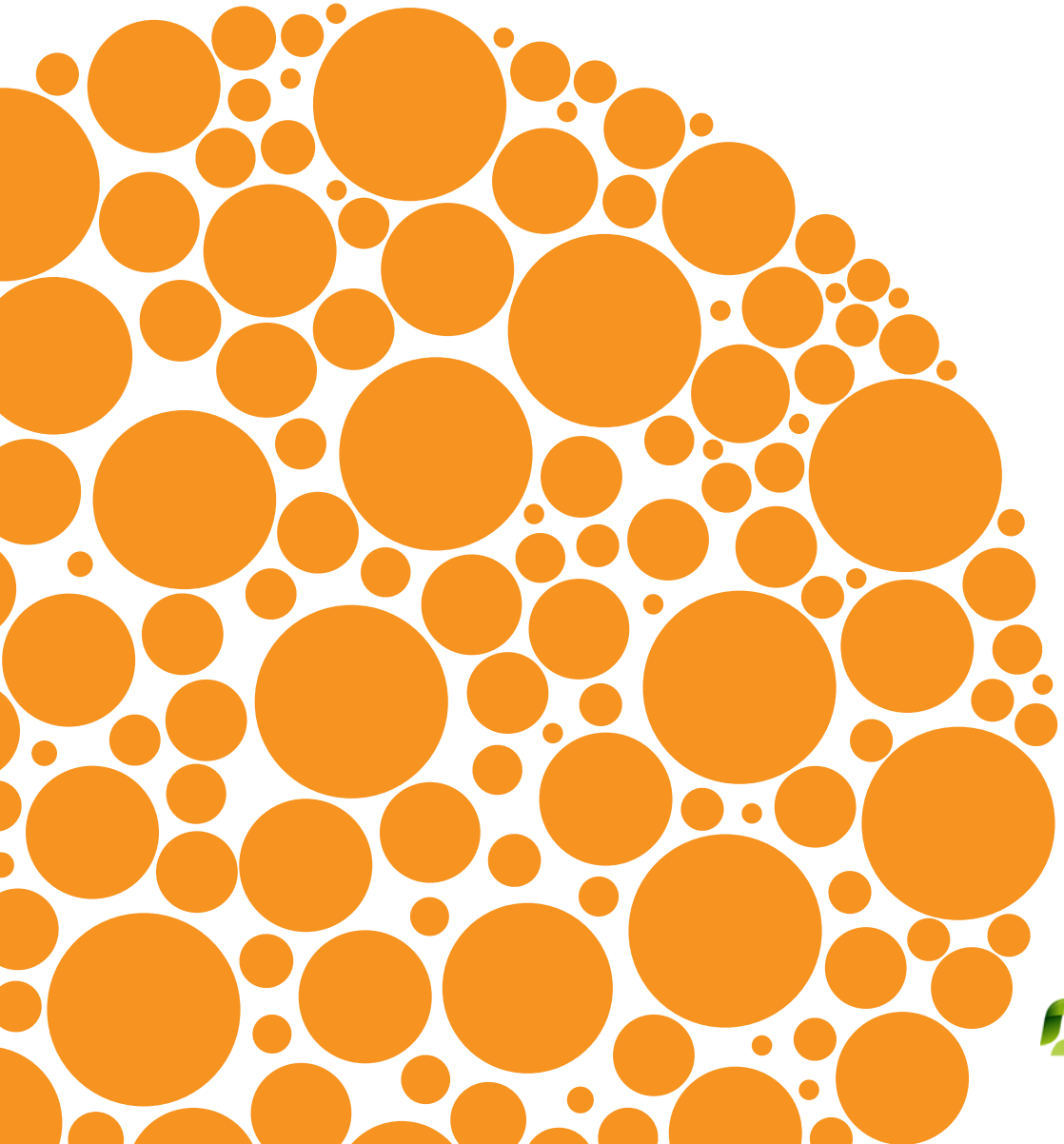
b2bmarketing.net

Website performance enhancement

Results of a survey of website analytics

Published June 2013



B2B Marketing

In association with:

decibelinsight

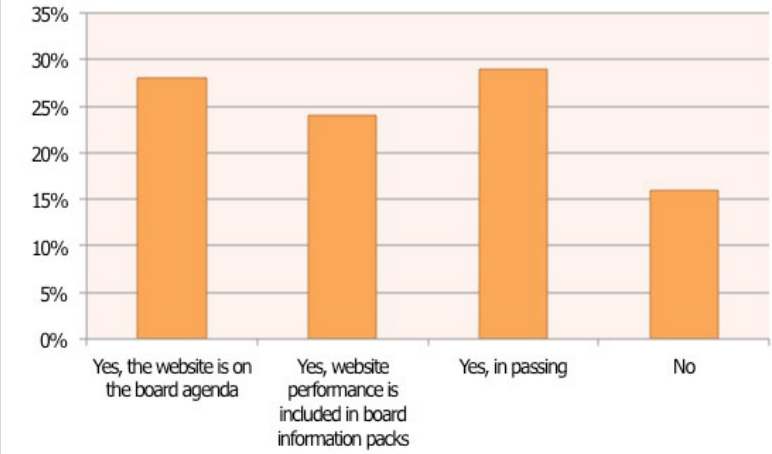
Analysis: Ignorance is bliss for B2B brands

B2B brands are potentially compromising the effectiveness of their websites by ignoring the latest web analytics technology. That's according to the results of a new survey conducted by B2B Marketing, in association with Decibel Insight, which showed that around 85 per cent of marketers are relying on the limited functionality of Google Analytics (and other free platforms) while only 16 per cent have invested in paid-for platforms offering deeper insights and more data. (Note: the recent launch of Google's new premium version of its analytics package postdates this survey).

The ability of B2B companies to understand the performance of their website will continue to be limited, which is likely to impact on business success.

This is despite the high level of recognition of the importance of the website and its performance within B2B companies, with 91 per cent of respondents regarding it 'critical' or 'important' to the business, and over half of companies discussing website performance at board level.

Figure 3. Is the performance of your website discussed at board level?

