or website development, contact our expert team.

Webeo are committed to helping B2B organizations dynamically change their website content to instantly meet visitor needs with a user-centric software solution.

[REQUEST A FREE DEMONSTRATION](#)