

Is your B2B website a valued part of your sales team?

Here's a sure-fire way to find out. There are three types of prospects visiting your B2B website day in and day out. How does your site guide, inform and nurture visitors like these?

1 SEEKING REASSURANCE



Meet Tim

"I'm looking. Not sure I'm ready to take action.

Are you legit?

Do you know my industry?

Are you reputable?

Do businesses like mine partner with you?"

2 IN SEARCH OF INFO



Say Hello to Mary

"I know you offer the types of services I need. But how do you compare to others?

Why should I trust you?

How much better are you?

How much do you cost?

What exactly do you know about my industry/needs?"

3 LOOKING TO ENGAGE



Here's Russ

"I'm ready to do something. I might be willing to talk to someone. Who and how?

I might want to start slow. What are my options?

How do I get more information?

What does the rest of my journey look like?"



Deliver Affinity & Credibility



Provide Info & Support



Engage & Generate Leads