B2B INSIGHTS

STATE OF B2B WEBSITES

SEO AND PERFORMANCE METRICS

2025

BENCHMARK

EDITION #1

REPORT BY

growthlabs

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B2B INSIGHTS STORY

WHY WE DO THIS

Many B2B organisations are almost invisible to their target audience.

Turning this around so that you can be found, build awareness and demonstrate your credibility has a huge impact on success. Growthlabs have delivered this result many times, and our mission is to make businesses better by connecting them effectively with their audience.

We wanted to show what good and bad performance looks like across the B2B sector to help more businesses recognise the importance of this work.

Our benchmarking of website optimisation metrics lets you see where you stand against your peers. And to then take actions to address issues and outperform your competitors.

BENCHMARKS MAKE US BETTER

The State of B2B Websites report is our passion project to assess the whole B2B sector using the same data analysis tools we use for clients.

Generating high value enquiries from the website is often the goal of businesses, but the report highlights why many don't succeed in that aim. We can see from this report the clear opportunity to use strategic website investment to outperform your competitors.

GAVIN BURT - FOUNDER
GROWTHLABS

B2B MARKETING DEMAND

The top 3 concerns our clients face in B2B:

DIGITAL STOREFRONT
A MODERN WEBSITE
Make it easy for users to find information and take action. Use modern design and trust factors to show professionalism, expertise and impact.

BE DISCOVERABLE
GET FOUND ON SEARCH
Ensure the website is setup to be accurately and easily indexed by search engines. Optimise content with purpose around the keywords that matter for you.

GENERATE LEADS
BUILD YOUR PIPELINE
Use ongoing activity and campaigns (organic and paid) to generate high quality traffic and convert this into leads and enquiries.
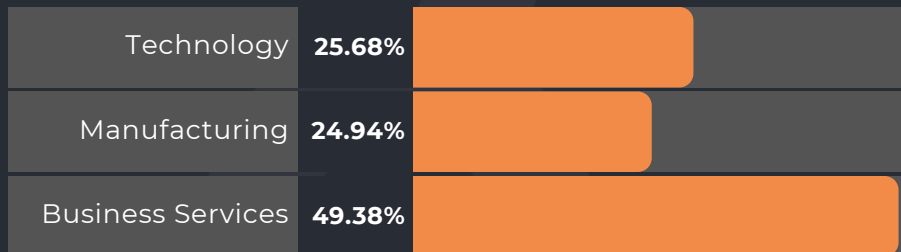
BUSINESS SAMPLE

This report contains benchmarks from various B2Bs in the UK. Here's some more information about them.
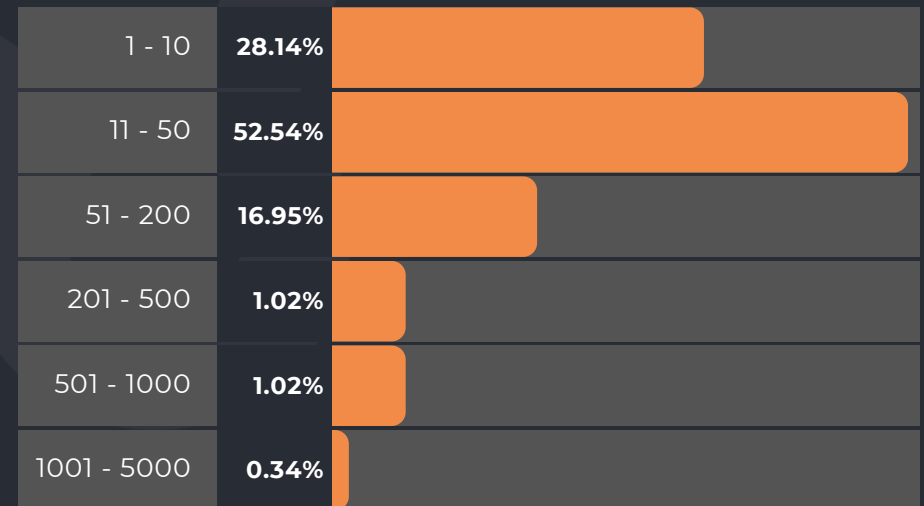
194 Companies

