velora.

A 10-minute website review

Five checks for B2B companies. Open your homepage, set a timer and run them.

- [ ] **Does the homepage say who you serve within the first screen?**
  A visitor shouldn't have to scroll to learn whether this is for them.

- [ ] **Is your main service described in your buyer's terms?**
  Read it as a customer would. Internal names for your services mean little to someone who hasn't worked with you.

- [ ] **Is there a clear reason to choose you over the alternatives?**
  The alternatives include the competitor, and also doing nothing.

- [ ] **Is the next step obvious and easy to take?**
  One main action. Easy to find. Easy to do.

- [ ] **Would someone in finance or operations understand the page as well as your main contact?**
  Several people usually take part in the decision. Most of them will only see what's on the page.

Each “no” is a place where a buyer may stop. Fix the first one before adding anything new.