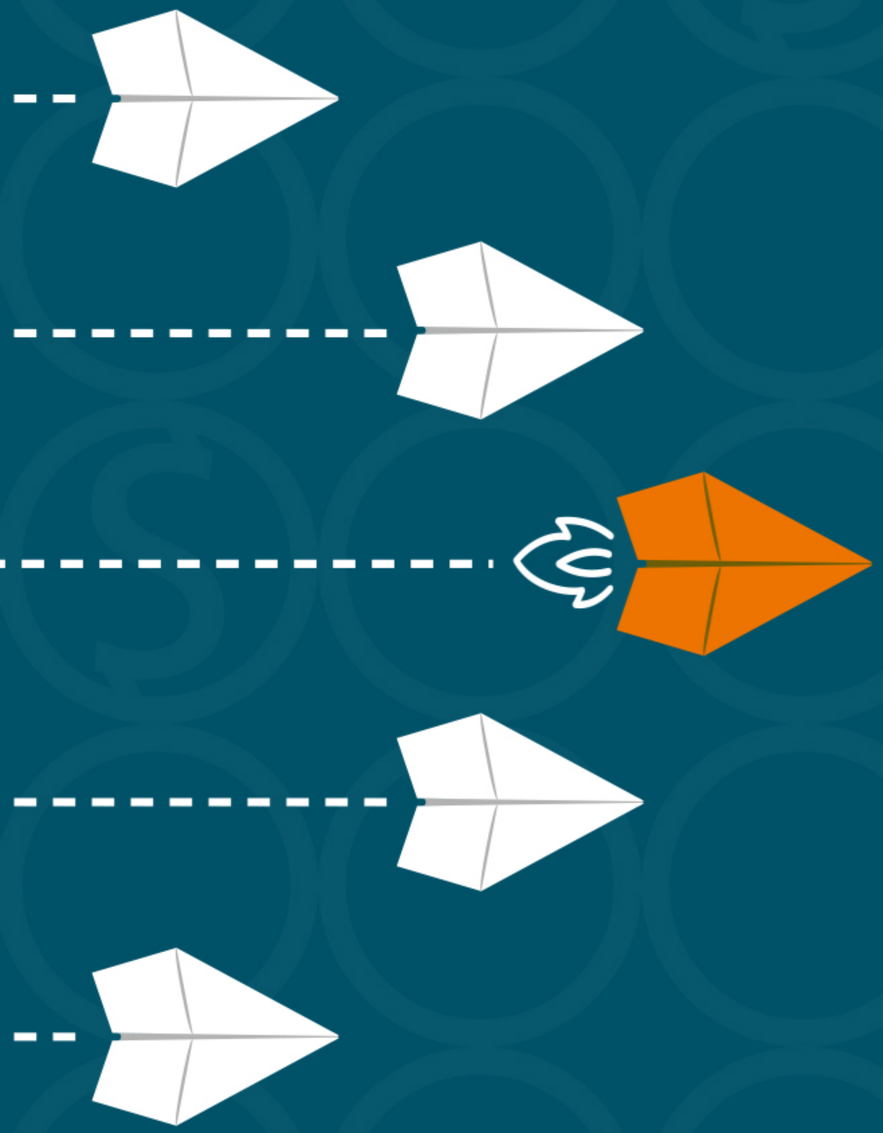
Thank you for joining today's webinar.

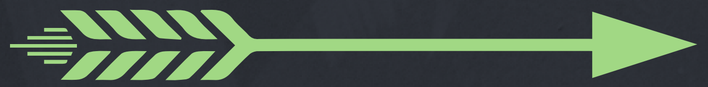
We will begin momentarily.

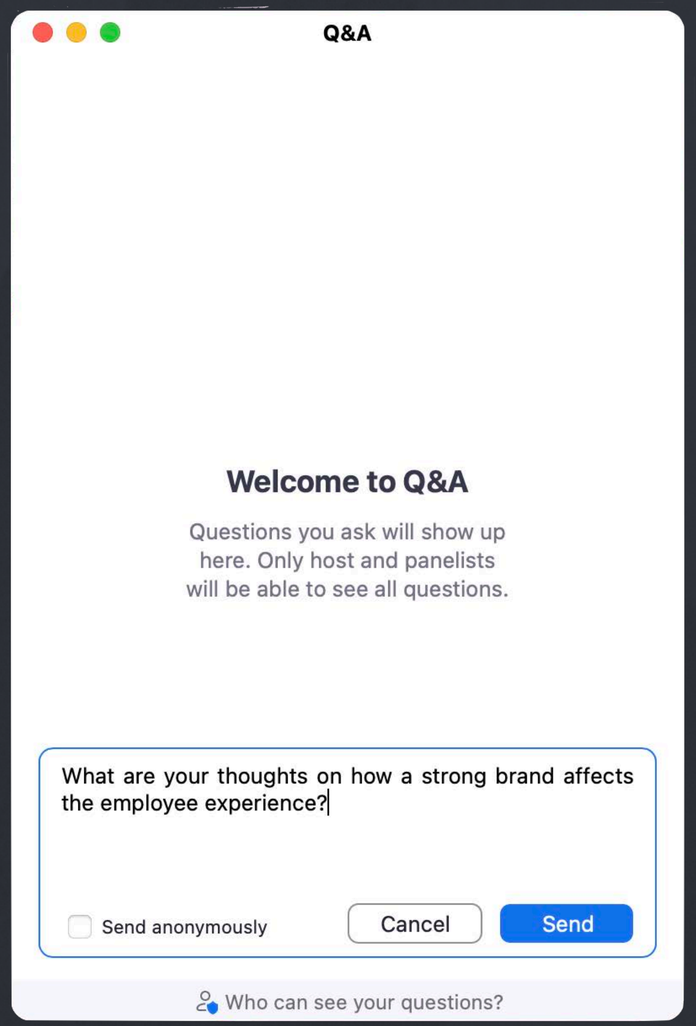
circle S studio



How to improve your website to drive traffic and conversions

interact with us!