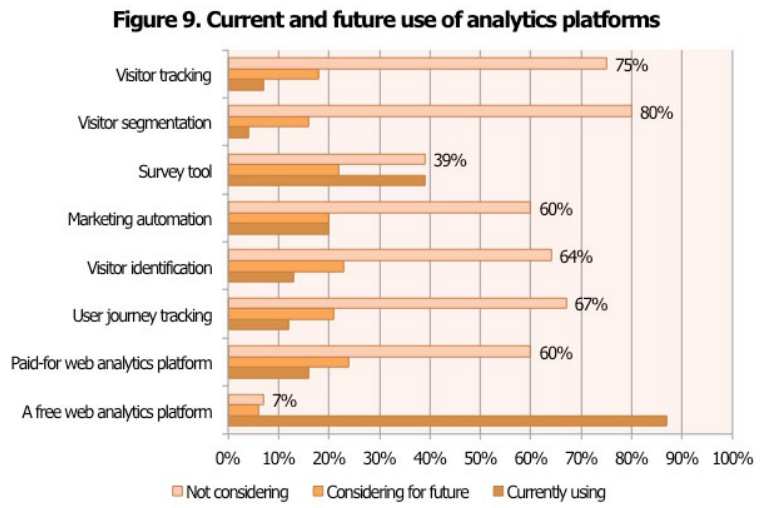


Limited investment in analytics

Beyond Google Analytics, usage of other types of marketing analytics software was also fairly low, with only 20 per cent using a marketing automation platform and 13 per cent using visitor identification software.

Although 24 per cent of respondents were considering investing in paid web analytics and 20 per cent in marketing automation, the bulk of respondents look set to continue to shy away from analytics packages. Use of visitor segmentation tools, or tracking tools were extremely limited, while use of basic survey tools (such as Survey Monkey) was fairly high, painting a picture of a sector at a very low level of sophistication with these technologies. Consequently, the ability of B2B companies to understand the performance of their website will continue to be limited, which is likely to impact on business success.

Figure 9. Analytics platforms used



Half of all respondents change their content once a month or less, suggesting their websites must be fairly static.

Content is king

The importance of content and content marketing for B2B brands was confirmed by the results to this survey. When asked 'how often do you change the content on your site?', the largest group (41 per cent) change content at least weekly, and eight per cent change it at least daily. However, about half of all respondents change their content once a month or less, suggesting their websites must be fairly static, and opportunities to drive new traffic are being missed.

With regards to making more fundamental changes to a website, beyond just content, and thinking about things like structure and functionality, respondents demonstrated a very mixed attitude, ranging from a quarter of respondents conducting monthly updates and regular changes, to a similar figure who have no update schedule. Again, the website of these companies would presumably be very static and failing to maximise opportunities.

Figure 4. Content update frequency for B2B websites

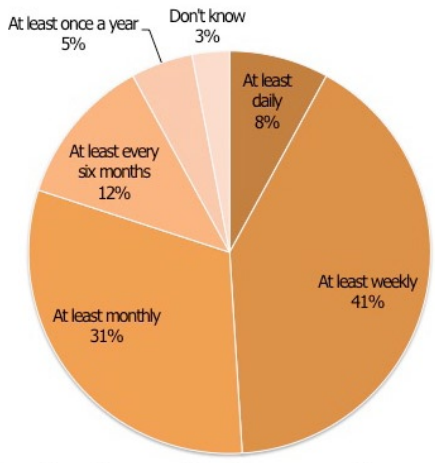


Figure 4. How often do you update the content of your website?

Willingness to learn?

Looking ahead, for the next 12 months, the most important issue for respondents' websites was 'understanding which content or functionality is most popular', with 52 per cent citing this as their top priority and 44 per cent citing it as important. This suggests, despite earlier evidence to the contrary, respondents are eager to improve their websites and make them more effective. 'Driving more registrations' was the second most important issue, with 41 per cent of respondents citing as top priority and 43 per cent as 'important'. Other more sophisticated metrics were less of a priority – these included 'identifying and engaging with anonymous visitors' and 'understanding the position of known visitors within the funnel'.

Clearly the majority of B2B companies are currently relatively unsophisticated in terms of their understanding of both visitor behaviour and use of analytics technology. Those companies that can take the lead in these areas stand, potentially, to gain significant competitive advantage.

The majority of B2B companies are currently relatively unsophisticated in terms of their understanding of both visitor behaviour and use of analytics technology.

Sponsor's comment

The thinking behind corporate websites

The importance of website performance to marketers

Websites are now strategically important 'fixed assets'. They are critical and often expensive platforms for almost every company to generate or facilitate. Despite this, the requirement to maximise the return on any large investment seems to have mostly escaped the attention of company directors. With this in mind, we conducted research with B2B Marketing to find out just how important website performance really is to businesses, and critically, when it is, to understand how marketers are analysing their websites to maximise their potential.

As we all know, the need for producing quality content is increasing. With 41 per cent of people changing website content weekly it proves a lot of companies are taking it seriously. Yet, only 14 per cent are actually tracking how successful that content is. And when it comes to making changes to user experience, 15 per cent are still basing decisions on gut feel.

Last year we undertook similar research, which established on average it took over a year to get board approval for a new website. What's interesting is this survey reveals why this might be – only one in five people use evidence of user experience and visitor journeys to back up their business case.

What is evident from the findings is there is still a lack of understanding between traditional free or paid-for analytics tools that report metrics, and those that report insight to help identify improvements that will increase performance. Busy marketers who don't have math degrees or time to analyse data, are starting to realise they need easy-to-use information to better results, and the promising news is that 43 per cent of respondents expect their investment in analytics to increase over the next year.



BEN HARRIS
CEO, DECIBEL

When it comes to making changes to user experience, 15 per cent are still basing decisions on gut feel.

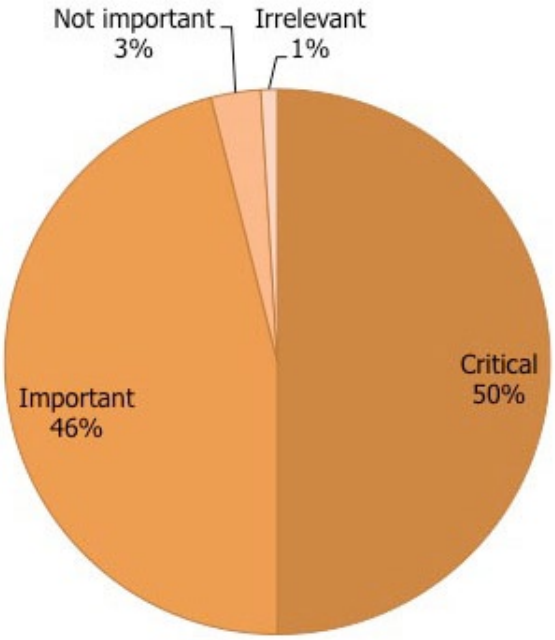


Figure 1. How important is your website to your business?

