Maximize Your Conversions: Harnessing Full-Funnel Optimization for B2B Success

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MozCon Virtual

“The truth is, we only become secure in our convictions by allowing them to be challenged.”

Kate Murphy – You’re Not Listening

Challenges of the B2B World

B2C Consumer

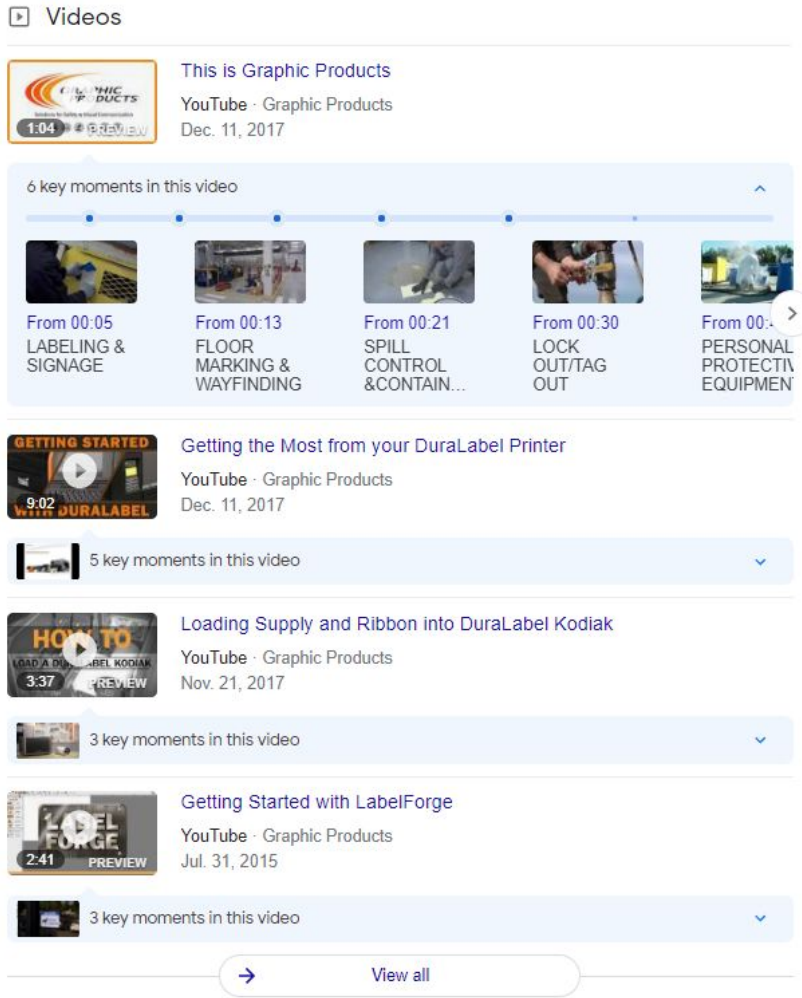
- 1 – 2 decision makers
- Short sales cycle
- Low lifetime value
- Broad market

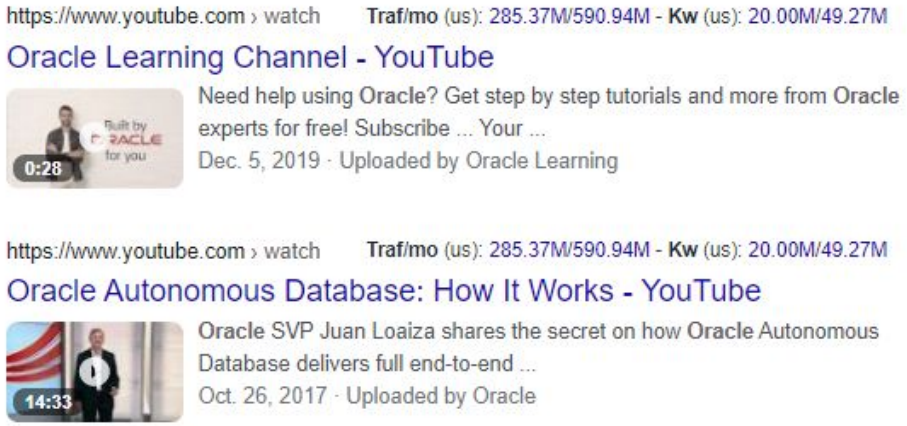
B2B Prospect

- Team decision-making
- 6+ months sales cycle
- High lifetime value
- Niche market

Goal #1: Attracting Users to Your Website

Schema Mark-Up for B2B

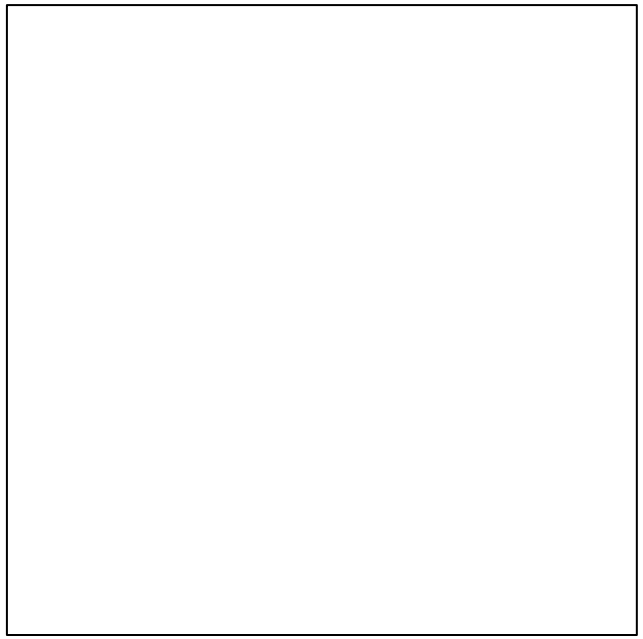




- SERP Saturation
- Easier Navigation

https://www.obilityb2b.com/blog/search-engine-saturation-multiple-ways-to-impact-the-serps/