meet our **presenters**

Tami Berry
Director of Consulting

Erin Ward-McCarty
Digital Experience & Strategy Manager

Micaela Green
Senior Growth Strategist

in this session, **you'll learn...**

1. what a meaningful conversation is
2. how to spot what's stopping conversions
3. quick wins to boost traffic and conversions

high performing websites

targeted traffic flow

high performing websites

trust-building first impressions

---

targeted traffic flow

high performing websites

engagement that educates & qualifies

trust-building first impressions

targeted traffic flow

high performing websites

conversion moments designed for B2B

engagement that educates & qualifies

trust-building first impressions

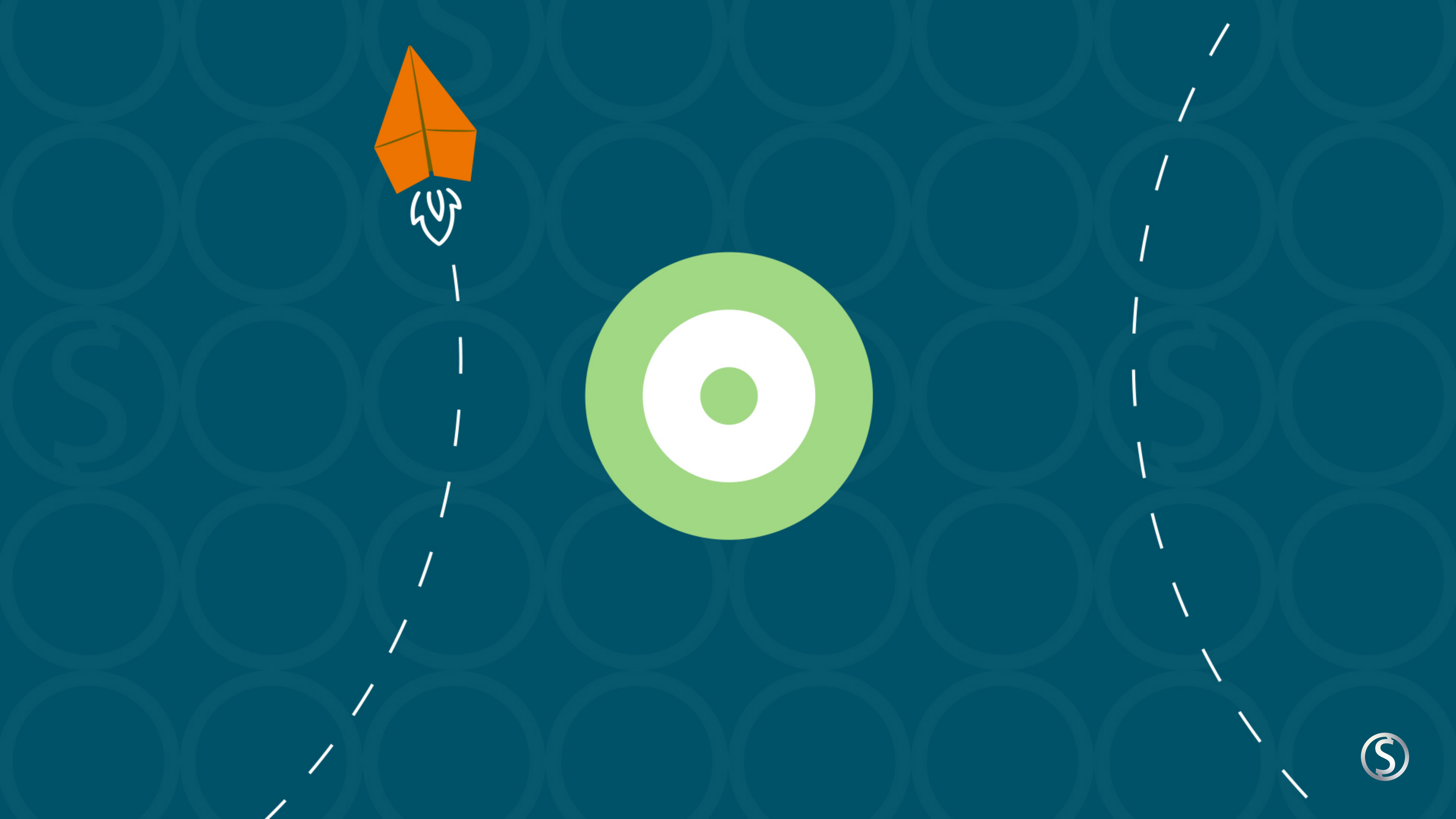
targeted traffic flow

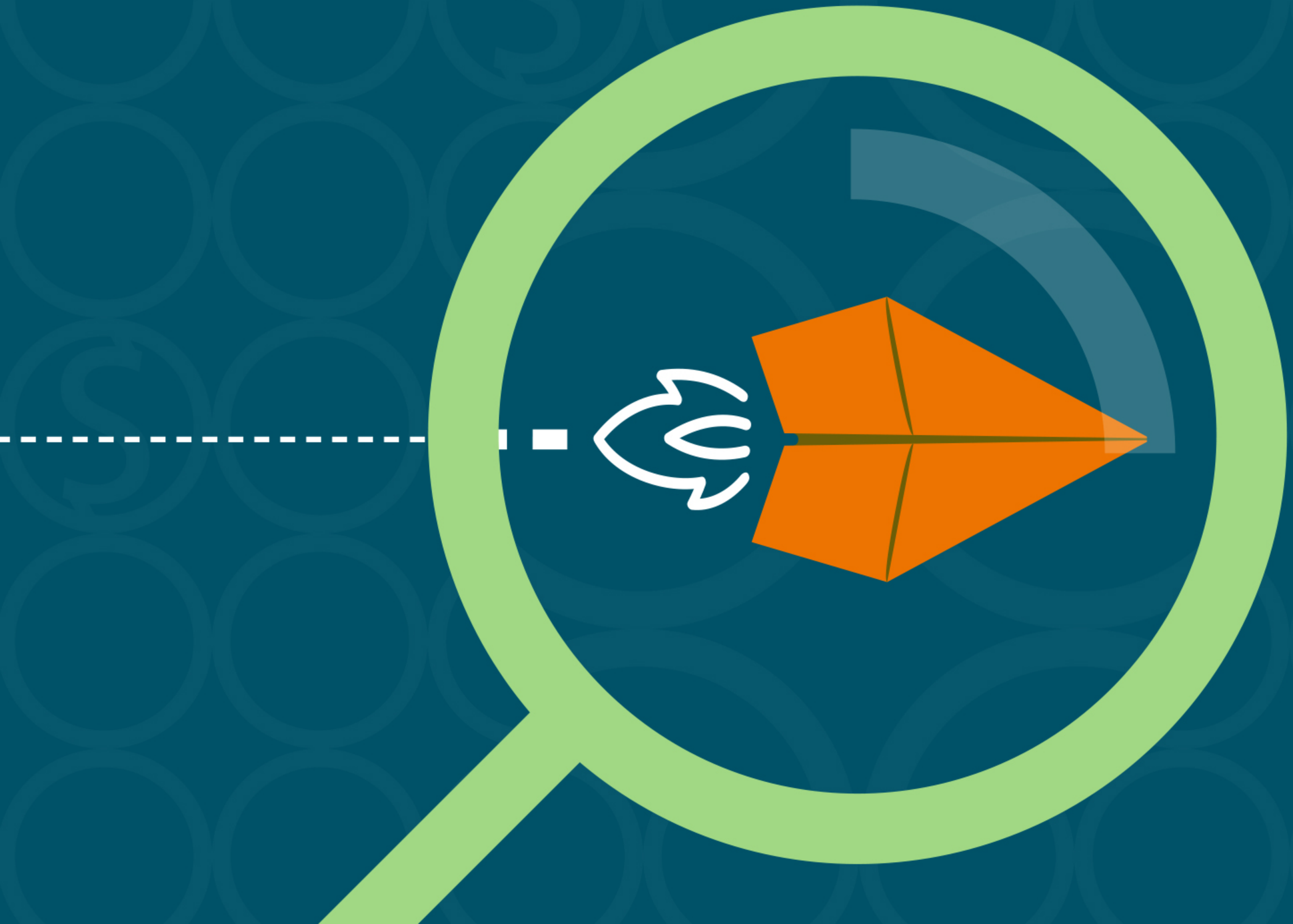
recruiting tool

employee engagement platform

credibility builder

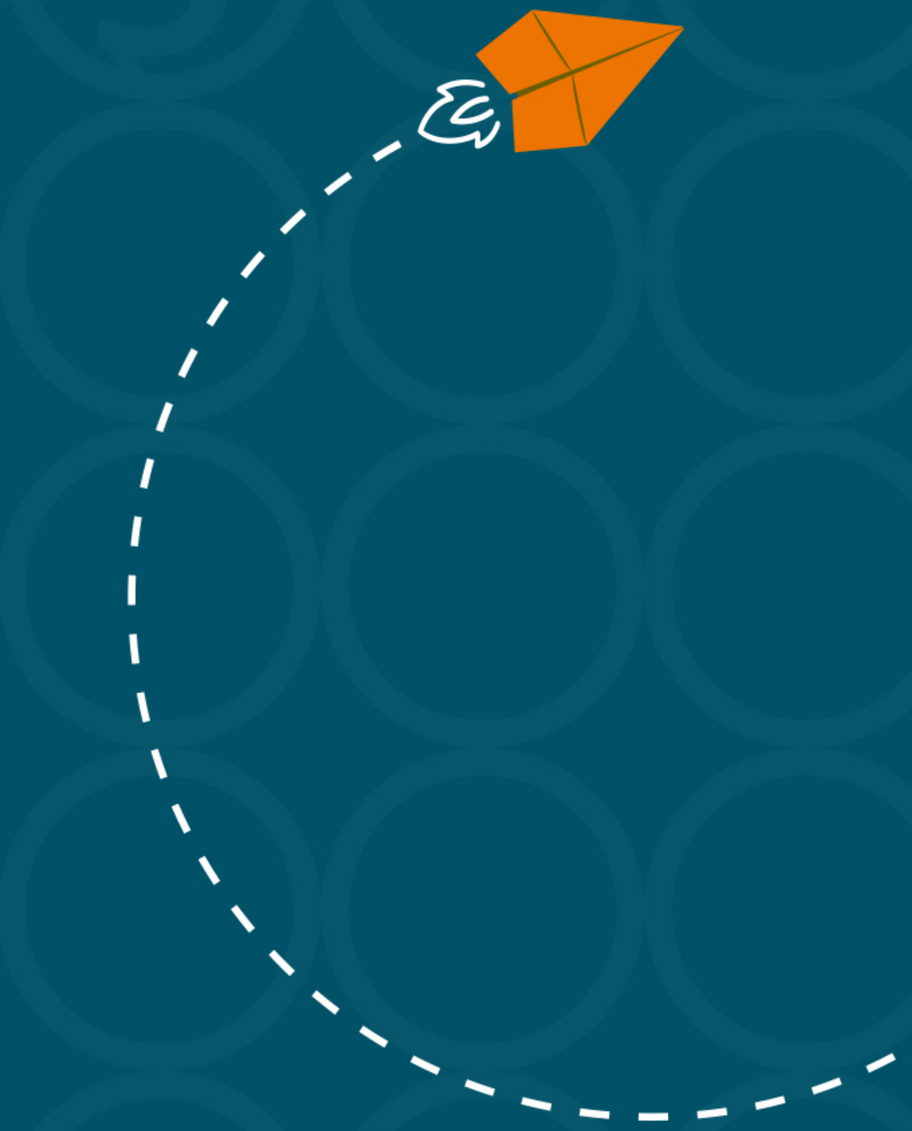
“Why aren’t our business development efforts converting?”





realignment

not reinvention



reactive tweaks

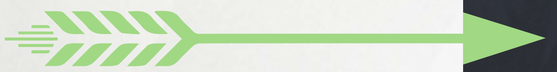
proactive clarity

where are you?

tactical

or

strategic



what a **meaningful conversion** is

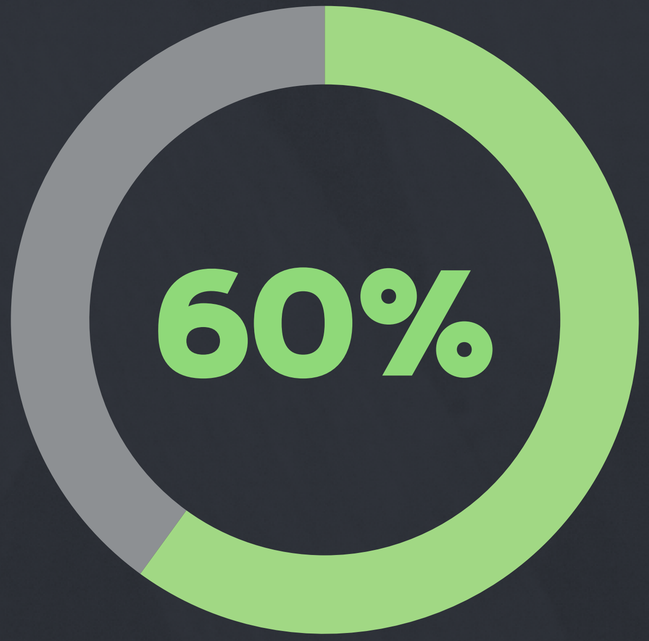
conversion

(con•ver•sion) noun

Any meaningful action that moves someone closer to your goal.

