

YOUR B2B WEBSITE COPY HEALTH CHECK

Why isn't your website converting visitors into customers?

Nikki Pilkington



NON-WANKY SEO

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WHY YOUR COPY MIGHT BE FAILING

Your website gets traffic. People visit your pages. But they're not getting in touch, requesting quotes, or booking consultations.

The problem isn't usually your products, services, or prices - it's your copy.

Most B2B websites suffer from:

- Generic messaging that could apply to any business
- Features-focused copy that ignores customer benefits
- Unclear calls to action that confuse rather than convert
- Industry jargon that alienates potential customers
- No clear value proposition that differentiates you from competitors

This health check helps you identify exactly where your copy is failing and what to fix first.

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HOW THIS HEALTH CHECK WORKS

The Scoring System:

- Each section scores 0-20 points
- Total possible score: 140 points
- 100-140: Strong copy with minor improvements needed
- 75-99: Good foundation but missing key elements
- 40-74: Significant problems affecting conversions
- Under 40: Major copy overhaul required

What You'll Need:

- 30 minutes of uninterrupted time
- Your website open in front of you
- A pen and paper for notes
- Honest self-assessment (no cheating!)



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SECTION 1: HOMEPAGE CLARITY (20 POINTS)

What you're evaluating:

Whether visitors understand what you do within 10 seconds

The Test:

Show your homepage to someone who doesn't know your business. Ask them:

- What does this company do?
- Who do they serve?
- What would happen if I contacted them?

Scoring:

- ☐ 20 points: They can answer all three questions clearly
- ☐ 10 points: They get the general idea but lack specifics
- ☐ 5 points: Confused about what you actually do
- ☐ 0 points: Completely baffled by your website

Your score: ____/20



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SECTION 2: VALUE PROPOSITION STRENGTH (15 POINTS)

What you're evaluating:

Whether you clearly communicate why customers should choose you

The Test:

- Does your homepage explain what makes you different from competitors?
- Do you highlight specific benefits customers receive?
- Is your unique selling point obvious and compelling?
- Would a prospect understand why they should choose you over alternatives?

Scoring:

- ☐ 20 points: Clear, compelling differentiation that addresses customer needs
- ☐ 10 points: Some differentiation but could be stronger or clearer
- ☐ 5 points: Vague differentiation that doesn't convince
- ☐ 0 points: Generic claims that could apply to any business

Your score: ____/20

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SECTION 3: SERVICE DESCRIPTIONS (15 POINTS)

What you're evaluating:

Whether your service pages actually explain what customers will get

The Test: Review your main service pages

For each service, check if the page answers:

- What exactly do you do?
- What problem does this solve for customers?
- What will the customer experience be like?
- What results can they expect?
- How do they get started?

Scoring:

- ☐ 20 points: All service pages answer at least 4 of these questions clearly
- ☐ 10 points: Most pages answer 3-4 questions
- ☐ 5 points: Vague descriptions that don't explain much
- ☐ 0 points: Generic service lists with no useful detail

Your score: ____/20



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SECTION 4: CALL-TO-ACTION EFFECTIVENESS (10 POINTS)

What you're evaluating:

Whether visitors know what to do next

The Test: CTA audit

Check your key pages for:

- Is there a clear primary action on each page?
- Are your CTAs specific rather than generic?
- Do you explain what happens after someone clicks/calls?
- Are CTAs visually prominent and easy to find?
- Do different pages have appropriate CTAs for that content?

Scoring:

- ☐ 20 points: Clear, specific CTAs that guide user behaviour
- ☐ 10 points: Generally good CTAs with minor improvements neededs
- ☐ 5 points: CTAs present but not particularly compelling
- ☐ 0 points: No clear CTAs or next steps

Your score: ____/20

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SECTION 5: TRUST AND CREDIBILITY (15 POINTS)

What you're evaluating:

Whether visitors trust you enough to make contact

The Test: Trust elements check

Check your key pages for:

- Do you display client testimonials or case studies?
- Are your qualifications, certifications, or awards visible?
- Do you show real client logos or project examples?
- Is your team information current and professional?
- Do you provide social proof (reviews, media mentions, etc.)?

Scoring:

- ☐ 20 points: Multiple strong trust signals throughout the site
- ☐ 10 points: Some trust elements but could be stronger
- ☐ 5 points: Few or weak credibility indicators
- ☐ 0 points: No visible trust elements

Your score: ____/20



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SECTION 6: MOBILE EXPERIENCE (10 POINTS)

What you're evaluating:

Whether your copy works on mobile devices

The Test: Mobile copy test

- Is your headline readable without zooming?
- Are paragraphs short enough for mobile screens?
- Can you easily find contact information?
- Do CTAs work properly on mobile?
- Is the overall experience user-friendly?

