

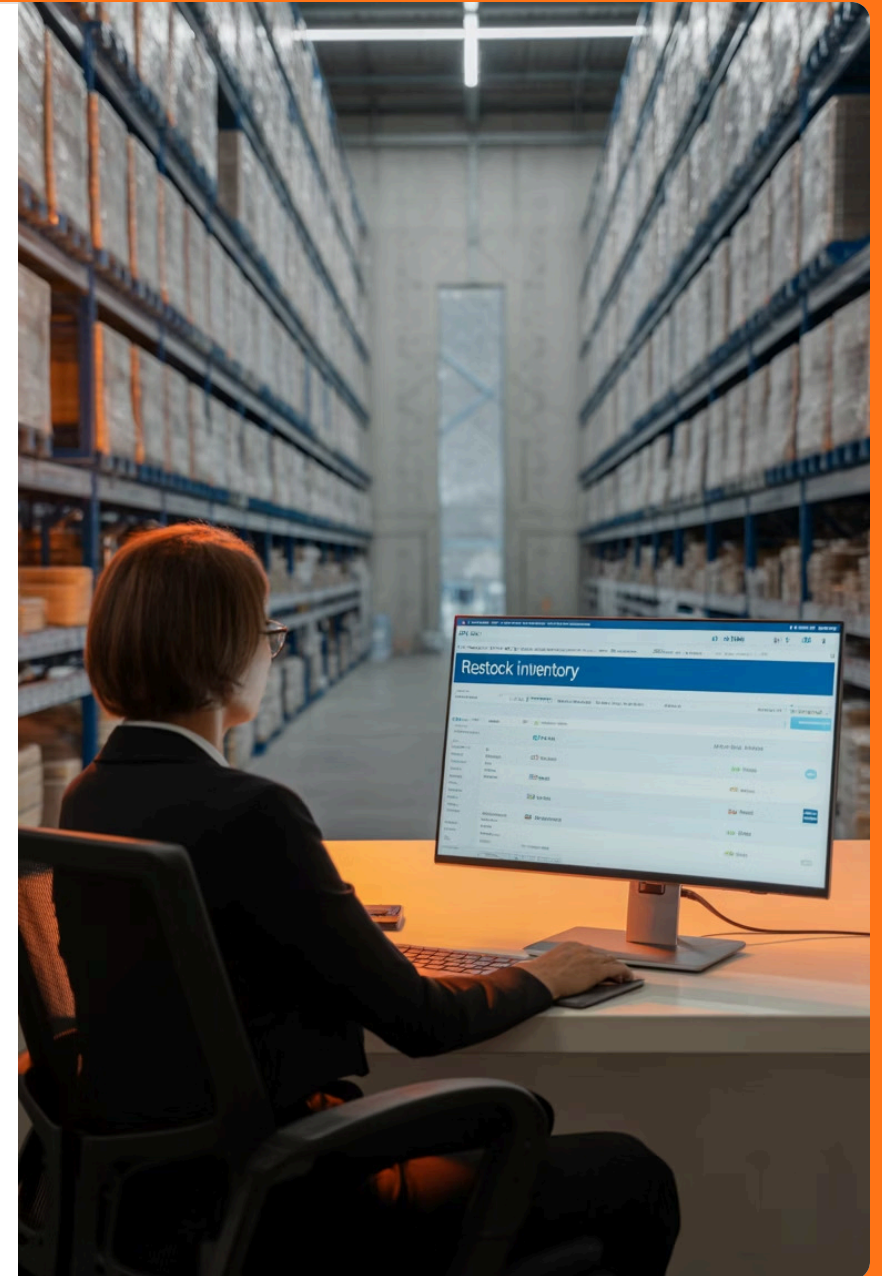
# CRO for B2B: From Clicks to Contracts

## Turning Digital Investment into Measurable Growth

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# Welcome & Context



## Presenter intro

Owner - Brisbane-based CRO Agency "Growth Affect CRO".

25 years in marketing (UK and Australia).

Client side / "Big tech (Shopify)" / Agency side.

5 years specialist Conversion Rate Optimisation.



## Why am I here?

Not personal gain. I believe in this in this stuff.

