



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

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**“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

Videos

 This is Graphic Products
YouTube · Graphic Products
Dec. 11, 2017

6 key moments in this video

- From 00:05 LABELING & SIGNAGE
- From 00:13 FLOOR MARKING & WAYFINDING
- From 00:21 SPILL CONTROL & CONTAIN...
- From 00:30 LOCK OUT/TAG OUT
- From 00:...

 Getting the Most from your DuraLabel Printer
YouTube · Graphic Products
Dec. 11, 2017

5 key moments in this video

 Loading Supply and Ribbon into DuraLabel Kodiak
YouTube · Graphic Products
Nov. 21, 2017

3 key moments in this video

 Getting Started with LabelForge
YouTube · Graphic Products
Jul. 31, 2015

3 key moments in this video

[View all](#)

[https://www.youtube.com > watch](https://www.youtube.com/watch) Traf/mo (us): 285.37M/590.94M - Kw (us): 20.00M/49.27M

Oracle Learning Channel - YouTube



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Dec. 5, 2019 · Uploaded by Oracle Learning

[https://www.youtube.com > watch](https://www.youtube.com/watch) Traf/mo (us): 285.37M/590.94M - Kw (us): 20.00M/49.27M

Oracle Autonomous Database: How It Works - YouTube

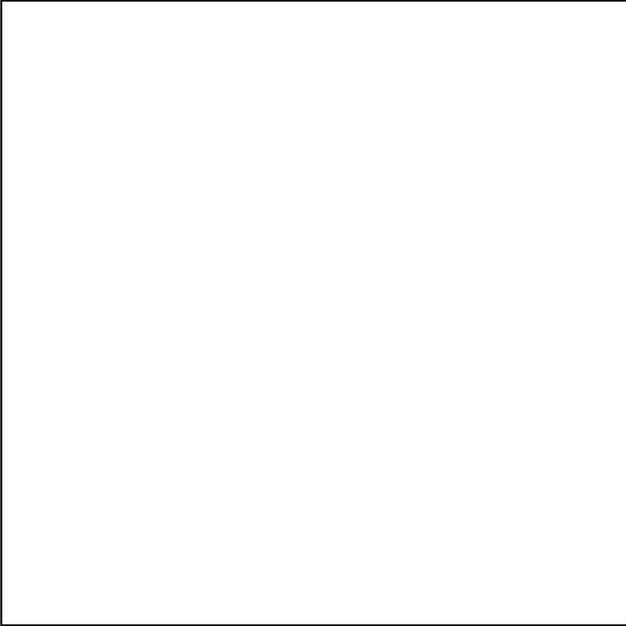


Oracle SVP Juan Loaiza shares the secret on how Oracle Autonomous Database delivers full end-to-end ...