The average B2B buyer interacts with **13 pieces of content** before taking action.

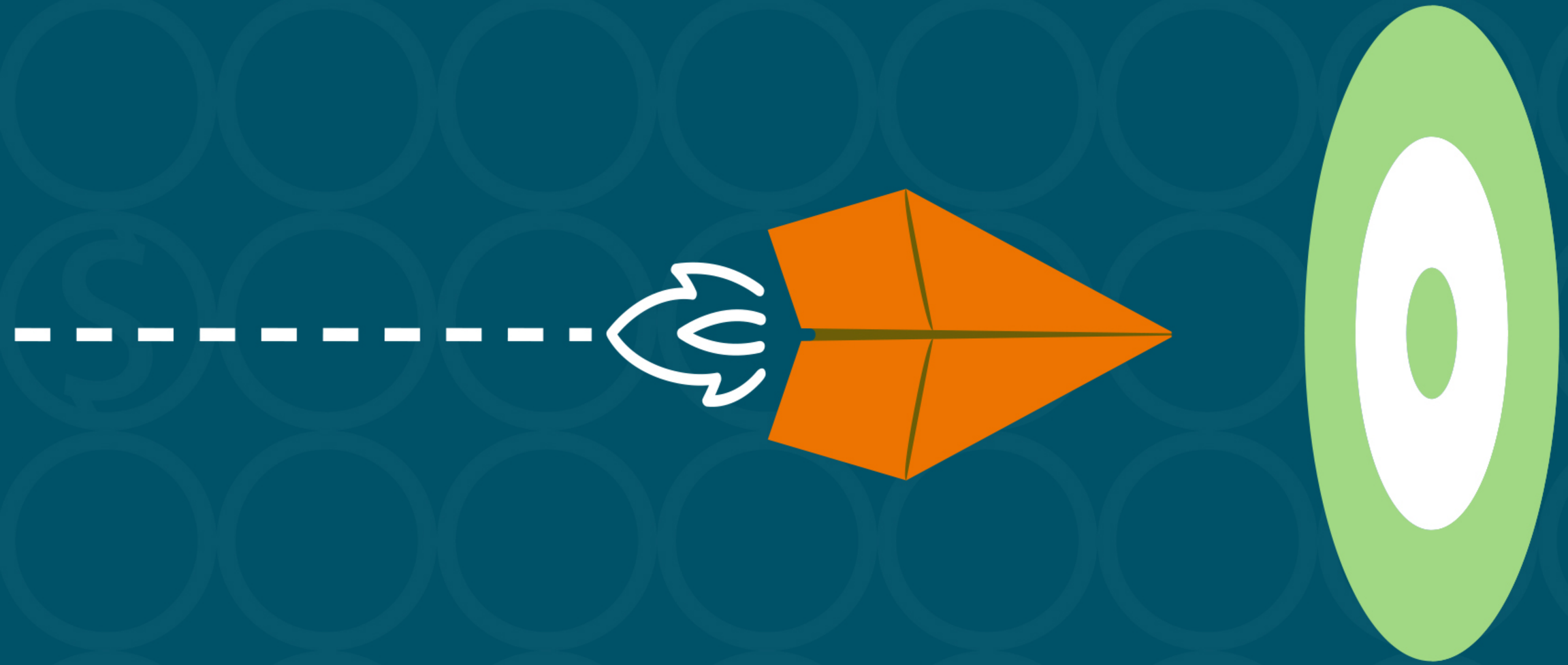
(Sellerscommerce)

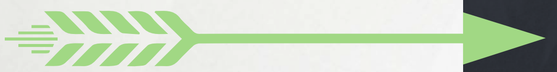


60% of B2B buyers say they could finalize a decision based solely on digital content.

(Sellerscommerce)

What does a **conversion** look like for your business?

