B2B

## Website UX (User Experience) Checklist for 2025

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Are you struggling to get more conversions from your website? If so, this B2B Website UX checklist will help you identify the areas of your website that need to change. If you implement the changes the checklist uncovers, you are sure to see a nice boost in MQLs and SQLs.

Your Website is the cornerstone to your digital marketing activities. This is the one place on the Internet you have complete control! However, it's not a place to brag about your accomplishments or bog readers down with useless information. Your website must:

Websites don't exist for their own sake, but to fulfill a specific purpose and to satisfy a specific consumer need.
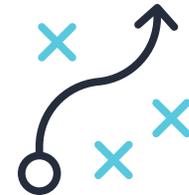
ESTABLISH AUTHORITY
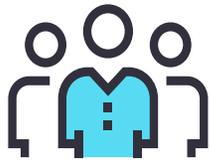
ESTABLISH EMPATHY

PROVIDE A PLAN FORWARD

Why most websites struggle to produce qualified leads

Here are common reasons that websites don't convert:

- ◉ Prospects don't understand how you can help them

- ◉ Too much copy, jargon, and acronyms

- ◉ Lack of a "next step" plan and a clear call to action

- ◉ Lack of a lead magnet to produce mid-funnel opt-ins

- ◉ The company is trying to be the hero and not the guide

- ◉ The copy doesn't talk about customer problems, challenges, and frustrations

The above-the-fold real estate of your website must answer these 3 questions as clearly and succinctly as possible. See an example from our website on the next page.

YOU MUST ANSWER

- ◉ What do you do?

- ◉ How will it benefit me?

- ◉ How do I take next step?

Your website must also talk about your customers' problems and frustrations. When you talk about customer problems, you are also establishing empathy. You want your website to convey the message, "Are you frustrated? We get it and are here to help."

Establish Authority using salient facts, certifications, and testimonials.

We Help Marketing Leaders Become Marketing Superstars

Unicom Engineering, Inc.
Technology
★ ★ ★ ★ ★
"Vende manages all of our social, content marketing and digital advertising. They are amazing!"
– Lisa Ryan, VP Marketing

Trinity Consultants
Environmental Engineering
★ ★ ★ ★ ★
"Vende have assisted us for several years in achieving our Internet marketing goals. They always have great ideas, are fun to work with, and deliver real ROI."
– Laura Redmon, Director of Marketing

Establish Authority

In the example below from our website, you'll notice that we have condensed down how to work with us in 3 simple steps. You must develop a "Next Step" Plan that gives the customer a step-by-step plan to move forward, or they won't.

Ready to get more revenue from digital marketing? It's easy to get started...

1

Schedule a Discovery Meeting

Meet with a marketing strategist who will learn about your business goals, challenges and opportunities. We'll discuss ways we can best help you.

2

Build a Plan

Whether it's strategic consulting, plug and play or engaging us as your full digital solution; we fit where you need us most.

3

Get More Leads

You get to do what you do best, lead marketing while we help you with a sales-enabled digital footprint that drives leads and proof of marketing value.

Your primary call-to-action must be the first step in your sales process. It also must align with the prospects' next logical step forward.

Don't water down the call-to-action on your website. It must align with your "Next Step" plan and also the first step in your sales process. In the example above, the first step of our sales process is to "Schedule a Consultation;" this is also the first step in our "Next Step" plan.

Examples of Active Calls-to-Action

Use active words that will make sense to your customers. For example:

- Schedule an Appointment
- Talk to an Expert
- Get a Quote
- Give [Your Product] a Try
- Get Started
- I want to [overcome a problem]

EXAMPLE

Want More Traffic?

Get help with improving your traffic, leads and revenue.

GET STARTED

Examples of Weak Calls-to-Action

The following very common examples don't work well because there is no context on how clicking on them is going to help the customer solver their problem:

- Learn More
- Contact Us
- Let's Talk
- Contact

Our B2B Website UX Checklist will outline all the key elements needed to communicate your value and generate more leads. Go through the list and identify opportunities to improve the UX of your website.