Oct. 26, 2017 · Uploaded by Oracle

- SERP Saturation
- Easier Navigation

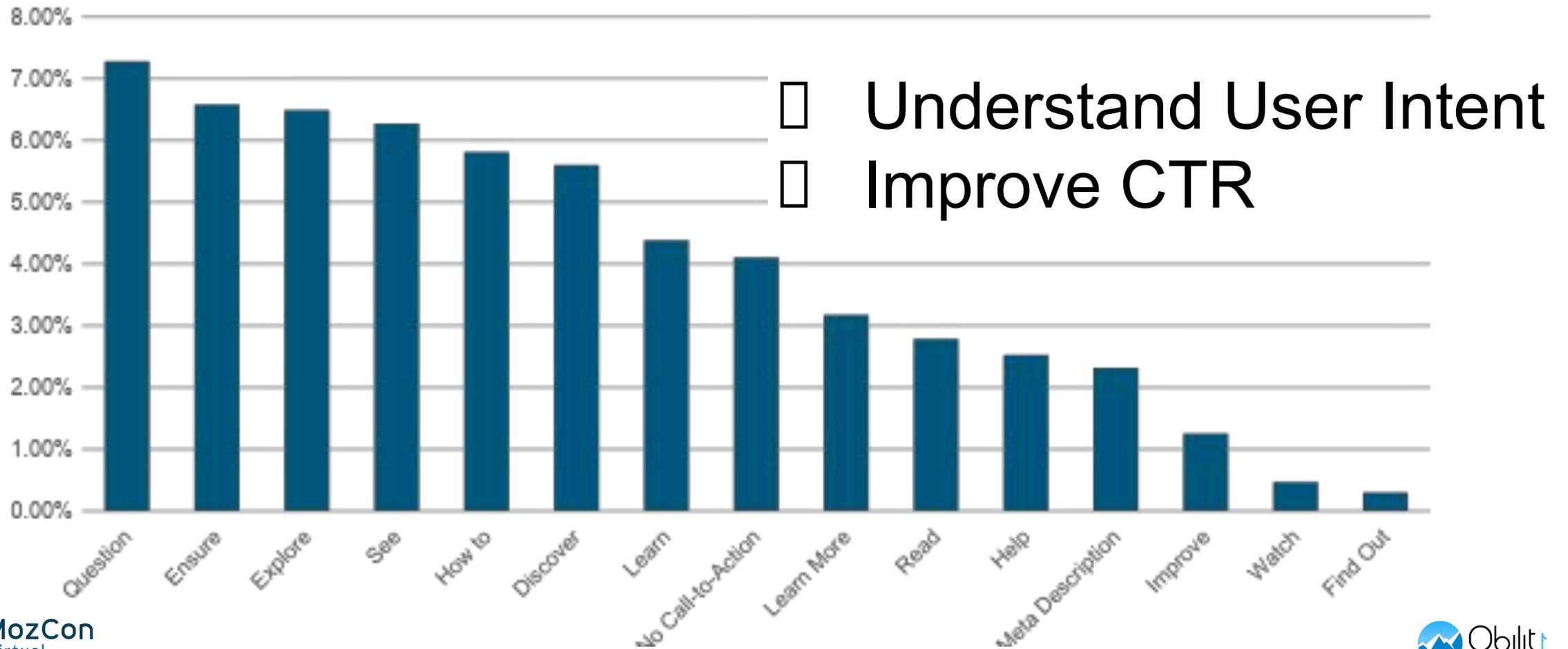
Schema Mark-Up for B2B Results



+204% Impressions
+120% Clicks

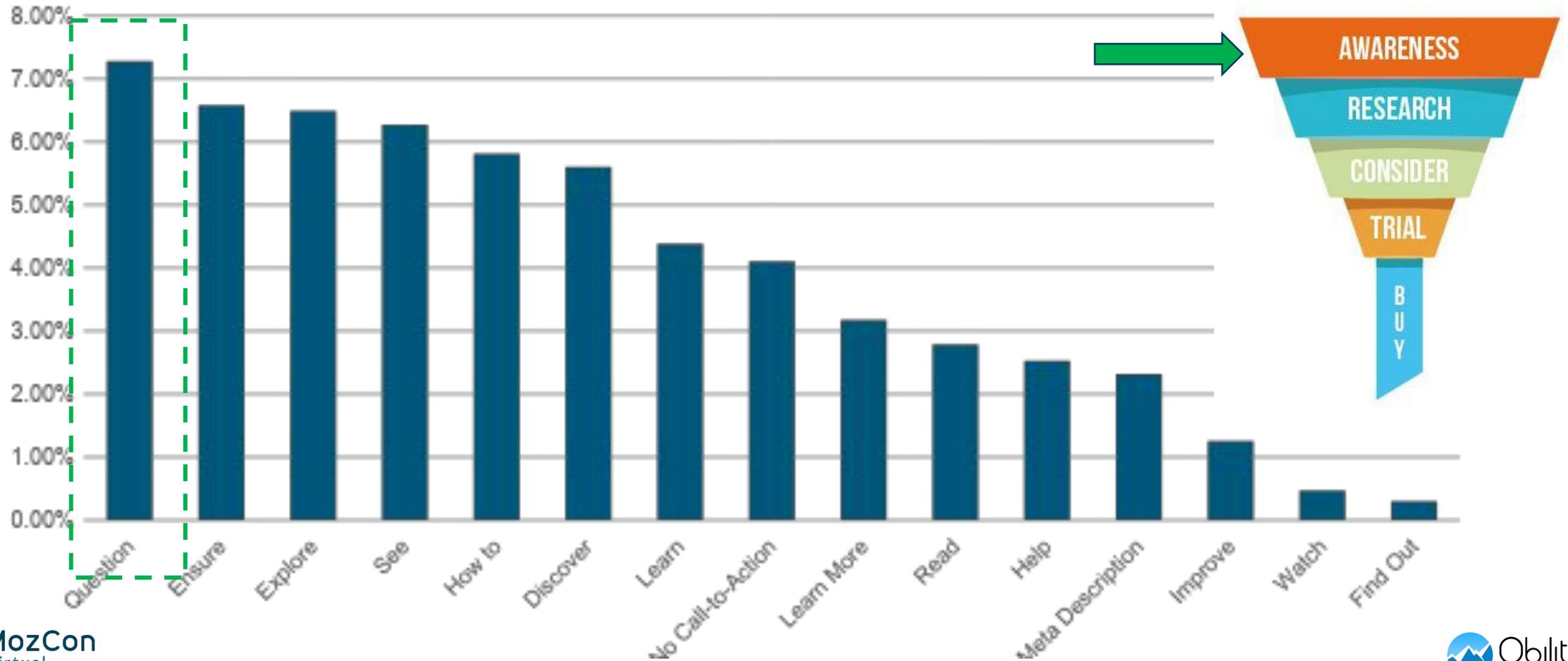
Metadata Optimization

