FIELD GUIDE · 47 CHECKS

The B2B Website *Checklist.*

2026 edition

47 checks for a B2B site that answers buyers' questions before the first call and turns the right visitors into qualified pipeline.

B2B

~70%

of the buying process is done before B2B buyers talk to a seller.

6SENSE BUYER EXPERIENCE REPORT

80%+

of the time, the buyer makes first contact, not the vendor.

6SENSE BUYER EXPERIENCE REPORT

17%

of buying time goes to meeting suppliers, split across every vendor in the running.

GARTNER B2B BUYING JOURNEY

PREFACE · HOW TO USE THIS GUIDE

Start at the top. *Work down.*

B2B buyers do most of their research alone. By the time someone fills in your form, they've already compared you with two or three other firms, mostly by reading websites.

So the site has a bigger job than looking good. It has to explain what you do in one read, prove you've done it before, answer the questions the whole buying committee will ask, and make the next step easy.

This is the checklist I use on every B2B build, from industrial manufacturers to SaaS. Chapter 01 comes first for a reason: if the message is unclear, design and traffic can't fix it.

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i.

Tick what's done

Print it or open it in any PDF app. Every check has a box and a quick way to verify it.

ii.

Fix the red tags first

They block everything else. Quick wins come next, then the ongoing habits.

iii.

Score yourself

Count your ticks at the end and see where your site stands.

KEY FIX FIRST Blocks results QUICK WIN Under a day ONGOING Monthly habit

CHAPTER 01 · POSITIONING

01 Say what you do *in one read.*

- [ ] 01 The homepage headline says what you do and for whom, in plain words a buyer would use. — FIX FIRST
  ↳ Show it to a stranger for 5 seconds, then ask what you sell
- [ ] 02 The subheadline names the outcome you deliver (cost cut, uptime, leads, compliance), ideally with a number. — FIX FIRST
  ↳ Read it without the headline. Does it still say something?
- [ ] 03 Your ideal customer is clear: industry, company size or role. Visitors can tell quickly if you fit them. — FIX FIRST
  ↳ Would the wrong buyer self-select out?
- [ ] 04 Jargon and buzzwords are replaced with the words customers use on sales calls. — QUICK WIN
  ↳ Cut 'innovative', 'solutions', 'world-class', 'synergy'
- [ ] 05 The main call to action is visible without scrolling, on desktop and mobile. — QUICK WIN
  ↳ Check at 1366 px and 390 px wide
- [ ] 06 What makes you different is stated specifically, with something a competitor couldn't also claim. — QUICK WIN
  ↳ Swap in a competitor's name. Still true? Rewrite it.
- [ ] 07 Messaging is tested against what closed deals say made them choose you. — ONGOING
  ↳ Ask the last five clients why they picked you

7 checks in this chapter

Done: _____ / 7

NOTES · WHAT TO FIX ON MY SITE

CHAPTER 02 · STRUCTURE

02 Let buyers find *their own path.*

- [ ] *08* Navigation has seven or fewer top-level items, labelled in plain language. FIX FIRST
  ↳ Services, Industries, Work, About, Resources, Contact
- [ ] *09* Each core service has its own page, so it can rank and be linked to directly. FIX FIRST
  ↳ One service per URL
- [ ] *10* Industry or use-case pages exist for your main verticals, with their own examples and language. QUICK WIN
  ↳ /industries/manufacturing/ etc.
- [ ] *11* Pages answer the questions of each person on the buying committee: user, budget holder, technical reviewer. QUICK WIN
  ↳ List the three roles, check each has a page that speaks to them
- [ ] *12* Breadcrumbs and clear internal links on deep pages. QUICK WIN
  ↳ No dead ends: every page offers a next step
- [ ] *13* The footer works as a sitemap: services, industries, case studies, contact details. QUICK WIN
  ↳ Scan the footer alone
- [ ] *14* Site search or a resource filter once you have more than about 30 content pages. ONGOING
  ↳ Track what people search for