TOOK PART IN THIS RESEARCH

INDUSTRIES

Industry	%
Technology	25.68%
Manufacturing	24.94%
Business Services	49.38%

COMPANY SIZE

Size	%
1 - 10	28.14%
11 - 50	52.54%
51 - 200	16.95%
201 - 500	1.02%
501 - 1000	1.02%
1001 - 5000	0.34%

PERFORMANCE

➤➤ **General B2B Website Performance**

➤➤ **Desktop vs Mobile Performance**

➤➤ **Frequent Performance Mistakes**

GENERAL B2B WEBSITE PERFORMANCE

Website Performance Score

The website performance score in this report is provided by Google's PageSpeed Insights, which measures how well a webpage performs based on various speed and UX metrics. This score ranges from 0 to 100, with higher scores indicating better performance.

WHY SHOULD I CARE?

The Benefits of a High-performance Score

1 User Experience
Fast-loading sites keep visitors engaged and reduce bounce rates.

2 SEO and Rankings
Search engines favour faster websites, improving your search rankings.

3 Lead Generation and Conversion
Slow sites can deter visitors from completing actions like filling out forms.

4 Mobile Performance
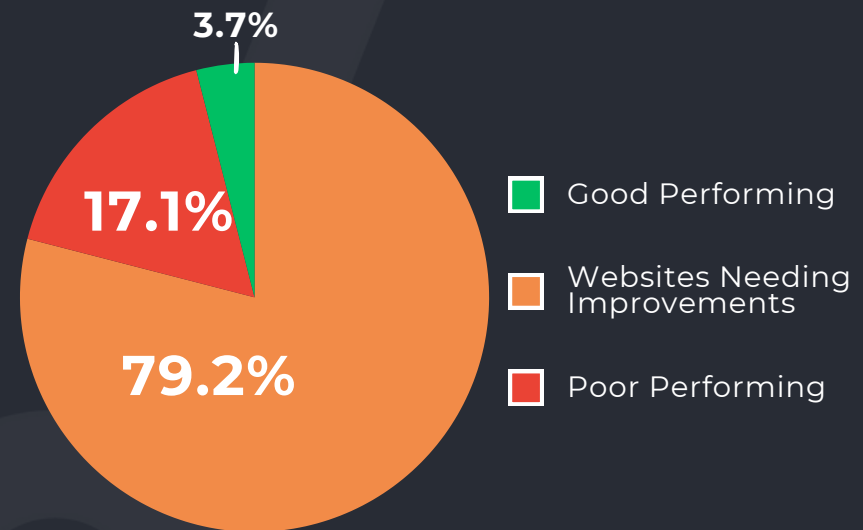Search engines rank for this metric, and B2B sites get significant mobile traffic.

GENERAL B2B WEBSITE PERFORMANCE

What is a good score?

To ensure a positive user experience, websites should aim for a high score (90-100). Achieving a "perfect" score of 100 is very difficult and not typically expected.

Good
90 - 100

Needs Improvement
50 - 89

Poor Performance
0 - 49

Performance Score Catagories

65.9

AVERAGE PERFORMANCE SCORE

3.7%

17.1%

79.2%

- ■ Good Performing
- ■ Websites Needing Improvements
- ■ Poor Performing

! Only **3.7%** of the sites we analysed showed a Good Performance. **96.3%** were poor or needed improvement

GENERAL B2B WEBSITE PERFORMANCE SUMMARY

It is staggering that such a large majority of B2B websites (over 95%) perform below Google's assessment of good site performance. This will have a profound negative impact on the user experience and search ranking of these websites.

Opportunity Awaits!
Good performance significantly improves useability and engagement with the site, as well as visibility on searches. With many competitors performing poorly, there is a great opportunity to differentiate your business.

HOW IS YOUR WEBSITE PERFORMING?