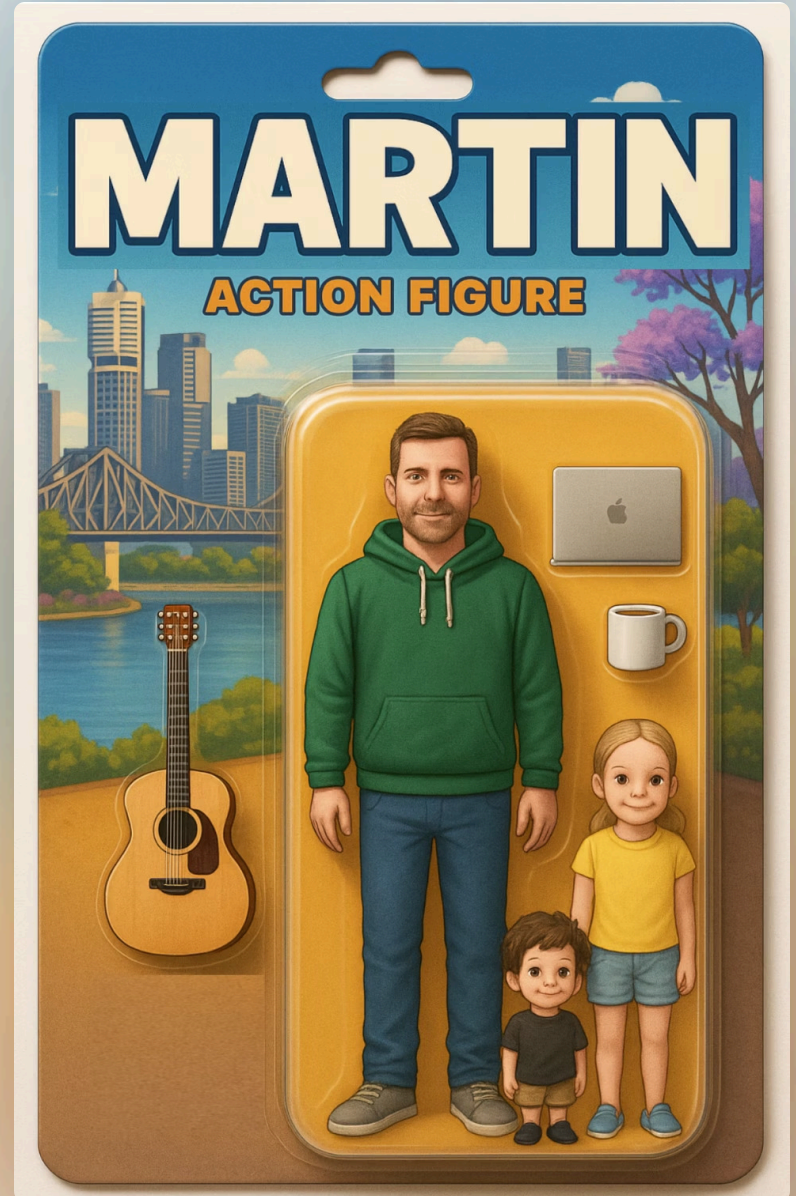
Most businesses ignore CRO and experimentation.

There are too many poor website experiences.

Money's being wasted and customers are slipping through the cracks

People are not finding or connecting with the product or service that they need.

Raise awareness and make CRO a standard practice.





## What we'll Cover Today?

- Why most B2B websites underperform - even with strong traffic
- What Conversion Rate Optimisation (CRO) actually looks like in a B2B context
- How to uncover hidden friction in your site using tools like GA4, heatmaps and CRM data
- How to apply research-driven CRO methods without a redesign
- Practical quick wins to improve your website and generate more qualified leads
- Why CRO is a mindset - not a one-time project

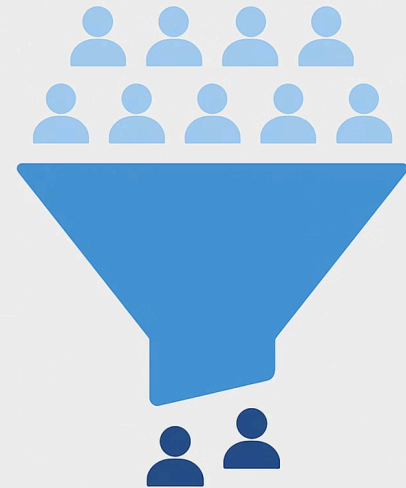
# What is CRO for B2B?

**Conversion Rate** = The percentage of users who completed a desired action out of the total number of visitors.

**Conversion Rate Optimisation (CRO)** is the systematic process of increasing the percentage of website visitors who complete a desired action.

In B2B, this typically means turning anonymous clicks into qualified leads, opportunities, or even direct customers. It's about optimising your digital touchpoints to maximise your return on investment.

## CONVERSION RATE



$$\text{Conversion Rate} = \frac{(\text{Conversions})}{\text{Total Visitors}} \times 100$$

# The Real B2B Conversion Story

## Long & Complex Journeys

B2B sales cycles are lengthy, involving multiple stakeholders and approval stages, making a simple 'conversion' just one touchpoint in a much longer journey.

