6 UX Mistakes That Cost B2B Websites Leads
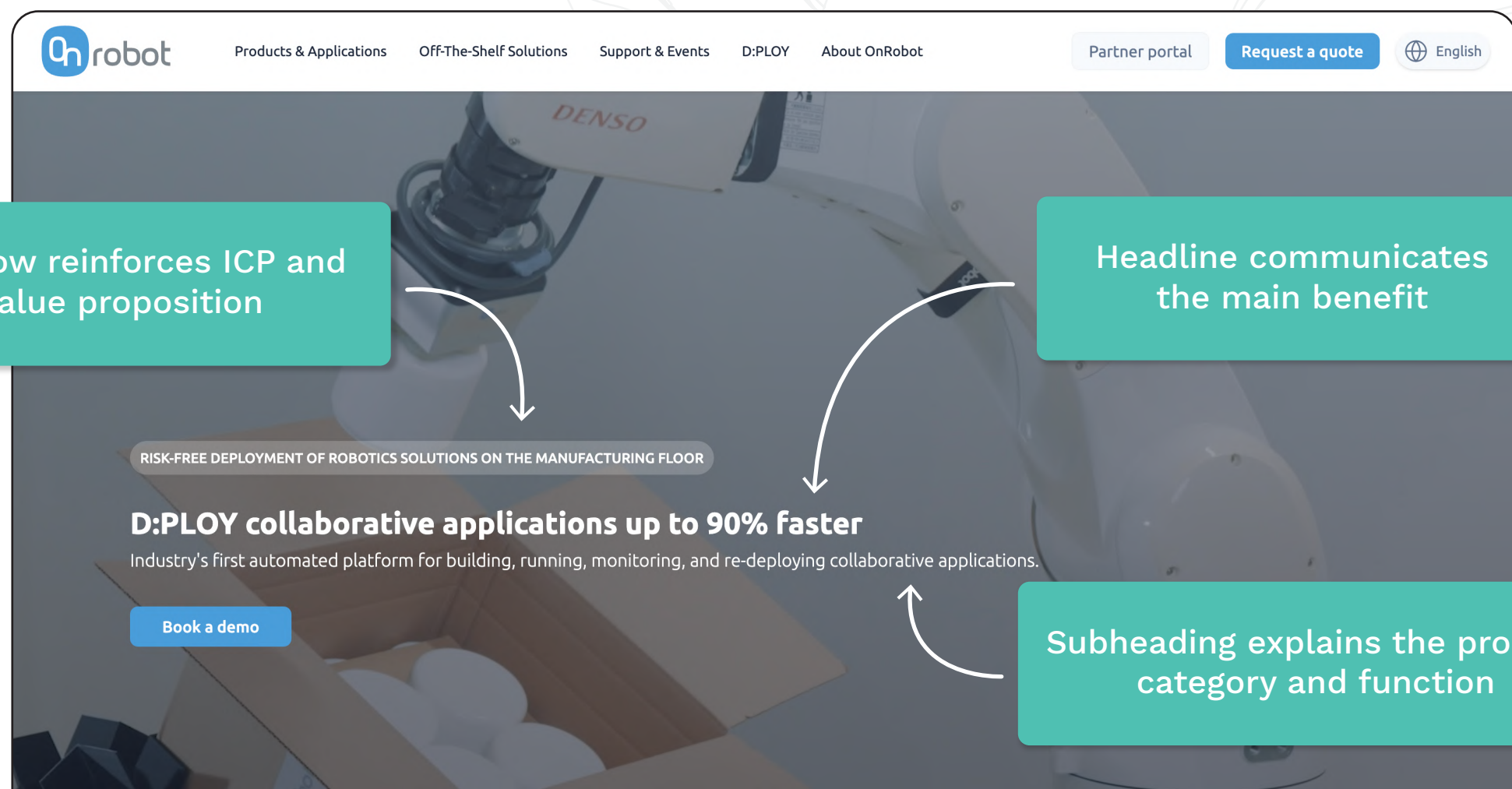
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Further

#1 Unclear Value Proposition

Opening with vague, jargon-heavy headlines like "Transforming digital ecosystems with scalable solutions" makes it unclear what you offer.

