



B2B WEBSITE NO LEADS

Complete Diagnostic Checklist

15 Problems & Practical Solutions

This comprehensive checklist helps you identify and fix the exact reasons why your B2B website gets traffic but generates no leads. Use this as a diagnostic tool to audit your website systematically.

How to Use This Checklist:

- Go through each problem area systematically
- Check the boxes that apply to your website
- Prioritize problems with the most checkmarks
- Implement the recommended solutions
- Re-audit after 30-60 days

Problem #1: Website Built for Company, Not Buyer

■ Diagnostic Checklist:

- Your homepage focuses on company history and awards
- Service pages talk about 'we' more than 'you'
- No clear problem → solution mapping on landing pages
- Missing industry-specific use cases
- Generic messaging that could apply to any company

✓ Solution:

Rewrite your homepage and service pages from the buyer's perspective. Start every page by addressing their specific problem, then show your solution.

Problem #2: No Buyer Journey Mapping

■ Diagnostic Checklist:

- All visitors are treated the same regardless of awareness level
- No content for different funnel stages (awareness, consideration, decision)
- Missing comparison guides and vendor evaluation content
- No educational content for early-stage researchers
- Decision support content is missing

✓ Solution:

Create content for each buyer journey stage: awareness blogs, comparison guides, case studies, implementation guides, and ROI calculators.

Problem #3: Poor User Experience (UX)

■ Diagnostic Checklist:

- Pages have large blocks of text with no visual breaks
- Weak or generic headings that don't convey key benefits
- No visual hierarchy or scanning structure
- Confusing navigation with too many menu options
- Important information is buried below the fold

✓ Solution:

Improve scannability with short paragraphs, strong headings, bullet points, visual separators, and clear section breaks.

Problem #4: Wrong CTA Placement & Strategy

■ Diagnostic Checklist:

- CTAs only appear in footer or contact page
- Using generic 'Contact Us' for all stages
- No soft conversion options (guides, checklists, reports)
- CTAs don't match the content or buyer stage
- No multiple CTAs throughout scroll depth

✓ Solution:

Add 3-5 contextual CTAs per page matched to content and buyer readiness. Offer soft conversions like downloadable guides for early-stage visitors.

Problem #5: Missing Middle-Funnel Content

■ Diagnostic Checklist:

- You only have blog posts (top funnel) and contact page (bottom)
- No solution explainer pages
- Missing industry-specific pages
- No use-case or scenario pages
- No methodology or process walkthrough pages

✓ Solution:

Create middle-funnel pages: solution explainers, industry pages, use cases, comparison guides, and process/methodology pages.

Problem #6: No Trust Signals

■ Diagnostic Checklist:

- No client logos or testimonials visible
- Missing case studies with real results
- No certifications or compliance proof displayed
- No industry recognition or awards shown
- No specific metrics or outcome data

✓ Solution:

Add trust stack to every service page: client logos, case studies, testimonials, certifications, metrics, and before/after results.

Problem #7: Traffic Keywords Don't Match Buyer Intent

■ Diagnostic Checklist:

- You rank for informational and definition terms only
- Missing commercial intent keywords (solution + problem)
- No vendor comparison or 'vs' keyword rankings
- Not targeting service + industry combinations
- Keywords attract researchers, not buyers

✓ Solution:

Conduct buyer intent keyword research. Target commercial keywords like '[service] + [industry]', '[solution] + [problem]', 'best [provider] for [use case]'.

Problem #8: Generic Service Pages

■ Diagnostic Checklist:

- Service pages use vague language like 'innovative solutions'
- No clear explanation of who the service is for
- Missing specific problem statements
- No step-by-step process explanation
- Lack of expected outcomes or results

✓ Solution:

Rewrite service pages with: target audience, specific problem, how it works, expected results, proof (case study), and clear next step.