## Unqualified Leads

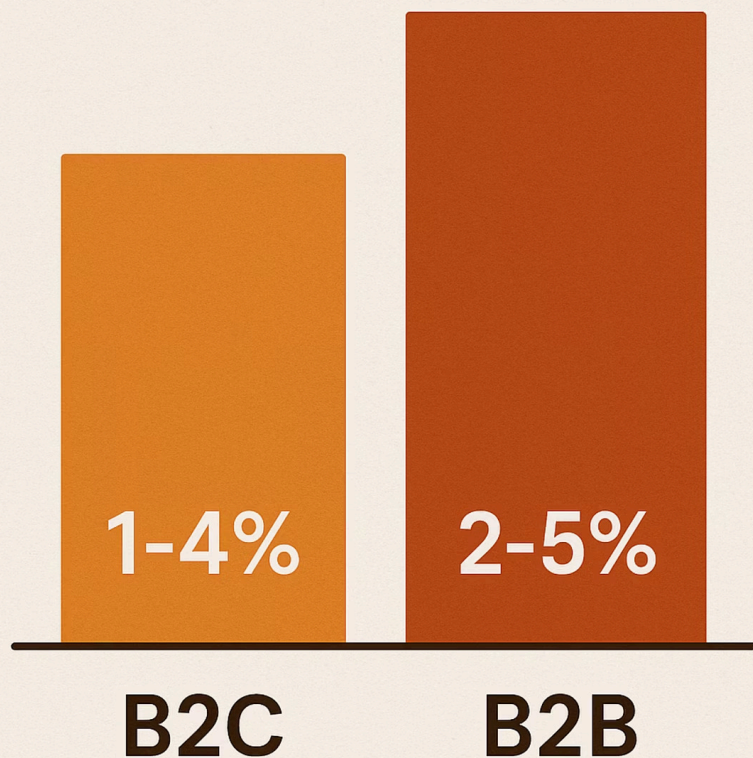
Many B2B sites measure "leads" without qualifying them. This inflates conversion numbers, but the quality of these leads is often poor, leading to wasted sales efforts.

## Offline & Delayed Conversions

The true conversion - to a paying customer or signed contract - often happens offline and takes a significant amount of time, making direct digital attribution challenging.



# Website Conversion Rates



## 🤔 Why B2B Conversion Rates Are Often Higher:



### Smaller, More Qualified Audiences

B2B websites usually attract fewer visitors, but they're more intentional, actively searching for a service or solution.



### Lead Generation Focus

The 'conversion' is often a form submission, not a direct credit card transaction, indicating a deeper sales cycle.



### High Intent Traffic

B2B visitors are less likely to be 'just browsing'; they are typically researching with specific business intent.

# 5% Conversion Rate

## 1 in 20 Converts

Even if you're hitting 5% – which is quite good – you're still only converting 1 in 20.

And, we have to ask: is it the right 1?





## 2.5% Conversion Rate

## 1 in 40 Converts

This is the reality for many B2B sites. It means 39 out of 40 people leave without engaging further.



**1.25% Conversion rate**

**1 in 80 Converts**

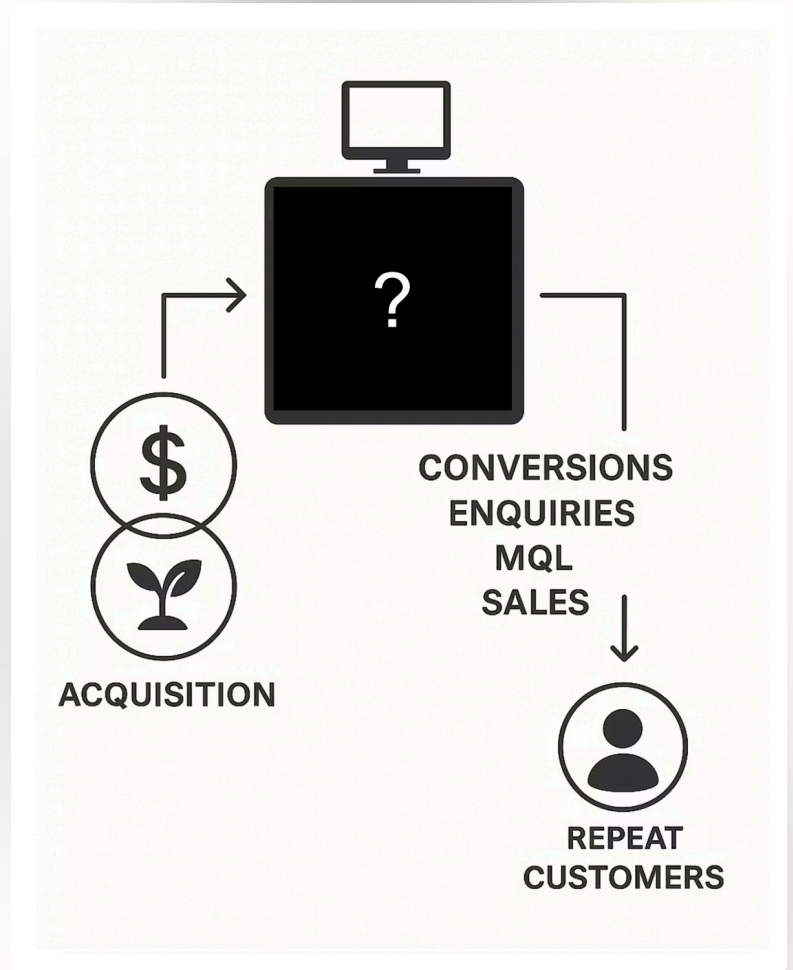
And in some cases, it's even more dire. 1 in 80. Think of the waste. The missed opportunity. This is why CRO matters.

