

B2B Websites

Growth Foundations

How to turn your website and marketing into
a more reliable source of qualified sales leads.



Find where you are losing buyers.
Understand what's blocking growth.
Prioritise what to improve first.

Clarity. Visibility. Conversion.

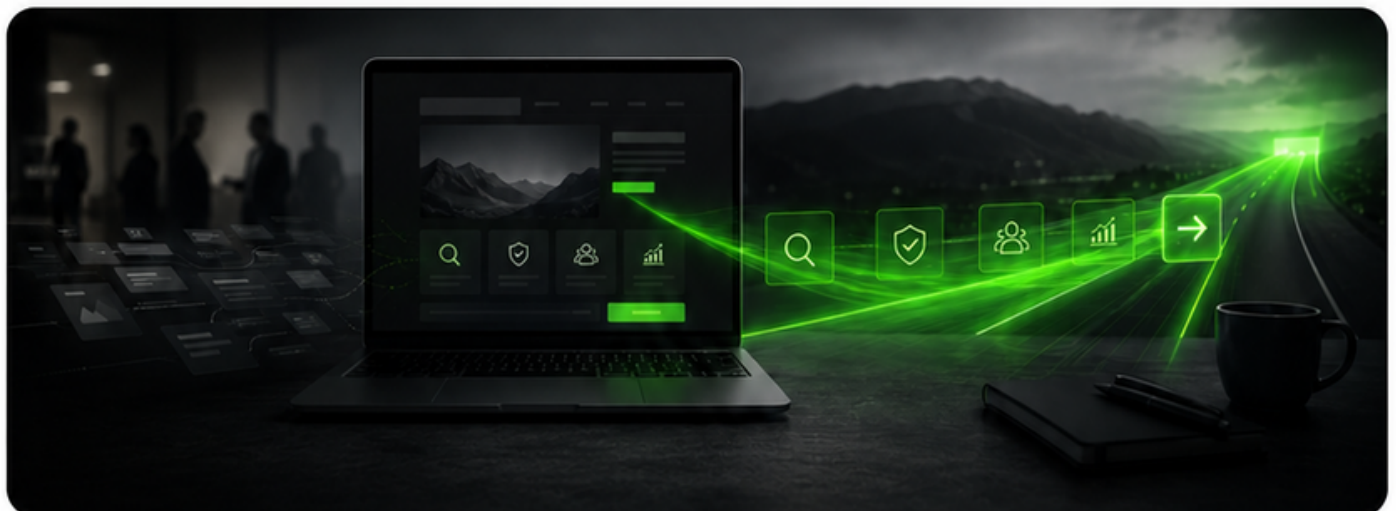
The **key commercial** question



Is your website helping enough of the right buyers choose your business?

Business leaders know when sales are strong. They can track financial performance. However, when it comes to digital marketing things change. While many senior leaders know their website matters, fewer can explain how it helps the business get found, build trust, convert interest, support sales, prove ROI or reveal missed opportunity.

This matters because B2B buyers are increasingly looking for a rep-free buying experience, favouring a digital self-service approach when researching suppliers before they speak to sales. They search for problems, services, products, standards, capabilities, sectors and proof. If your business is not visible or clear at that stage, you may never make the shortlist.



Three commercial lenses

This guide helps you look at your website through the three areas that matter most to growth.



Clarity

Can a buyer quickly understand what you do, who you help and why you are relevant?



Visibility

Can new buyers find you before they already know your company name?



Conversion

Does the website turn interest into proper enquiries, sales conversations and opportunities?