Average Click-Through-Rate per Call-to-Action Category



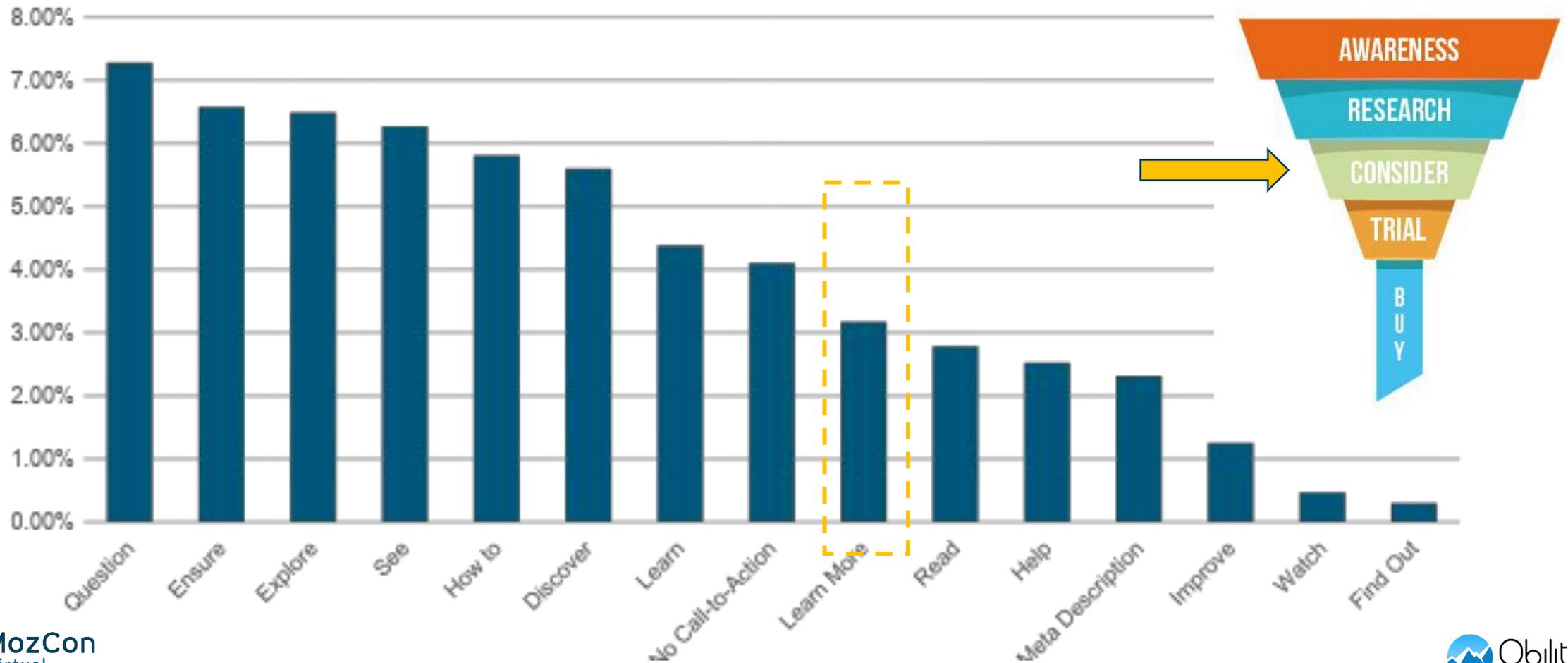
Metadata Optimization

Average Click-Through-Rate per Call-to-Action Category



Metadata Optimization

Average Click-Through-Rate per Call-to-Action Category