Figure 2. Function of websites

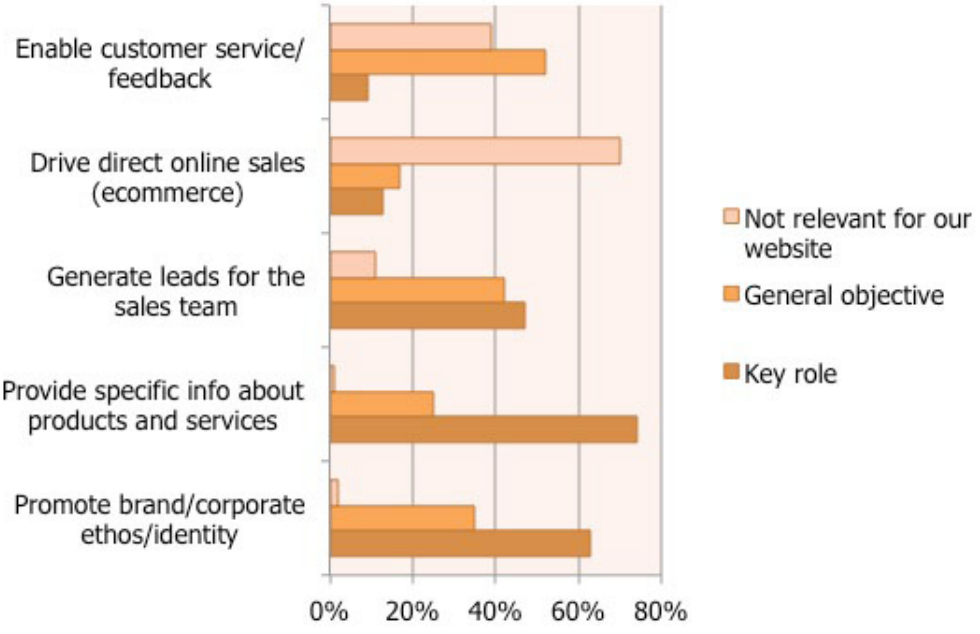
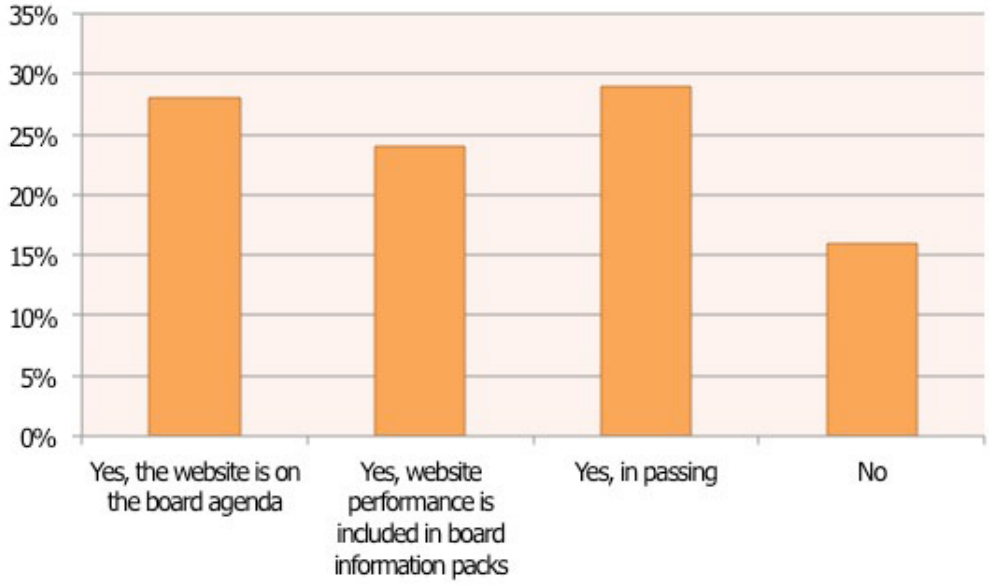


Figure 3. Board discussion of website performance



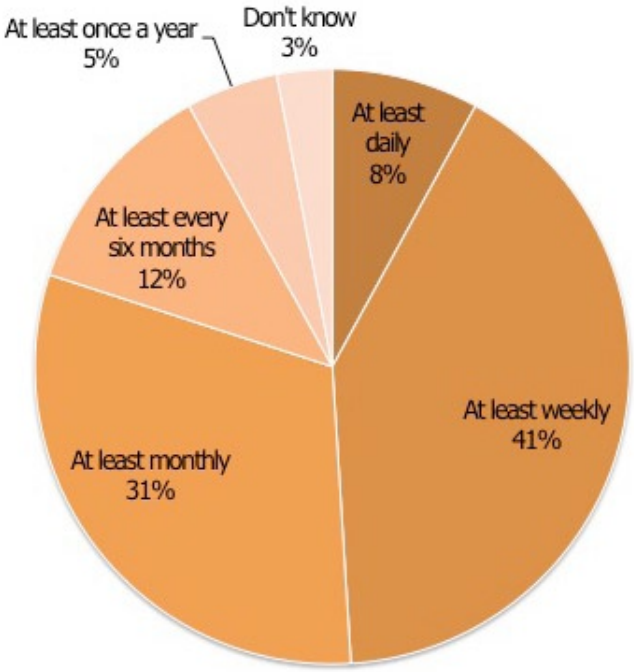


Figure 4. How often do you update the content of your website?