State **what you do**, **who it's for**, and **the core benefit** right away.

Focus on user pain points, not product features.

How we did it better:

Eyebrow reinforces ICP and value proposition

Headline communicates the main benefit

Onrobot   Products & Applications   Off-The-Shelf Solutions   Support & Events   D:PLOY   About OnRobot   Partner portal   Request a quote   English

RISK-FREE DEPLOYMENT OF ROBOTICS SOLUTIONS ON THE MANUFACTURING FLOOR

D:PLOY collaborative applications up to 90% faster

Industry's first automated platform for building, running, monitoring, and re-deploying collaborative applications.

Book a demo

Subheading explains the product category and function

#2 Poor CTA Strategy

Missing or hard-to-find call-to-action buttons frustrate users.

Use high-contrast CTAs in the navigation bar and keep them visible on mobile and when scrolling. This can increase conversions by up to 35%.

Using vague, generic copy like "Get started" or "Contact" doesn't tell users what happens next.

Use low-friction, benefit-focused copy such as "Talk with an expert."

How we did it better:

OnRobot

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VGP20

Flexible electrical vacuum gripper

- Industry's most powerful electric vacuum over pneumatic grippers
- Ideal for palletizing boxes—including cardboard—and handling irregular shapes
- Built-in intelligence and multichannel flexible operation
- Complete out-of-the-box vacuum gripper offers fast, easy deployment with any leading robot

See it in action | Datasheet

High-contrast, benefit-driven CTA

CTA makes expectations clear

**Secondary CTA visually separated from primary CTA**

Why VGP20 Gripper?

Cost Saving
Saves you up to 90% on operating and maintenance cost compared to traditional penumatic solutions

High Flexibility
Unlimited customization, can be deployed in a wide range of applications

All electric solution that is ready to deploy out-of-the-box

#3 Weak Social Proof

Burying social proof near the bottom of the page means users leave before they see why they should trust you.

Distribute trust signals throughout the journey: partner logos and testimonials after the hero, press releases or awards near the pricing section and case studies mid-scroll.

