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How to start your B2B CRO strategy

Why investing in CRO is so important

The importance of Conversion Rate Optimization

A recent Gartner study found that by 2025, **80% of interactions between buyers and suppliers will take place online**. We already know that B2B buyers only speak to a sales person when they are 70% of the way through their journey. This means our websites and the content we share digitally is doing a lot of the talking (and selling) for us.

Prospects visit the website at the start, middle, and end of the buying journey, yet most B2B websites talk to visitors like they've landed on it for the very first time. Marketers are guilty of cramming information onto the website, in a desperate attempt to **speak to all of their target verticals at the same time** and the unfortunate reality is they are actually not really speaking to anyone.

The impact for B2B websites is devastating with at the best case **only 2% of our visitors converting** (in most sectors). The answer? Building a CRO strategy based on data driven decision making.

In a nutshell, Conversion Rate Optimization is the process of converting more of your website traffic into either an MQL – or however you're measuring success. It's done by identifying areas of improvement on your website and testing different variants.

The benefits of a solid CRO strategy are endless:

- Generate more leads and sales
- Build better brand awareness
- Improved user experience leading to higher customer satisfaction and trust
- Push prospects through the funnel quicker
- Utilize budget more efficiently – achieve a better ROI from marketing spend

The question is, where can we build a picture of our current website and piece together a strategy based on a data-led hypothesis? That when tested and delivered can drive additional conversions from your B2B website?

"Only about 22% of businesses are satisfied with their conversion rate"

- Marketing Experiments

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Analyzing your data

Quantitative Data

Everything starts with data. Without looking into the current data available at our fingertips, we're really just guessing. You wouldn't build an ABM strategy from guesswork, so don't do it for your CRO strategy. There are two types of data you can collect from your website, Quantitative and Qualitative. Looking into both and triangulating your findings are your ingredients to build your CRO hypothesis. This is your factual data which Is measured numerically, it deals with numbers that can be analyzed using statistical methods. There are several types of Quantitative data that you can collect from your B2B website:

Website traffic: Google Analytics is a gold mine for quantitative data, it collects data on the number of visitors to your website, their location, the pages they visit, and the time they spend on your site.

B2B CRO tools: CRO tools can breakdown your website visitors by industry and other firmographics.

Conversion rate: You can track how many of your website visitors convert into leads or customers. This will help you understand how effective your website is in generating new pipeline.

Sales data: By tracking where each lead comes from, you can determine the opportunities generated from your site that have sold in, pairing that with the average order and the customer lifetime value, you can measure the overall revenue generated from your B2B website.

> **"73% of marketers are using Google Analytics"**
> -Forbes


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CRO tools have an average ROI of 223%.
Venture Beat

Qualitative Data

Qualitative data refers to information that is collected through non-numerical or subjective means, such as observations, interviews, and surveys. It’s your softer, more descriptive data that looks at users attitudes and behaviors. Qualitative data helps us identify patterns and themes and can give us a deeper understanding of users experiences and perspectives (which using Quantitative data alone can’t do!)

Here’s the Qualitative data that you can collect from your B2B website:

User Behavior: There’s a variety of tools available which can generate heat maps and session recordings so you can track how users interact with your website. This will help you identify the areas users might be losing interest and leaving your site OR the content that visitors are most drawn to.

User feedback: Surveys and user testing are really valuable for gaining rich insights into how prospects and clients feel when they are on your website, including what makes them frustrated and what they want to see more of.

> **"51% of people felt that brands were under-performing when it comes to asking about their needs, and only 10% of brands are doing this well"**
>
> -Omniconvert

Once you've unpicked the findings from both your Qual and Quant data, you then need to triangulate your data, to come up with the best opportunity to improve conversion rate on your website.

Using Quantitative research to find the problem areas on your website, where are the bottle necks, what pages are our visitors most likely to drop off. Then you can use your Qualitative research to determine how to solve these problems because you understand more about your visitor and what they want to see.

Quantitative Auditing

User data tells us where there are problems on a website

Google Analytics · eyequant · Heap

Qualitative Auditing

User research tells us how to solve those problems

crazyegg · hotjar · UserTesting

Data Triangulation

By combining the quant and qual analysis we have a clear picture of both the problem areas and potential solutions - allowing us to create hypotheses for how to improve conversion

Knowing your best (and worst) performing pages

Step 1: Score your highest converting pages

Using GA, lets score the conversion influence each page has on your website
For example:

The homepage saw 10,536 views for All Users and 579 for Key Conversions. 579/10536 x 100 = 5.49%

The Contact page saw 3,871 views for All Users and 661 for Key Conversions. 661/3871 x 100 = 17.07%

Do this for the top 10 pages that have the highest percentage of conversions. Next, give each of the Top 10 a score from 10 down to 1, where the best performing scores 10, the second gets a 9, the third gets an 8 and so on.

