

# YOUR WEBSITE LAUNCHED: NOW UNLOCK ITS FULL POTENTIAL

The ultimate post-launch B2B website checklist  
to get the most from your investment.

**BOP** DESIGN<sup>®</sup>

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# CONGRATULATIONS!

You've successfully launched your new B2B website. The website design and launch process can be a grueling but rewarding experience. After all the blood, sweat, and tears you've put into the new website, it's time to pop some bubbly and celebrate.

Once your website is live, you may be sitting back in your chair wondering, "What's next?"

Glad you asked. The one thing that's NOT next is to set it and forget it.

Not to worry, we've got some simple steps you can take to optimize your website's performance and turn it into your #1 marketing tool.



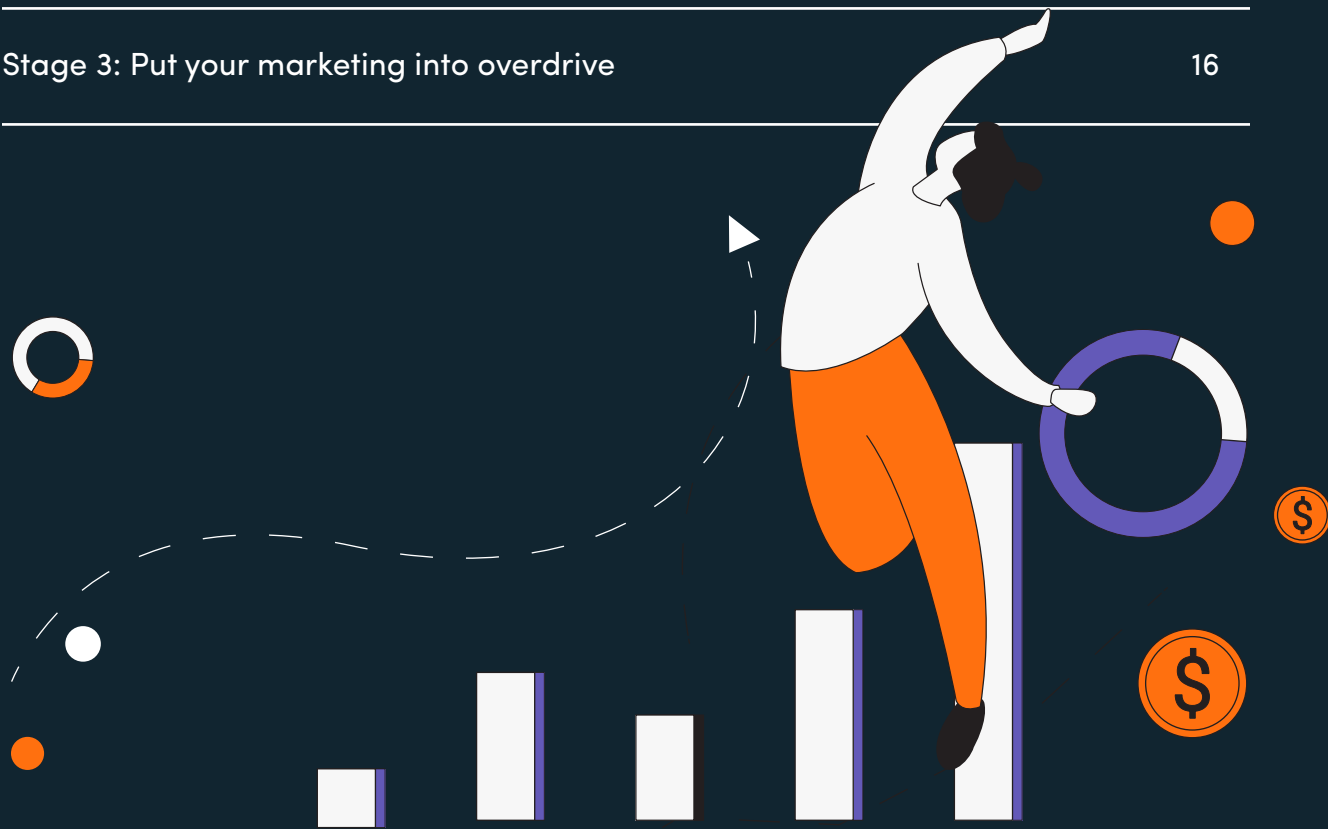
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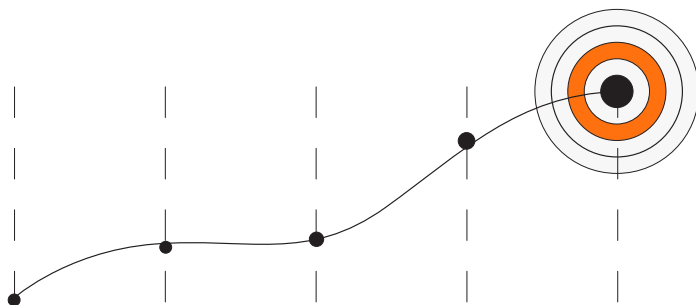