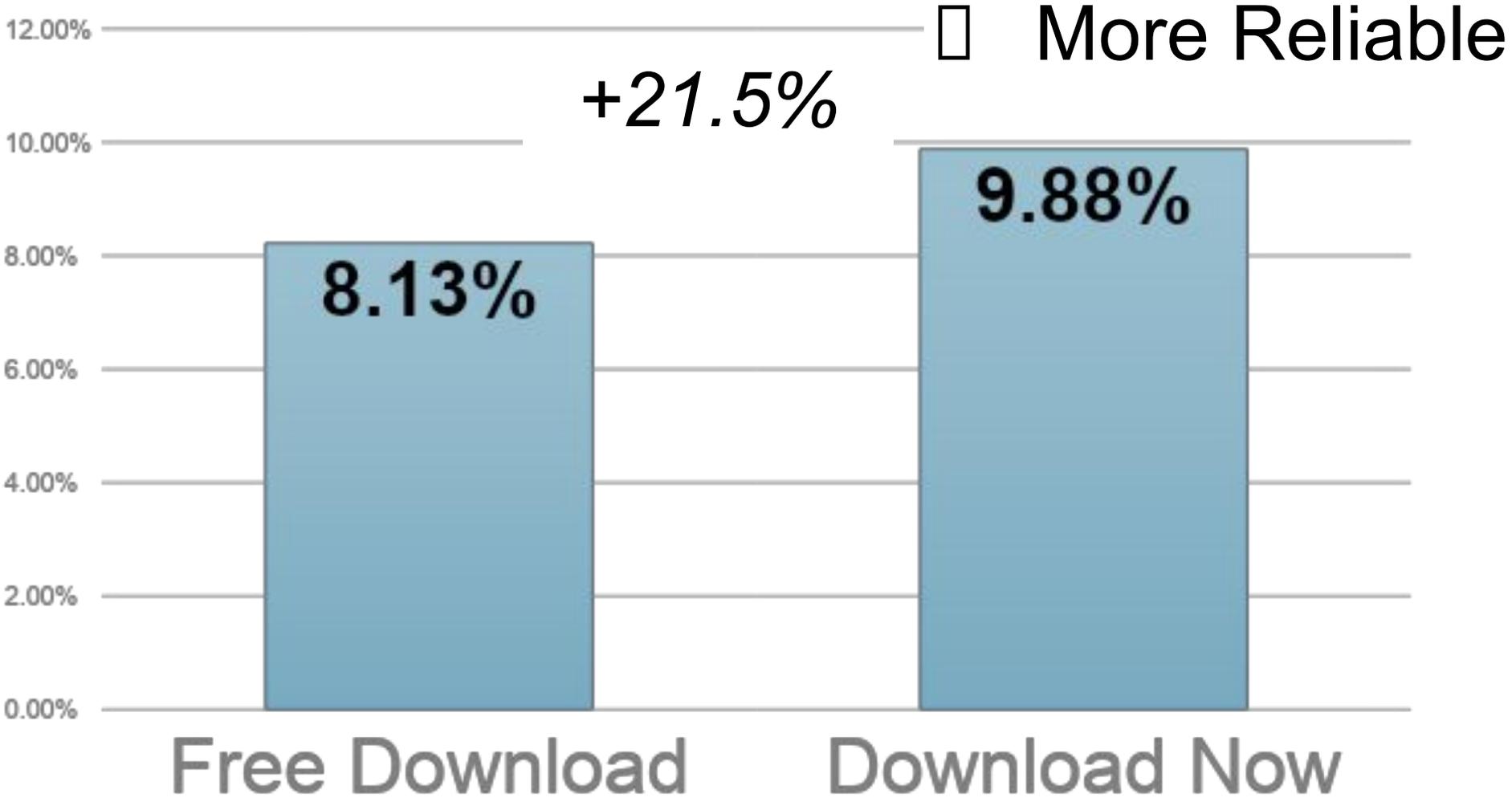


Attracting Users to Your Website

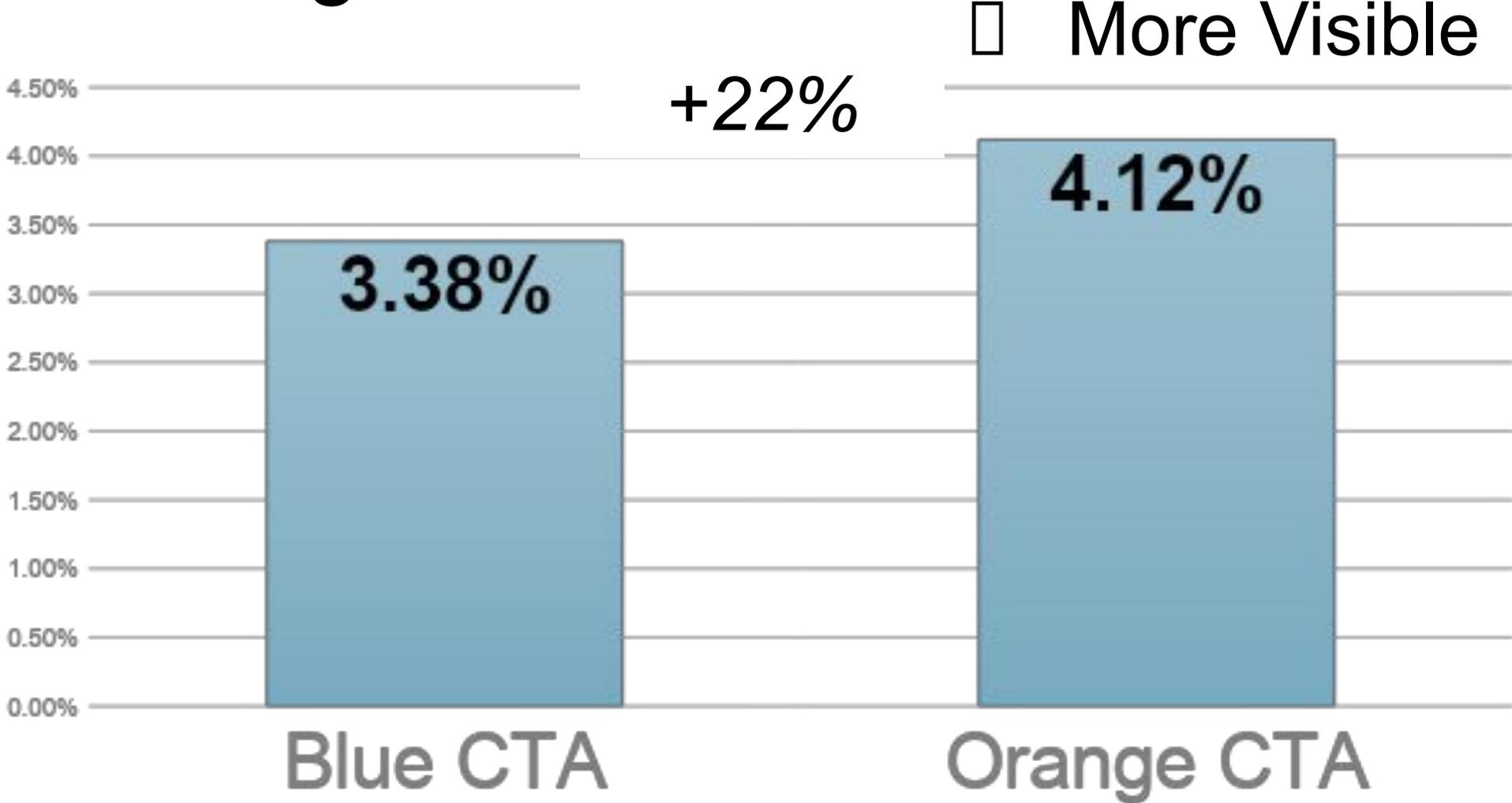
- Set goals before optimizing
- Explore B2B schema mark-up opportunities
- Measure along the way