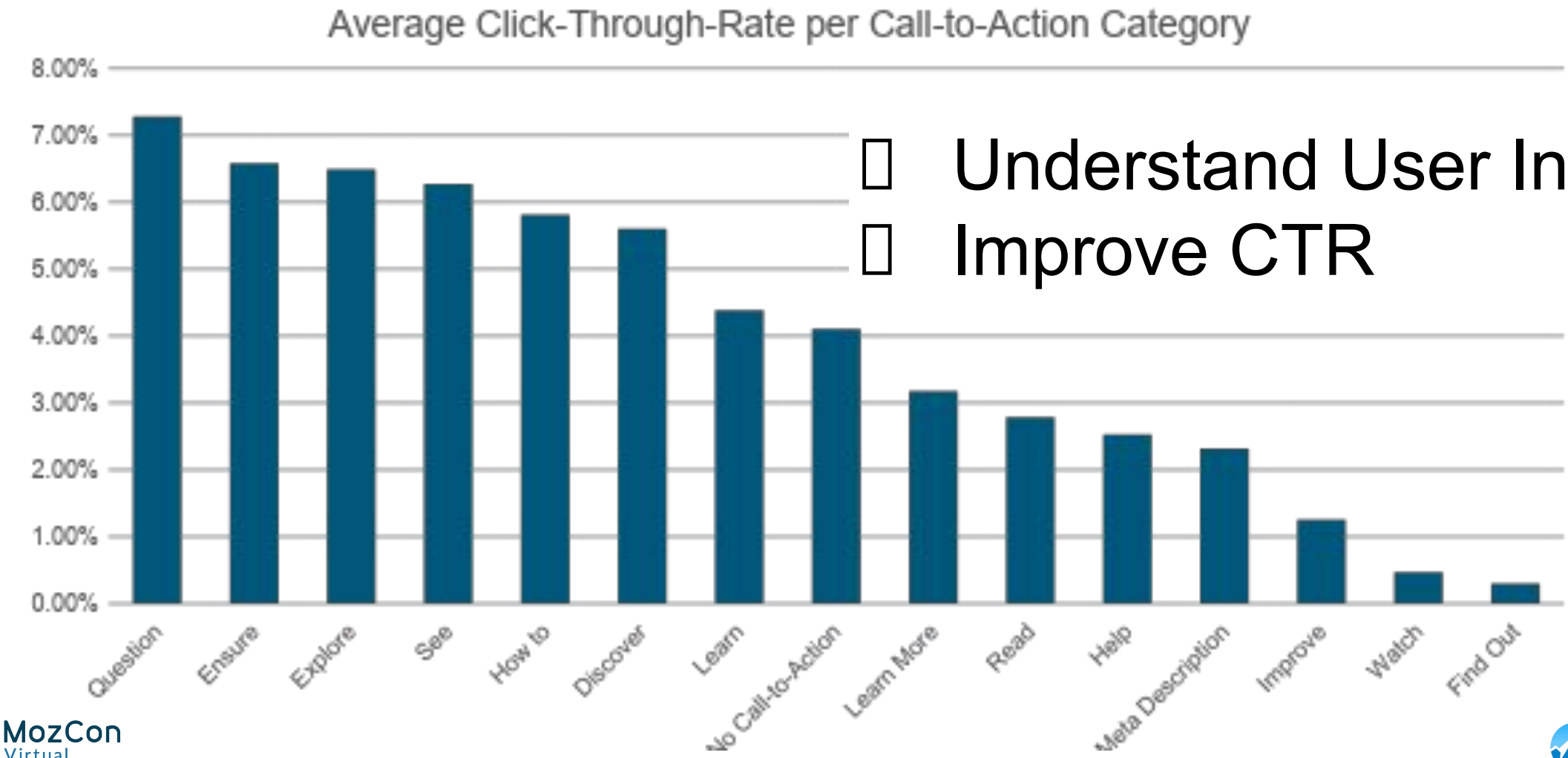
Schema Mark-Up for B2B Results



+204% Impressions
+120% Clicks

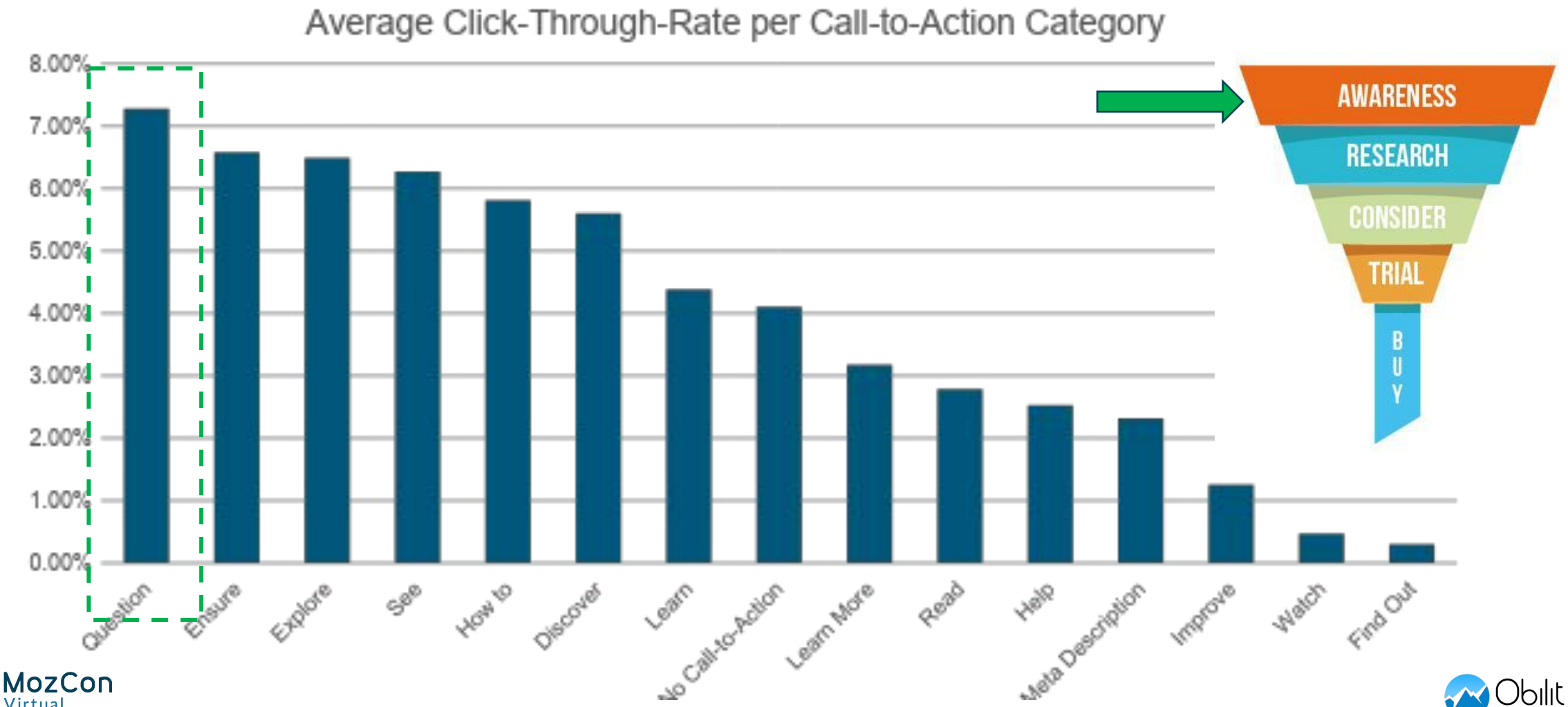
https://www.obilityb2b.com/blog/our-work/case-studies/schema-increases-rankings/