## INTRODUCTION

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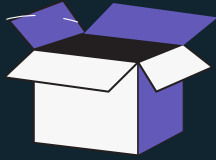
# MAXIMIZE YOUR INVESTMENT

A professional website is a significant but worthwhile investment. After your website launches, it's time to shift gears and maximize its ROI. Think about it: your website is a 24/7 salesperson for your business. It's always online and is a critical sales tool for your organization. In many cases, it's the first interaction prospects have with your company.



In this guide, we provide an easy-to-follow roadmap that shows you how to get the most from your website and start driving leads.

## STAGE 1



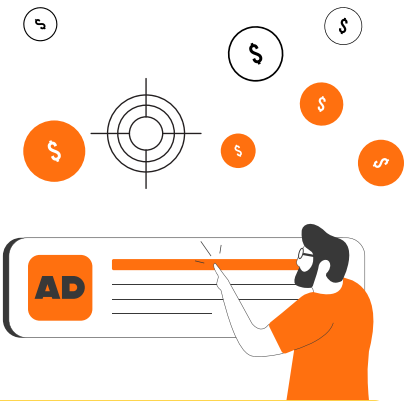
# INITIAL WEBSITE PROMOTION

After your new, stunning website has launched, it's time to make some noise! The initial website promotion stage boosts visibility by putting your site in front of your target audience and getting them to engage with your content.

STAGE 1

# Stay visible with retargeting ads

Drive conversions with retargeting ad campaigns on platforms like AdRoll, designed to keep your brand in front of potential clients after they've exited your website. This increases brand recall and encourages them to return – you can even use retargeting ads to guide visitors to specific content or pages you want them to check out on your website.



## HERE'S HOW RETARGETING ADS WORK:

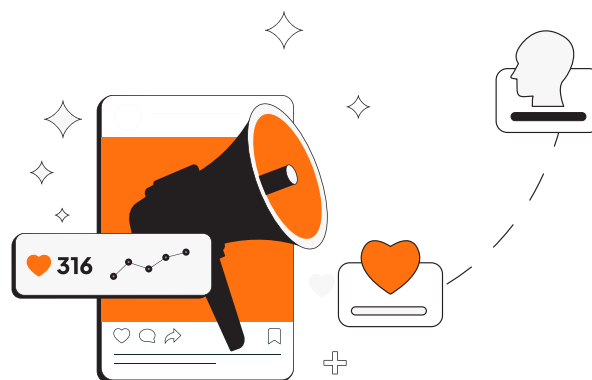


## STAGE 1

### Drive traffic with paid search

Even the most well-optimized B2B website will take some time to get indexed and start ranking in search engines like Google and Bing. While organic SEO is a long-term strategy, we recommend running a pay-per-click (PPC) ad campaign using Google Search Ads right when the website launches.

Paid search ads drive immediate traffic, giving your site visibility and attracting potential clients while your organic SEO efforts build momentum.



### Create a buzz on social media

Drive your existing followers to visit your website through social media. After launch, announce your new website on all your social media channels. A website launch is an exciting event that will engage your followers and get clients and prospects to visit your website.

And don't just limit it to a single post! Keep the buzz going with a series of posts that promote different areas, functionality, and content on the website. Ideally, plan for at least four (more is OK!) social posts over a series of two to three weeks.