# Current state of play?

Acquisition

Conversion output (Not CRO)

Retention



**...but what is really happening on your website?**

**How do we find out?**

# How do we understand what's going on on your website?

## 4 Pillars of CRO Research

- Technical Audit (Foundational)
- Quantitative Research (Data-Driven)
- Qualitative Research (User-Centric)
- Competitive & Market Research (Strategic)





# Technical Audit

## Foundational Checks



### Web Analytics (Technical)

Events not firing/tracking? Double counting? Mis-reporting?



### Page Speed Testing

Improve load times, reduce bounce



### Usability Fixes

Find UX/UI friction that that can be fixed



### Accessibility Audit

Make your site usable for all

# Quantitative Research

## High Priority – Data-Driven Insights



### Web Analytics (GA4, Adobe etc)

Understand user behaviour, drop-offs, traffic sources



### Session Recordings

Watch real journeys and navigation struggles



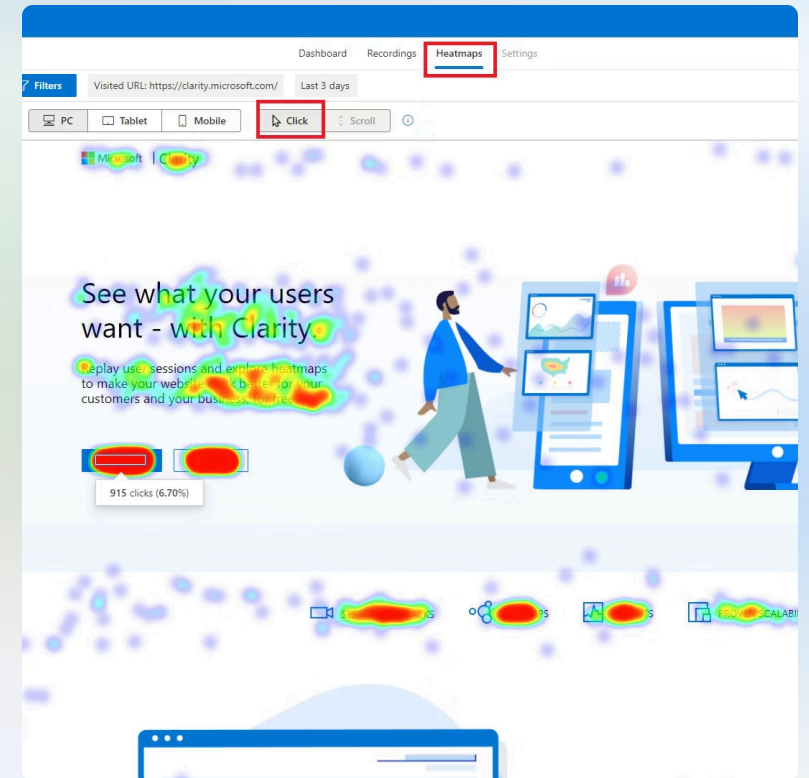
### Heatmaps & Click Tracking

See what users click or ignore



### Form Analytics

Spot friction in lead gen or checkout flows





# Qualitative Research

Medium to High Priority – User-Centric Insights



## Moderated Usability Testing

Observe users and identify usability flaws



## Surveys & Polls

Capture motivations, concerns, and feedback



## Customer Interviews

Deep dive into pain points and needs (can also be the customer service team)



## Chat & Support Logs

Surface frequent complaints or blockers and keyword analyse

## Side Note:

# B2C vs B2B UX Expectations

### We're still selling to people

Yes, B2B sales cycles are longer and more complex, but most sessions are still just one person in front of a screen. That person expects the same clarity, ease of navigation, and trust cues they get on B2C sites. If your site makes it hard to find what you do, what the value is, and how to take action – they'll bounce.

## Lead Gen vs Transactional Models in B2B

- Not all B2B sites work the same – some sell, some collect leads
- But both need to reduce friction and build trust
- Buyers still expect a clear, intuitive, modern experience



# Competitive & Market Research

Medium Priority – Strategic Insights



## Competitor Analysis

Learn from what others do well (or poorly)



