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CLICK, CONVERT, CLOSE:
THE B2B WEBSITE CHECKLIST

1 FOUNDATION – BUILD A WEBSITE THAT WORKS

- **Clarify Your Message:** Does your homepage instantly tell visitors what problem you solve and why they should choose you? If not, rewrite it!
- **Create Calls to Action:** Does every page have a clear next step (contact us, get a demo, download a resource)? If not, add them NOW.
- **Test on Mobile:** Pull out your phone. Is your site easy to use? If not, optimize for mobile ASAP.

2 CONTENT – ATTRACT & ENGAGE YOUR IDEAL CLIENTS

- **Know Your Audience**: List the top 3 pain points your ideal clients have. Have you addressed them in your content? If not, create content that speaks to those needs.
- **SEO Boost**: Search for your main keywords. Are you on the first page of Google results? If not, optimize your content for those terms.
- **Show Proof**: Do you have case studies or testimonials on your site? If not, gather them and make them prominent.

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3 LEAD CAPTURE – TURN VISITORS INTO OPPORTUNITIES

- **Easy Contact:** Is it easy for people to contact you or request a demo? If not, simplify your forms.
- **Offer Value:** Do you have valuable content (eBooks, guides) behind email capture forms? If not, create them!
- **Catch Them Leaving:** Have you set up exit-intent pop-ups to offer a final chance to connect? If not, do it now.

4 NURTURING – KEEP THE CONVERSATION GOING

- **Email Regularly:** Do you have an email newsletter to stay top-of-mind with prospects? If not, start one!
- **Personalize:** Do you follow up with leads based on their interests? If not, create targeted email sequences.

5 ANALYTICS – TRACK, IMPROVE & GROW

- **Track the Right Things:** Are you measuring website traffic, conversion rates, and lead sources? If not, set up tracking now.
- **Data-Driven Decisions:** Are you regularly reviewing your analytics to find areas for improvement? If not, schedule a monthly review.

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Your website is your 24/7 sales representative. By working through this checklist, you'll equip it with the tools and strategies to attract, engage, and convert more customers than ever before.

But remember: This is an ongoing process. Your website is never "finished." Continuously test, optimize, and refine your approach to maximize your results. And if you need help, we're here to support you:

843-388-9891

SCHEDULE CALL

zafariinc.com

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