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

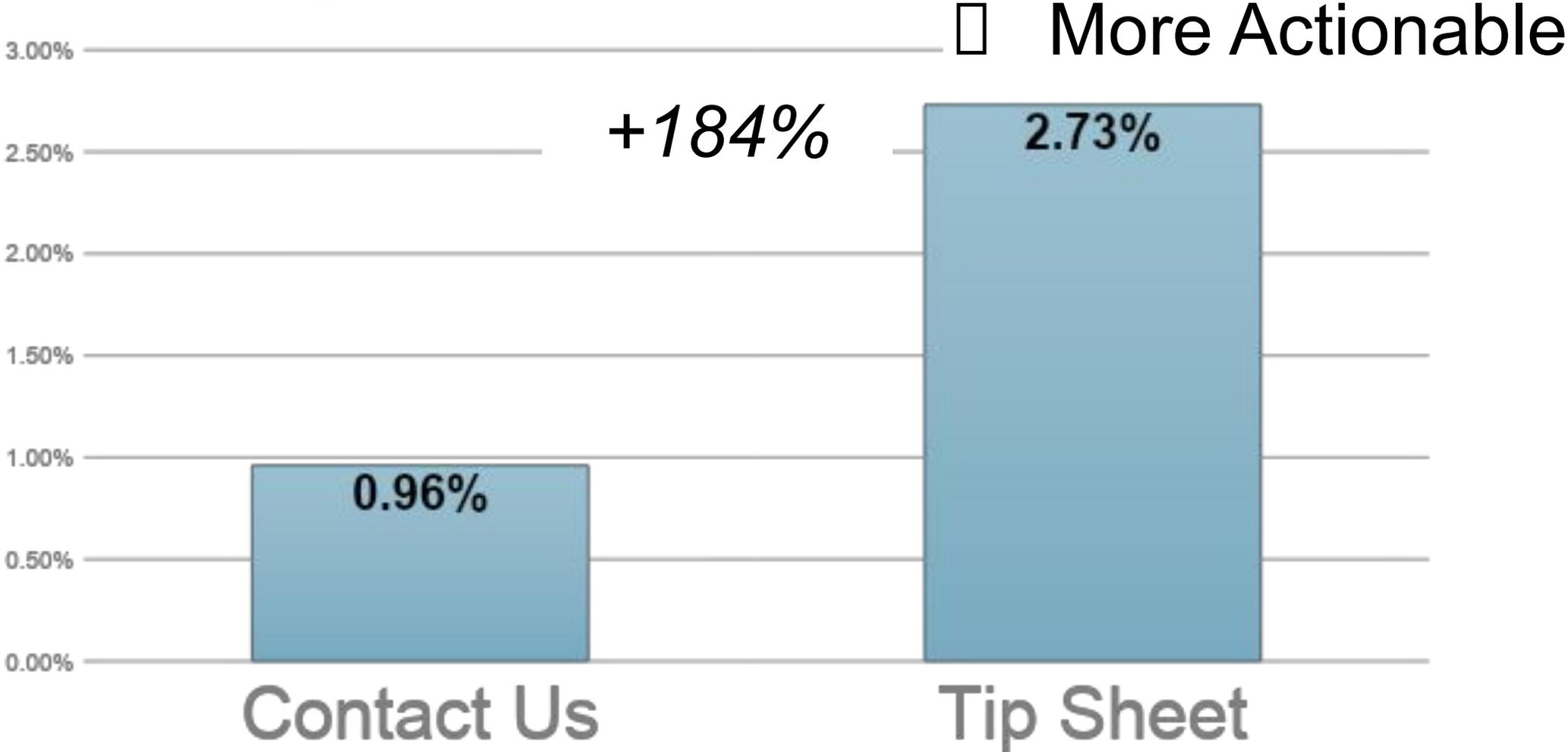
A/B Testing: Language