## Industry Benchmarks

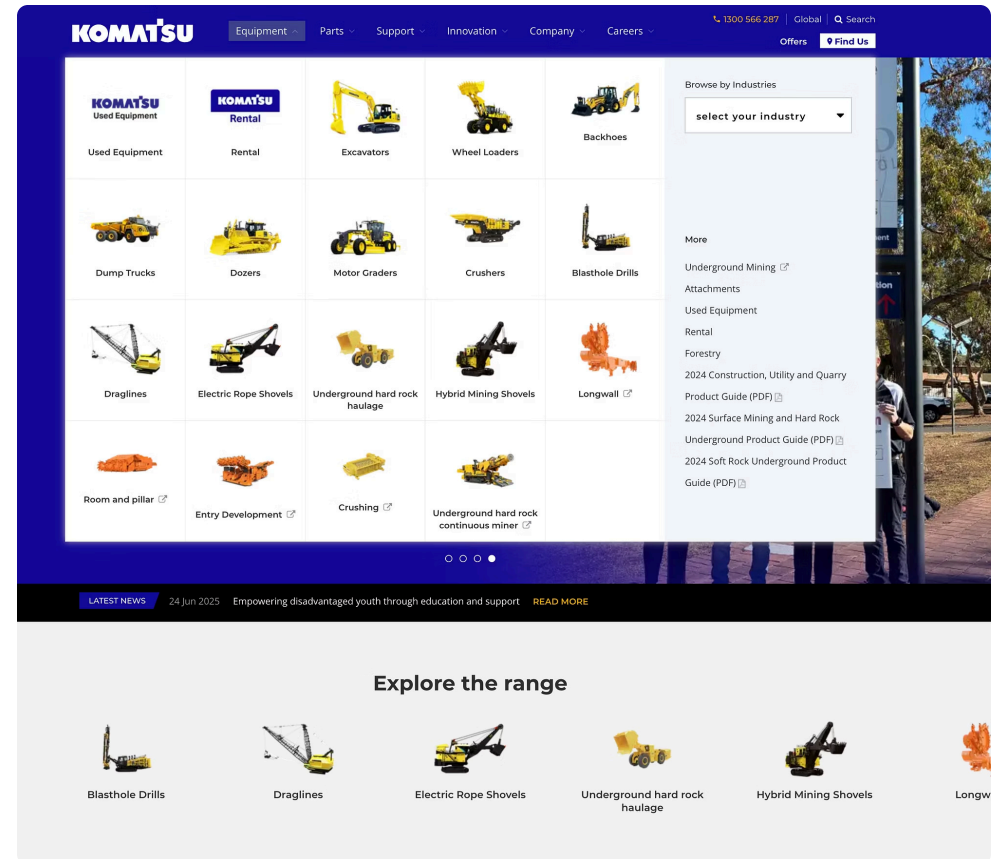
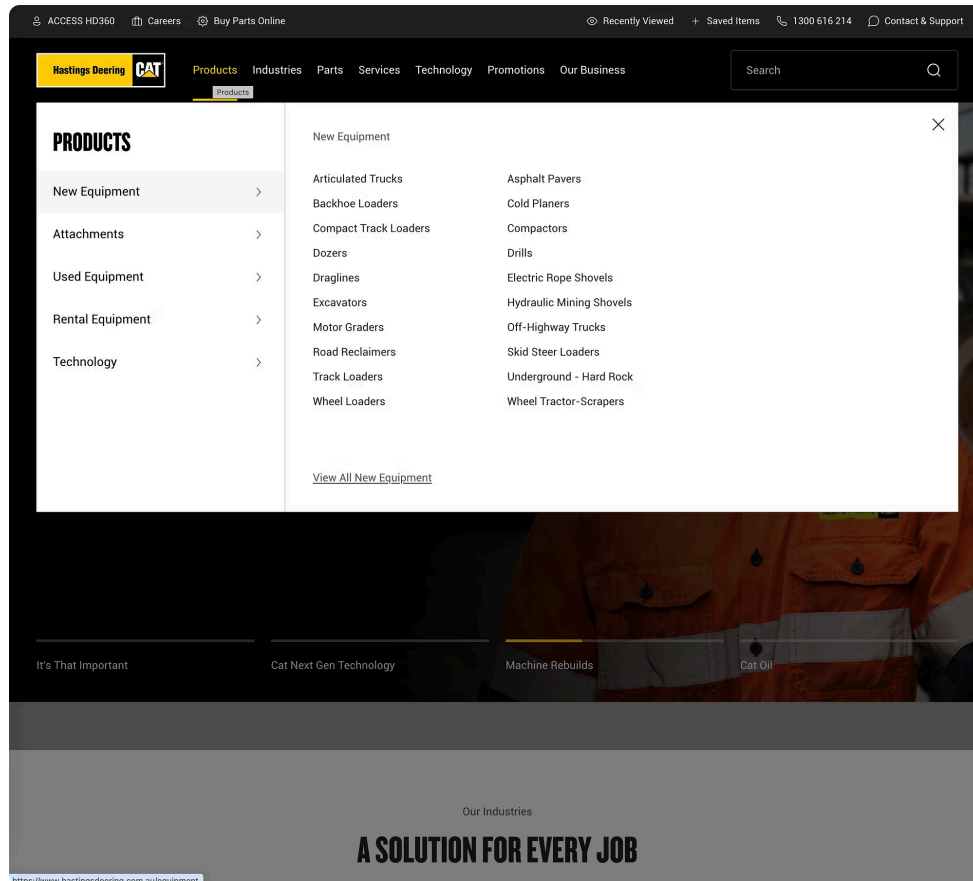
Set achievable conversion targets



## User Persona Research

Define who you're really designing for

# Sometimes it is obvious...



**Research done, insights gathered... now what?**

# The Scientific Method in CRO

- 1. Observation:** Identify user behaviour or friction through data (GA4, heatmaps, session recordings)
- 2. Question:** Formulate a clear, testable question (e.g. “Why are users abandoning the form?”)
- 3. Hypothesis:** Predict what change might improve outcomes...  
  
