



# 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.