OVERALL WEBSITE/MESSAGING	YES / NO	COMPLETION DATE	ASSIGNED TO
Does our primary navigation offer too many choices?	/		
Does the website clearly communicate the problem we solve?	/		
Does the website include video?	/		
Too much jargon and too many acronyms?	/		
Is the website too wordy?	/		
Do we include key phrases in the URL of our pages?	/		
Do our headlines & sub-heads clearly communicate what the user will discover/learn?	/		
Includes logos and testimonials throughout the website (especially home page, landing pages, and product pages)	/		
Offers a mid-funnel gated lead magnet	/		
Offers a blog that is updated at least 2X per month	/		
Offers a FAQ section	/		

HOME PAGE	YES / NO	COMPLETION DATE	ASSIGNED TO
Clearly & simply communicates what we do	/		
Clearly & simply communicates what's in it for the customer	/		
Clear and visible call-to-action above the fold	/		
Establishes authority and evidence that we are qualified to solve their problem	/		
Offers a simplified plan to take action with the first step being to click our call-to-action	/		
Does is the home page agitate the pain	/		

LANDING PAGES	YES / NO	COMPLETION DATE	ASSIGNED TO
Are there landing pages for your gated lead magnets?	/		
Is the header message clear and concise?	/		
Are there key words in the header or description?	/		
Does it communicate the problem and how the offer will help solve the problem?	/		
Is there fair exchange of value?	/		
Are there support visuals?	/		
Does the form only include information needed to supply the offer?	/		

SEO	YES / NO	COMPLETION DATE	ASSIGNED TO
Have we run a SEO audit?	/		
Does the website load fast?	/		
Do we have optimized Meta Titles and Descriptions?	/		
Are their hyperlinks between pages to guide the user to more relevant information?	/		
Do we have a FAQ or Glossary section?	/		

(See Appendix for a sample B2B website site map optimized for B2B User Experience)

How Can We Help?

Vende Digital is the digital partner for B2B Marketers. We help B2B companies grow their pipeline with more leads.

We understand that you are facing increased pressure to fill the sales pipeline and generate more leads with less bodies and budget. Our services are built upon a proven framework and designed to take targeted prospects who are unfamiliar with your company and turn them into sales opportunities.

We believe every B2B marketing leader should have a digital strategy and trusted partner that can deliver leads, consistently.

Ready to get more revenue from digital marketing? It's easy to get started...