Step 2: Assess your exit rates

Then look at the exit rates for each of those 10 pages and again score them from 10 down to 1. In this case, the highest exit rate scores a 10 and the lowest a 1.

Only look at these same top 10 pages as you found from the conversion analysis.

Step 3: Traffic Volumes

Lastly, do the same with traffic volumes. The highest traffic page gets a 10 and the lowest a 1. Again, you're only looking at the top 10 pages that you found from the conversions, not sitewide.

Create your page prioritization table:

You'll now have 3 scores out of 10 for each page. Just add them up to see what they each got out of a maximum of 30 and put them in descending order, with the highest scoring page at the top.

You'll get a table something like this:

Page	Most Conversions	Most Footfall	Highest Drop-off	Total Score
Homepage	10	10	7	27
/products/social-commerce/	7	9	8	24
/products/visual-and-social-content/	5	8	10	23
/products/ratings-and-reviews//	8	6	6	20
/products/sampling/	9	5	5	19
/connections/	6	4	9	19
/resources/	2	7	4	13
/partners/	3	3	3	9
/products/questions-and-answers/	4	2	2	8
/integrations/	1	1	1	3

This is the priority list of pages for you to start your CRO programme. The pages with a high influence over conversions, decent traffic, and yet higher bounce rates combine to make the pages with the biggest opportunity. Quite simply, the higher the score a page has got, the bigger the opportunity for us to make a good impact. We know this feels like a lot of work, but instead of trying to do them all, start with the top 3-4 and work your way down.

What's going wrong on your top pages

Once you've identified the pages that have the biggest opportunity for improvement, you need to look at what specifically needs changing. To do this, you need to look at click maps and scroll maps.

Click maps can show you what content your website visitors are clicking on. The data can show us:

- What content is most interesting to the prospect and their buying journey.
- Which CTA's are working and which are not
- What links on the page are getting the most attention (such as navigation, next steps, further details/thought leadership)
- Where users are clicking on the page that doesn't contain a link, which could suggest your visitors want to know more.

Scroll maps simply show how far down the page users scroll. The page is often split by 75%, 50%, and 25% which shows how far down the page that percentage of people reaches. The data can show us:

- What percentage of your visitors are reaching your main CTA.
- Is there popular content (which you identified from the click maps) too far down the page so only a few people see it?
- If there is a section of content that sees a sharp drop off, you can assume that the section isn't engaging for users. It either needs to be reworked, deleted, or demoted further down the page.

Onsite surveys and user testing are also valuable ways to get more qualitative data and unearth the best insights into what to change on the site.

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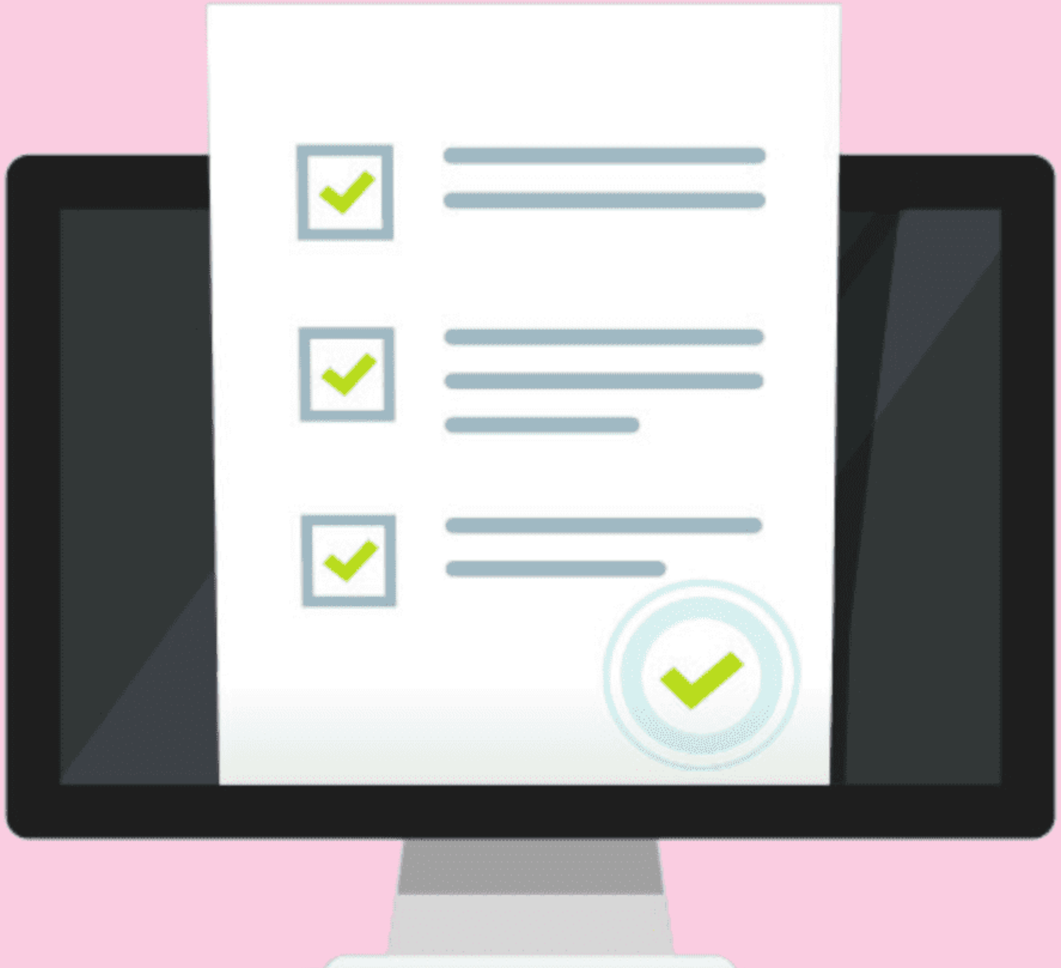
Over 24.8% of customers are willing to complete online surveys