(e.g. **If** we reduce the number of fields in the contact form from 7 to 3, **then** more users will complete the form, **because** shorter forms reduce perceived effort and friction during lead generation.)
- 4. Experiment:** Run A/B tests to isolate the variable
- 5. Analysis:** Measure the impact with statistical confidence (usually 95%)
- 6. Conclusion:** Accept or reject the hypothesis based on results
- 7. Repeat:** Use insights to fuel the next round of testing

# SCIENTIFIC METHOD



# Building the Testing Roadmap around "Prioritisation"



## Form Hypotheses

Form **hypotheses** based on friction points or missed opportunities



## Prioritise Tests

Prioritise tests using frameworks to remove human biases like:

- ICE (Impact, Confidence, Effort)
- PIE (Potential, Importance, Ease)
- PXL (more yes/no answer to remove more bias)



## Build Testing Roadmap

Build a **testing roadmap**: which ideas, on which pages, in what order



## Run A/B Tests

Run A/B tests using tools like VWO, Convert, Optimizely, Shoptlift etc

Measure uplift and enable decisions to be made.

**We know what to do and how to do it...**

**Any best practice or quick tips on what to look for?**

# Building Trust on a B2B Website : Key Visual Elements



## Clear Value Proposition

Clearly articulate your unique selling proposition and how you solve customer problems. Vague messaging erodes trust.



## Relevant Social Proof

Showcase testimonials, case studies, and logos from reputable clients. Authenticity builds confidence.



## Credibility & Authority Signals

Display industry certifications, awards, and thought leadership content (e.g., whitepapers, expert articles).



## Humanise the Brand

Show your team, share your story, and use a friendly, approachable tone. People trust people.



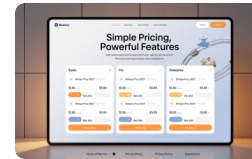
## Transparent Contact & Support Options

Provide easily accessible contact information and robust support channels to assure users they can get help when needed.



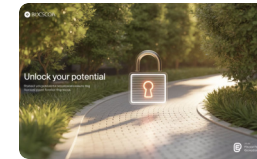
## Professional UX & Content

A well-designed, intuitive website with high-quality, relevant content demonstrates credibility and expertise.



## Pricing Transparency

Be upfront about your pricing models and potential costs. Hidden fees or vague pricing damage trust.



## Low-Risk Conversion Paths

Offer trial periods, demos, or clear money-back guarantees to reduce perceived risk for potential customers.

# Mobile Test – Open Your Website Now

**i** "Open your website on mobile. Hand it to the person next to you."

**1**

Can they tell what you do within 5 seconds?

**2**

Can they find the next step?

**3**

Do they feel confident in you as a provider?



# 10 Proven Ways to Optimise B2B Web Forms



## Set Expectations

Tell users how long it takes and what happens next.



## Cut Unnecessary Fields

If it's optional, it's gone. Use form analytics to identify.



## Add Friction (on purpose)

Longer forms can lead to better qualified leads.



## Use Multi-step Layouts

Break long forms into manageable chunks for users.



## Start with Easy Fields

Build momentum; top-align labels, avoid inline placeholders.



## Pre-fill What You Can

Use autofill, smart defaults, or detect location to simplify.



## Validate Errors Properly

Provide inline validation and helpful messages, don't punish formatting.



## Avoid CAPTCHAs

They often hurt user experience more than they help.



## Address Fears

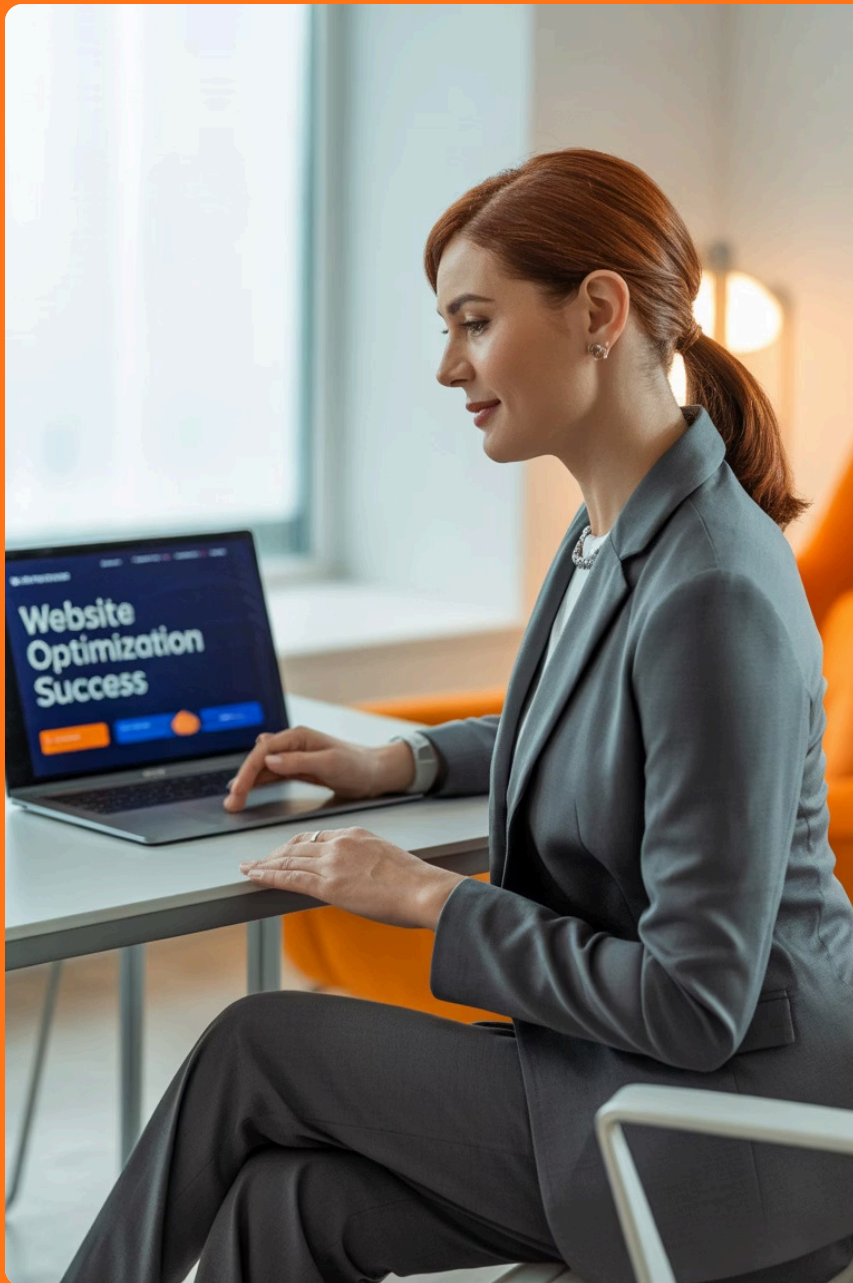
Show trust signals, security badges, and clear next steps.