Metadata Optimization

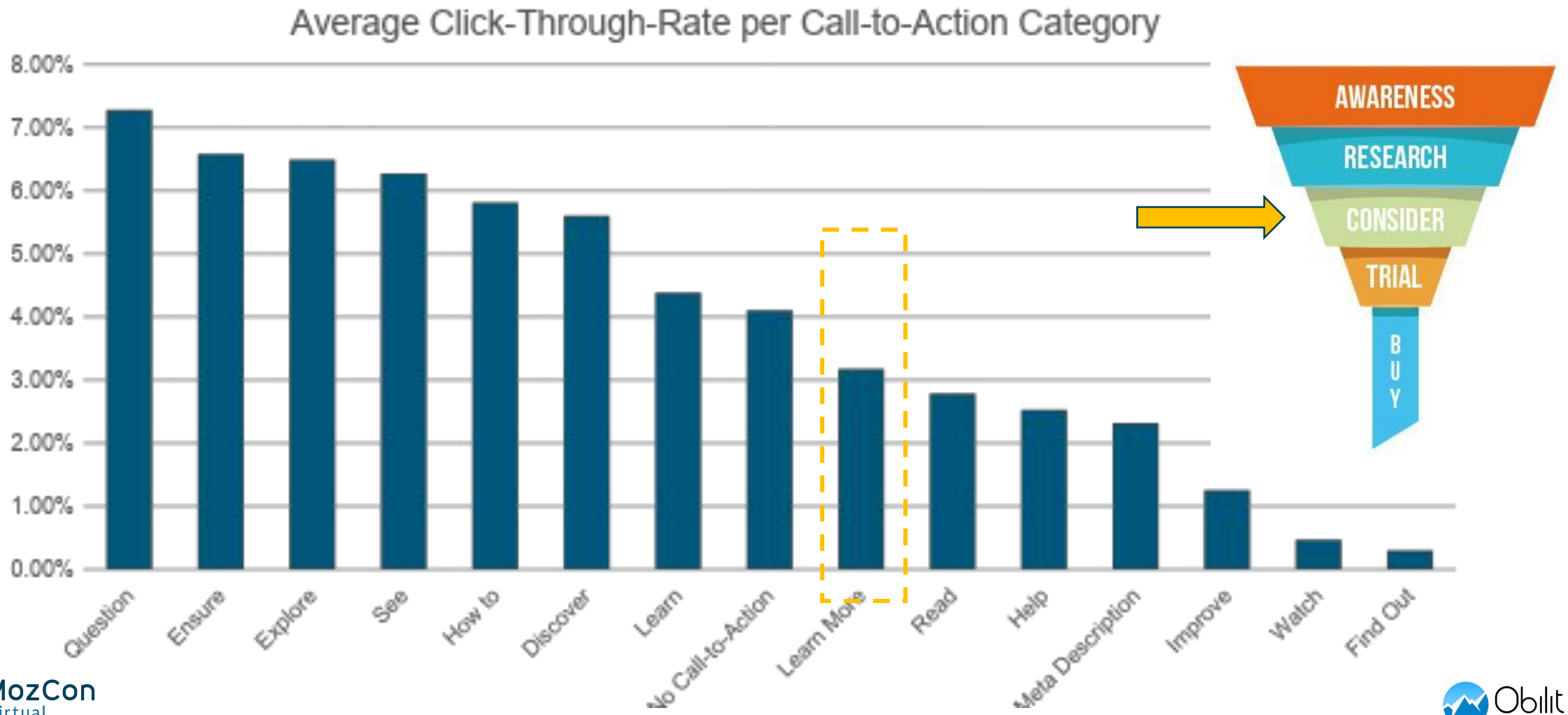


- Understand User Intent
- Improve CTR

Metadata Optimization



Metadata Optimization

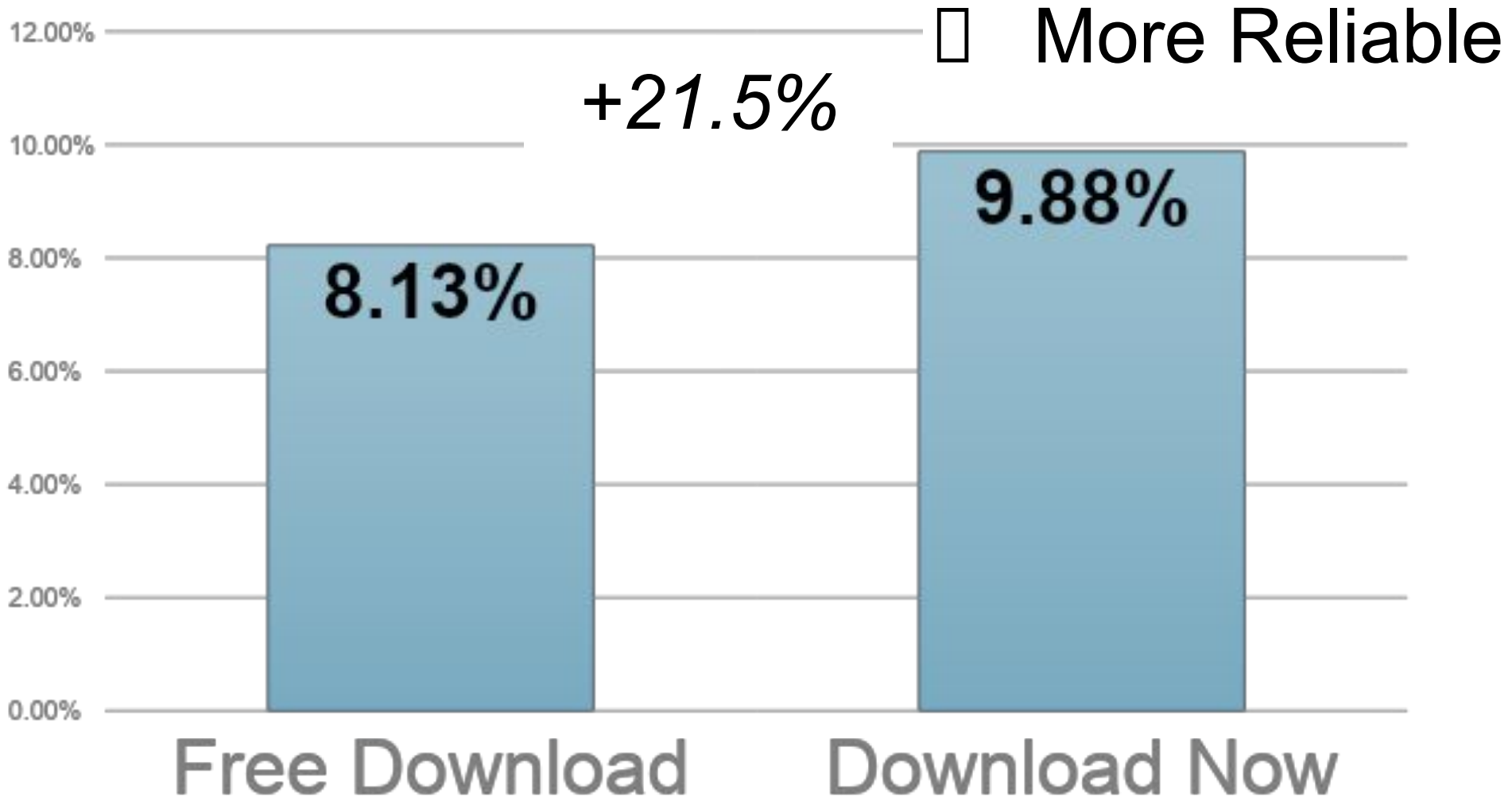