Website growth opportunity



Clarity



Visibility



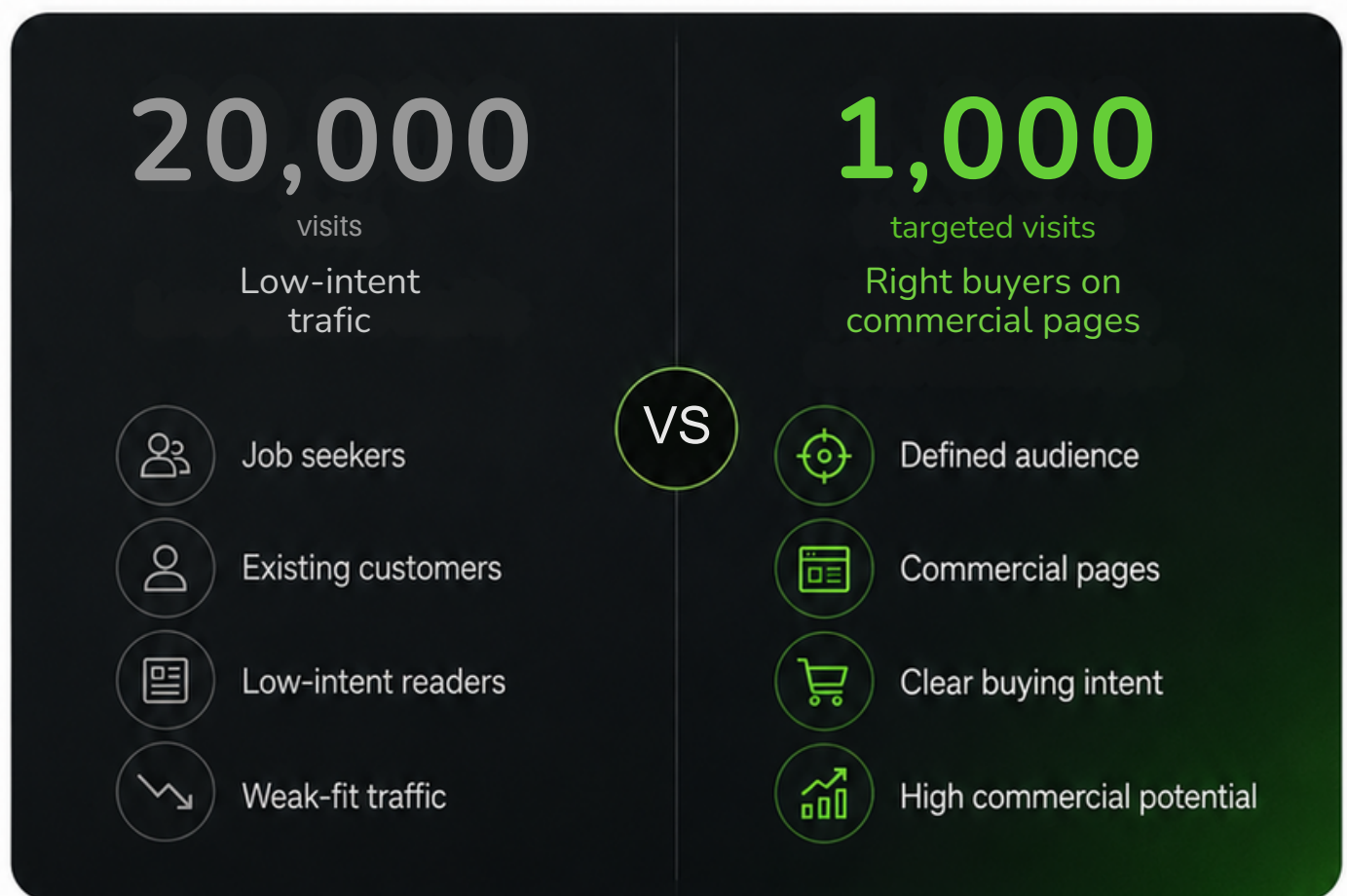
Conversion

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Clarity helps buyers understand you.
Visibility helps them find you.
Conversion turns interest into sales opportunity.

Why website traffic can be misleading

The better question is not how much traffic you get. It's whether the right buyers are reaching the right pages and turning into qualified enquiries.



A smaller number of relevant visitors can be worth more than a larger number of low-intent visits.



Commercial takeaway: Traffic only matters when it helps the right buyers move closer to a buying decision.

Clarity: can buyers understand what you do quickly?

Websites nearly always make sense internally, to those people that made them. This doesn't always translate to the external audience.

Clarity is about making the buying decision easier.

- ☒ 1. Can a new buyer understand what we do within a few seconds?
- ☒ 2. Is our offer written around buyer problems, not just internal services?
- ☒ 3. Do we explain who we help and where we are strongest?
- ☒ 4. Are our most valuable services easy to find?
- ☒ 5. Does each key page make the next step obvious?



What poor clarity can cost

Poor clarity can make a strong business look generic and reduce lead quality.



Commercial opportunity

Sharper messaging helps the right buyers understand why you are relevant and why they should speak to you.



Clarity reduces friction early in the buying journey.

Visibility: are new buyers finding you?

Referrals and repeat business are valuable, but difficult to control. Visibility is about being found when buyers are searching for what you do, not just when they search for your company name.