## Use Form Analytics

Watch videos, spot drop-offs, and iterate from real behaviour.

✓ **Better forms = better leads.** Small fixes make a big impact.

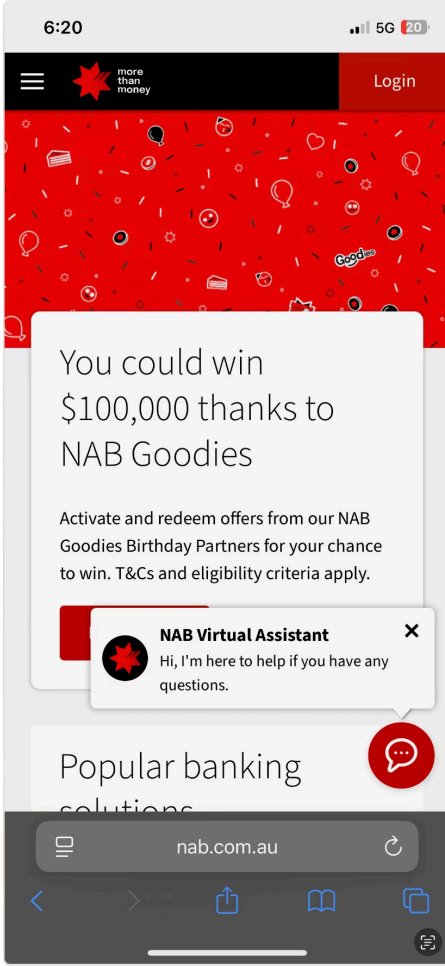
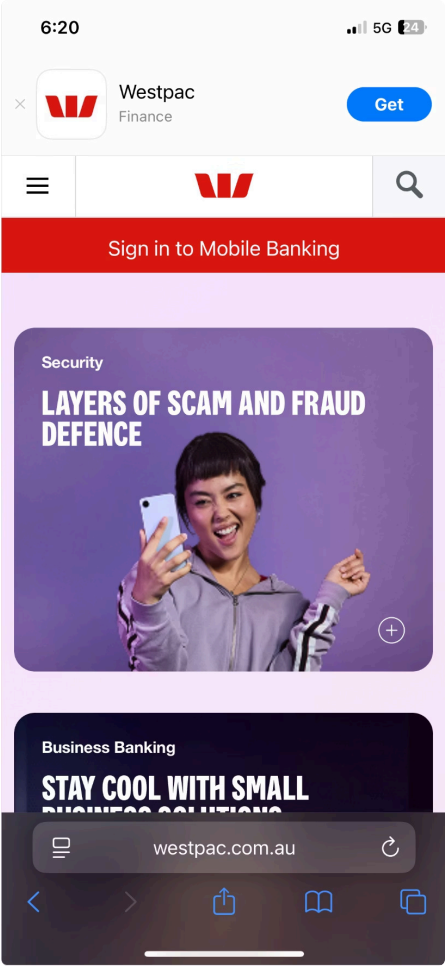
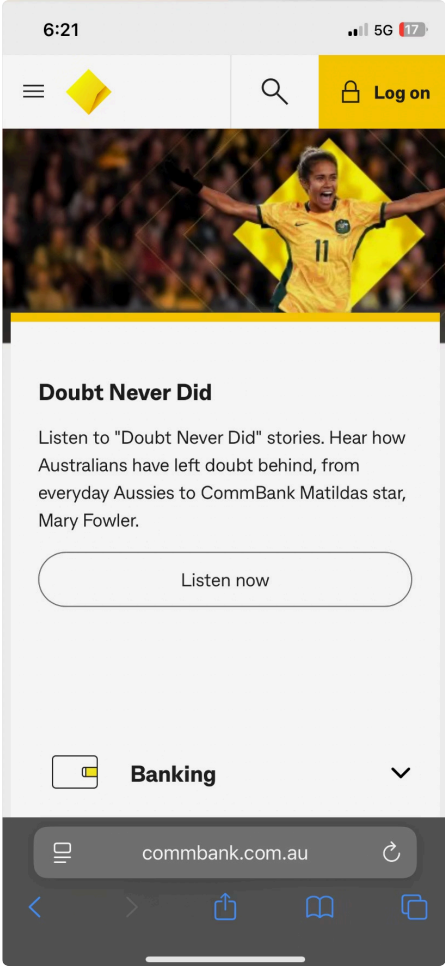