Attracting Users to Your Website

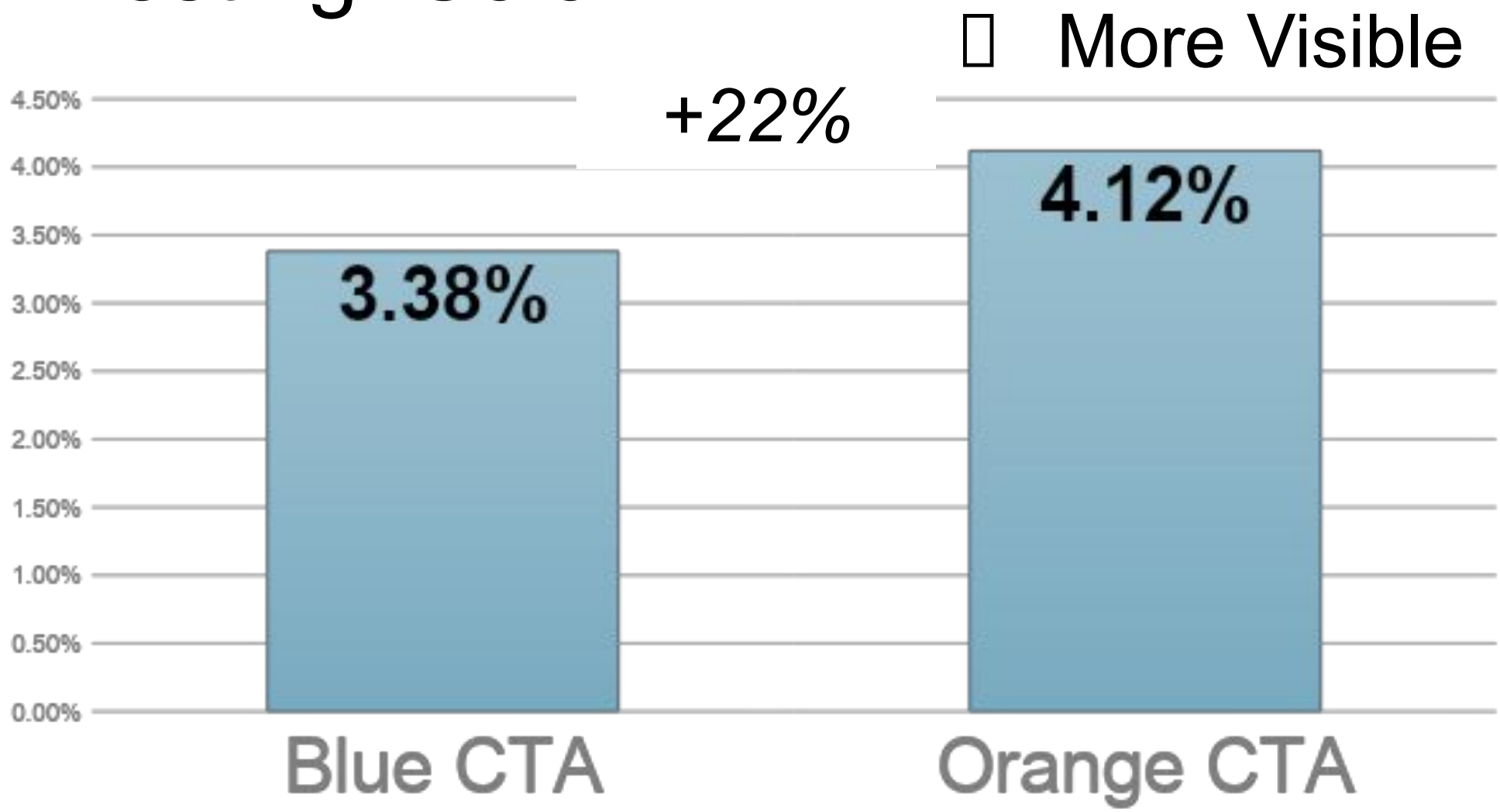
- Set goals before optimizing
- Explore B2B schema mark-up opportunities
- Measure along the way