## STAGE 1

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### Spread the word over email

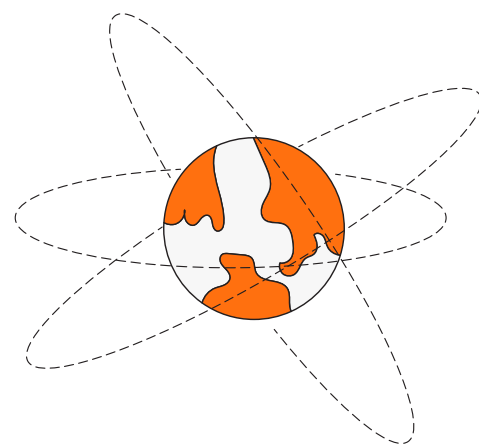
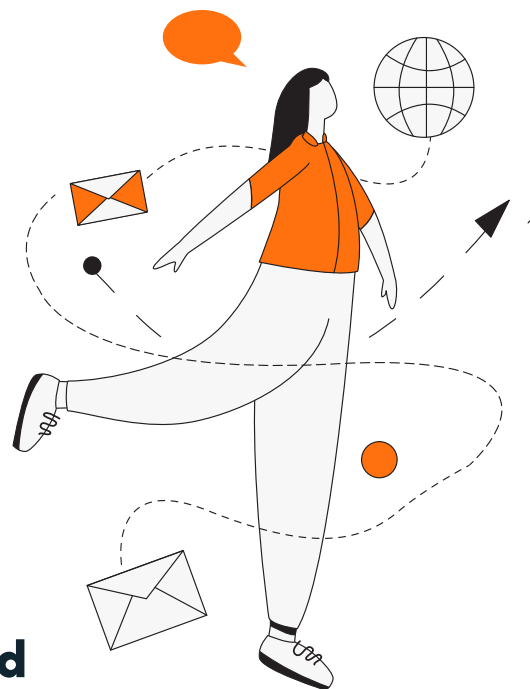
Kick off your website launch with an email announcement that generates excitement. Make sure it mirrors your fresh new design, with visuals that reflect your website's branding. Let your audience in on why you've revamped your site and how it benefits them.

Just like your social media posts, guide your email recipients to explore various sections of your website, whether it's new services, exciting features, or helpful resources. This is your chance to re-engage your existing clients, spark interest, and reignite brand loyalty.

### Announce your new site to the world

Website launches are a big deal! Whether it's a brand-new site or a fresh redesign, it's newsworthy. Write up a press release or announcement that highlights the exciting features of your new site and why it's important for your audience.

Once your announcement is ready, share it on your website's news section or blog and through traditional PR channels. You'll get the word out while drawing attention to your products and services in your shiny new online home.





STAGE 1

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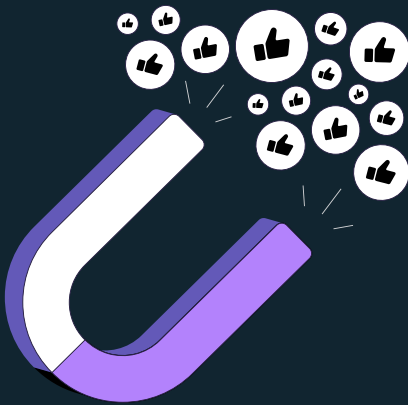
## Throw a party or host an event

Events are a great way to create hype around your new website, gain more exposure, and drive traffic. The event doesn't need to be a major affair. It can be as simple as a virtual toast with staff over Zoom or an in-person gathering over breakfast. But if you're so inclined, feel free to go all out with a larger event, inviting clients, prospects, vendors, and employees to mark this momentous achievement.



## STAGE 2

# 2



## ONGOING MARKETING AND LEAD GENERATION

Once you've completed the initial promotion of your website, it's time to implement a long-term strategy to keep the momentum going and harness its power.

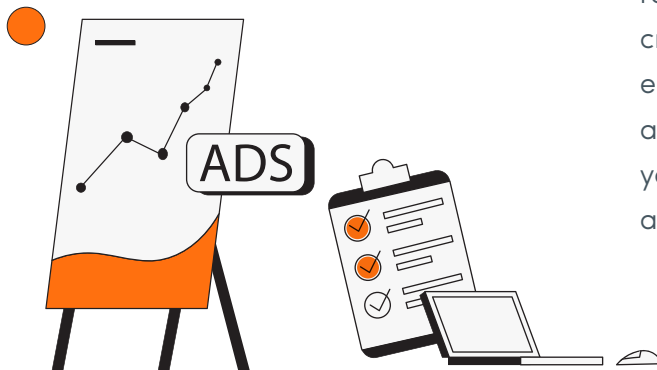
STAGE 2

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## Refine and retool your search ads

Similar to your website, your Google Ads and Microsoft Ads PPC campaigns need to be continually refined and retooled. Your customers may change the phrases they are searching over time or you may find that particular ads are bringing in the wrong type of traffic.

Moreover, if you've changed the messaging or tone of your website, be sure your ads follow suit for cohesive branding. Schedule regular evaluations of your search ads to ensure you are getting the most from your budget.

