

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:

The screenshot shows the OnRobot website homepage. At the top, there is a navigation bar with links: Products & Applications, Off-The-Shelf Solutions, Support & Events, D:PLOY, About OnRobot, Partner portal, Request a quote, and a language switcher for English. The main visual is a large image of a robotic arm. Overlaid on the image are several green callout boxes with white text and arrows pointing to specific design elements:

- An arrow points from the text "Eyebrow reinforces ICP and value proposition" to the "OnRobot" logo in the top left corner.
- An arrow points from the text "Headline communicates the main benefit" to the main headline "D:PLOY collaborative applications up to 90% faster".
- An arrow points from the text "Subheading explains the product category and function" to the subtext "Industry's first automated platform for building, running, monitoring, and re-deploying collaborative applications."
- A small arrow points from the "Book a demo" button at the bottom left to the "Book a demo" link in the footer.

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

#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:

The screenshot shows the OnRobot website for the VGP20 gripper. A large teal call-to-action button at the top left reads "CTA makes expectations clear". Another teal button on the right side of the page reads "High-contrast, benefit-driven CTA". A third teal button at the bottom right reads "Secondary CTA visually separated from primary CTA". Arrows point from each of these three text boxes to their respective corresponding UI elements on the page.

OnRobot

Products & Applications Off-The-Shelf Solutions Support & Events D:PLOY About OnRobot Book a demo English

VGP20
Flexible electrical vacuum gripper

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

CTA makes expectations clear

Why VGP20 Gripper?

Cost Saving High Flexibility

Saves you up to 90% on operating and maintenance cost compared to traditional pneumatic solutions

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

See it in action Datasheet

High-contrast, benefit-driven CTA

Secondary CTA visually separated from primary CTA

#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%.”

The screenshot shows a mobile-optimized version of the Onrobot website. At the top, there's a navigation bar with the Onrobot logo, 'Products & Solutions', 'Training & Events', 'About Onrobot', a 'Request a quote' button, and a language selector for 'English'. Below the navigation, there are two testimonial cards side-by-side. Each card features a circular profile picture of a man, their name, title, and a brief quote. The first testimonial is for Kent Ruseng Thomassen, R&D Manager at Bila A/S, who tested out D:PLOY Palletizing. The second testimonial is for Andrew Simpson, Solutions Architect at Robologistics Ltd., who tested out D:PLOY Transferring. Both cards include a short quote from the testimonial and a detailed description below it. At the bottom of the screen, there's a banner stating 'Compatible with a wide range of robot brands' followed by logos for various robotics companies.

Onrobot

Products & Solutions

Training & Events

About Onrobot

Request a quote

English

Kent Ruseng Thomassen
R&D Manager at Bila A/S
tested out D:PLOY Palletizing

Andrew Simpson
Solutions Architect at Robologistics Ltd.
tested out D:PLOY Transferring

For manufacturers seeking a cost-effective, adaptable, and quickly deployable automation solution, D:PLOY stands out. It not only streamlines and accelerates the process of getting a robotic application up and running, but also allows anyone to easily adjust the application.

D:PLOY is the ideal choice for manufacturers who need an automation solution that's cost-effective, adaptable, and quick to roll out. It minimizes complexity, accelerates setup, and keeps operations running smoothly from day one.

Compatible with a wide range of robot brands

ANUC

DOOSAN

ELITE ROBOTS

DENSO

Kawasaki

OMRO

#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:

The screenshot shows the 'Request a quote' form on the OnRobot website. The form has been simplified from 10+ fields to 6 fields: First name*, Last name*, Email*, Phone*, Company*, and Country/Region*. Contextual copy at the top states: 'Please provide the following information and we will send your quote within a few business days.' A note below the message field says: 'Anything else you want share with us...'. At the bottom, two checkboxes are present: 'Yes, please keep me updated on OnRobot news, events and offers' and 'By filling out the form, you agree to our [Terms of Use](#)*'. A 'Request a quote' button is at the bottom right.

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”

The screenshot shows the OnRobot website with a navigation bar including 'Products & Applications', 'Off-The-Shelf Solutions', 'Support & Events', 'D:PLOY', 'About OnRobot', 'Partner portal', 'Request a quote', and language selection. Two video guides are displayed:

- How to Build a Pick & Place application**: A video thumbnail shows a robotic arm placing bread rolls onto a conveyor belt. Below it is a 'Visit learn' button.
- How to Build a CNC Machine Tending Application**: A video thumbnail shows a robotic arm interacting with a CNC machine. Below it is a 'Visit learn' button.

Both video descriptions mention learning best practices, considerations, and technical details for deployment.

#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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