Scoring:

- ☐ 20 points: Copy works brilliantly on mobile
- ☐ 10 points: Usable but not optimised for mobile
- ☐ 5 points: Difficult to use on mobile
- ☐ 0 points: Mobile experience is terrible

Your score: ____/20



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SECTION 7: READABILITY AND FLOW (15 POINTS)

What you're evaluating:

Whether people can actually read and understand your copy

The Test: Readability check

- Do you use short sentences and paragraphs?
- Is your language conversational rather than corporate?
- Do you avoid unnecessary jargon?
- Are your pages scannable with headings and bullet points?
- Does the content flow logically from point to point?

Scoring:

- ☐ 20 points: Clear, engaging copy that's easy to read
- ☐ 10 points: Generally readable with some improvements needed
- ☐ 5 points: Somewhat difficult to read or understand
- ☐ 0 points: Dense, jargon-heavy copy or nearly unreadable corporate waffle

Your score: ____/20

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YOUR COPY REVIEW SCORE

Add up your points from all sections:

Section 1: Homepage Clarity ____/20

Section 2: Value Proposition ____/20

Section 3: Service Descriptions ____/20

Section 4: Call-to-Action ____/20

Section 5: Trust and Credibility ____/20

Section 6: Mobile Experience ____/20

Section 7: Readability and Flow ____/20

TOTAL SCORE: ____/140

What Your Score Means:

100-140 points: Strong Foundation Your copy is working well with minor improvements needed. Focus on the lowest-scoring sections for quick wins.

75-99 points: Good Potential Solid foundation but missing key elements. Prioritise improving your value proposition and trust signals.

40-74 points: Significant Issues Your copy is likely costing you conversions. Start with homepage clarity and service descriptions.

Under 40 points: Major Overhaul Needed Your copy isn't serving your business. Consider professional copywriting help or a complete rewrite.

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PRIORITY ACTION PLAN

Based on your score, tackle improvements in this order:

If you scored under 40:

1. Fix homepage clarity first - this affects everyone who visits
2. Strengthen your value proposition
3. Rewrite your main service pages
4. Add trust signals and testimonials

If you scored 40-74:

1. Improve your weakest section first
2. Strengthen calls-to-action across all pages
3. Add more trust and credibility elements
4. Optimize for mobile if needed

If you scored 75+:

1. Fine-tune your lowest-scoring areas
2. Test different CTAs to improve conversion
3. Add more social proof and case studies
4. Consider A/B testing key pages

Remember: You don't need to fix everything at once. Pick your highest-impact improvements and tackle them systematically.



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QUICK WINS YOU CAN IMPLEMENT TODAY

Immediate Improvements (30 minutes each):

Homepage Hero Section:

1. Write one clear sentence explaining what you do
2. Add a specific, action-oriented CTA
3. Include one key benefit customers receive

About Page:

1. Lead with why you started the business and what problem you solve
2. Include recent, professional team photos
3. Add client testimonials or success stories

Contact Page:

1. List multiple ways to get in touch
2. Explain what happens after someone contacts you
3. Include your physical address if you have one
4. Add your response time expectations

Service Pages:

- Start each page with the problem you solve
- Use bullet points to make benefits scannable
- End with a clear next step
- Include relevant case studies or examples



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GET PROFESSIONAL HELP

Your website copy is either helping your business grow or holding it back. Use this review to identify your biggest opportunities and start making improvements.

Want help turning this review into results?

If your copy scored under 80, or you found several areas needing improvement, it might be time to get professional help.

BOOK A 1:1 COPY STRATEGY SESSION

In 60 minutes, I'll:

- Review your specific website and copy challenges
- Give you a clear action plan for improvements
- Show you exactly what to change for better conversions
- Answer your questions about copywriting and SEO

Why work with me?

- 30+ years of SEO and copywriting experience
- I focus on copy that converts, not just sounds clever
- Straight-talking advice without the marketing bollocks
- I understand B2B businesses, what makes them tick, AND what brings them customers

A pink circular logo containing the letters 'NP' in a bold, black, sans-serif font.

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BOOK YOUR 1:1 COPY STRATEGY SESSION

COPY REVIEW 1:1

Ready to turn your
website visitors
into customers
not vanity stats??

CLICK TO BOOK



NIKKI PILKINGTON

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