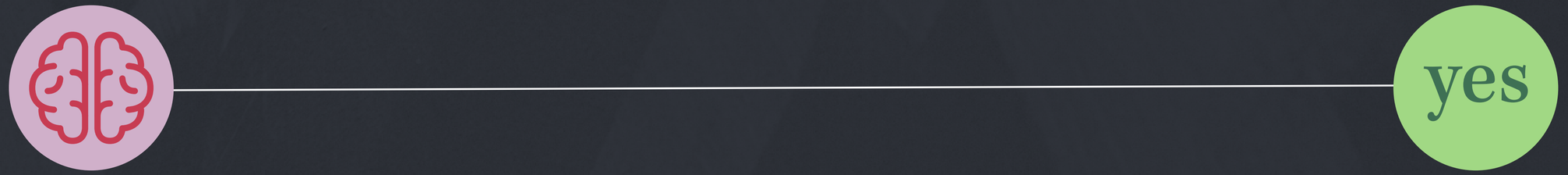




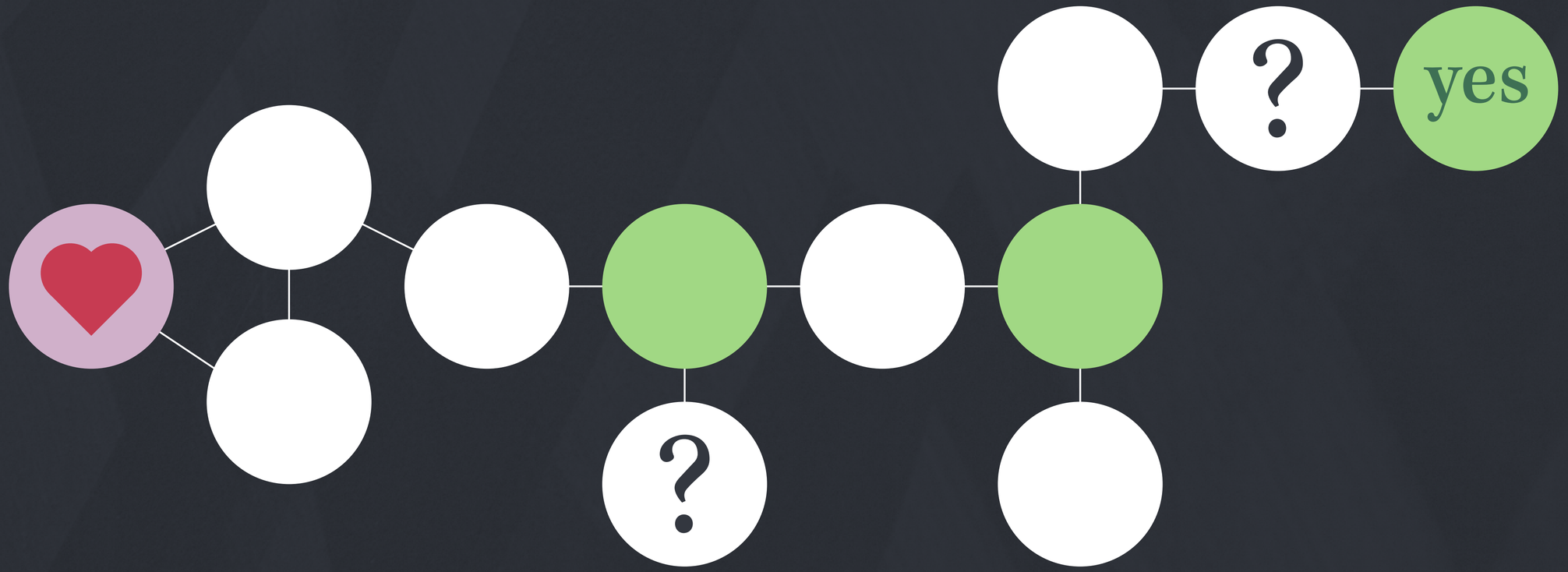
spot what's **stopping conversions**

At the root of every conversion is a **decision.**

how **we think** people are making decisions



how people **actually** make decisions



People are **8x more likely** to pay a premium for services when personal value is present.