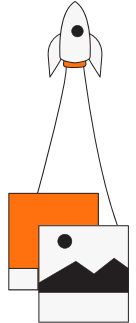


## Plan & publish regular content

A strong content marketing strategy is crucial for B2B businesses. By planning ahead and committing to regular publishing of various types of content, you'll boost SEO, engage prospects, and increase your brand's authority.

Start by creating a content calendar. This is like your roadmap to success, helping you stay organized and on track. It outlines what you'll create, who's responsible, and when it should be published – ensuring your team stays aligned.

While creating the calendar is important, the real magic happens when you consistently create and publish engaging content. Search engines love fresh, useful, relevant content – and regular updates to your website will keep your audience engaged. Stick to a schedule and watch your content elevate your brand.



STAGE 2

HERE ARE SOME TYPES OF CONTENT TO CONSIDER INCLUDING IN YOUR CALENDAR:



## STAGE 2

### Send out regular newsletters

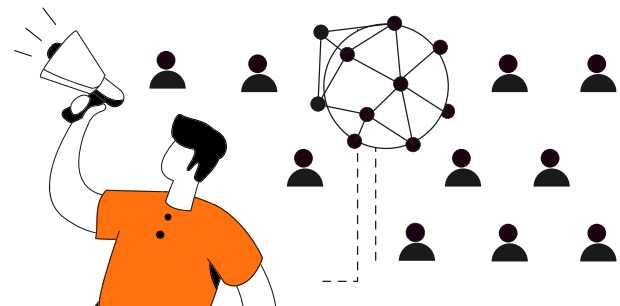
Now that you're providing helpful, educational guides, blog posts, videos, and reports – your clients and prospects will want to know about it. Craft and schedule either monthly, bi-monthly, or quarterly newsletters to send to your email list of clients and prospects. In addition to keeping your firm top of mind and educating your audience, newsletters are a great tool for getting visitors back to your website.



### Engage on social media

The name of the game in social media is engagement. Share your content, curate relevant industry news, and post regular updates about your company to keep your followers in the loop. When they interact – whether liking, sharing, or commenting – be sure to engage back. Consistency is crucial, so aim to post weekly at a minimum.

Focus on keeping your social channels active and strong, and don't spread yourself too thin across multiple platforms. It's more effective to be highly engaged on one or two platforms than to have a weak presence on several. As a must, all B2B companies should be active on LinkedIn.



STAGE 2

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## Perform regular maintenance & performance optimization

We mentioned earlier that you should never “set it and forget it” with your website. Your B2B website can be a robust sales tool and lead generation machine if properly cared for and maintained. To be considered current and relevant to your prospects, your website must also look current and relevant.

Your website also needs regular technical maintenance to stay secure and perform at its best. This includes making backups, updating plugins and your CMS, and optimizing page speed to support SEO and provide a great user experience.



STAGE 2

HERE'S WHAT REGULAR WEBSITE MAINTENANCE MIGHT INCLUDE:



Adding fresh content



Removing old information



Auditing content



Checking and optimizing page speed



Correcting or redirecting 404 error pages



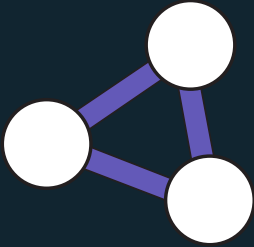
Testing links and functionality



Updating security patches and plugins



## STAGE 3



# 3

## PUT YOUR MARKETING INTO OVERDRIVE

Once you're in the driver's seat and feeling good about your ongoing marketing strategy, there are a few things you can do to kick it up a notch.



## STAGE 3

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### Add a live chat feature

After you've implemented a lead attraction and conversion strategy that's working, you'll want to support website visitors who need questions answered right away or want to chat with someone on your team.

However, it's important to respond quickly – nothing is more annoying than posting a question in a chat and being ignored. You can either assign team members who can reply right away, or if you don't have the staffing power, AI chatbots can be trained to engage with prospects.

Installing a chat feature on your website gives prospects a quick route to asking questions and getting responses.



### Build credibility with client reviews

Third-party validation, such as customer reviews and testimonials, is a powerful way to boost website conversions or nurture leads. Prospects want to know what it's like to work with your company – so let your satisfied clients tell them!

Use a third-party website – like Clutch, G2, Capterra, Yelp, or even Google – to collect and vet reviews, increasing credibility and social proof to build trust with potential customers. The review platform you choose should be relevant to your industry – see what the top companies in your space are using to decide where to put your efforts. This takes time, so pick one platform to start with and build from there.