Goal #2: Giving Users the Best Experience and Leading Them to Conversion Points

A/B Testing: Language

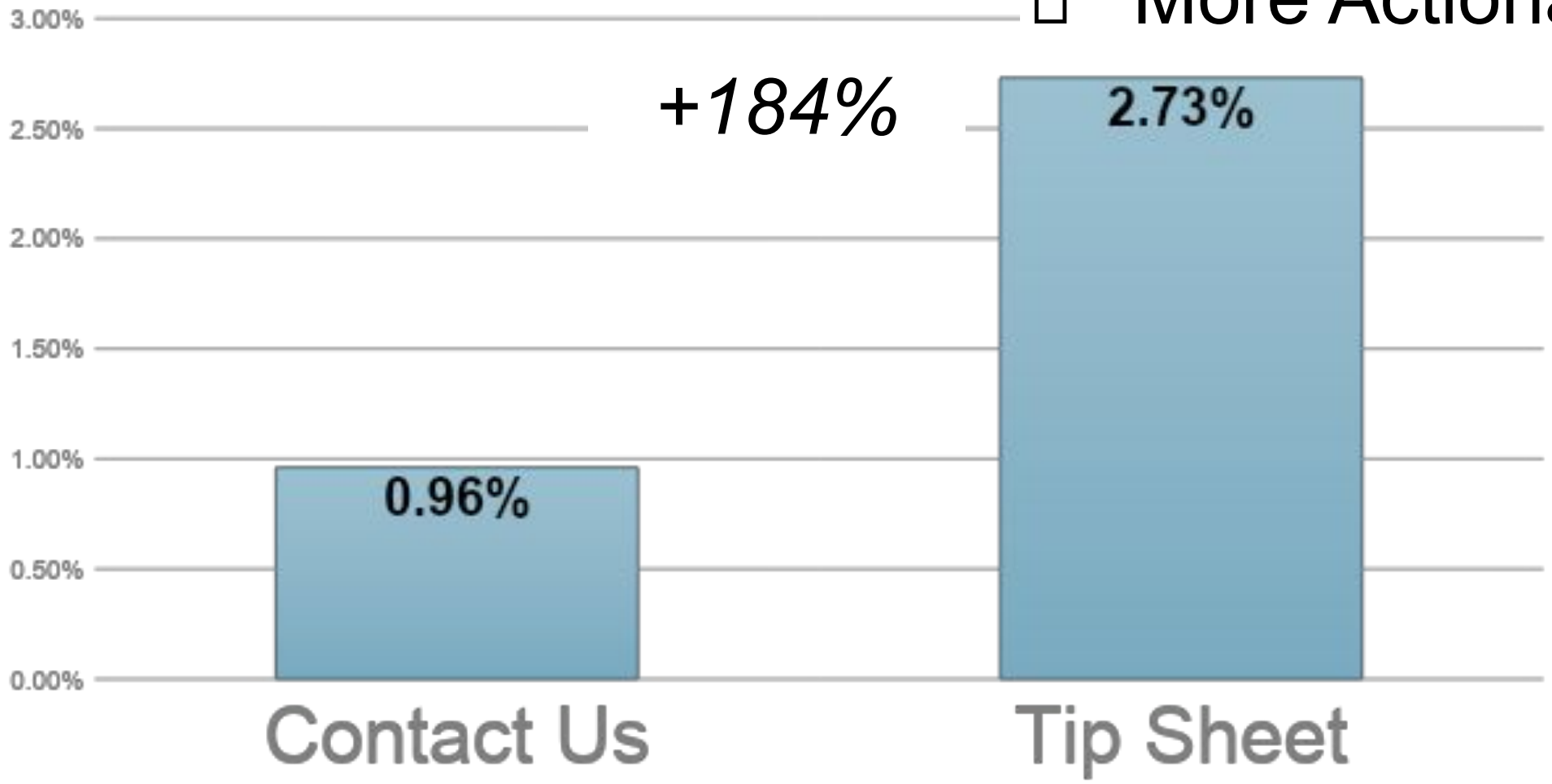


A/B Testing: Color



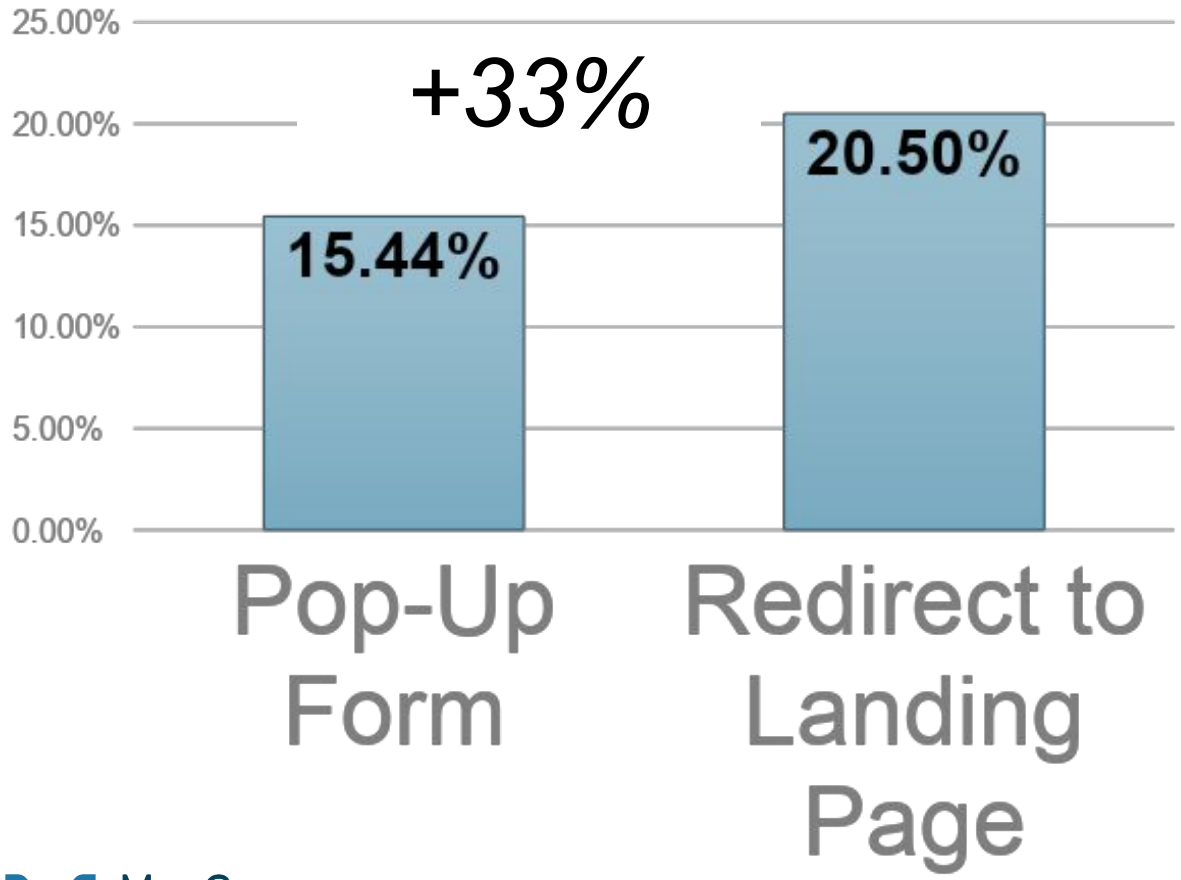
A/B Testing: Resource