7 checks in this chapter

Done: _____ / 7

NOTES · WHAT TO FIX ON MY SITE

CHAPTER 03 · PROOF

03 Show you've *done it before.*

- [ ] 15 Client logos sit near the top of the homepage, with permission to use them. FIX FIRST
  ↳ Real clients, recognisable in your industry
- [ ] 16 Case studies state the client, the problem, what you did and a measurable result. FIX FIRST
  ↳ Numbers in the first paragraph
- [ ] 17 Testimonials have a full name, title, company and photo, ideally linked to LinkedIn. QUICK WIN
  ↳ Anonymous quotes carry little weight
- [ ] 18 Third-party ratings are shown and linked: Google, Clutch, G2 or your industry's platform. QUICK WIN
  ↳ Link to the live profile, not a screenshot
- [ ] 19 Certifications, compliance standards and memberships are visible where buyers look for them. QUICK WIN
  ↳ ISO, SOC 2, HIPAA, trade associations
- [ ] 20 The team is real: names, faces and roles of the people a client will work with. QUICK WIN
  ↳ Stock photos of handshakes don't count
- [ ] 21 New proof is added every quarter: a case study, a review, a result. ONGOING
  ↳ Add it to project close-out

7 checks in this chapter

Done: _____ / 7

NOTES · WHAT TO FIX ON MY SITE

CHAPTER 04 · CONVERSION

04 Make the next step *easy to take.*

- [ ] 22 One primary call to action across the site (book a call, request a quote) used consistently. FIX FIRST
  ↳ Same words, same button style
- [ ] 23 Forms ask for five fields or fewer. Extra qualification happens after the first reply. FIX FIRST
  ↳ Name, email, company, message, one qualifier
- [ ] 24 Form submissions go straight to the CRM and someone is alerted right away. FIX FIRST
  ↳ Submit a test lead and time the response
- [ ] 25 A lower-commitment option for early-stage visitors: guide, checklist, calculator or audit. QUICK WIN
  ↳ Not everyone is ready to talk
- [ ] 26 The page after a form submission says what happens next and when. QUICK WIN
  ↳ 'You'll hear from me within 24 hours'
- [ ] 27 A calendar booking option sits next to the form for buyers who want to skip email. QUICK WIN
  ↳ Calendly, Cal.com or your CRM's scheduler
- [ ] 28 Phone number and email are visible in the header or footer on every page. QUICK WIN
  ↳ Click-to-call on mobile
- [ ] 29 Every CTA is tracked as an event so you know which pages produce leads. ONGOING
  ↳ GA4 key events

8 checks in this chapter

Done: _____ / 8

NOTES · WHAT TO FIX ON MY SITE

CHAPTER 05 · CONTENT

05 Answer the questions *sales gets asked.*

- [ ] 30 Pricing is addressed: starting prices, ranges, or what drives the cost. FIX FIRST
  ↳ Silence on price sends buyers to competitors who answer it
- [ ] 31 Your process is explained step by step, with timelines. QUICK WIN
  ↳ What happens in week one, month one, at launch
- [ ] 32 An FAQ covers objections: contracts, onboarding, integrations, support, cancellation. QUICK WIN
  ↳ Pull them from lost-deal notes
- [ ] 33 Comparison pages handle 'you vs. the alternatives', fairly. QUICK WIN
  ↳ In-house vs. agency, you vs. the category leader
- [ ] 34 Downloadable material a champion can forward internally: one-pagers, spec sheets, security docs. QUICK WIN
  ↳ Make it easy to sell you inside their company
- [ ] 35 Every page has a named owner and a review date. ONGOING
  ↳ Stale pages cost trust