Use data to boost credibility. Instead of broad claims like "transformed our business," ask for specific outcomes such as "reduced labor costs by 27%."
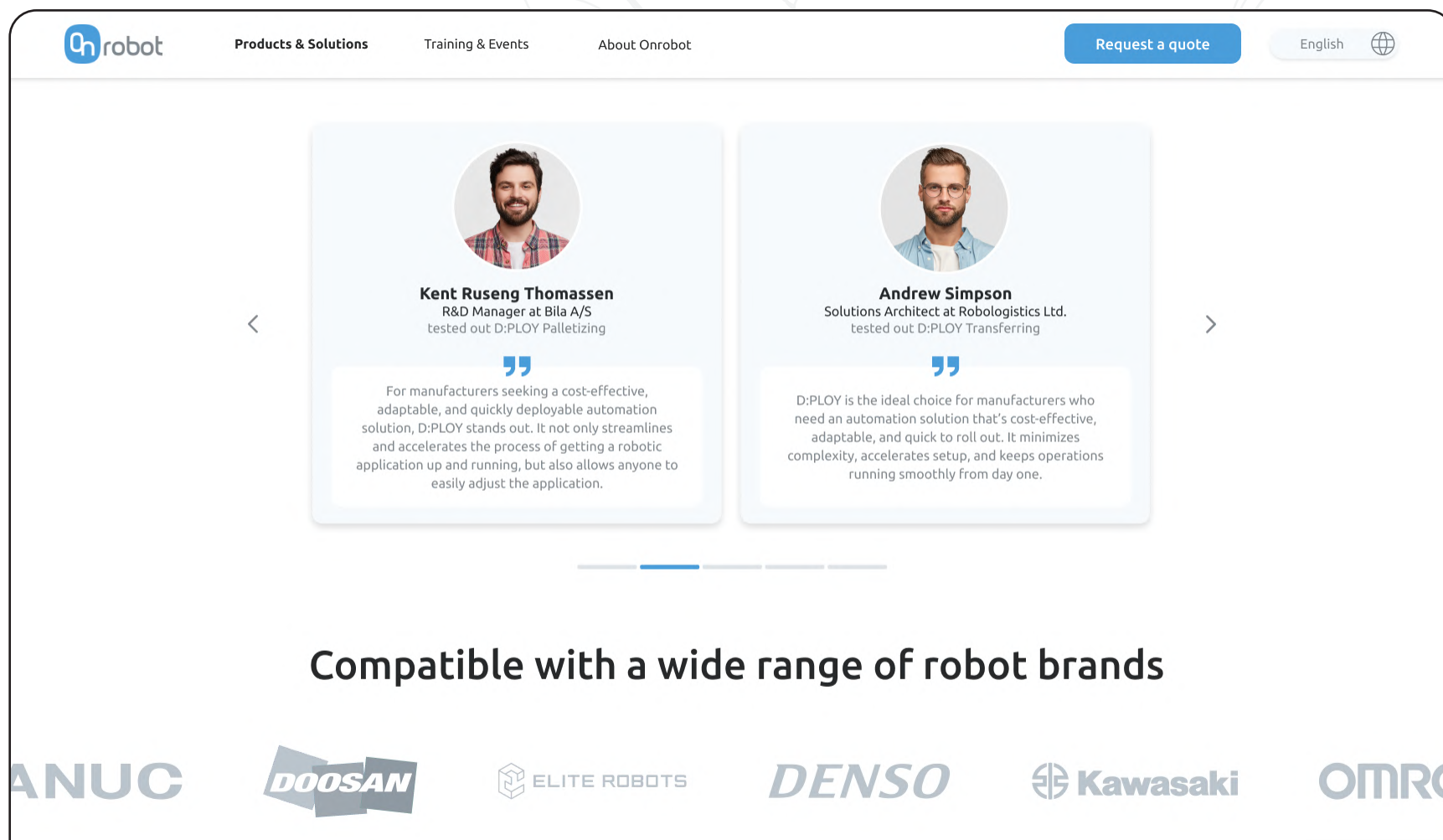
#4 High-friction forms

Asking for too much info too early (10+ fields) increases drop-offs.

Limit forms to 5–6 fields and use enrichment tools like Clay to fill in additional data later.

Use progressive profiling to gather more info as users move deeper into the funnel.

Add a short explanation above the form on what will happen next.

How we did it better:

On robot   Products & Applications   Off-The-Shelf Solutions   Support & Events   D:PLOY   About OnRobot   Partner portal   Request a quote   🌐 English

Request a quote

Please provide the following information and we will send your quote within a few business days.

First name *
John

Last name *
Doe

Email *
john.doe@onrobot.com

Phone *
+1 234 567 8900

Company *
OnRobot's next customer

Country/Region *
Select country/region...

Message
Anything else you want share with us...

☑ Yes, please keep me updated on OnRobot news, events and

☑ By filling out the form, you agree to our Terms of Use *

Request a quote

Contextual copy clearly explaining what users can expect
(also reinforced on the thank-you page)

We reduced the field count on OnRobot's website and immediately saw a significant decrease in form-page exit rates.

