

Make Your Homepage Hit Home

5 Optimization Tips to Drive
More Leads & Conversions

Intellimize

Introduction

It's no secret that the homepage of your website plays a key role in your marketing success. Your homepage is often the gateway to further exploration across your site and has a large impact on a visitor's chance of converting.

To facilitate stronger conversion rates, it's crucial to prioritize optimizing your homepage and personalizing the experience to match your visitors' needs and interests.

In this eBook, we'll explore 5 ways for B2B businesses to optimize their homepage to drive more leads and conversions.



#1 Place critical content above-the-fold



#2 Display curated customer logos



#3 Make your homepage a dynamic landing page



#4 Add social proof



#5 Personalize your chatbot

Note: We use images from different websites to illustrate certain concepts. Some sites are our customers, some are not, and some images are mocked up. All images are for example purposes only.



1 Place critical content above-the-fold

The concept of “above-the-fold” originated with newspapers, where the newspaper was folded and only a portion of the page was visible at first glance. The new “above-the-fold” refers to the visible part of the homepage you see when you first land there. When a visitor first lands on your homepage, chances are, they’re quickly skimming it and looking for something that jumps out at them. This is why it’s important to front-load your homepage with attention-grabbing content so your visitors are immediately exposed to it. Don’t make them go through extra effort to find what they need.

When trying to determine which content you should display above-the-fold to grab visitors’ attention, ask yourself the following questions:

- **What do you want the visitor to see?**
(e.g. key product images, videos, and metrics)
- **What do you want the visitor to learn?**
(e.g. who your brand is and how your products or services can benefit the visitor)
- **Which CTAs do you want the visitor to engage with?**
(e.g. demo requests, free trial sign-ups, or content downloads)



Although placing attention-grabbing imagery, CTAs, and copy above-the-fold will certainly help pique your visitors' interest, your work doesn't stop there. Be sure to test multiple variations of each of these elements in tandem so you can serve the right combination of variations to the right visitor to give that personalized experience that increases their chances of conversion.

Sumo Logic's homepage, for example, has a lot of key elements above-the-fold. First and foremost, they captivate their visitors with a compelling statement about how Sumo Logic addresses a key pain point ("faster monitoring and troubleshooting"). They also have two prominent CTAs where visitors can opt to start a free trial, and include several customer logos as immediate social proof for a prospective buyer (more on this in the next section).

The screenshot shows the Sumo Logic homepage with several key elements highlighted by red boxes and arrows:

- Top Navigation:** A teal box highlights the "Start free trial" button in the top right corner, with a red arrow pointing to it from the right.
- Hero Section:** A red arrow points from the left to the main headline, "Faster monitoring and troubleshooting", which is enclosed in a red box.
- Form and CTA:** Below the headline is a form with the placeholder text "Your business email". To its right is a teal "Start free trial" button, which is enclosed in a red box with a red arrow pointing to it from the right.
- Footer:** A red box at the bottom highlights a section containing the text "Trusted by more than 2,100 customers globally" and a row of customer logos: ANHEUSER-BUSCH, Pokémon, pitney bowes, SAMSUNG, and grammarly. A red arrow points to this box from the right.

Other visible elements include a "REPORT" link and a headline about being named a Visionary in the Gartner Magic Quadrant for SIEM, and a navigation menu with links like Products, Solutions, Pricing, Customers, Resources, Company, Contact, and Log In.

2

Display curated customer logos



COMPANYNAME

Curated customer logo farms are another way for B2B websites to grab the attention of their visitors and keep them exploring further. By tailoring your customer logos to reflect a visitor's industry (or even show their competitors!), you'll instill a sense of confidence that your solution is a good fit for the prospect. When you know what a prospect's industry, role, or interests are, you can showcase the most relevant logos you have to the prospect to pique their interest. Here are a few specific ways you can curate customer logos:

- **Tailor logos to your prospect's competitors:** Using what you already know about your visitor (either based on their previous visits or information from a deanonymization service), personalize the logos displayed on your homepage by showing companies similar to the prospect's own.
- **Tailor logos by audience:** Leveraging the same data sources as above, you can also tailor the logos on your

homepage to reflect your prospect's audience. For example, display your martech customers if you know your visitor is in the martech space.