We offer a limited number of free website audits. They include:

- Web Performance Report
- Tech Stack Analysis
- SEO Analysis Analysis
- Domain Rating Report

We'll even identify recommendations you can implement to improve performance!
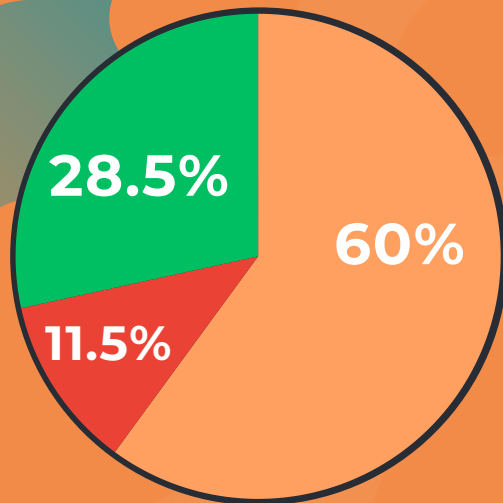
REVIEW MY WEBSITE

TOP 5 REASONS FOR A BAD SCORE

❌ **Large Images**

❌ **Excessive JavaScript and CSS**

❌ **Lack of Caching**

❌ **Server Response Time**

❌ **Render-Blocking Resources**

DESKTOP PERFORMANCE

75.1 Average Score

28.5%

11.5%

60%

■ Good Performing   □ Needs Improvement   ■ Poor Performing

MOBILE PERFORMANCE

57.1 Average Score

3%

29%

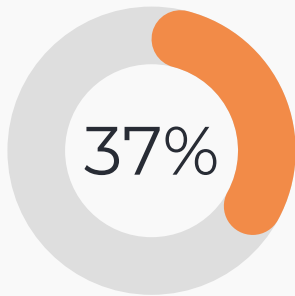**69%**
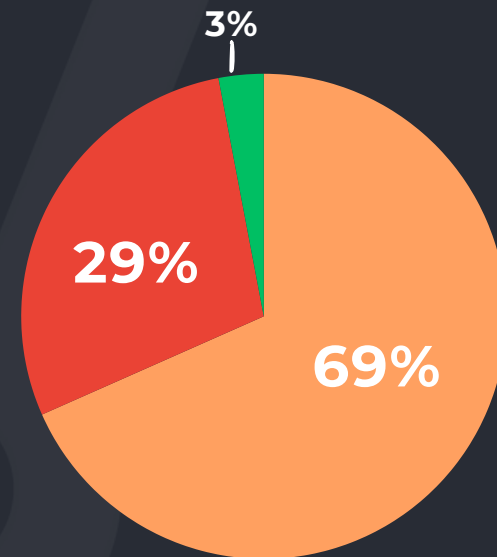
■ Good Performing   □ Needs Improvement   ■ Poor Performing

WEB PERFORMANCE
HIGH WAITING TIME

The time a browser waits after sending a request to the server before it receives the first byte of data. This metric is essential because it affects the overall load time and user experience.

37%

% of websites with high waiting time pages

17

Average number of high waiting time pages per website

High Waiting Time

> 1800 ms

BEN SCHUTTE
Web Developer

"Website hosting is the cornerstone of website performance. Google will penalise you for a bad user experience without proper web speed. Allow me to review your website for free."

REVIEW WEBSITE

WEB PERFORMANCE
HIGH LOADING TIME

High loading time is the duration a webpage takes to fully load and become interactive for users. This metric is essential for user experience and SEO.

40%

% of websites with high loading time pages

18

Average number of high loading time pages per website

High Loading Time
> 4 Seconds

WANT TO GO FROM SLOW TO FAST?

Chat to us to make it happen.

FREE CONSULTATION

REVIEW YOUR WEBSITE FOR FREE

- **Web Performance Report**
- **Tech Stack Report**
- **SEO Analysis Report**
- **Design UI/UX Report**

REVIEW WEBSITE

MOBILE - THE DOWNFALL OF B2B WEBSITE PERFORMANCE

It is clear that B2B websites are not well optimised and have lower performance for mobiles than desktops. Although consumer focussed websites have higher mobile usage, B2B websites still get around 40% of traffic from these devices. Underperformance on mobile is likely to have the following impact:

USER EXPERIENCE

Slow-loading mobile pages can frustrate users. This can lead to lower engagement and higher bounce rates (where users leave the website immediately, without scrolling).

