



3 TIPS TO IMPROVE YOUR **B2B WEBSITE**



Brand Story

Review the text that you have on your website. Make sure to keep a consistent message. The tone of your text must be user-focus.



Call To Action

Your call to action is your buttons and links. The text you use to tell the users what to do must be specific to your goals. Use "Learn More", "Request a quote now", "Buy Now".



On-Page-SEO

Include your selected keywords in your URL, headings, text, and image description. Don't use more than 3 keywords per page.