1. SCHEDULE A DISCOVERY MEETING

Meet with a marketing strategist who will learn about your business goals, challenges and opportunities. We'll discuss ways we can best help you.
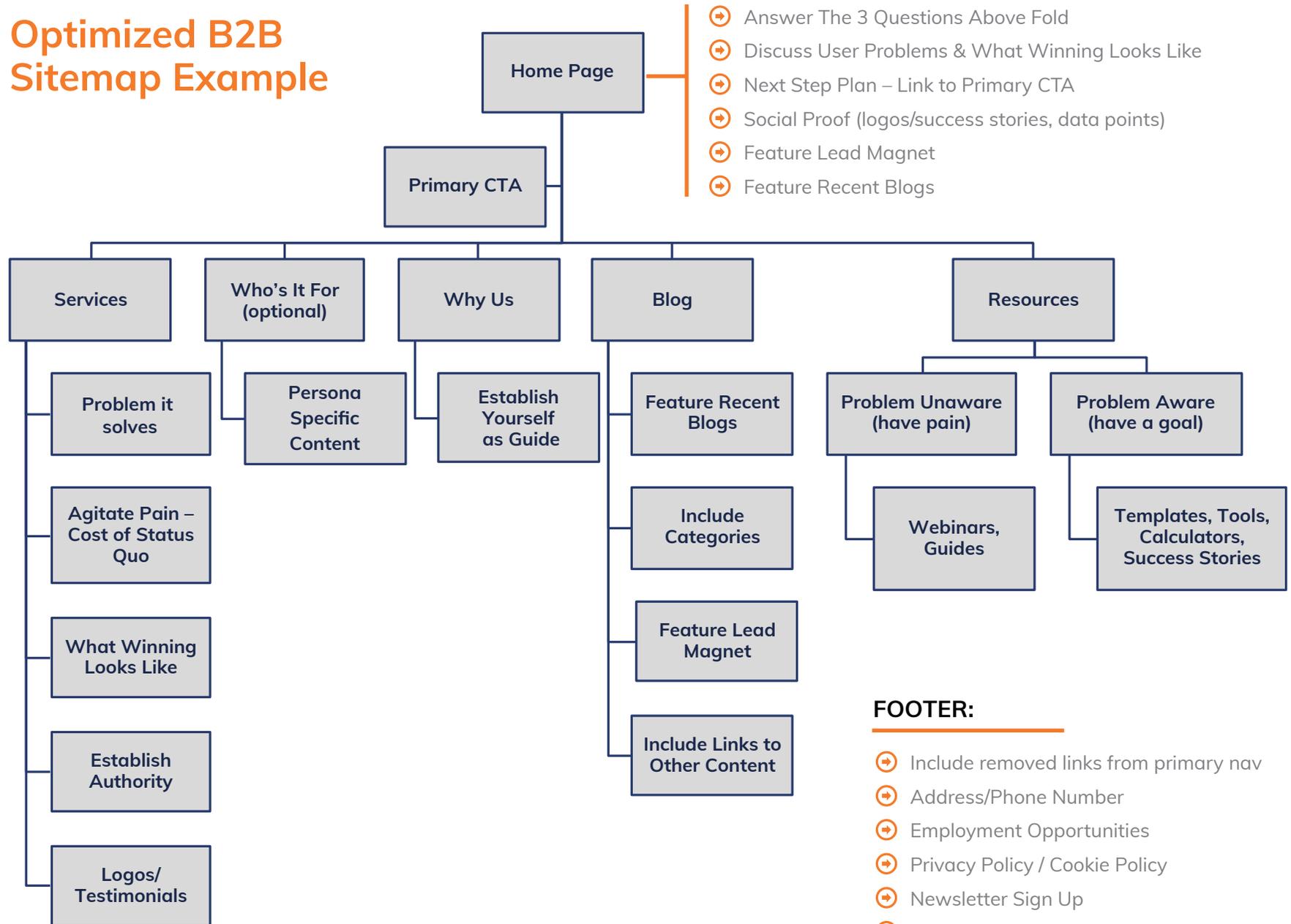
2. BUILD A PLAN

Whether it's strategic consulting, plug and play or engaging us as your full digital solution; we fit where you need us most.

3. GET MORE LEADS

You get to do what you do best, lead marketing while we help you with a sales-enabled digital footprint that drives leads and proof of marketing value.

Optimized B2B Sitemap Example

Home Page

- ➔ Answer The 3 Questions Above Fold
- ➔ Discuss User Problems & What Winning Looks Like
- ➔ Next Step Plan – Link to Primary CTA
- ➔ Social Proof (logos/success stories, data points)
- ➔ Feature Lead Magnet
- ➔ Feature Recent Blogs

Primary CTA

Services
- Problem it solves
- Agitate Pain – Cost of Status Quo
- What Winning Looks Like
- Establish Authority
- Logos/ Testimonials

Who's It For (optional)
- Persona Specific Content

Why Us
- Establish Yourself as Guide

Blog
- Feature Recent Blogs
- Include Categories
- Feature Lead Magnet
- Include Links to Other Content

Resources
- Problem Unaware (have pain)
  - Webinars, Guides
- Problem Aware (have a goal)
  - Templates, Tools, Calculators, Success Stories

FOOTER:

- ➔ Include removed links from primary nav
- ➔ Address/Phone Number
- ➔ Employment Opportunities
- ➔ Privacy Policy / Cookie Policy
- ➔ Newsletter Sign Up
- ➔ Industry/Partner Affiliations
- ➔ Links to Social