SEO IMPACT

Search engines like Google use mobile performance as a ranking factor. A low score can negatively affect your search rankings, making it harder for potential customers to find you

CONVERSION RATES

Users are less likely to complete desired actions, such as making a purchase or filling out a form, on a slow mobile site

BRAND PERCEPTION

A slow mobile site can give a negative impression of your brand, suggesting inefficiency and unreliability

COMPETITIVE DISADVANTAGE

Competitors with faster mobile sites may attract and retain more users, putting your business at a disadvantage
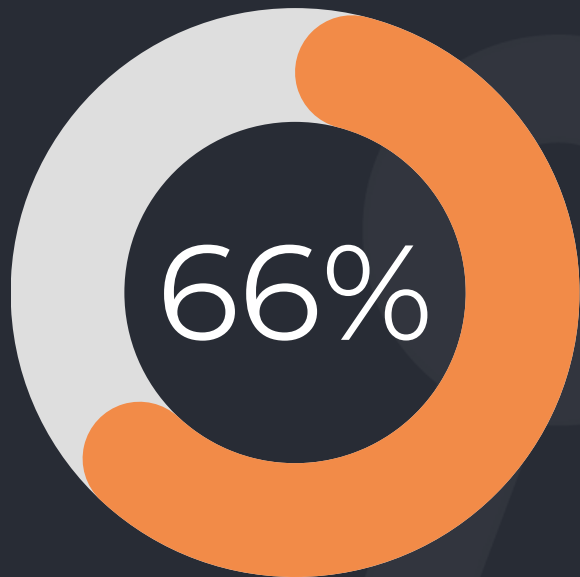
HOW IS YOUR MOBILE PERFORMANCE?

Try our free website audit to find out

REVIEW MY WEBSITE

BROKEN LINKS

Broken links are hyperlinks on a website that lead to non-existent or unavailable web pages. The aim should always be to have no broken links

66%

% Websites with broken links

261 Most broken links recorded on a single website

31 Average number of broken links per website

B2B WEBSITE BUILDERS

WordPress is far and away the most popular tool for building B2B websites. This is unsurprising as it is a scalable, versatile and high-performance solution when used well. Wix is the next most popular but has limitations for the development of a professional website.