Omniconvert



You've gathered lots of information from your quantitative and qualitative research, now you need to triangulate the data to help you create your hypothesis. The key is to remember to work logically: the quant data (GA/ Hotjar) tells you where there is a problem and the qual data (surveys/ user tests) give you all the clues as to how to fix the problem.

Here's an example...

GA shows a big exit rate from a high-volume landing page and while conversions are okay, you would expect them to be higher.

Hotjar shows there is a very short scroll on the page with less than 25% of people getting past halfway. There are some clicks happening in the top half, but not many.

Survey responses came back telling you that the key pieces of information they want to see are System Compatibility and the Trustworthiness of the site as a potential supplier.

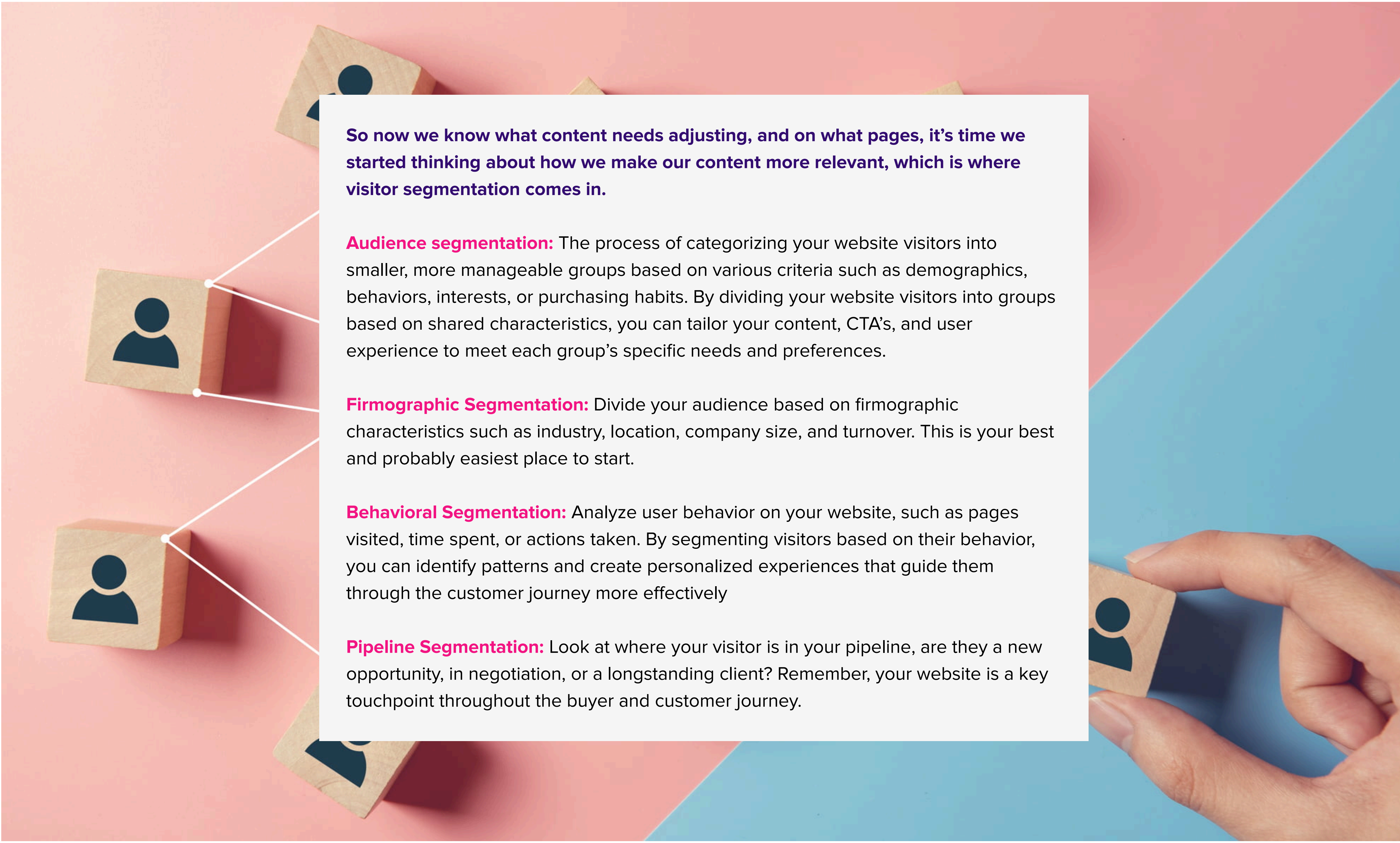
Looking at the page, you can see that there are client logos and testimonials but they're ¾ of the way down the page – which Hotjar has shown only a few people reach.