Figure 5. Metrics used to determine success

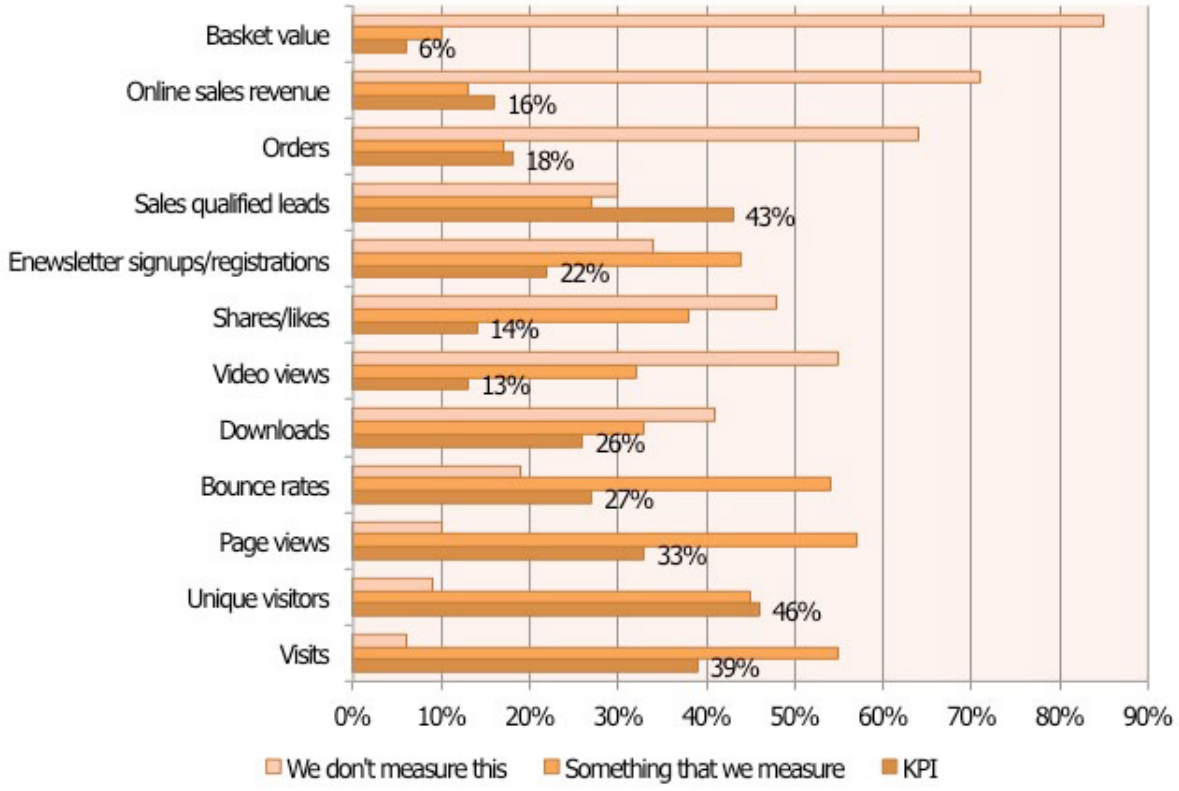
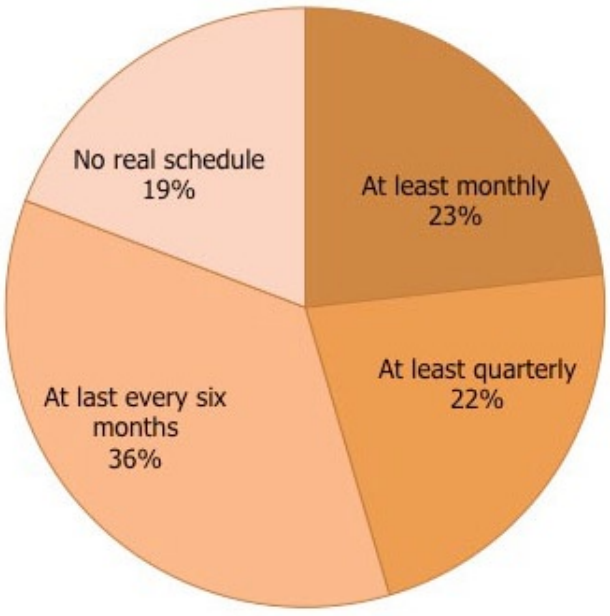


Figure 6. Website update frequency (beyond content)



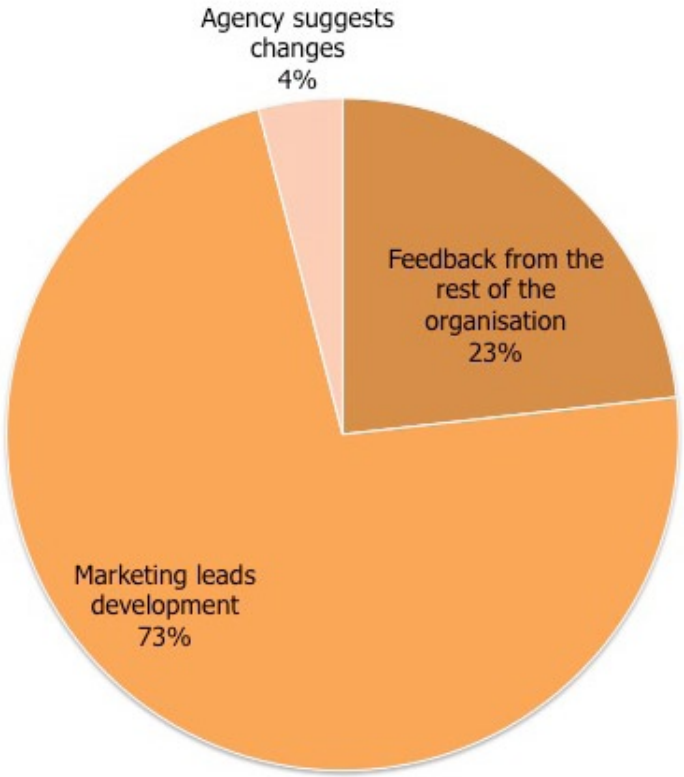


Figure 7. Who leads website development?