Problem #9: No Industry Targeting

■ Diagnostic Checklist:

- Website tries to appeal to everyone
- No industry-specific landing pages
- Missing sector experience proof
- Generic language instead of industry terminology
- No vertical-specific case studies

✓ Solution:

Create dedicated industry pages (Manufacturing, Healthcare, SaaS, Finance, etc.) with sector-specific problems, solutions, and case studies.

Problem #10: No Decision Support Content

■ Diagnostic Checklist:

- No comparison guides or evaluation checklists
- Missing RFP or budget planning templates
- No vendor selection frameworks
- No risk assessment or ROI calculation tools
- Timeline or implementation guides are absent

✓ Solution:

Create decision support assets: comparison guides, vendor evaluation checklists, budget guides, RFP templates, and implementation timelines.

Problem #11: No Clear Conversion Path

■ Diagnostic Checklist:

- Visitors don't know what to do next on each page
- No indication of where they are in the buyer journey
- Missing logical flow between related pages
- No progress indicators or journey mapping
- Exit points are not tracked or optimized

✓ Solution:

Every page should answer: What stage am I in? What should I do next? What will I get? Design clear conversion paths with visual cues.

Problem #12: Forms Ask Too Much

■ Diagnostic Checklist:

- Forms have 10+ required fields
- Budget and phone number are mandatory
- No option for gradual information disclosure
- Single-step forms for complex purchases
- High form abandonment rate

✓ Solution:

Reduce form fields to 3-5 essentials. Use multi-step forms for complex offers. Make phone and budget optional. Implement progressive profiling.

Problem #13: No Compelling Offer

■ Diagnostic Checklist:

- No free audit, assessment, or consultation offered
- No downloadable resources or templates
- Missing strategic value offer
- No urgency or reason to act now
- Generic 'get in touch' with no value promise

✓ Solution:

Create valuable offers: free website audit, strategy call, gap analysis, performance report, or industry-specific templates.

Problem #14: Weak Above-the-Fold Messaging

■ Diagnostic Checklist:

- First screen doesn't clearly state who you help
- Problem or solution is unclear from the headline
- No differentiator or unique value proposition visible
- CTA is vague or missing above the fold
- High bounce rate on key landing pages

✓ Solution:

Optimize above-the-fold to show: who you help, what problem you solve, why you're different, and one clear CTA.

Problem #15: No Measurement or Tracking

■ Diagnostic Checklist:

- No heatmap or scroll tracking implemented
- Can't identify where visitors drop off
- Form abandonment is not tracked
- No conversion funnel analysis setup
- CTA clicks are not measured

✓ Solution:

Implement tracking: Google Analytics 4 with conversion events, heatmaps (Hotjar/Clarity), form analytics, and funnel visualization.

Your Action Plan

Now that you've completed the diagnostic checklist, follow this prioritized action plan: **Immediate Fixes (Week 1-2):**

- Fix above-the-fold messaging on homepage
- Add trust signals to key service pages
- Reduce form fields to 3-5 essentials
- Add 3-5 contextual CTAs per page

Short-term Improvements (Week 3-6):

- Create 3-5 industry-specific landing pages
- Develop middle-funnel content (use cases, comparison guides)
- Implement proper tracking and analytics
- Optimize service pages with specific problem-solution mapping

Long-term Strategy (Month 2-3):

- Build complete buyer journey content for all stages
- Develop decision support resources (templates, checklists, calculators)
- Create comprehensive case studies with metrics

• Implement advanced conversion path optimization

Measurement & Iteration: Track these KPIs weekly:

- Conversion rate by page type
- Form completion rate
- CTA click-through rate
- Bounce rate on key pages

• Lead quality score

Re-audit your website using this checklist every 60 days to maintain continuous improvement.

Need Expert Help?

If you're struggling to implement these fixes or want professional guidance, consider working with industry website services experts who specialize in B2B lead generation optimization. Remember: Traffic without leads means misalignment between your website and your buyer's journey. Fix the alignment, and leads will follow.