You can also see that System Compatibility is on a separate page on the site and is hardly mentioned on this landing page.

So, logically, you would test moving the social proof up to give the user confidence and then adding a section on Compatibility, or even referencing it in the page headline/ value prop.

Of course, not all the answers are going to be that easy to find – but always start with the most obvious or easy ones and then go from there.

Segmenting your audience



So now we know what content needs adjusting, and on what pages, it's time we started thinking about how we make our content more relevant, which is where visitor segmentation comes in.

Audience segmentation: The process of categorizing your website visitors into smaller, more manageable groups based on various criteria such as demographics, behaviors, interests, or purchasing habits. By dividing your website visitors into groups based on shared characteristics, you can tailor your content, CTA's, and user experience to meet each group's specific needs and preferences.

Firmographic Segmentation: Divide your audience based on firmographic characteristics such as industry, location, company size, and turnover. This is your best and probably easiest place to start.

Behavioral Segmentation: Analyze user behavior on your website, such as pages visited, time spent, or actions taken. By segmenting visitors based on their behavior, you can identify patterns and create personalized experiences that guide them through the customer journey more effectively

Pipeline Segmentation: Look at where your visitor is in your pipeline, are they a new opportunity, in negotiation, or a longstanding client? Remember, your website is a key touchpoint throughout the buyer and customer journey.

Testing

It's important to remember, even though you're building a CRO strategy based on data-driven ideas, not every idea will have a positive uplift. This is why it's important to **test every hypothesis** before rolling it out to 100% of your audience.

Test elements that are going to have the biggest impact. Changing a couple of words halfway down a page isn't going to have the same impact as **changing your headline or top CTA** – so focus on the big stuff.

You also want to avoid changing too many things for one test. As you won't know what made the difference, if your test results are positive or negative.

Don't be afraid – we learn far more from tests that don't succeed compared to tests that win, **every test is a chance of getting more valuable insight.**

Quick wins to get started

1. **First impressions count** – does your website look professional and trustworthy? Is it clear what the company does and why prospects should care? Is your value proposition clear enough? (Remember - headlines are 40% of your success).

2. **Make sure your website has the right balance of value exchange** – It can be off-putting if you ask for too much as soon as your prospect lands on your site (such as having long forms right at the top of each page). You need to give your prospects a good reason for them to stay engaged/ move forward – a customer journey is many micro-conversions, not just one big one.

3. **Show your prospects they can trust you** – Just like B2C, people love to buy from recommendations. Social proof is critical to this and relevant client logos, testimonials, TrustPilot scores, and 3rd party recommendations can help you prove you're the right solution.

4. **Push key content and CTA's to the top of the page** – We know the majority of our visitors barely make it past the fold, so make sure your key content and strongest CTA's are pushed further up the page so you can engage more visitors.

5. **Represent your best salesperson -** If your salesperson wouldn't say it to a prospect then why would you put it on your site? On the flip side, if there's anything missing that they would talk about, then it's time to add it in. This also includes speaking to your prospects based on where they are in the sales cycle.

6. **Always stay relevant** – Put yourself in your client's shoes and the first thing you should always do is start off by putting yourself in the shoes of your client's prospects and ask one simple question: "What's in it for me?"

Blogs to help you on your CRO journey

Conversion Rate Optimization: Using Hotjar to get started

Read blog

Using GA to make CRO decisions

Read blog

What is quantitative and qualitative analysis and how to apply it to CRO

Read blog

The ultimate guide to Conversion Rate Optimization in B2B

Read blog

5 ways to increase your conversion rate with website personalization

Read blog

How CRO impacts your whole marketing strategy

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Thank you for reading

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