#5 Lack of Audience Targeting

Showing the same homepage messaging to every visitor ignores B2B buying realities, where different roles value different outcomes. Technical evaluators, executives, and end users each look for different benefits.
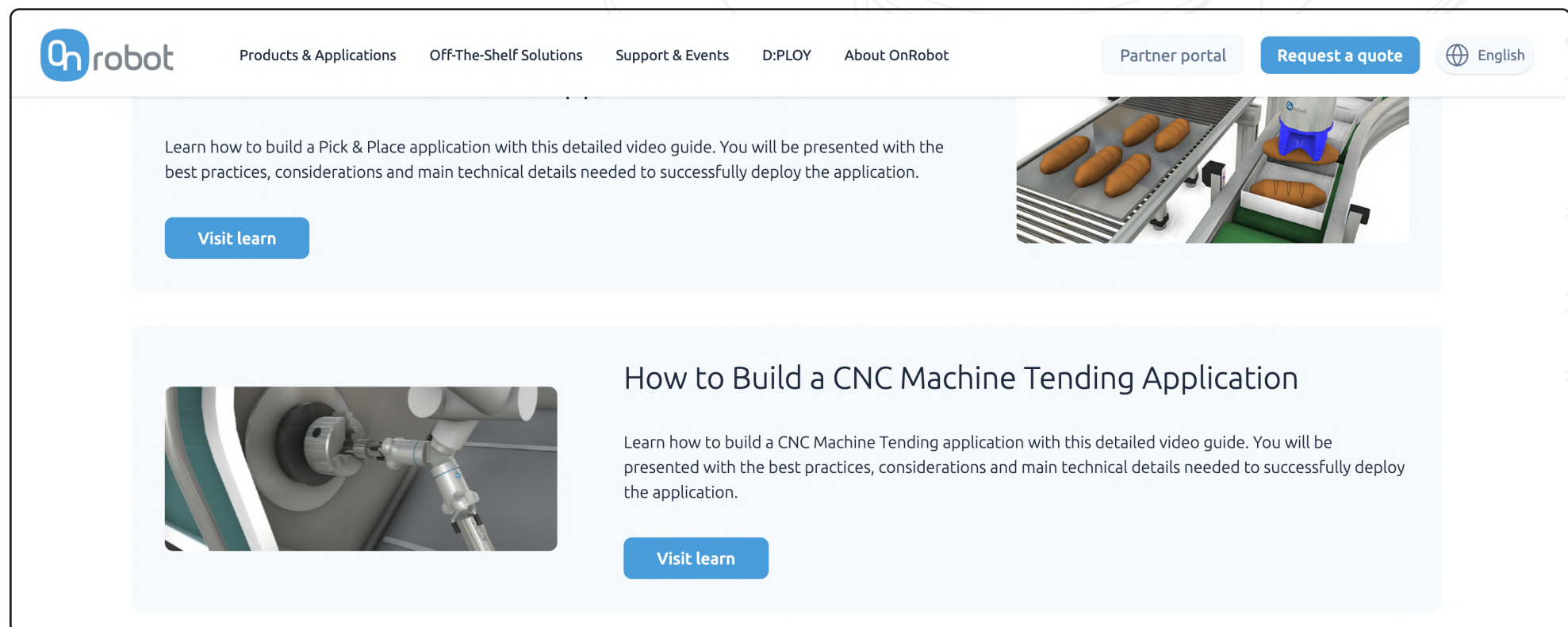
Provide role-specific pathways:
- For tech: integrations, scalability, compliance
- For financial decision makers: cost savings, ROI, reporting
- For operations: automation, efficiency, reliability

Pages often push "Request a quote" too early. Top- and mid-funnel visitors (researchers, end users) aren't ready.

Offer conversion paths tailored to buyer readiness:
- Awareness: "Download the guide"
- Consideration: "Explore use cases"
- Decision: "Request a demo"

Products & Applications   Off-The-Shelf Solutions   Support & Events   D:PLOY   About OnRobot   Partner portal   **Request a quote**   English

Learn how to build a Pick & Place application with this detailed video guide. You will be presented with the best practices, considerations and main technical details needed to successfully deploy the application.

Visit learn

How to Build a CNC Machine Tending Application

Learn how to build a CNC Machine Tending application with this detailed video guide. You will be presented with the best practices, considerations and main technical details needed to successfully deploy the application.

Visit learn

#6 Ignoring User Data

Making decisions without checking analytics leads to assumptions that don't reflect real user behavior.

Track behavioral metrics such as scroll depth, clicks, and dwell time to understand where friction occurs.

Set up tracking on all key CTAs and forms to see where conversions drop off.

Review data monthly and run A/B tests on headlines, CTAs, and form variations to validate decisions.

**Your idea.
Build it. Scale it. Go Further.**

Let's Fix What's Costing You Leads

Get your UX audit now ⟶

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