A/B Testing: Color

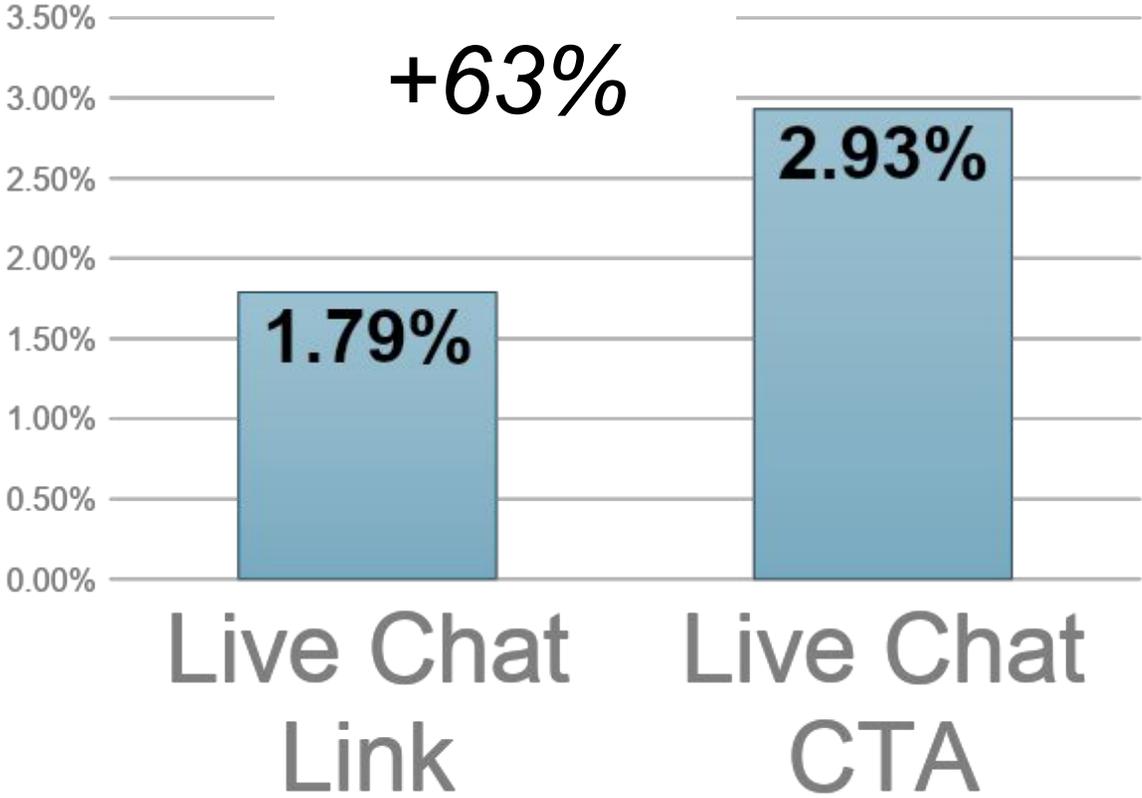
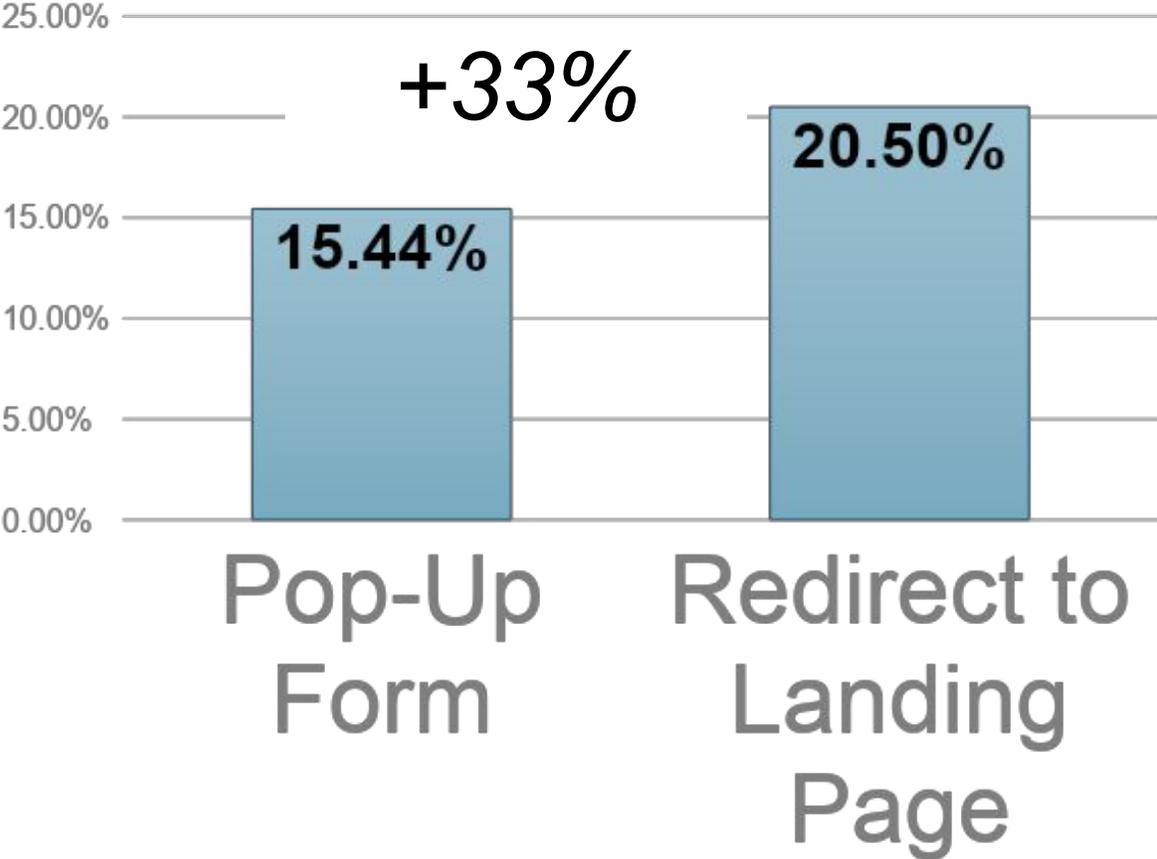