STAGE 3

# Boost results with conversion rate optimization

Conversion rate optimization (CRO) is the process of improving your website’s ability to convert visitors into leads or customers. By testing and refining key elements like design, messaging, and functionality, you can increase your site’s effectiveness and make sure you’re getting the most out of your traffic.

HERE ARE A FEW CRO TACTICS YOU MIGHT APPLY:

**Pop-ups**

Capture attention with timely content or offers to engage visitors.

**Banners**

Highlight promotions, updates, or calls to action for more visibility.

**Quizzes**

Guide users to personalized recommendations based on their answers.

**Navigation tweaks**

Simplify navigation to help users quickly find what they need.

**Button color adjustments**

Test and optimize button colors for higher click-through rates.

**Refine your CTAs**

Make CTAs clear, compelling, and strategically placed for conversion.

STAGE 3

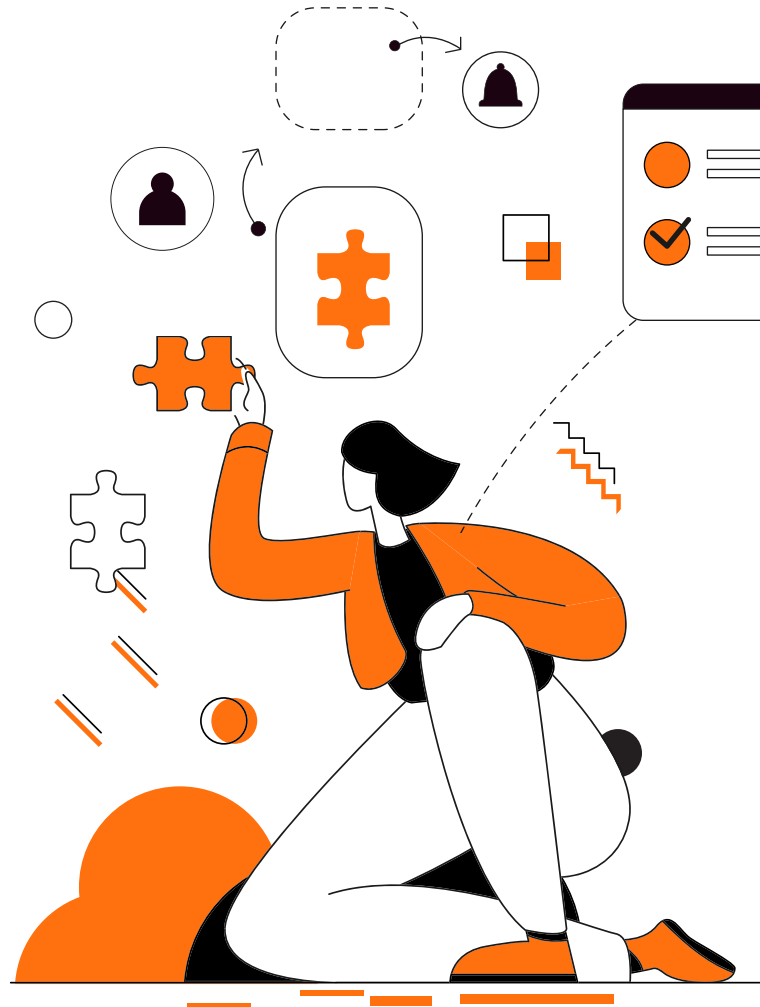
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## Track performance & attribute leads

This last tip may be the most important. Reporting and lead attribution are essential to optimizing your marketing efforts after your website launch. With so many data sources – from Google Analytics (GA4) and Semrush to CRM and marketing platforms like HubSpot and Marketo – it's crucial to make sense of this information.

Understanding which activities drive website traffic, improve keyword rankings, and generate the best leads allows you to continuously fine-tune your marketing strategy.

By connecting your paid search, organic search, and social media campaign conversions to your CRM, you can attribute leads back to the most effective tactics, ensuring that your marketing budget is spent wisely and driving the highest ROI. Keep a close eye on your analytics to identify trends, refine campaigns, and maintain your website's peak performance.



# READY TO TAP INTO THE FULL POTENTIAL OF YOUR B2B WEBSITE?

We're here to help! Schedule a one-on-one consultation today and learn how Bop Design can help you maximize the value of your website investment to drive more leads, conversions, and buyers.



**CONTACT US TODAY** 888.670.7803 // [bopdesign.com](https://bopdesign.com)