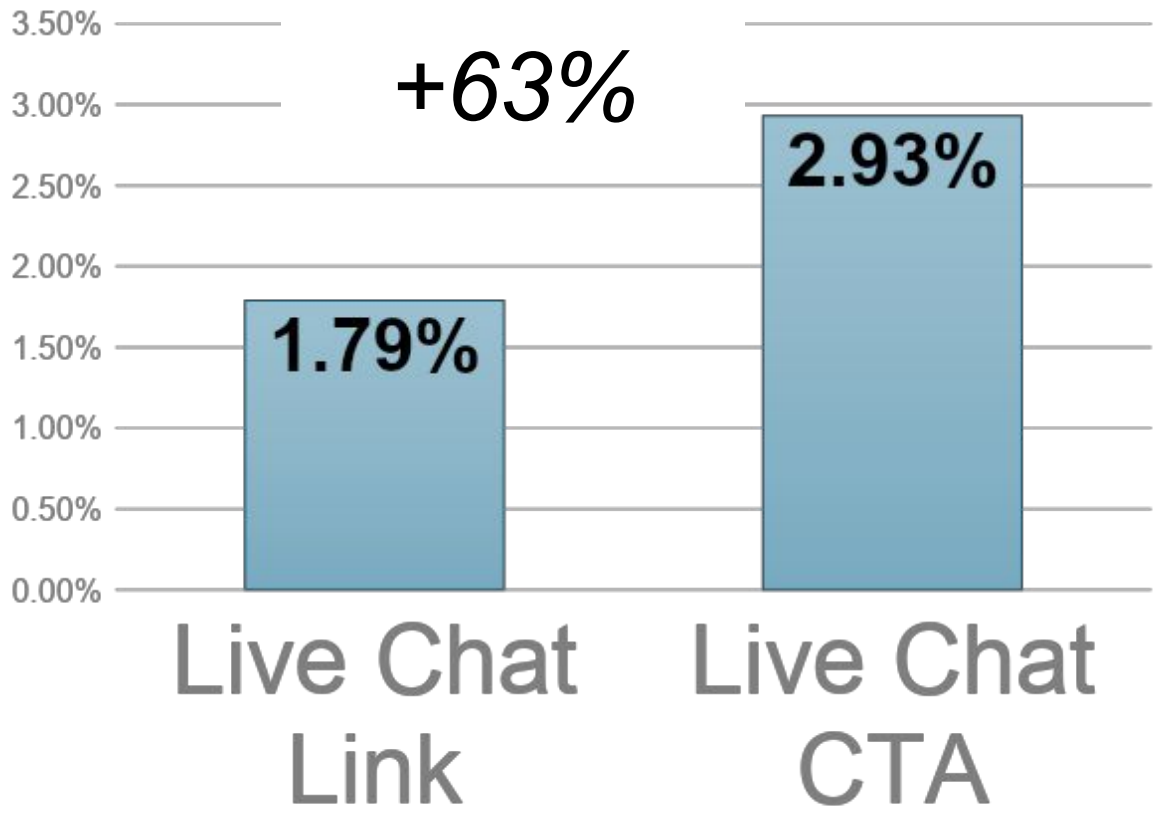
 More Actionable



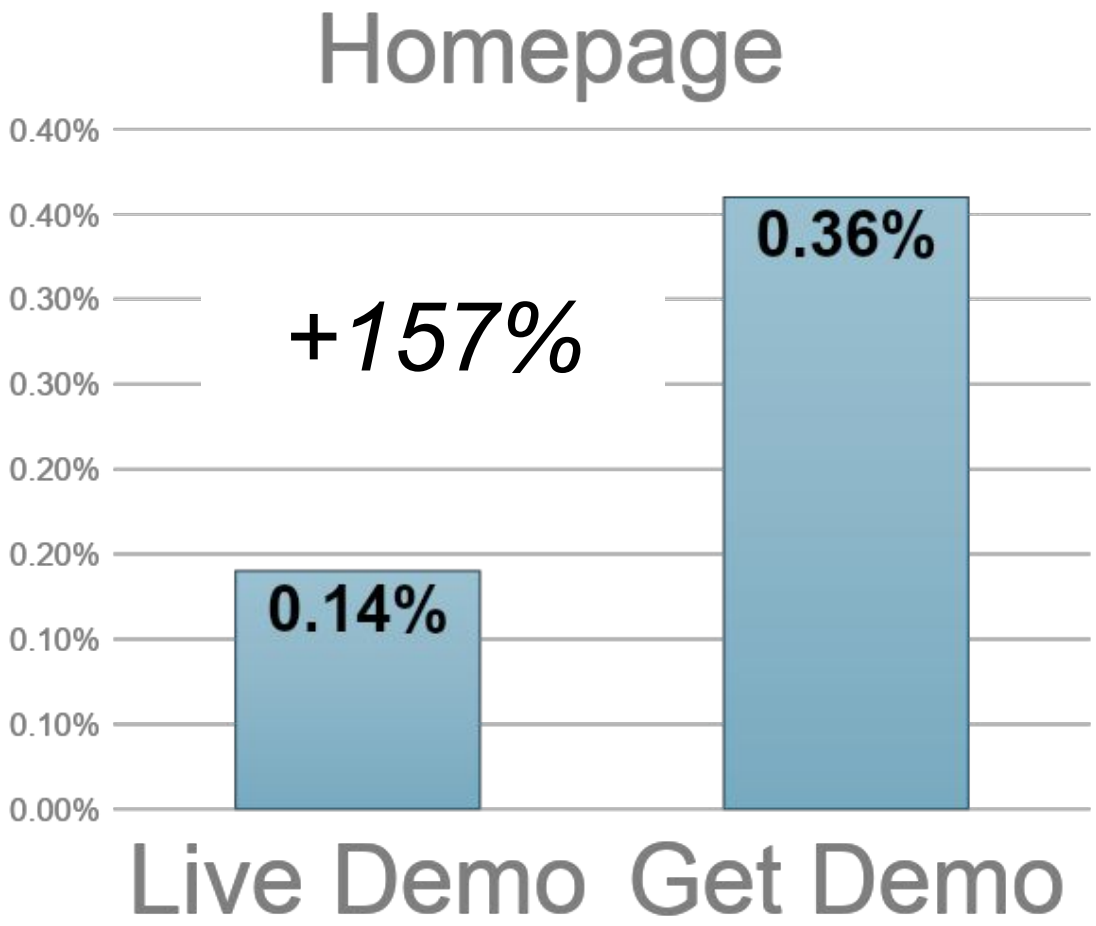
A/B Testing: User Experience

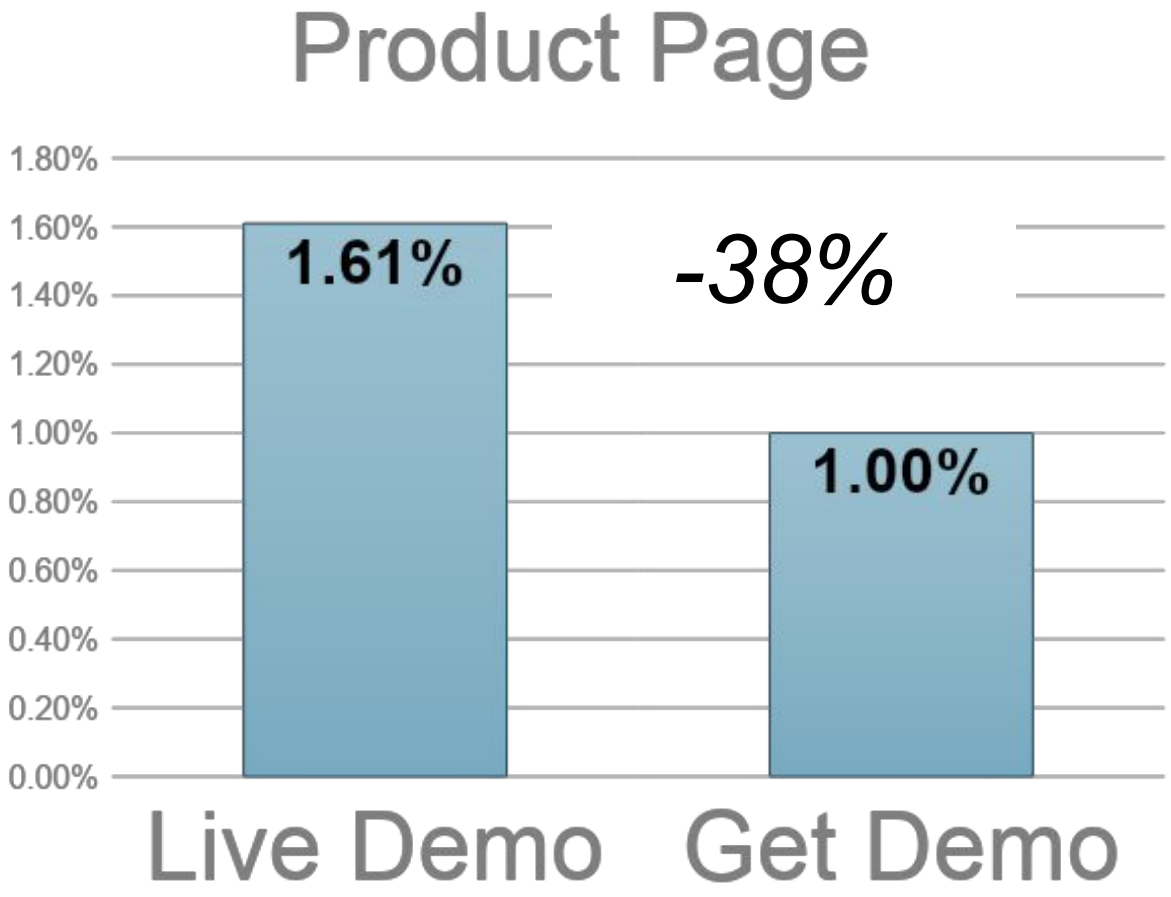
 Easier Navigation





Location Matters!