A/B Testing: Resource



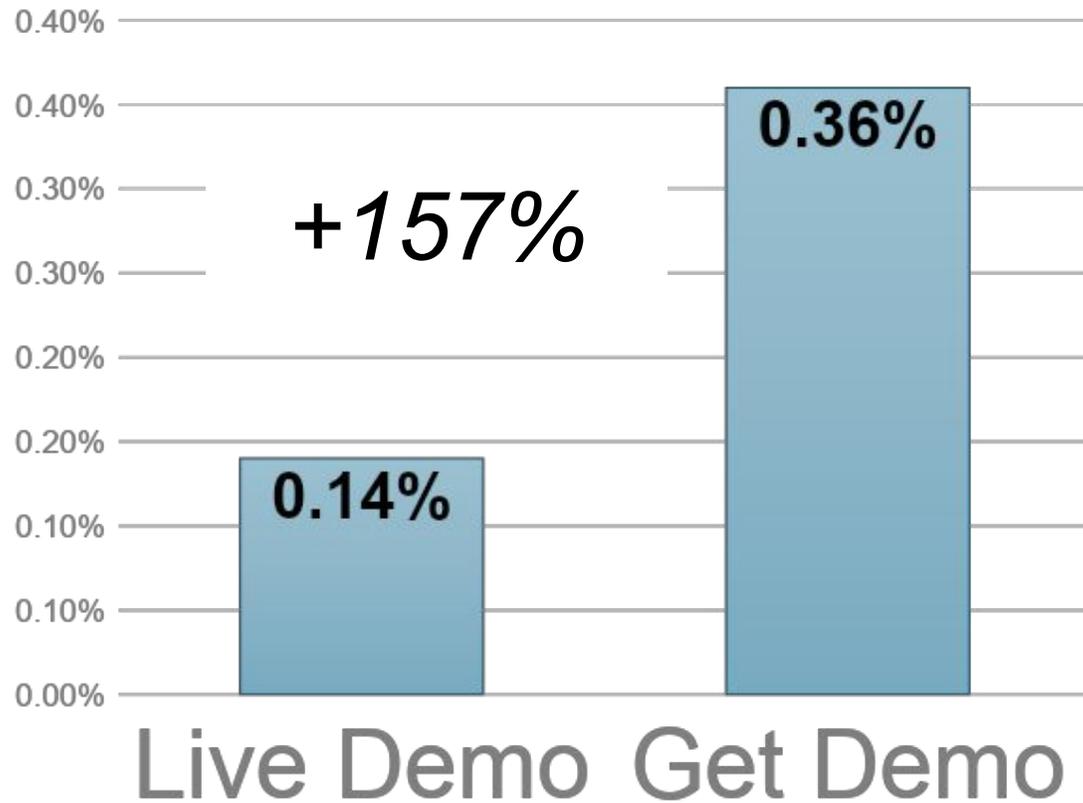
A/B Testing: User Experience

□ Easier Navigation

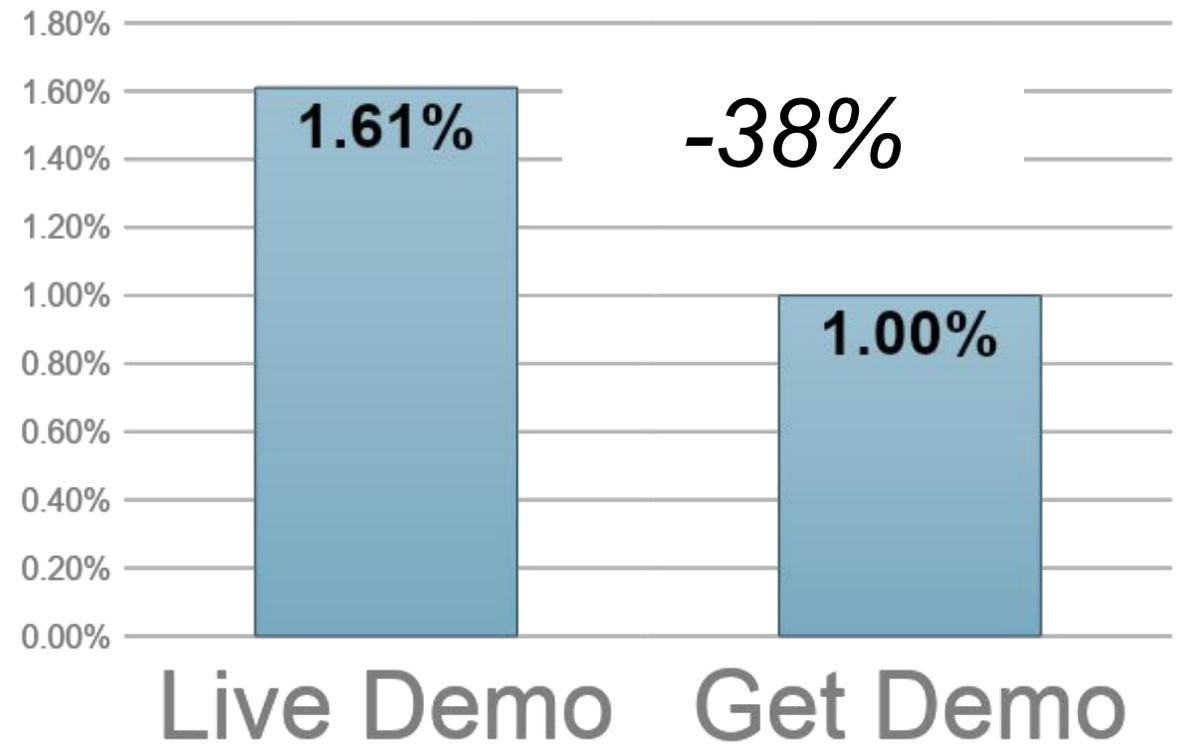


Location Matters!

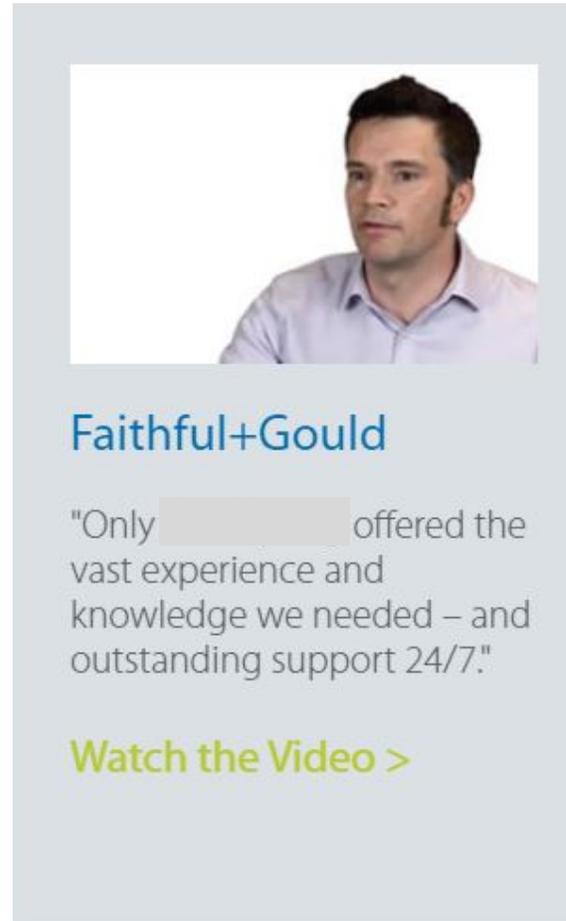
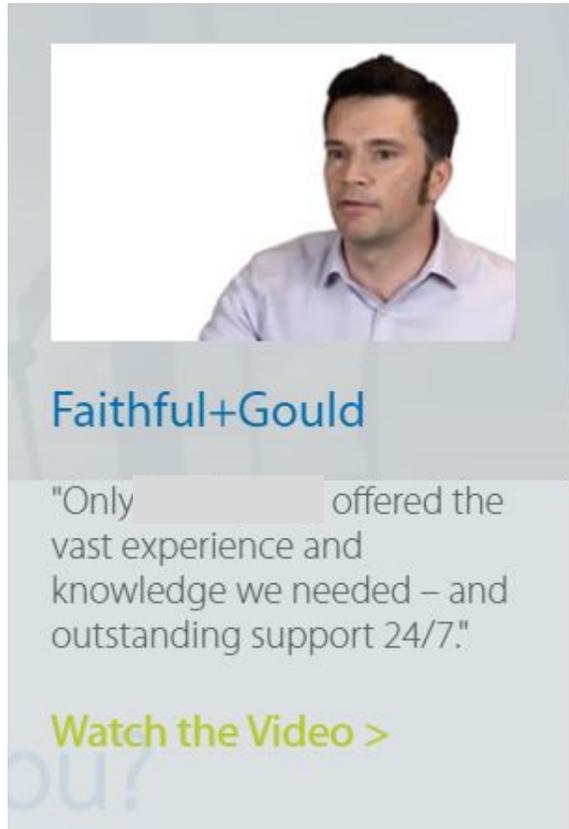
Homepage