6 checks in this chapter

Done: _____ / 6

NOTES · WHAT TO FIX ON MY SITE

CHAPTER 06 · PERFORMANCE

06 Fast, accessible, *works everywhere.*

- [ ] 36 Pages load in under 2 seconds on mobile, with LCP under 2.5 s and CLS under 0.1. FIX FIRST
  ↳ PageSpeed Insights, field data
- [ ] 37 The site meets WCAG 2.1 AA: contrast, keyboard navigation, alt text, form labels. FIX FIRST
  ↳ WAVE or axe browser extension
- [ ] 38 Mobile layouts are designed, not just shrunk. Tables, forms and navigation work on a phone. QUICK WIN
  ↳ Test on a real phone
- [ ] 39 Images are compressed and sized, and video doesn't autoplay with sound. QUICK WIN
  ↳ Lighthouse > Opportunities
- [ ] 40 Security basics: HTTPS, updated software, spam protection on forms. QUICK WIN
  ↳ securityheaders.com
- [ ] 41 Uptime monitoring alerts you before a client does. ONGOING
  ↳ UptimeRobot or your host's monitor

6 checks in this chapter

Done: _____ / 6

NOTES · WHAT TO FIX ON MY SITE

CHAPTER 07 · FINDABILITY

07 Get found by *the right buyers.*

- [ ] 42 Each service and industry page targets one search intent with a unique title and meta description. FIX FIRST
  ↳ Search Console > Performance
- [ ] 43 Organization, Service and Review schema are in place. QUICK WIN
  ↳ Rich Results Test
- [ ] 44 AI search crawlers (OAI-SearchBot, PerplexityBot, Claude-SearchBot) are allowed in robots.txt. QUICK WIN
  ↳ See the AEO checklist
- [ ] 45 LinkedIn company page, Clutch or G2 profile and directories match the site's facts. QUICK WIN
  ↳ Same name, description and services
- [ ] 46 One useful piece of content a month aimed at a real buyer question. ONGOING
  ↳ Start with your sales FAQ
- [ ] 47 A monthly report ties traffic to leads, meetings and closed revenue. ONGOING
  ↳ CRM source field on every deal

6 checks in this chapter Done: _____ / 6

NOTES · WHAT TO FIX ON MY SITE

APPENDIX · WHAT TO IGNORE

Three things *to stop doing.*

Skip it

~~Homepage carousels~~

Few visitors wait for slide two. Pick your strongest message and lead with it.

Skip it

~~Gating every resource~~

A form on every PDF slows research. Keep top-of-funnel content open and gate deeper tools.

Skip it

~~'Contact us' as the only step~~

Many visitors aren't ready to talk. Give them a guide, calculator or audit too.

SCORECARD · TOTAL TICKS OUT OF 47

0 – 19	**Foundations missing**	Start with every red tag. Most of your effort elsewhere is leaking away until these are fixed.
20 – 33	**Building**	The basics work. Clear the quick wins and you'll see movement within a few weeks.
34 – 42	**Competitive**	You're ahead of most sites in your space. Consistency on the ongoing checks decides the rest.
43 – 47	**Leading**	Keep measuring. At this level the gains come from original data and earned mentions.

SOURCES

1. 6sense, 2024 Buyer Experience Report (via Business Wire, Oct 9, 2024) businesswire.com
2. Gartner, B2B buying journey research gartner.com/en/sales/insights/b2b-buying-journey
3. W3C, Web Content Accessibility Guidelines (WCAG) 2.1 w3.org/TR/WCAG21
4. Google, Core Web Vitals thresholds web.dev/vitals

COLOPHON · DONE-FOR-YOU

Rather I run this *for you?*

I'm Marc. I design, build and optimize sites for B2B and service businesses in the US, Europe and Africa, and I work through this list on every one. Book 30 minutes and I'll audit your site live on the call and show you which checks are costing you leads.

BOOK A CALL

Free 30-minute live audit

marcfriedmanportfolio.com/contact

FREE TOOL

Score your current website

marcfriedmanportfolio.com/free-website-analyzer

5.0★	50+	98	< 2s
25 reviews on Google, Clutch and LinkedIn	Projects shipped across three continents	Lighthouse score on recent builds	Load time standard on every site

"Marc was able to execute the vision perfectly. He dedicates his time to the client, ensuring the client is completely satisfied at each step of the process."

OMAR TURNER · CEO, BINNS MEDIA GROUP

Also in this series: The SEO Checklist · The AEO Checklist · The GEO Checklist

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