Buyers may search for:

- Specific services
- Technical problems
- Products or equipment
- Sectors and applications
- Standards or compliance needs
- Supplier comparisons
- Local, national or specialist capability

Warning signs

- Most visitors already know your company name
- Important services do not have dedicated pages
- Competitors appear in search results where you do not
- Blog pages attract traffic, but service pages do not
- The website gets enquiries from existing relationships, but few from new buyers
- Your team cannot say which search terms or pages create worthwhile enquiries



Commercial opportunity: Better visibility helps your business appear earlier in the buying journey, before prospects have already chosen who to speak to.

Conversion: does your website turn **interest into action**?

Getting found is only part of the job. Conversion is about reducing doubt and making action easier.



- ☒ 1. Is proof visible before someone reaches the contact form?
- ☒ 2. Do key pages show relevant examples, case studies, sectors or outcomes?
- ☒ 3. Are accreditations, capabilities and technical strengths easy to find?
- ☒ 4. Are calls to action clear and specific?
- ☒ 5. Is it obvious what happens after someone makes contact?
- ☒ 6. Can different buyer types find what matters to them?



What weak conversion can cost

The business may already be attracting interest but failing to turn interest into leads.



Commercial opportunity

Better conversion can increase lead quality without needing a large increase in traffic.



Weak conversion makes good marketing look ineffective when the real issue is the website journey.

The **three growth problems** your website may reveal

Most growth problems fall into one of three categories.



Problem 1: Low clarity

Buyers land on the website but don't quickly understand the offer, relevance or value.



Problem 2: Low visibility

The business has strong capability, but not enough new buyers are finding it through search.



Problem 3: Low conversion

Visitors arrive, but too few become useful enquiries.

How to interpret your position

What you see	What it may mean
 Low traffic, low enquiries	Visibility and conversion problem
 Good traffic, low enquiries	Clarity, proof or conversion problem
 Good enquiries, poor tracking	Value exists, but cannot be proven
 High paid traffic, weak lead quality	Campaigns may be too broad
 Strong branded, weak non-branded	Known by existing buyers, not visible to new ones
 Strong blog traffic, weak service traffic	Attracting researchers, not buyers



The goal is not simply more traffic. It is more of the right traffic reaching the right pages and becoming better opportunities.

What **good** looks like

A healthy B2B website should do five things well.



Healthy B2B Website = Visibility + Clarity + Proof + Conversion + Tracking



Get found

Help new buyers discover the business through relevant non-branded searches.



Explain clearly

Make the offer, capability and relevance easy to understand.



Build trust

Prove credibility through examples, accreditations and results.



Guide action

Make the next step obvious and reassuring.



Support sales

Help sales teams understand what buyers care about and which leads to follow up.

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The website should act as part of the sales system, not as a static brochure.

How Webstudio approaches growth

We don't start with a predetermined list of SEO tasks. We combine your actual search data, website performance, competitors and commercial priorities to identify the opportunities most likely to make a difference.

We prioritise those opportunities, implement improvements, measure what changes and repeat the process. To complete this tailored analysis we require 'read only' access to your Google Search Console.

Why do we need access to your Search Console

Public data shows us where there may be a gap. Your Search Console data shows us what's actually happening.

With Google Search Console we can see:

- which searches already generate impressions
- pages sitting close to stronger rankings
- where buyers are clicking, and where they aren't
- which commercial pages have untapped search demand
- where your existing website could generate more relevant traffic

Growth Foundations begins where public benchmarks end

We use your Search Console data to identify the existing pages with the greatest commercial potential, implement improvements and measure what changes.

Proof points



303% increase in enquiries in three months

A specialist engineering business, we analysed the relationship between Google Ads, landing pages and conversion tracking to drive growth. [Read more...](#)



How a Luxury Brand Generated 5x More Leads While Reducing Cost per Enquiry by 75%, [read more...](#)



How a tech business built a scalable lead generation system, [read more...](#)



How a Manufacturing Business Reduced Reliance on Referrals and Built a Marketing System Strong Enough to Support Acquisition, [read more...](#)

[Learn about Growth Foundations](#)

Growth Foundations

Turn diagnosis into action

Before you invest in a new website, more content or Google Ads, find out what your existing website is capable of producing.

Growth Foundations uses your Google Search Console data to identify and improve the pages with the greatest potential to attract relevant buyers and generate more enquiries.



Sign-up for the Growth Foundations

💡 Clarity

👁 Visibility

🏗 Page structure

💬 Messaging

🛡 Proof

🔗 Tracking

🎯 Conversion

👤 Lead quality



Low risk growth programme:

- £500 per month
- A three month fixed programme
- £1,500 total investment
- No ongoing commitment

[Sign-up here](#)

