

B2B WEBSITE AUTHENTICITY CHECKLIST

DO YOU WANT YOUR B2B WEBSITE TO BE MORE HUMAN AND AUTHENTIC IN 2026 BUT NOT SURE WHERE TO START?

USE THIS LIST TO SPOT WHAT'S MISSING ON YOUR SITE AND IDENTIFY WHERE YOU CAN MAKE IMPROVEMENTS STRAIGHT AWAY.

1

Voice & messaging

Does your copy...

- ☐ Sound like a real person speaking?
- ☐ Avoid jargon, clichés, and corporate buzzwords?
- ☐ Clearly explain what you do in one sentence?
- ☐ Focus on the buyer's problems and how you can help them?
- ☐ Include conversational words like “you,” “we,” and real explanations?

Quick test:

Try reading a key page out loud. If it doesn't sound quite right, that's a great place to start editing. Rewrite the copy so it sounds like something you'd actually say to someone in person.



2

Story & Purpose

Does your website explain..

- ☐ What your company does?
- ☐ Who you help?
- ☐ What makes you different beyond features (e.g values, approach)?
- ☐ How the business started, background behind the journey so far e.g. a story or a quick “how it started v's now”

Quick test:

Ask someone unfamiliar with your business to scan the page for 30 seconds, then explain what you do back to you. If they struggle, your copy needs simplifying.



3

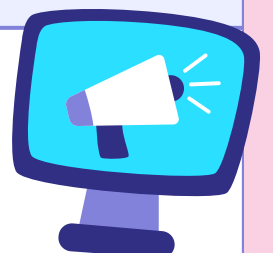
Real people on show

Does your site include..

- ☐ Real photos of your team (not stock images)?
- ☐ Leadership profiles with personality (not generic corporate bios)?
- ☐ Team insights, quotes, or behind-the-scenes content?
- ☐ Contact options that show a real person, not just a form?

Quick test:

Show your team to make your brand relatable. Even one authentic photo or quote can make visitors feel like they're connecting with real people, not just a company.



4

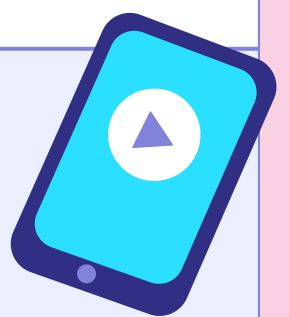
Proof & credibility

Do you share real proof of success?

- ☐ Detailed case studies with results
- ☐ Testimonials with names, titles, photos
- ☐ Client logos (relevant to your audience)
- ☐ Independent reviews or ratings

Quick test:

Social proof is the best way to build trust with your audience. Success stories, testimonials and recognisable clients (same industry, size etc) can hugely increase your credibility.



5

Transparency

Are you open about...

- ☐ Pricing (even if it's tiered or estimated)?
- ☐ What your products/service *is good at*?
- ☐ What it *isn't* designed for?
- ☐ Expected timelines, onboarding details or processes?
- ☐ Common objections or FAQ's?

Quick test:

Buyers trust brands who give them clarity before they speak to sales. Be upfront and clear to reduce any buyer friction.



6

Human experience & accessibility

Does your site make visitors feel supported about the right next steps for them...

- ☐ Clear next steps (CTA clarity - what's in it for me?)
- ☐ Simple navigation, no confusing navigation
- ☐ Helpful content like guides, FAQs, videos, explainers
- ☐ Accessibility considerations (contrast, readability, mobile experience?)



Quick test:

Make it easy for visitors to take the next step with clear guidance, simple navigation, and accessible content. If it feels like hard work to find anything, you need to simplify the experience.

7

Freshness

Is your website up-to-date?

- ☐ Recent content (not blogs from 2021)
- ☐ Updated team info
- ☐ Up-to-date product or service descriptions
- ☐ Current status, awards, partnerships
- ☐ Modern design and fast performance



Quick test:

Regularly refresh your content and visuals, keeping your site current reassures visitors that your business is active, reliable, and thriving.

Your Authenticity Score

Add up all the ticks:

- **21+ ticks:** Your website is doing a great job of being authentic and human. Keep it fresh and review regularly to maintain trust and credibility.
- **11-20 ticks:** You're on the right track, but there's room to make your site more human and relatable. Look at the sections with missing ticks for quick wins.
- **0-10 ticks:** Your website is hiding your strengths. Time to revisit. Focus on one area at a time, starting with voice and messaging.

Tip:

Use this score as a benchmark and re-check your site every 6-12 months to stay authentic and relevant.

Your B2B website is one of your most important marketing tools. It helps you meet your prospects' needs and guide them through the buying journey.

Webeo is an expert in conversion-rate optimisation and website personalization. We help some of the biggest B2B brands create better experiences for their customers. Our solutions improve marketing results and make budgets go further. Using demographic and behavioral targeting, B2B marketers can deliver personalised website experiences based on who visitors are and what they need.

Arrange a free demo with our team today to see how Webeo can help you level up your website and conversion rates in 2025.

Book your free demo