	Builder	%
	WordPress	48%
	Wix	7.8%
	Hubspot	2.9%
	Drupal	2%
	Others or unidentified	39.3
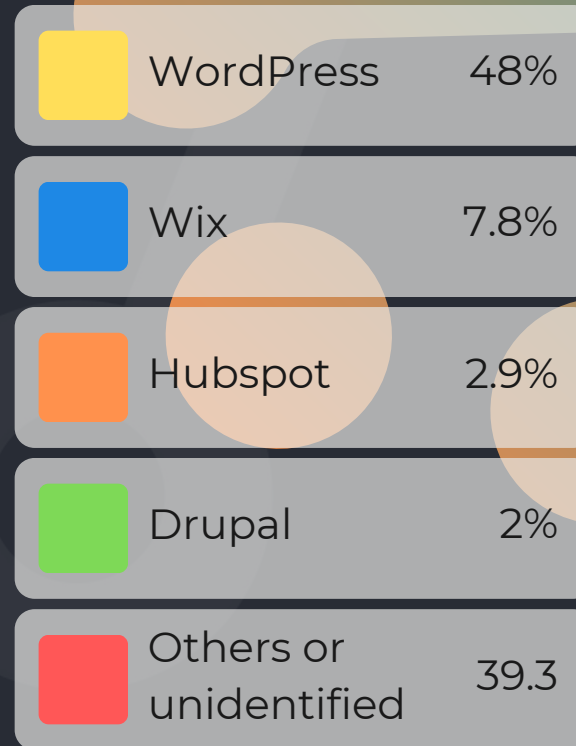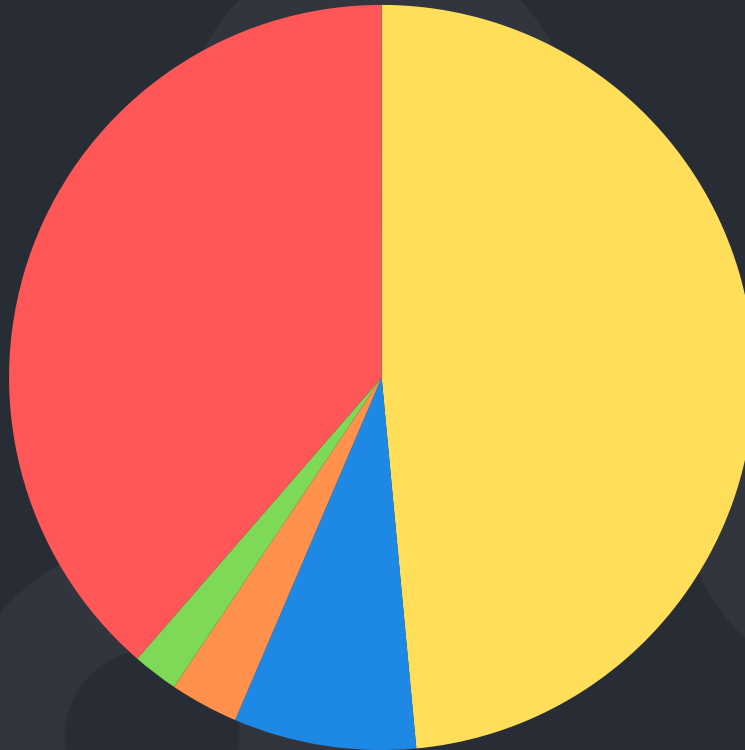
SEO
SEARCH ENGINE OPTIMISATION

» **Website Domain Rating**

» **Common SEO Mistakes**

SEO PERFORMANCE - DOMAIN RATING (DR)

What is a Domain Rating (DR)?

A Domain Rating (DR) is a metric developed by Ahrefs to measure the strength of a website's backlink profile. This metric is widely used in SEO to evaluate link-building opportunities and estimate a website's authority and potential to rank well in search engine results.

DR is a logarithmic scale from 0 to 100. Meaning it becomes increasingly difficult to improve your DR as your increases. Only major authoritative websites have high scores, like Facebook (DR 100), Google (DR: 98), BBC (DR: 93) and Wikipedia (DR: 91).

WHY SHOULD I CARE?