Figure 8. Data used for to drive business case for website changes

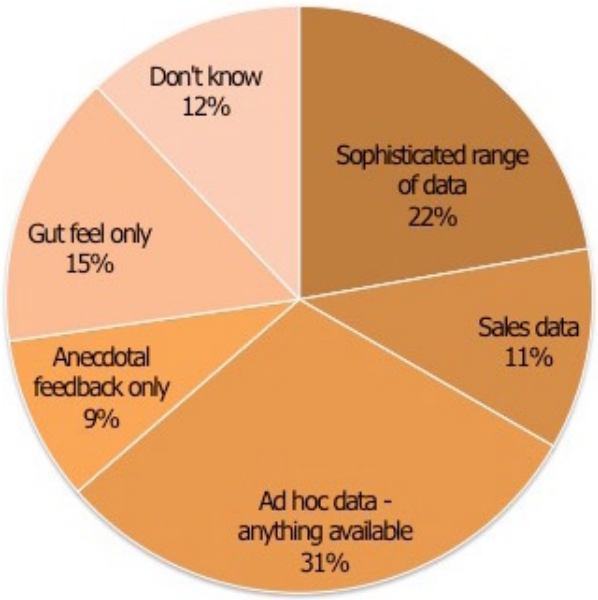


Figure 9. Current and future use of analytics platforms

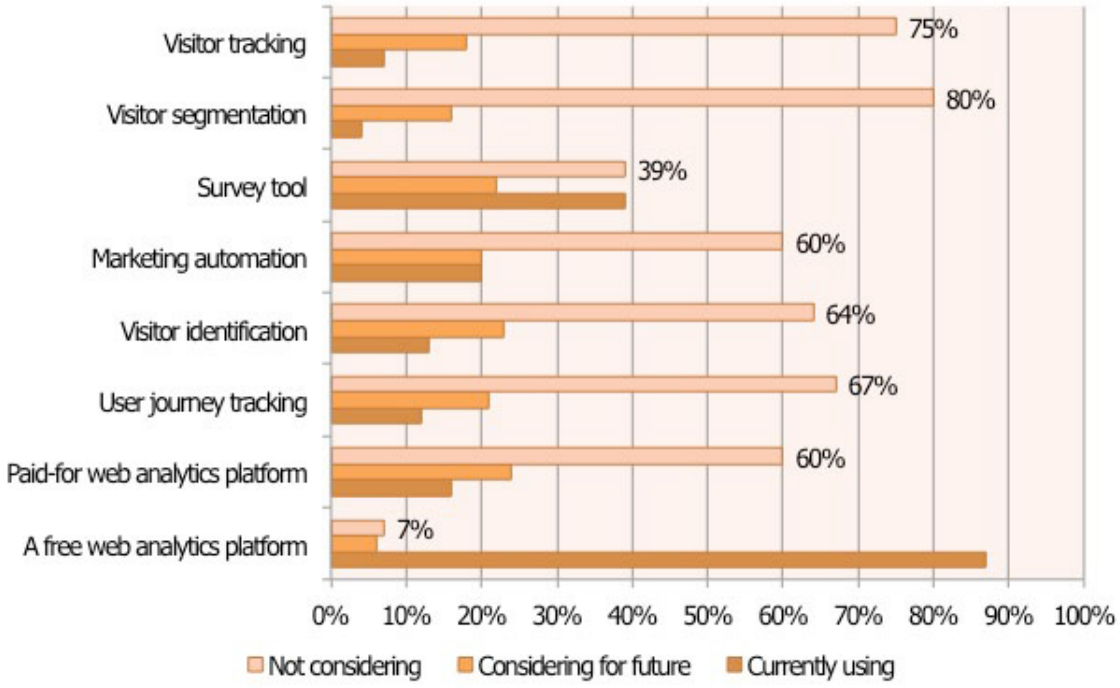


Figure 10. Budget for website technology

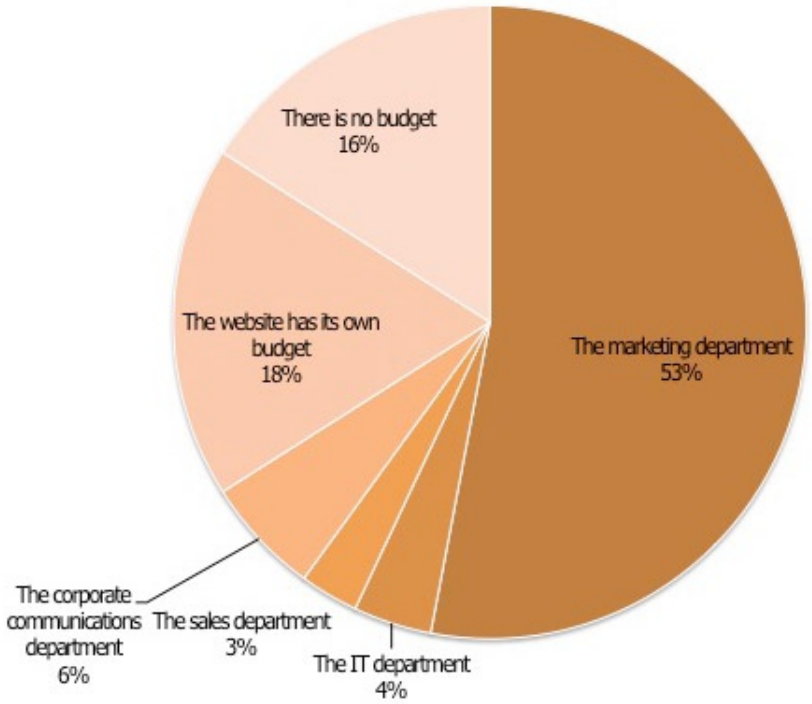


Figure 11. Investment in web analytics technology over next 12 months

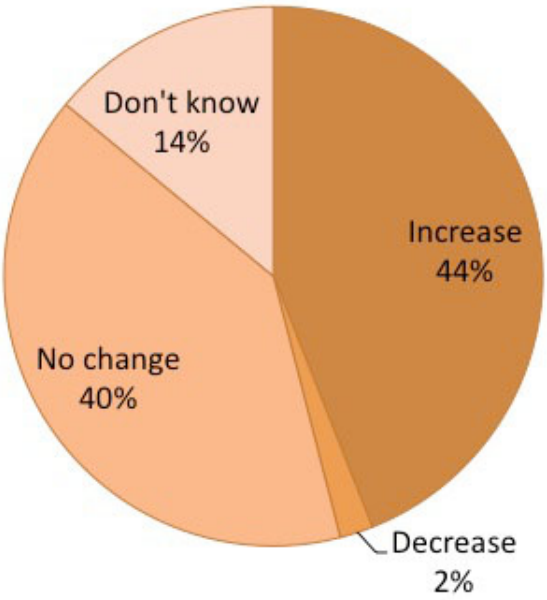