Source: Think Google

emotional connection comes from

1. feeling understood

emotional connection comes from

1. feeling understood

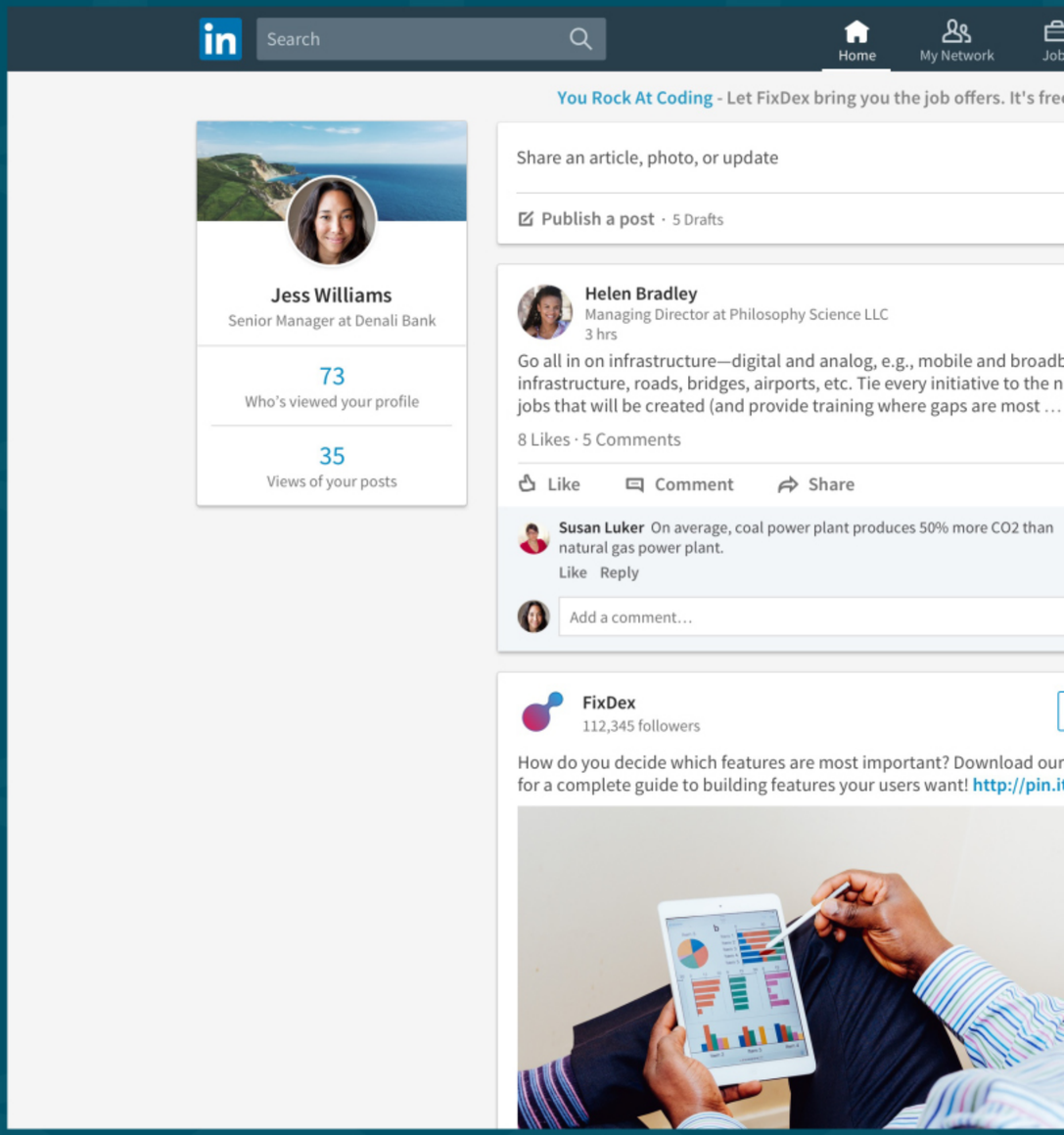
2. thoughtful UX

emotional connection comes from

1. feeling understood
2. thoughtful UX
3. messaging + storytelling

emotional connection comes from

1. feeling understood
2. thoughtful UX
3. messaging + storytelling
4. seamless functionality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Managing Director at Philosophy Science LLC
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jobs that will be created (and provide training where gaps are most …
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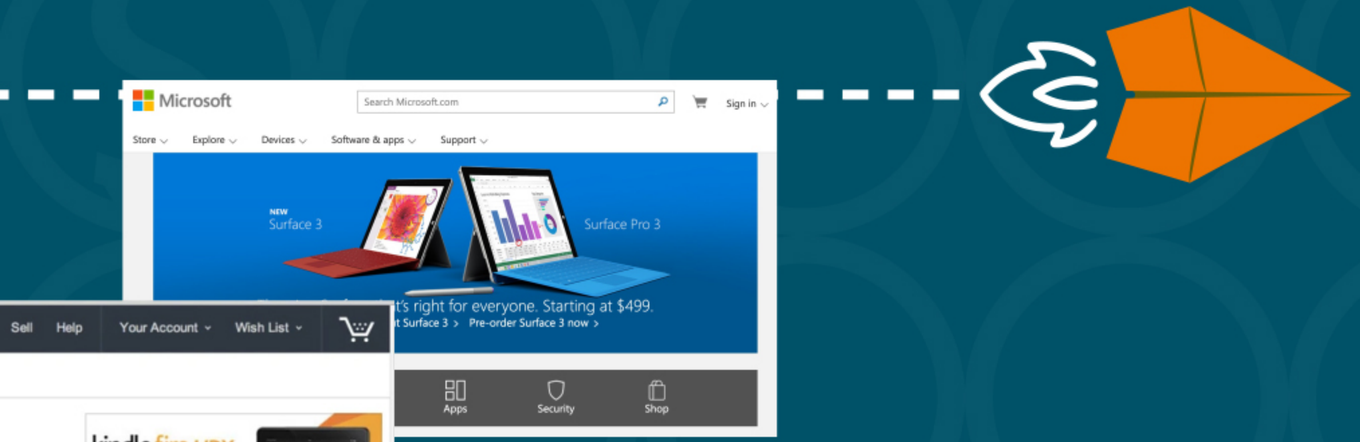
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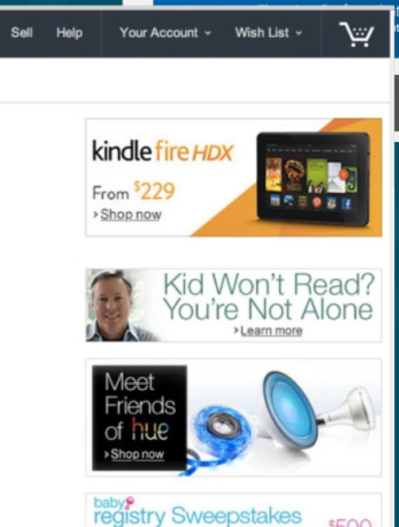
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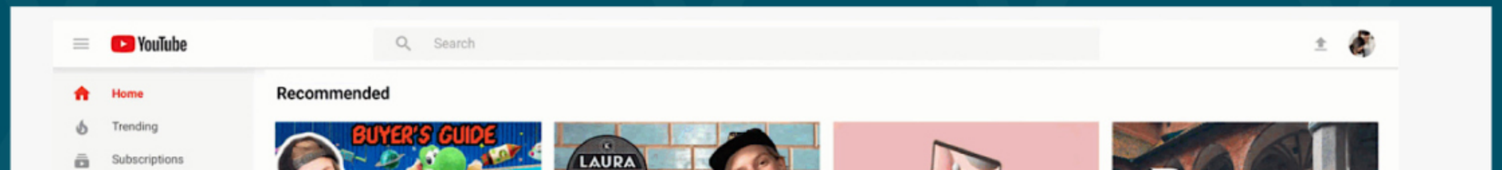
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LAURA

performance

WHY IT MATTERS:

-$2.6B

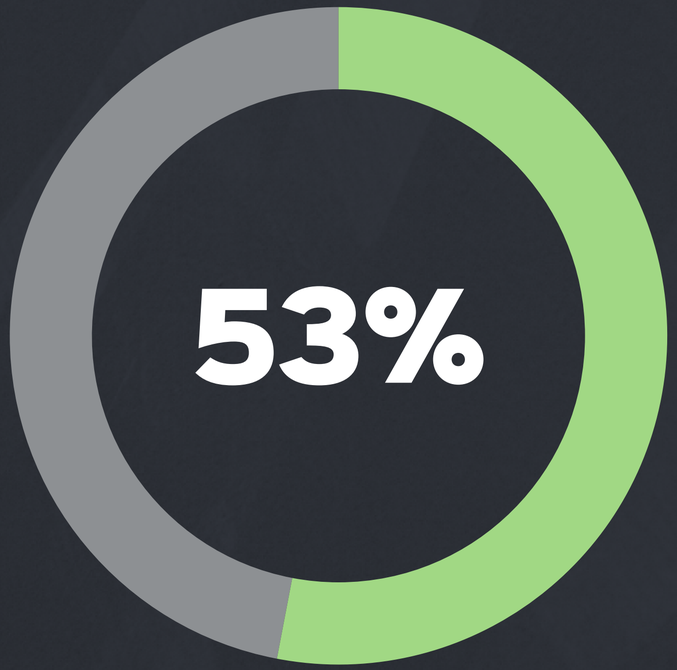
in annual revenue is forfeited **due to sluggish website** loading times.
(linearity)

QUICK CHECKS:

- Run a Core Web Vitals report.
- Test your top landing pages on a mobile device.
- Compress oversized images and eliminate unnecessary scripts.