The Benefits of a High DR

1 Google Search Ranking
High DR is a strong indicator for Google to rank your website higher.

2 Increased Organic Traffic
A high DR significantly increases your traffic from Google searches.

3 Improved Authority
Rank for competitive keywords and attract more high-quality traffic
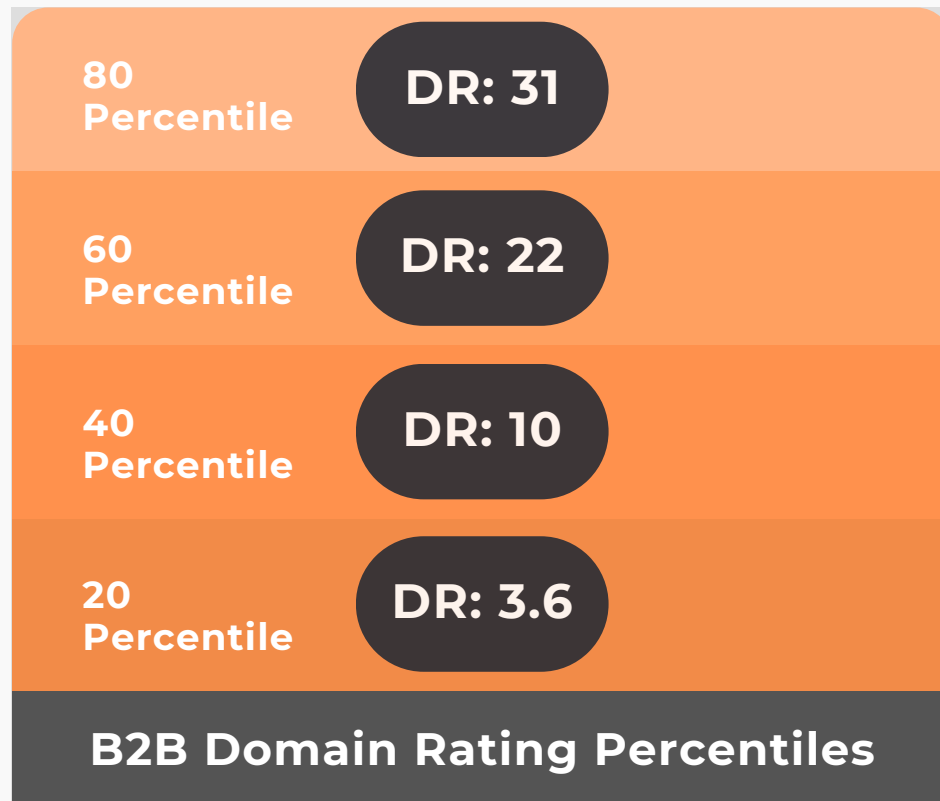
4 Higher Conversion Rates
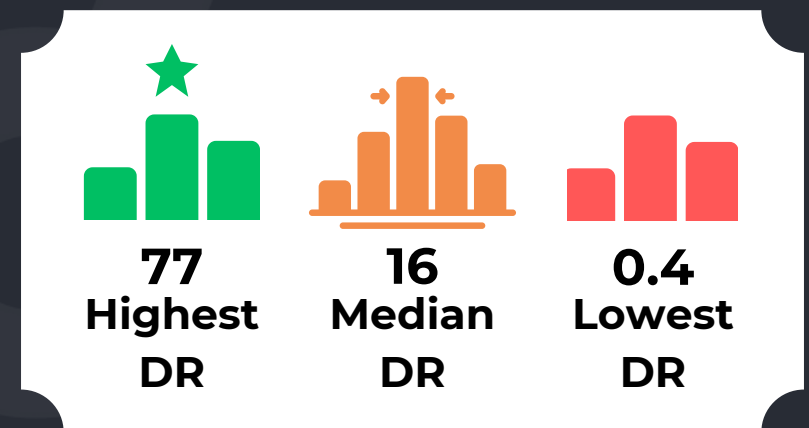Increased traffic raises the chances of turning visitors into customers.

B2B DR BENCHMARK

What is a good DR?

DR is a relative score which can vary across industries. The primary method to use DR is to compare yourself with your competitors and aim for a higher DR than theirs.

80 Percentile	DR: 31
60 Percentile	DR: 22
40 Percentile	DR: 10
20 Percentile	DR: 3.6

B2B Domain Rating Percentiles

AVERAGE B2B DR

20

77 Highest DR	16 Median DR	0.4 Lowest DR

HOW TO IMROVE YOUR DR

IMPROVE ON-PAGE SEO

Make sure the website is free from errors, follows Google best practice, and is well-indexed with good internal links.

ACQUIRE HIGH-QUALITY BACKLINKS

Focus on getting backlinks from authoritative and relevant websites. Quality over quantity is key

CREATE VALUABLE CONTENT

Produce engaging and valuable content that attracts natural backlinks from reputable sources

ANALYSE COMPETITORS' BACKLINKS

Study your competitors' backlink profiles to identify and target potential link-building opportunities

DON'T KNOW WHATS YOUR DR?

REVIEW YOUR WEBSITE FOR FREE

- Web Performance Report
- Tech Stack Report
- SEO Analysis Report
- Design UI/UX Report
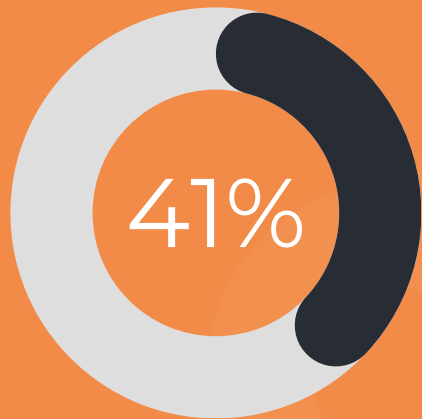
REVIEW WEBSITE

COMMON SEO MISTAKES
PAGES WITH NO H1 TAGS

What is an H1 Tags?