Figure 12. Effectiveness of current analytics infrastructure

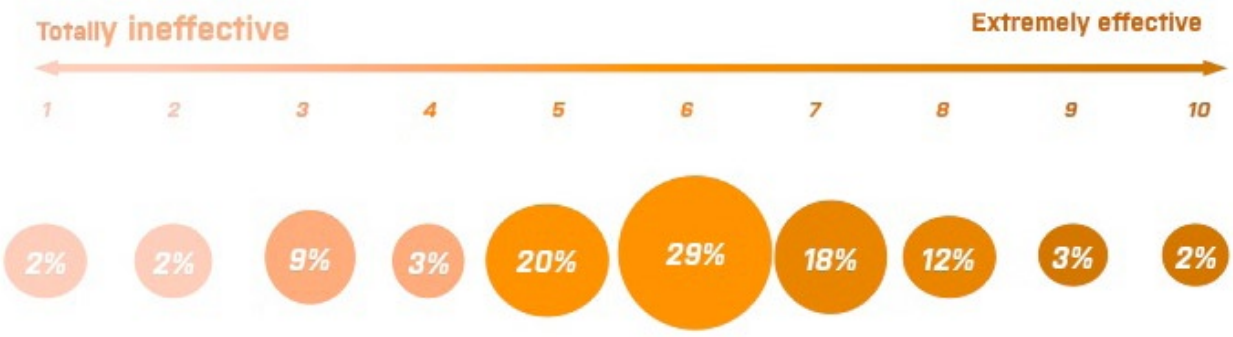


Figure 14. Usefulness of analytics data

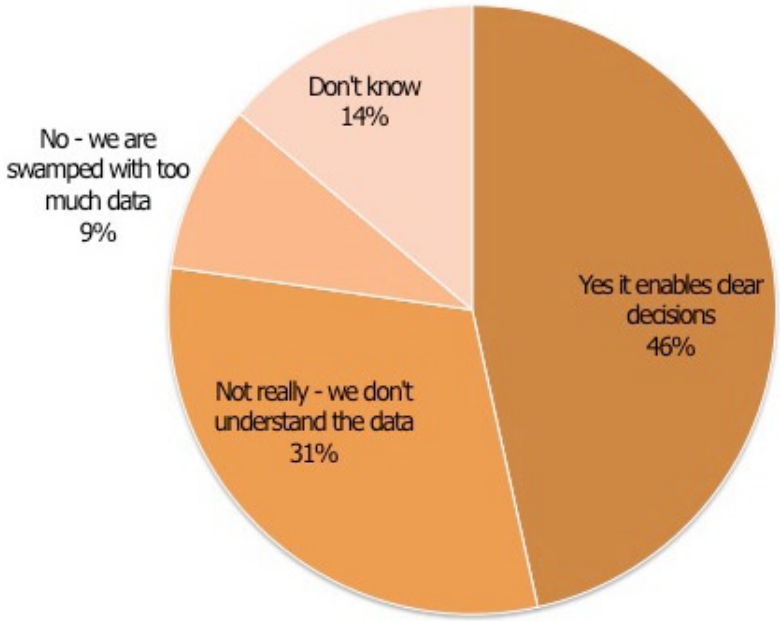


Figure 15. Use of web visitor tracking

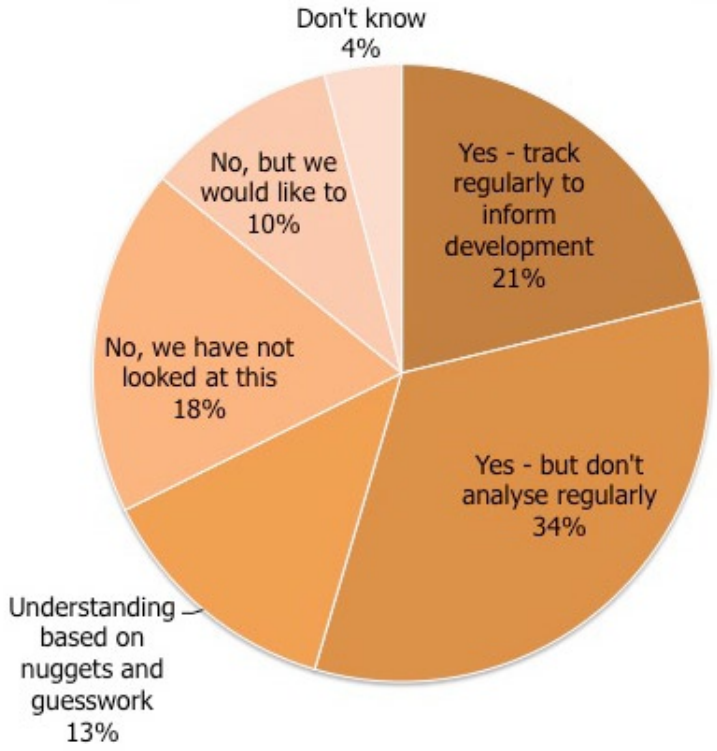


Figure 16. Reasons for not tracking visitors journeys

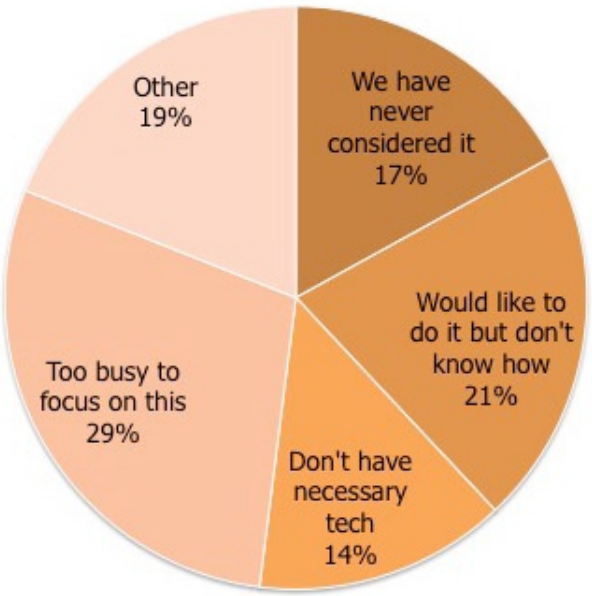