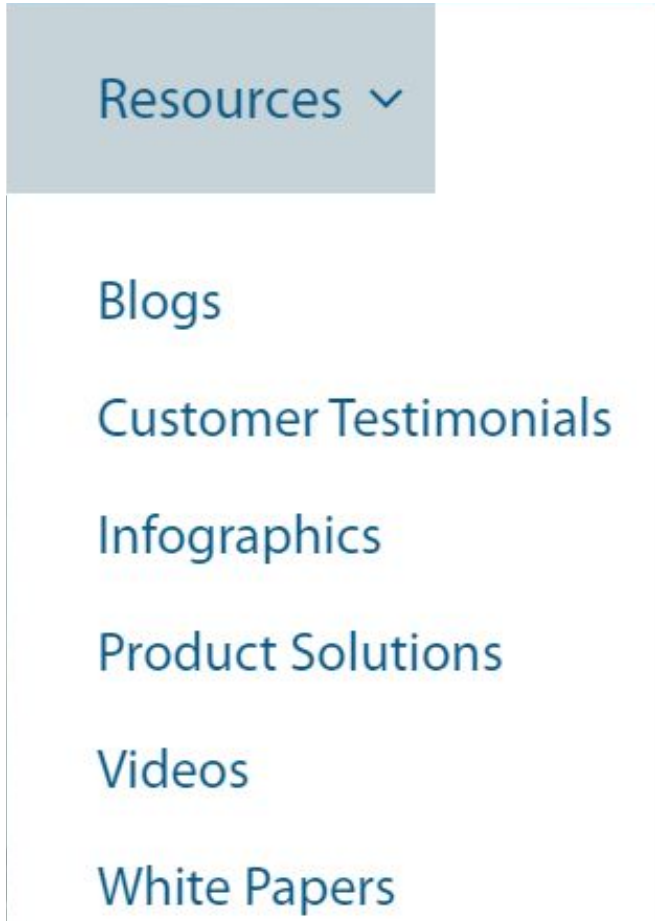


Top Nav Bar Optimization

- Improved Design
- Facilitate Conversion

+16% Video Views

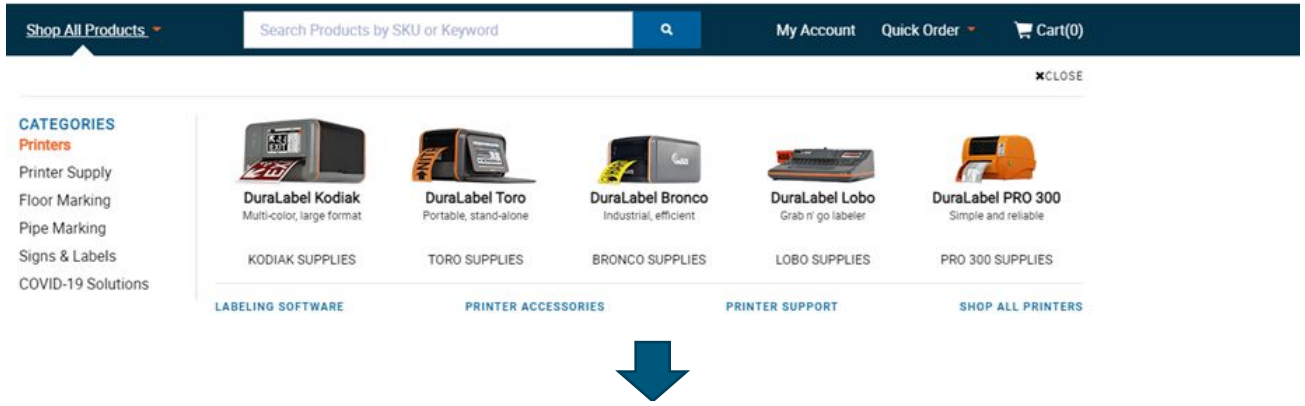
Top Nav Bar Optimization

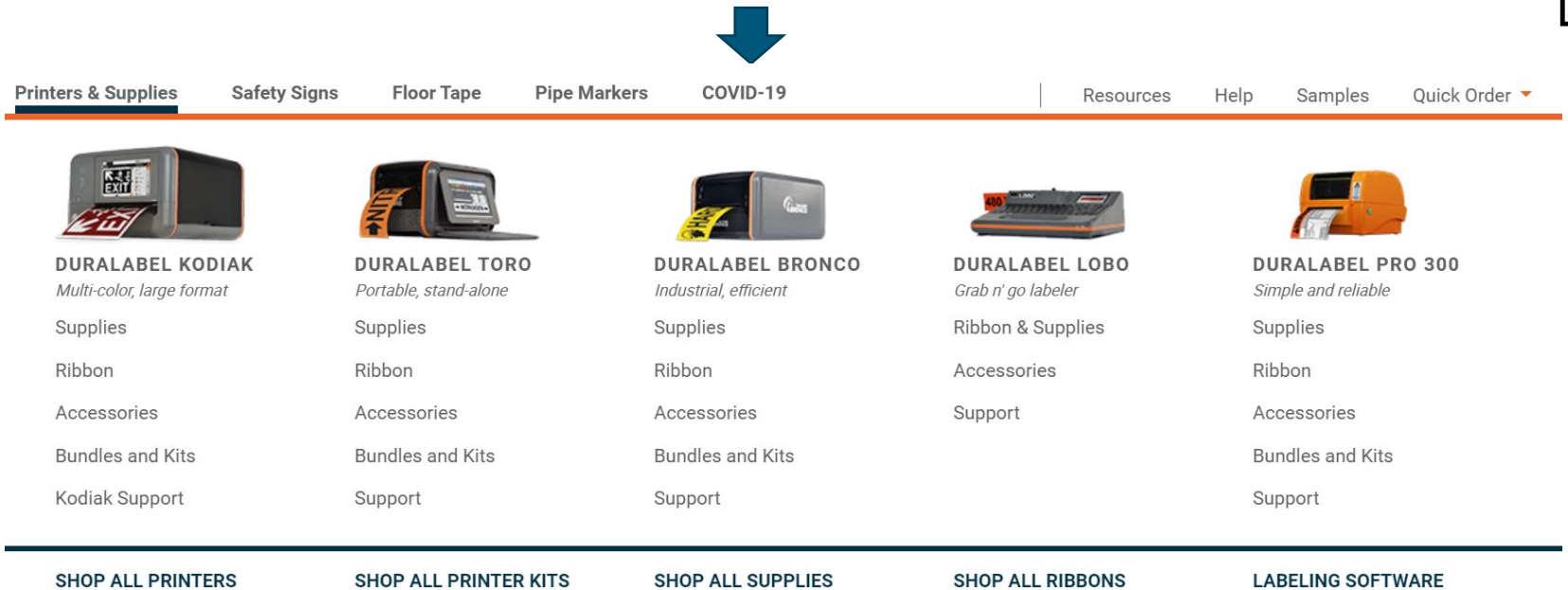


- Immediate Information
- Improved Navigation

+101% Content Downloads
+98% New Users to Resources

Top Nav Bar Optimization





- Improved Navigation
- Facilitate Path to Purchase

+23% Purchases

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Obilit we know b2b

On-Page User Experience

- No one-size-fits-all optimization
- Testing, testing, testing!