An H1 tag is a key HTML element that defines the main heading of a webpage. It indicates the primary topic and helps search engines understand the page's structure, which can impact SEO rankings.
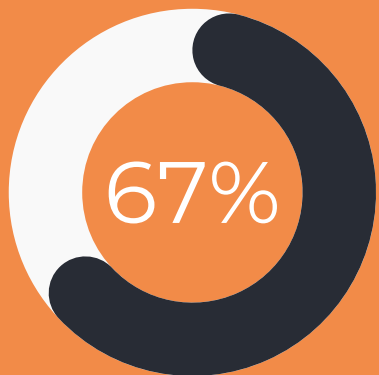
B2B WEBSITES FOLLOWING BEST PRACTICE

41%

Only 41% of websites achieve best practice of having a single H1 tag per page

THE AVERAGE NUMBER OF PAGES WITH NO TAG

10

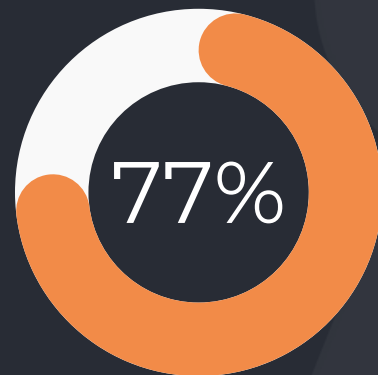On average, B2B websites have 10 pages without H1 Tags.

H1 TITLE TOO LONG

67%

67% of websites have pages with titles that are too long.

15

15 pages per website on average have pages with titles too long.

H1 TITLE TOO SHORT

77%

77% of websites have pages with titles that are too short.

14

14 pages per website on average have pages with titles too short

H1 titles that are too long or short can make it harder for search engines to interpret the page's content accurately. Additionally, it provides a bad user experience on search results, leading to fewer clicks.
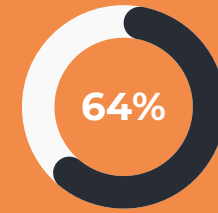
Aim for 20 to 70 characters!

COMMON SEO MISTAKES
CONTENT DUPLICATION

64%

WEBSITES HAVE CONTENT DUPLICATION

19

AVERAGE DUPLICATED CONTENT PER WEBSITE

What Is Content Duplication?

Content duplication happens when the same or very similar content appears at multiple URLs, either within the same site or across different sites. This can confuse search engines, leading to indexing and ranking issues, and can make it harder for users to find unique information.

HOW DOES CONTENT DUPLICATION HAPPEN?

1

URL Variations
Different URLs can lead to the same content. For example, a website might have both www.example.com and example.com versions.

2

HTTP and HTTPS
Serving content over both HTTP and HTTPS without proper redirects can create duplicate content issues

3

Printer-Friendly Versions
Separate printer-friendly versions of web pages can result in duplicate content if not handled correctly

4

Copied Content
epublishing content from other sites or within the same site without modification can lead to duplication

COMMON SEO MISTAKES
IMAGE TITLES AND ALT TAGS

IMAGES WITH NO TITLES

Titles can provide additional context when users hover over images, enhancing their understanding and interaction with the content.

98.3%

A whopping 98.3% of B2B websites contain images without titles.

56
Images

On average, 56 images on B2B websites do not include image titles.

IMAGES WITH NO ALT TAGS

Alt tags help visually impaired users understand images through screen readers. Additionally, Search engines use alt tags to understand the content of images. Thus, impacting your search rankings.

89.2%
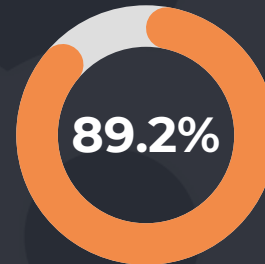
An essential oversight is that 89.2% of B2B websites contain images without alt tags.