Figure 17. Utilisation of user experience (UX) testing

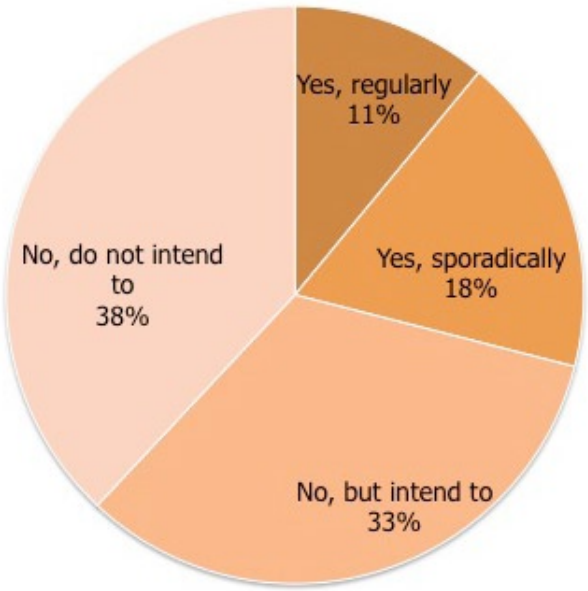


Figure 18. Reasons for not using UX testing

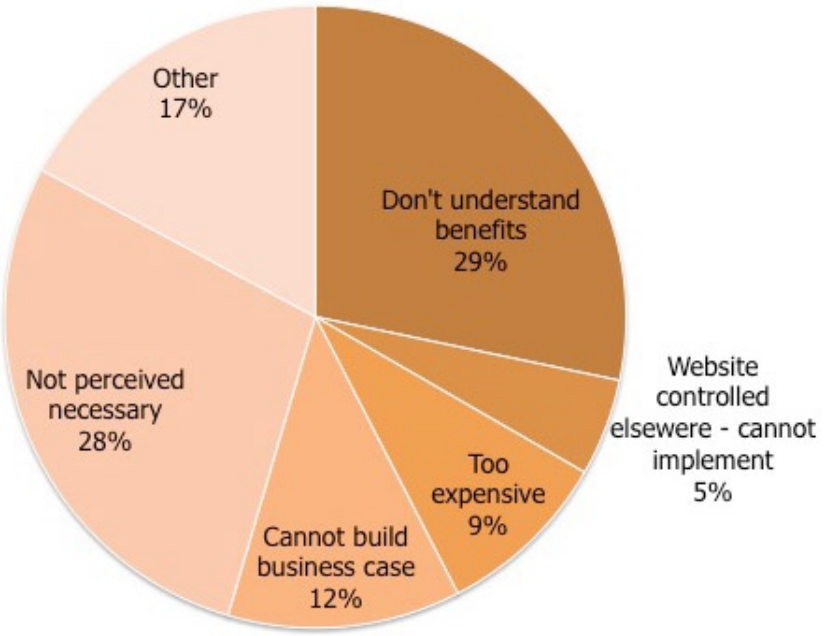


Figure 19. Response to UX data

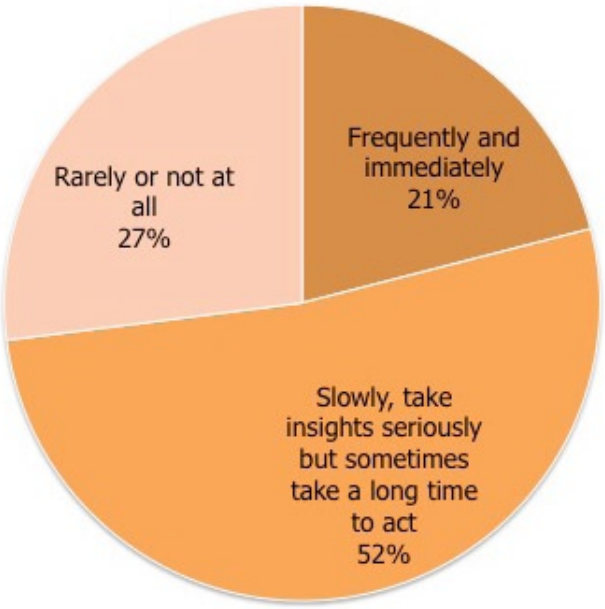


Figure 20. Importance of visitor conversion

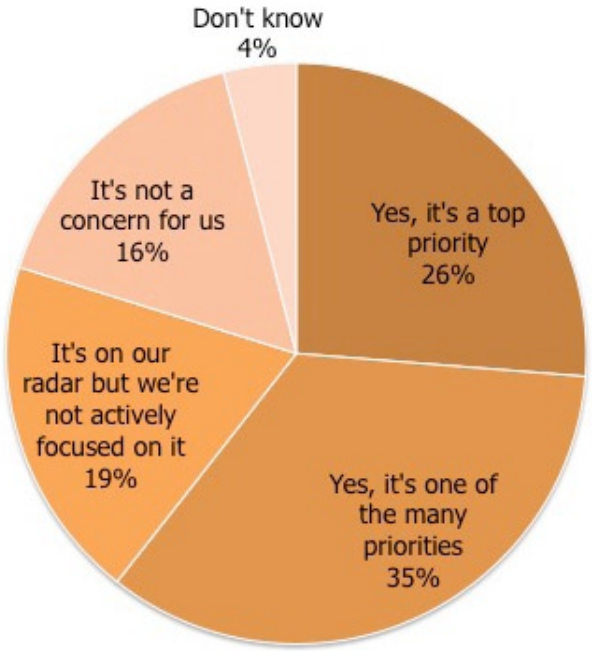
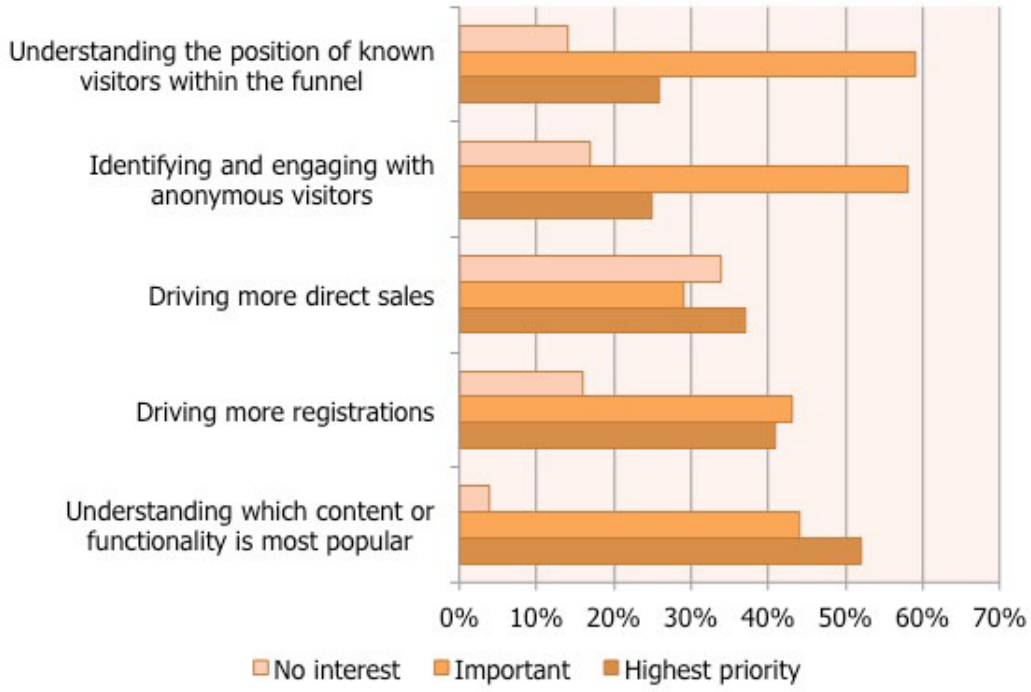