## High-Impact B2B Website Tweaks (to consider)

- 1. Install and Review Heatmaps + Session Recordings**  
Watch how real users move and stumble. You'll spot friction within minutes.
- 2. Fix GA4 so you can report accurately**  
So you can stop optimising for traffic and start optimising for revenue.
- 3. Ask Sales or customer service: What Are the Top 3 Misunderstandings Leads Have?**  
Then fix those blind spots on your website.
- 4. Rewrite Your Homepage Headline**  
Make it about the *customer's pain* and outcome – not your features.
- 5. Improve or Add a Clear CTA**  
Make sure every key page has a bold, unmistakable call-to-action above the fold.
- 6. Add Strategic Testimonials or Logos**  
Place social proof *above the fold* or near conversion points to build instant trust.
- 7. Test Your Site on Mobile**  
Seriously – submit a form. Click your CTA. Scroll. Fix anything clunky.
- 8. Ungate or Preview a Lead Magnet**  
Give value first. Let people see what they're getting before asking for their details.
- 9. Cut the Crap from Your Lead Form**  
Remove any non-essential fields. Add conditional logic to keep it lean and relevant.
- 10. Fix One High-Traffic, Underperforming Page**  
Start with one – check GA4 for high exits or bounces and improve clarity and CTA.

**If this feels like a lot of work. Feel better...**

# Home pages on mobile of the major banks...



Talking of compounding...

## CRO is an Incremental Journey

- Conversion Rate Optimisation is not a one-time project – it's a mindset
- Improvement happens through small, incremental changes over time
- Like LSKD says: aim to get 1% better (every day)
- Your goal is to build a compound advantage – tiny wins that stack

☐ CRO isn't about hitting home runs – it's about stacking small wins. Just like LSKD pushes for 1% improvement every day, we want to nudge conversion rates upward little by little. 0.2% better this month? That compounds. That's how you grow without burning your budget.





# Key Takeaways

1

B2B websites need to be just as intuitive and persuasive as B2C

2

A 2.5% Conversion Rate = 1 in 40 (or worse) — and many of those leads aren't qualified

3

You're sitting on gold — GA4, heatmaps, forms and CRM data are your best friends

4

Small changes (copy, CTA, forms, proof) can drive big improvements

5

You likely don't need a full redesign — just clarity, trust, and continuous testing

6

CRO is about building momentum — 1% better every month adds up

# Thank You...

**The best time to start on CRO was yesterday.**

**The next best time is now.**

Martin Beeson - Growth Affect CRO  
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# Appendix: Tools to consider for CRO

Navigating the world of Conversion Rate Optimisation can seem daunting, but a suite of powerful tools is available to streamline your efforts. From A/B testing to advanced personalisation, these platforms offer the capabilities needed to drive significant improvements on your B2B website.

MS Clarity	Research tool	Session recordings. Heat and Click Maps, Scroll Maps.
Optimizely	A/B, Multivariate, Server-side	Enterprise-grade testing, personalisation, full stack experimentation
VWO	A/B, Heatmaps, Form Analytics	Mid-market CRO teams with visual editor + analytics bundle
Google Optimize (Legacy)	A/B	Free, lightweight A/B testing (retired 2023; replaced by GA4 integrations)
Convert	A/B, Multivariate	Privacy-focused testing, strong in EU compliance
Adobe Target	A/B, Multivariate, Personalisation	Large enterprises needing deep Adobe Experience Cloud integration
AB Tasty	A/B, Split, Personalisation	Mid-to-enterprise teams with focus on CX and marketing
Kameleoon	Client-side, Server-side, AI	Real-time segmentation, healthcare & finance compliance
SiteSpect	Server-side, Proxy-based	Performance-focused and secure testing (great for high-traffic sites)
Dynamic Yield	A/B, Personalisation Engine	Retail and eCommerce with heavy focus on dynamic content targeting
Unbounce	Landing Page Builder w/ A/B	Marketers testing paid ad landing pages without dev help

Each tool offers unique strengths, so choose one that aligns with your specific B2B conversion goals and team capabilities.