Product Page



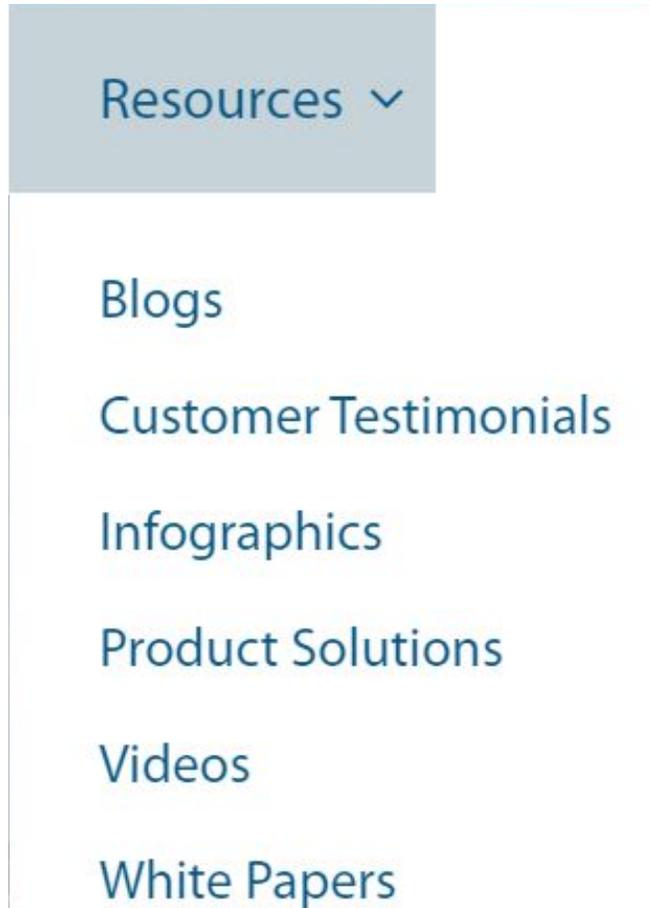
Top Nav Bar Optimization



- Improved Design
- Facilitate Conversion

+16% Video Views

Top Nav Bar Optimization

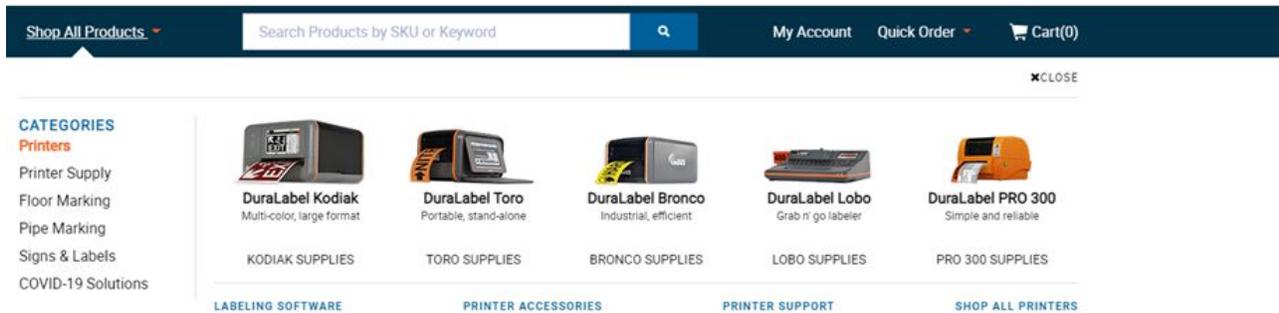


- Immediate Information
- Improved Navigation

+101% Content Downloads

+98% New Users to Resources

Top Nav Bar Optimization



DURALABEL KODIAK
Multi-color, large format
Supplies
Ribbon
Accessories
Bundles and Kits
Kodiak Support



DURALABEL TORO
Portable, stand-alone
Supplies
Ribbon
Accessories
Bundles and Kits
Support



DURALABEL BRONCO
Industrial, efficient
Supplies
Ribbon
Accessories
Bundles and Kits
Support



DURALABEL LOBO
Grab n' go labeler
Ribbon & Supplies
Accessories
Support



DURALABEL PRO 300
Simple and reliable
Supplies
Ribbon
Accessories
Bundles and Kits
Support

SHOP ALL PRINTERS

SHOP ALL PRINTER KITS

SHOP ALL SUPPLIES

SHOP ALL RIBBONS

LABELING SOFTWARE

- Improved Navigation
- Facilitate Path to Purchase

+23% Purchases

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

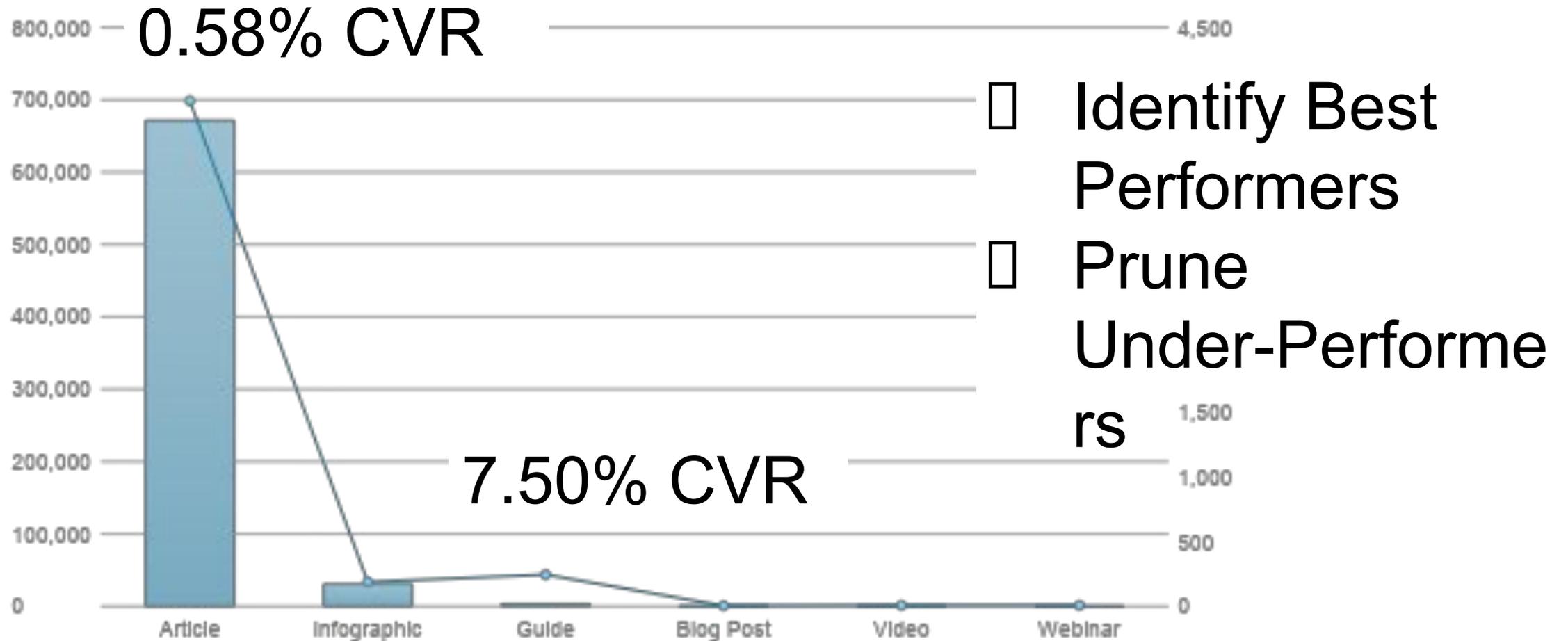
+65% Downloads

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 ↑

Content Audit



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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