SEO

WHY IT MATTERS:



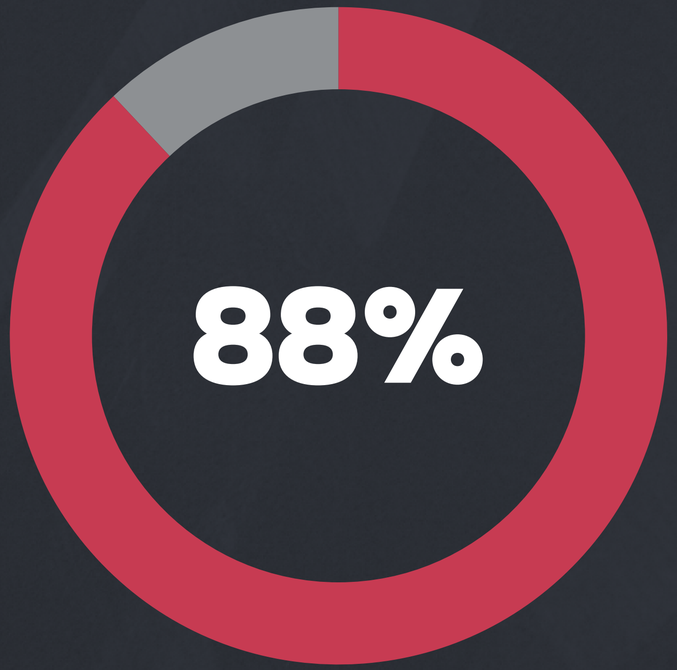
of all website traffic comes from **organic search**.
(WordStream)

QUICK CHECKS:

- Search your company name—what shows up?
- Look at your top-performing pages. Are they ranking for high-intent keywords?
- Do your headlines, metadata, and internal links support real user questions?

UX *(user experience)*

WHY IT MATTERS:



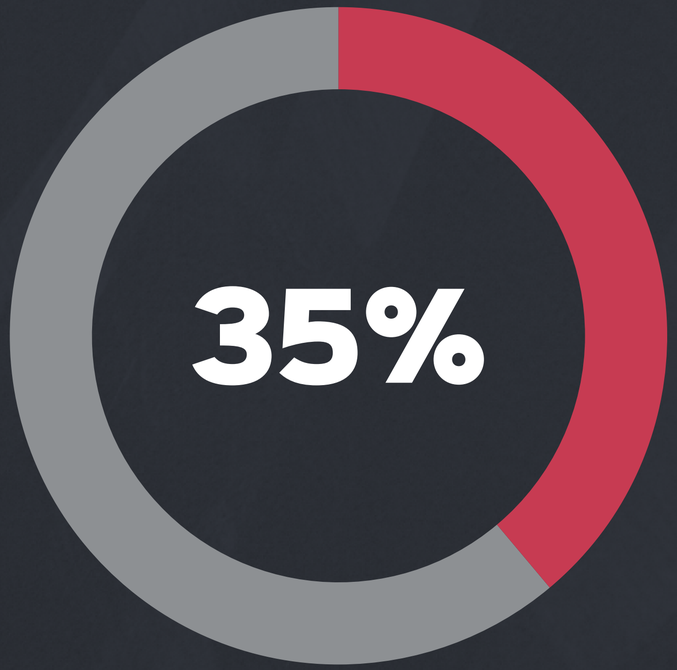
of users say they **won't return** after a poor experience.
(Econsultancy)

QUICK CHECKS:

- Count the number of clicks it takes to get to your key conversion point.
- Evaluate the visibility and clarity of your CTAs.
- Fill out your own forms—on desktop and mobile.

UX *(user experience)*

WHY IT MATTERS:



Businesses leave 35% of money on the table due to a **bad user experience**.
(Amazon Web Services)

QUICK CHECKS:

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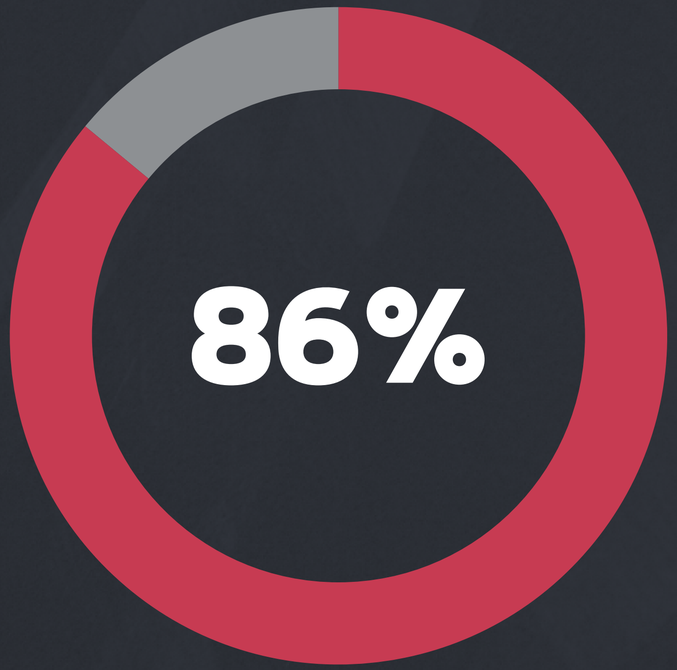

of consumers will leave a brand they trusted after **only two** poor customer experiences.

(Maze)

QUICK CHECKS:

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UX *(user experience)*

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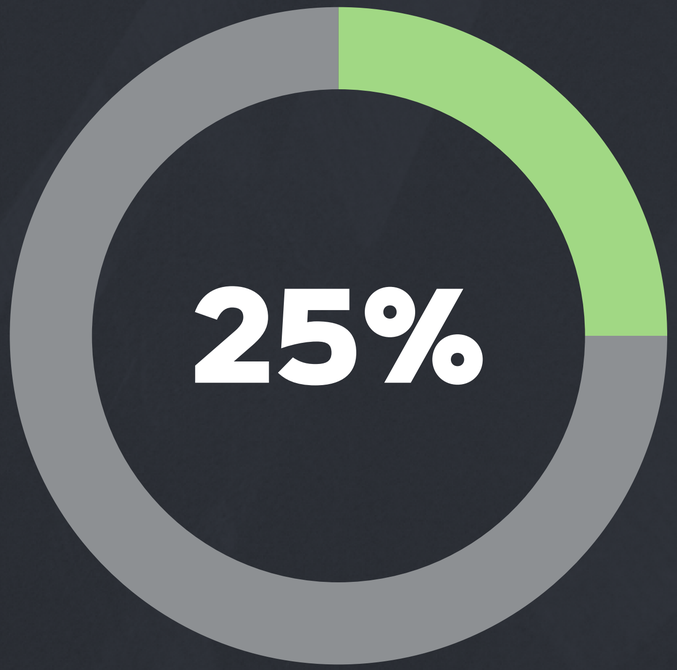

Improving UX design to increase customer retention by **just 5%** can translate to a **25% rise** in profit.
(Maze / Harvard)

QUICK CHECKS:

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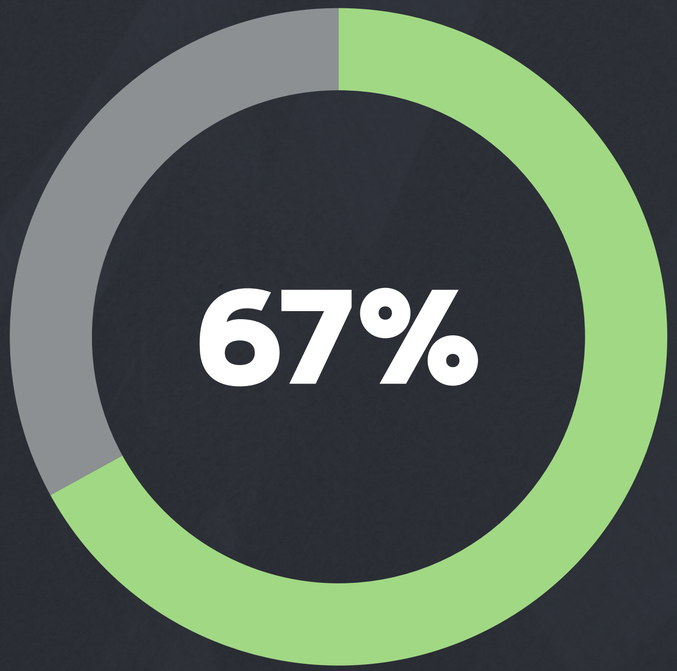
content

WHY IT MATTERS:



more leads generated by companies with active blogs.

QUICK CHECKS:

- Is your most-visited content more than 2 years old?
- Are you using content to address common objections or explain complex services?
- Do your case studies, blogs, or resource pages reflect your latest thinking?

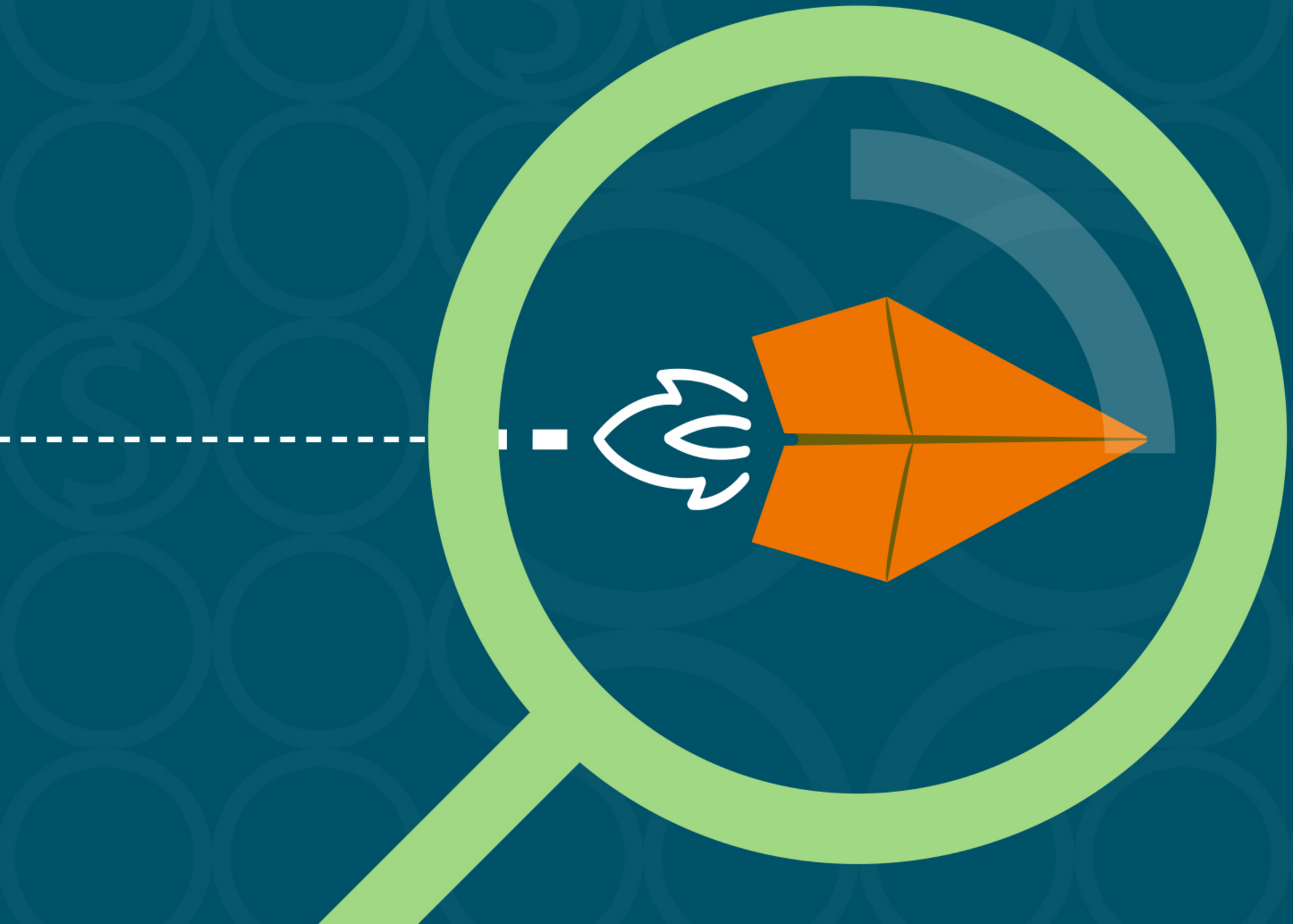
analytics

WHY IT MATTERS:

Traditional metrics like **bounce rate** and **traffic volume** miss key engagement signals.

QUICK CHECKS:

- Are you using GA4—and are events properly set up?
- Can you identify your top-performing pages and what people do next?
- Are you measuring quality (like scroll depth or form completion), not just quantity?



quick win checklist

- [x] Review your homepage and key landing pages from **your own mobile device**.
- [ ] Audit your **top-performing** pages.
- [ ] Evaluate your **CTA strategy**.
- [ ] Test your **forms**.

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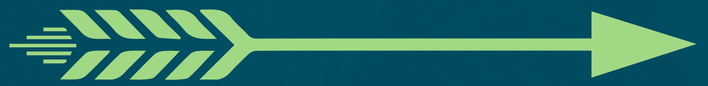
Q & A



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