- **Tailor logos by geolocation:** Depending on your offerings, you may be able to leverage the prospect's geographical location (e.g. city, state, country, or region) to further tailor the logos to the prospect. You might consider displaying region-sensitive competitors of the prospect, or customers that you know are based near the prospect.

Let's say you've identified your visitor as a Verizon employee. You can then deliver personalized logos that match their industry to show that their competitors have seen success with your solution, as Medallia has below, by personalizing the displayed logo farm to include Sprint, T-Mobile, and Vodafone. Imagine just how much the Verizon employee's competitive juices are flowing, and thinking that Medallia just may be the right option for Verizon, too.





3 Make your homepage a dynamic landing page

Your visitors will know they're in the right place if you tailor your homepage to their specific needs and interests. With the right personalization tool, you can make your homepage a dynamic landing page that speaks to what you already know about your visitor from firmographic, behavioral, and contextual data.

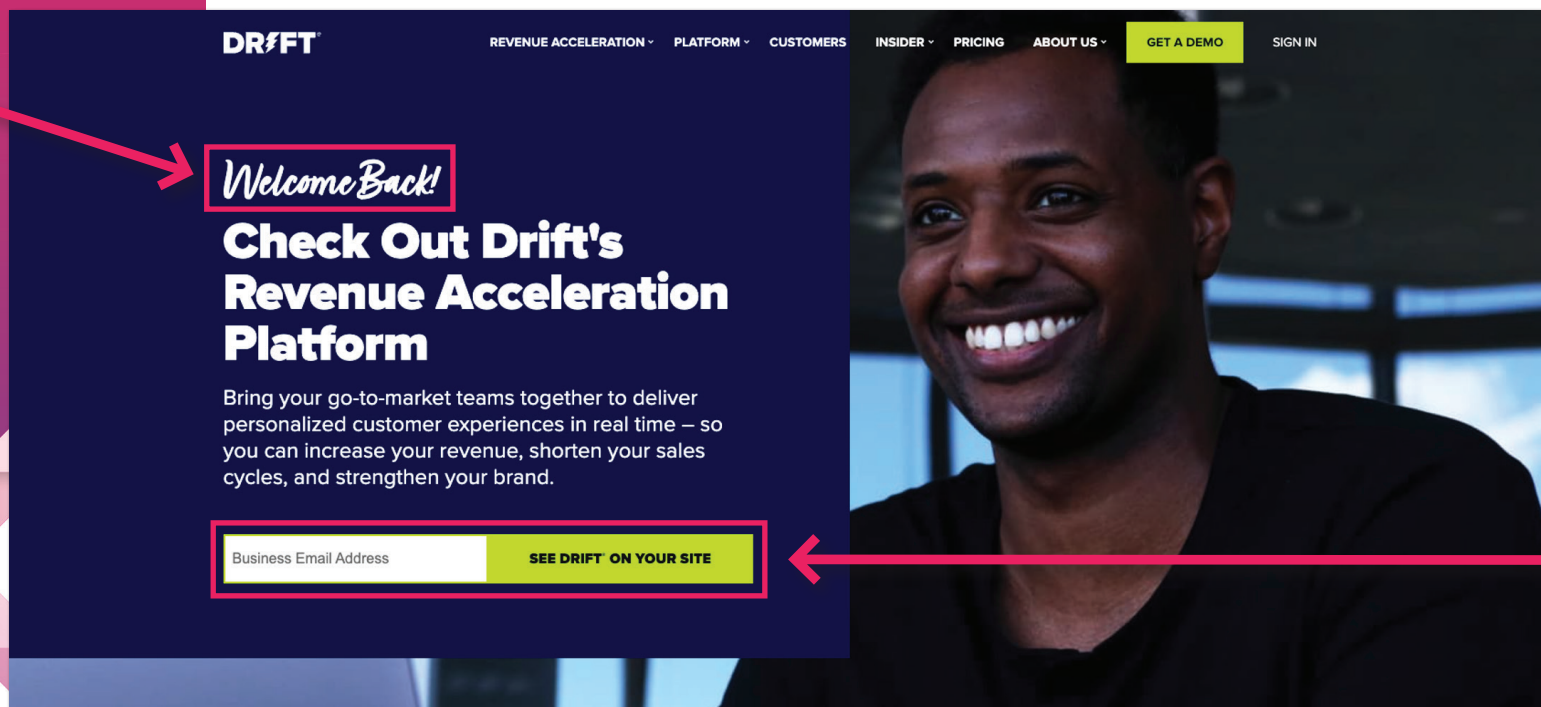
When personalizing various elements of your homepage to pique your visitor's interest, first consider who the prospect is. You can tailor their online experience based on:

- **Their industry or role** (e.g. fintech, telecommunications, digital marketer, demand gen marketer)
- **The size of their company** (e.g. SMB, mid-market, enterprise)
- **Their behavior** (e.g. pages or case studies they've previously viewed)

You'll also want to take the visitor's journey thus far into consideration to make sure your personalized messaging resonates with them. For example, you'll want to treat returning visitors differently than new visitors, by welcoming them back to your site and serving them a relevant CTA that matches where they left off the last time they visited. This small gesture makes your prospect feel recognized and welcome and helps you meet your prospect where they're at in their journey with you. All in all, you not only delight them but are helping increase their chances of converting.



Drift, for example, tailors their homepage messaging to welcome back a returning visitor in the marketing industry and serves up a CTA to “See Drift on your site.” This kind of CTA creates a sense of urgency for the returning visitor who is further along in their journey and getting ready to convert.



Further, if your prospect has arrived at your homepage directly from an ad, be sure that the page more or less mirrors important elements of your ad content (in the look & feel, messaging, CTA, and more). Don't make them regret clicking on your ad – create a seamless experience that meets their expectations and reaffirms they're in the right place.



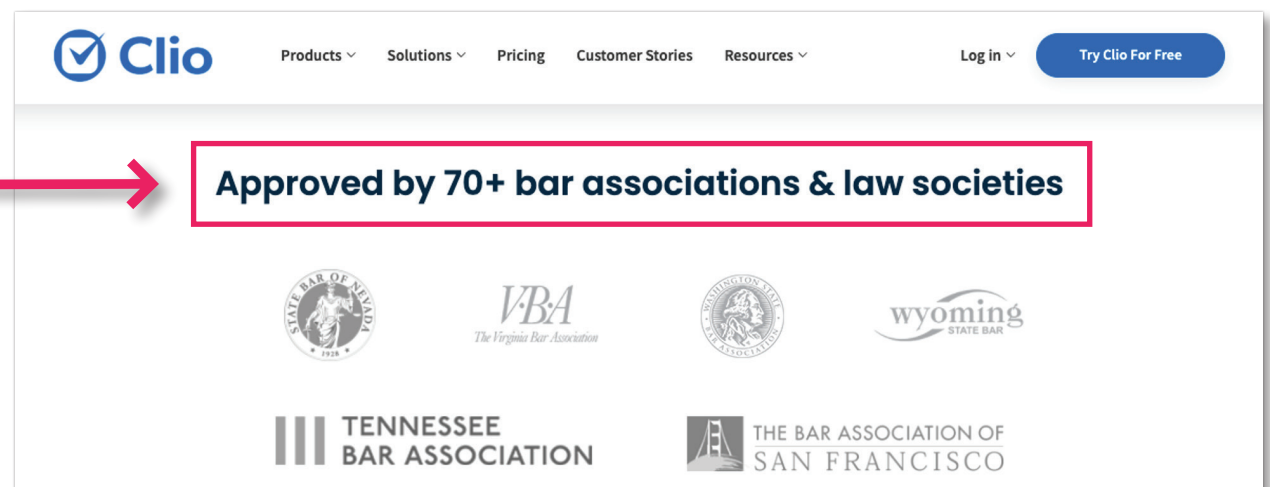
4 Add social proof

Perhaps one of the most important things your homepage should communicate to visitors is that your product or service does what it's supposed to do. Displaying social proof on your homepage can help you do just that.