43
Images

On average, each B2B website has 43 images without alt tags.

COMMON SEO MISTAKES
LACK OF SIGHTMAPS

81% of B2B websites include sitemaps. By having a sitemap, these websites ensure that search engines can easily find and index important pages, enhancing search rankings and visibility. Additionally, sitemaps improve navigation, providing users with a better experience.

81%
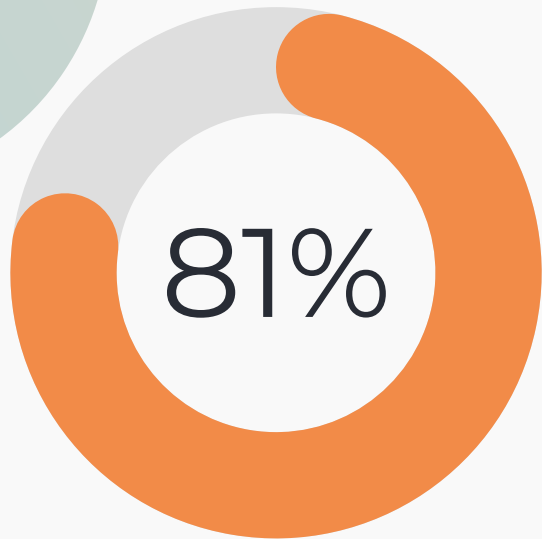
The remaining 19% of our sample has no sitemaps registered to their site.

Creating difficulties for Google to understand the site's content.

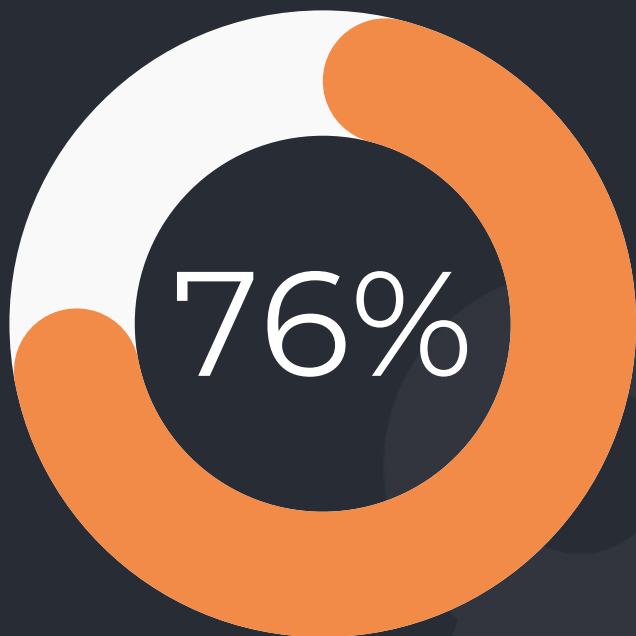# JOHAN NORTIER
Digital Marketing Executive

Book a consultation with us and allow us to review your website.

REVIEW WEBSITE

NO META DESCRIPTION

76%

Having 76% of B2B websites with pages lacking Meta descriptions is a significant issue. Meta descriptions are crucial for SEO as they provide search engines with a summary of the page content, influencing click-through rates. Without them, these websites may struggle to attract organic traffic and miss opportunities to engage potential customers.

growthlabs

THE B2B MARKETERS YOU NEED RIGHT NOW

By analysing the B2B sector as a whole, it becomes clear that most businesses don't pay attention to or invest sufficiently in their website performance and effectiveness.

This presents huge opportunities for those who are prepared to use digital marketing to attract, engage and convert their audience. These businesses can rapidly gain market share from their less savvy competitors.

Growthlabs maximises marketing ROI for our B2B clients with a transparent and data-driven approach to web development and integrated digital marketing. Partnering with us gives the competitive edge you need when looking for growth.

GAVIN BURT
Founder

Book a **30-minute** consultation with me and allow us to accelerate your business growth.

LET'S TALK