

# 11 QUICK WAYS



## to Improve the Effectiveness of Your B2B Tech Website

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### PERFORMANCE



**20%** of visitors will leave your website if it takes longer than **three seconds** to load.

Here are our favorite tips to improve your **page load speed**:

#### 1. OPTIMIZE IMAGES



Compress photos and remove metadata to **reduce PNG file size by up to 75%**.

#### 2. UPGRADE HOSTING



A virtual private server (VPS) can offer a **62% improvement in page load speed** over cheap, shared hosting.

#### 3. USE A CDN



Of the top 10,000 websites, **48.3% use a worldwide content delivery network** to serve up web files to end-users with high availability and performance.

#### 4. MINIFY JAVASCRIPT AND CSS



Remove unnecessary code—like spaces, indents and comments—to **make a script up to 20% smaller**.

Stats from Kissmetrics, ImageOptim, Search Engine Journal, BuiltWith, Clean CSS.

### CTAs



A decent-performing CTA still only gets clicked **1-2% of the time**.

Here are our favorite tips to improve your **click-thru rate**:

#### 5. MOVE UP YOUR CTA



**Only 20% of readers finish a blog post**, so don't hide your only CTA at the very bottom of the page.

#### 6. USE AN IN-TEXT CTA



A mid-post anchor text CTA averages **8-15x more clicks** than an end-of-post CTA graphic.

#### 7. WRITE IN FIRST PERSON

One study saw a whopping **90% increase in CTR** by changing "Start your free 30-day trial" to "Start my free 30-day trial."



Stats from HubSpot, Content Marketing Institute, Unbounce.

### SEO



On average, it takes **4-6 months** to rank higher in organic search results.

Here are our favorite tips to make sure your **campaign is on track**:

#### 8. MONITOR KEYWORD COMPETITIVENESS



Try to find long-tail keywords with a **difficulty score under 60**.

#### 9. BLOG FREQUENTLY



B2B companies that blogged **11+ times per month had almost 3x more traffic** than those blogging 0-1 times per month.

#### 10. COUNT YOUR WORDS

Aim for **300-700 words** of copy on each page of your website.



#### 11. OBTAIN HIGH-QUALITY BACKLINKS



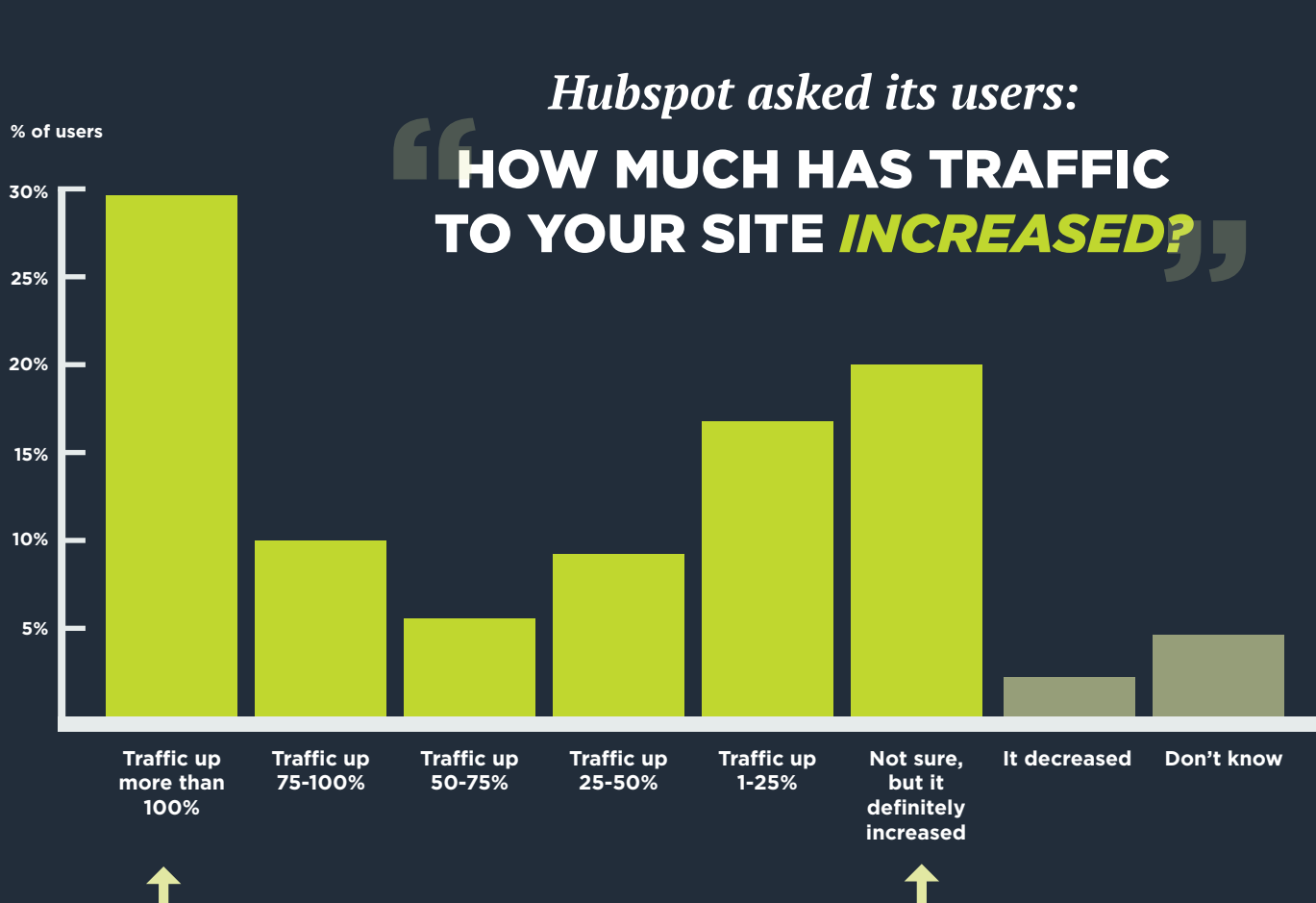
Increase your domain's **trust/authority** with high-quality backlinks, a factor that accounts for an estimated **24%** of Google's ranking algorithm.

Stats from Forbes, HubSpot, Copyblogger, Yoast SEO.

### BONUS TIP



**92.3% of HubSpot users** have seen increased web traffic since implementing an inbound marketing program.



Stats from HubSpot.