Social proof does two things:

1 It instills confidence that your visitor is in the right place by showing them that their peers and competitors are succeeding with your product or service (plus, it creates a sense of FOMO!).

Clio's homepage highlights that their legal software is approved by 70+ bar associations and law societies, showing visitors that it is a trusted solution in the industry and instilling a sense of confidence in prospective buyers.

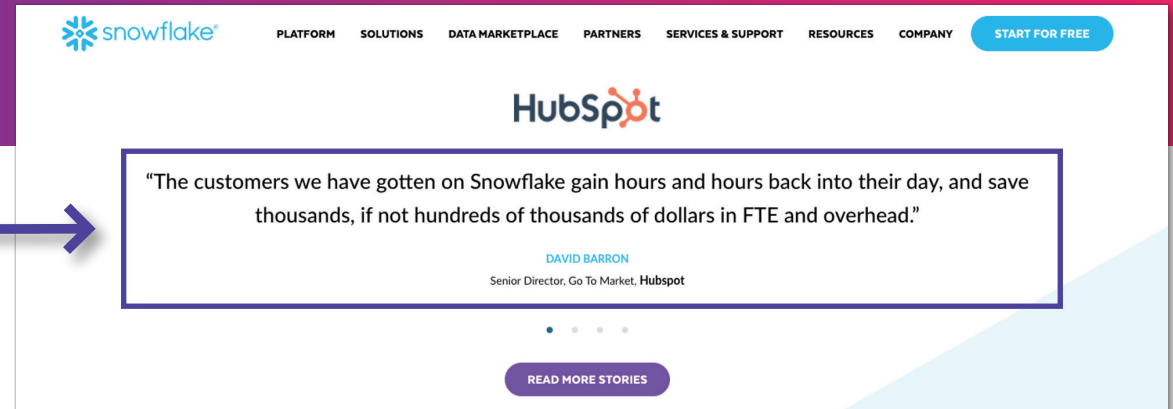




2 Social proof also shows your visitor that your solution can help their business achieve better results and that it works the way it's supposed to (meaning, the claims you make in your messaging are backed up with actual evidence).

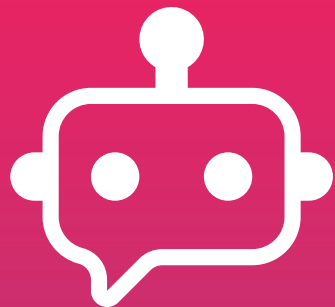
Essentially, case studies or testimonials from your current customers show prospective buyers that your product or service has met or exceeded their expectations. Consider personalizing the social proof on your homepage in the following ways:

- **Surface content based on your competitors:** If you have one or more competitors that offer popular solutions that your existing customers have used in the past, leverage this to your advantage. Show case studies and social proof that highlight how your customers have achieved better results with your solution as compared to a competitor's solution they previously used.



Snowflake showcases a testimonial from HubSpot on their homepage, which discusses how their customers have saved time and money using their platform.

- **Speak to your prospect's pain points:** Often a prospect is on the lookout for an alternative to their current solution that isn't giving them the results they need or is difficult to use. Consider showcasing common pain points (and how your solution solves them) in your social proof to grab a prospect's attention.
- **Refine your content based on the prospect's industry, role, or interests:** When you know a prospect's industry, role, or interests, you can refine which case studies and social proof are presented based on that criteria. This helps you tailor the page to feel more like a personalized landing page to the prospect, where only relevant content is shown.
- **Surface content based on the prospect's competitors:** Similar to curated customer logos, displaying social proof based on a prospect's competitors shows that your product or service is a good fit for their specific industry.