Figure 21. Future priorities



About B2B Marketing

B2B Marketing is the comprehensive information resource for B2B marketers. Its mission is to provide practitioners with the information they need to perform better and achieve more, whatever sector of the B2B space they are operating in.
Launched in 2004 as *B2B Marketing* magazine, it has since evolved into a multi-faceted resource, delivering a broad range of content in a variety of different forms and formats.

Its key products are:

Community: B2B Marketing is a community where you can learn, share and connect with other marketers to help better achieve your objectives. The site also holds a huge archive of content focusing on every conceivable aspect of B2B marketing and includes various opportunities for online interaction and learning, such as a best practice webcast programme and an interactive online directory for supplier sourcing.

Magazine: The essential monthly guide to B2B marketing, with a key focus on best practice guidance, plus monthly features looking at current trends, regular research and profiles.

Awards: The showpiece event for brands and practitioners, attracting over 700 people. Former winners include a host of top-tier B2B brands, including Amex, Barclays, Cisco, Dell, Fujitsu, IBM, KPMG, Nokia, O2, Oracle, Orange, SAP, Thomson Reuters, Vauxhall UK, and many more.

Research and reports: A library that houses the best in B2B practice, in-depth practical guidance and research into specific channels or industry issues.

Training and events: Highly-focused events and training sessions aimed at helping marketers hear and learn first hand from the experts in order to hone their skills.

Membership: Become a member and receive all research and reports for free. You will also receive exclusive invites to members-only networking events, get discounts on training seminars, workshops and conferences and receive a subscription to the monthly magazine. There are different levels of membership available. Please call +44 (0) 20 7269 6592 to find out more.

For more information on any of these products or services go to b2bmarketing.net or call +44 (0) 20 7438 1370

About Decibel Insight

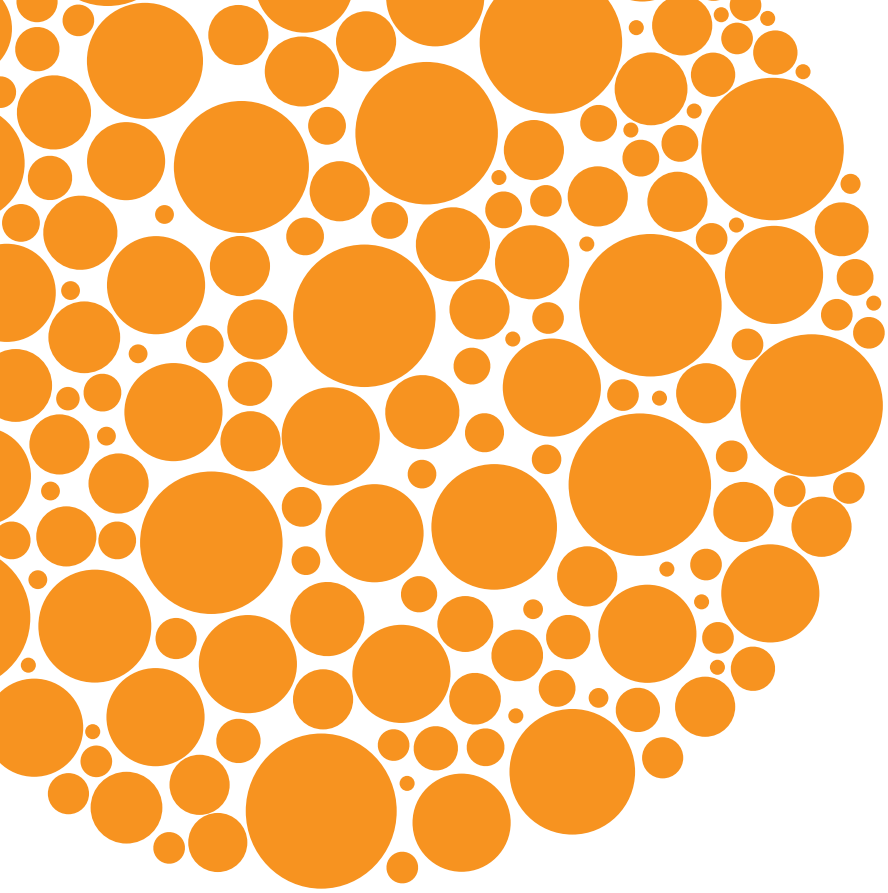
Decibel Insight is a conversion optimisation tool that empowers businesses with insightful data, enabling them to capture leads, increase conversion and improve ROI.

It identifies companies that visit your website, the pages, content and layouts that lead them to convert, or leave. Whether you're a seasoned or novice marketer, Decibel Insight's easy-to-use, patent-protected analytics tool delivers actionable intelligence that helps customers attract more leads and sales.

Dynamic features include intuitive 'Interaction Maps', 'Conversion Maps', 'Value Maps', 'Scroll Maps,' 'User Journey Playback', 'Time Maps' and 'Advanced Segmentation'. The product can also be fully integrated with responsive and mobile websites to maximise the potential across platforms and devices. This enterprise-level tool is delivered both as a SaaS offering and an on-premise solution.

Decibel Insight is part of a suite of website software solutions offered by Decibel Technology, based in Shoreditch, London.

For further information, please visit http://www.decibelinsight.com/.





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