Goal #3: Tracking Success and Encouraging Return Visitors

Performance Tracking

- Assess Performance
- Correct Course

+65% Downloads

Performance Tracking

Dropdown Links Clicked on

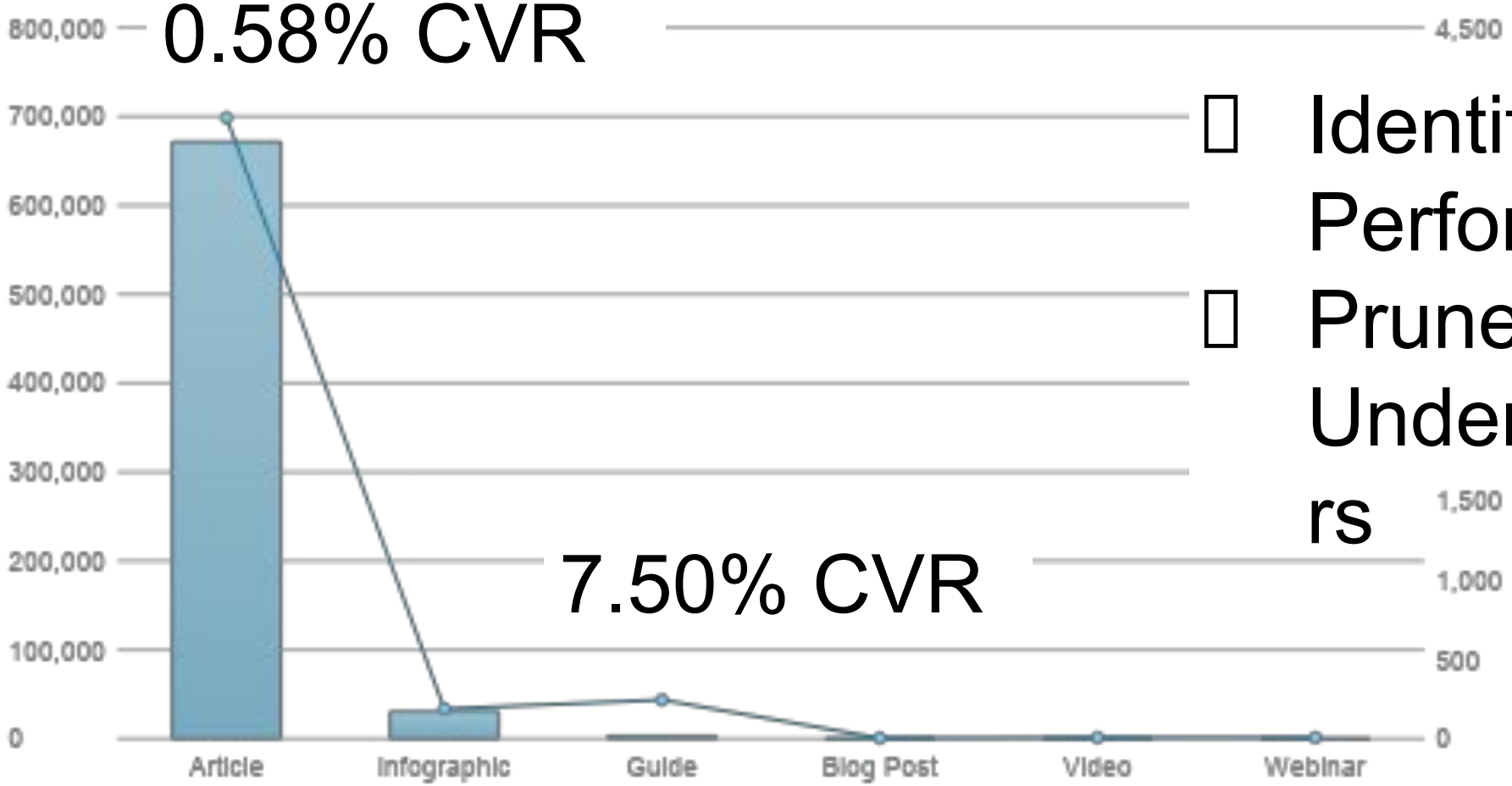
Event Label		Total Events	Δ
https://www	com/duralabel-toro-supply/	603	202
https://www	com/product/duralabel-toro/	359	10
https://www	com/duralabel-toro-printer-ribbon/	267	104
https://www	com/product/duralabel-kodiak/	256	27
https://www	com/safety-signs/	255	23
https://www.	com/product/duralabel-pro-series/	242	39
https://www.	com/duralabel-pro-series-supply/	229	104
https://www	com/product/duralabel-bronco/	201	26
https://www.	com/duralabel-kodiak-supply/	176	77
https://www	com/support/pro-series-support/	167	51
https://www	com/duralabel-toro-kits/	155	68
https://www	com/software/	139	42
https://www	com/duralabel-bronco-supply/	123	52
https://www.	com/5s-floor-tapes/	119	33
https://www	com/floor-signs/	114	-4
https://www	com/support/toro-support/	105	34

Pages on Which Users Clicked on Links

Event Action	Total Events	Δ
/	920	154
/product/duralabel-toro/	408	33
/industrial-label-printers/	291	191
/product/duralabel-kodiak/	182	55
/product/premium-vinyl-tape/	169	51
/product/duralabel-pro-series/	167	69
/search/	162	-16
/product/duralabel-bronco/	143	54
/product/premium-printer-ribbon/	140	47
/resources/	115	21
/cart/	106	17
/printer-supply/	102	3
/duralabel-toro-printer-ribbon/	92	32
/safety-signs/	91	57
/duralabel-toro-supply/	90	7

https://www.obilityb2b.com/blog/how-to-track-and-audit-top-navigation-performance-to-improve-conversion-rate/

Content Audit



- Identify Best Performers
- Prune Under-Performers

Key Takeaways

- Always keep the full funnel in mind
- Test and track everything
- There is no cookie-cutter approach
- Honesty and transparency are key

“Thinking you already know how a conversation will go down kills curiosity and subverts listening.”

Kate Murphy – You’re Not Listening

Thank You!

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