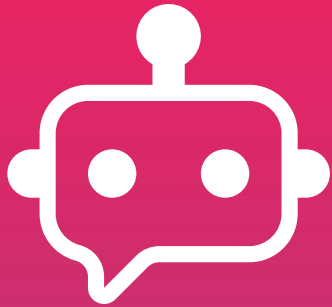


5 Personalize your chatbot

Including a chatbot on your website is an excellent way to improve the customer experience, save valuable resources and, most importantly, drive more leads and conversions for your business. And just like anything on your homepage, your chatbots need to be optimized to best serve your visitors.

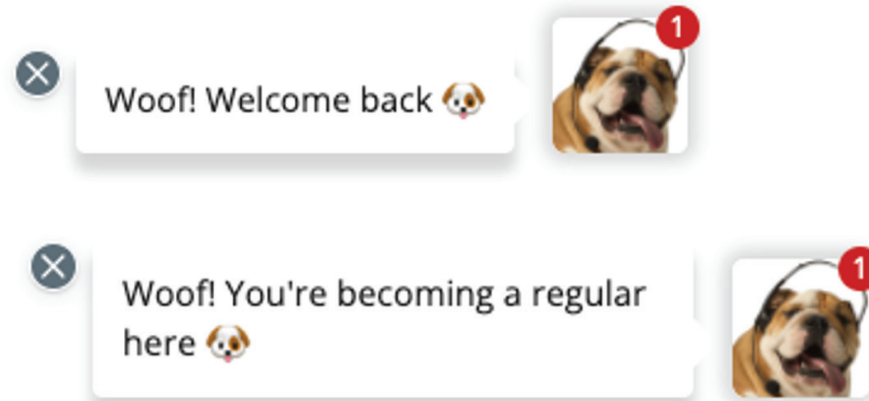
Each visitor on your site will likely respond to different tones and messaging, which means you'll want to configure various chatbots to resonate with different visitor preferences. You can personalize the website experience for each visitor by showing them the right chatbot for them, based on who they are and their needs and interests, and meet them where they are in the user journey with you. You might personalize your chatbots based on the following attributes:

- **For high-value targeted prospects:** For account-based marketing (ABM) prospects, set up your chatbot with targeted messaging, particular to nuances of their industry or company, and direct them towards a CTA that is right for them. Further, make it super easy to connect with your team, offering a phone number, live chat agent, or a discount/special offer they can't refuse.
- **For lower-valued prospects:** If some audiences aren't the right fit for your business or are lower-value targets, you may want to guide these visitors to self-serve options or a particular solution that is a better fit.



- **Tailor chatbots to the prospect's industry, role, or solution of interest:** Your chatbot should match what you know about the visitor. For instance, a prospect in the airline industry could get a chatbot that includes aviation lingo or specific context-sensitive dialog trees.
- **For new vs. returning visitors:** When a prospect is first testing the waters with your company, use a level tone with generic but encouraging messaging that gauges their interest. As the prospect moves down the funnel or repeatedly visits the site and you know they're more invested and probably have high intent, shift the tone to be more sales-focused.

Gong's chatbot, BrunoBot, recognizes returning visitors and swaps out different messages on each return visit to try to engage with the prospect.



Optimizing Your Homepage for Continuous Conversion™

These 5 tips are just the starting point for optimizing your homepage to ensure it hits home with your visitors. As you continue to optimize, you'll gain a deeper understanding of your audience and generate more ideas to connect with them.

Intellimize's Continuous Conversion™ solution can help you bring all of your ideas to life, automatically find what works, and continuously optimize for leads and conversions.

Learn how we can help you optimize your homepage for each and every unique visitor at intellimize.com



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