



**Pipeline Plan**  
B2B Website Design & Automation

# The B2B Website Scorecard

Score your website in 10 minutes and see exactly where you're losing leads — and what to fix first.

28 checks across the 7 things that decide whether your website wins deals or loses them.

## How to use this scorecard

Most B2B websites look fine and do nothing — they describe the business but never generate a lead. This scorecard shows you where yours stands against the things that actually drive enquiries.

Go through each of the 28 checks below and score your website honestly:

|   |                                               |
|---|-----------------------------------------------|
| 0 | No — this is missing or poor.                 |
| 1 | Partly — it's there but weak or inconsistent. |
| 2 | Yes — this is genuinely strong.               |

Add up your total at the end (out of 56) to see what it means for your pipeline.

### 1. First impressions (the first 5 seconds)

| Check                                                                          | Score (0-2) |
|--------------------------------------------------------------------------------|-------------|
| Within 5 seconds, a visitor knows exactly what you do and who you help.        |             |
| The design looks premium and current — it signals a serious, capable business. |             |
| It works cleanly on a mobile phone, not just desktop.                          |             |
| Nothing feels dated, cluttered, or cheap.                                      |             |

### 2. Messaging & copy

| Check                                                                            | Score (0-2) |
|----------------------------------------------------------------------------------|-------------|
| The main headline leads with an outcome, not a clever tagline or a feature list. |             |
| The copy speaks to one specific ideal client, not everyone.                      |             |
| It focuses on what changes for the buyer, not just what you do.                  |             |
| Every claim is backed by a number, example, or proof.                            |             |

### 3. Lead capture & conversion

| Check                                                                        | Score (0-2) |
|------------------------------------------------------------------------------|-------------|
| There is one clear, obvious primary action (e.g. book a call) on every page. |             |
| It's genuinely easy to contact you — short form, few fields.                 |             |
| Enquiries can be captured from any page, not just a contact page.            |             |
| The path from landing to enquiry is short and free of distractions.          |             |

### 4. Automation & follow-up

| Check | Score (0-2) |
|-------|-------------|
|-------|-------------|

|                                                                 |  |
|-----------------------------------------------------------------|--|
| Every enquiry gets an instant, automatic acknowledgement.       |  |
| Leads flow automatically into a CRM with full context.          |  |
| A follow-up / nurture sequence runs without anyone remembering. |  |
| The website removes admin instead of creating it.               |  |

## 5. Trust & proof

| Check                                                            | Score (0-2) |
|------------------------------------------------------------------|-------------|
| Real testimonials or reviews are shown near decision points.     |             |
| You show specific results or case studies (with numbers).        |             |
| Real people, faces, and a genuine story build credibility.       |             |
| Risk is reduced with clear guarantees, process, or transparency. |             |

## 6. SEO & findability

| Check                                                              | Score (0-2) |
|--------------------------------------------------------------------|-------------|
| You rank on Google for the services and locations you want.        |             |
| Every page has a unique, keyword-relevant title and description.   |             |
| You publish useful content that attracts buyers who are searching. |             |
| Your local / service-area presence is complete and consistent.     |             |

## 7. Speed & technical

| Check                                                          | Score (0-2) |
|----------------------------------------------------------------|-------------|
| Pages load fast (under ~2.5 seconds), especially on mobile.    |             |
| The site is secure (HTTPS) with no broken links or errors.     |             |
| Analytics and conversion tracking are set up and watched.      |             |
| The platform is one you own and can grow with (not locked in). |             |

## What your score means

Add up all 28 checks (each 0-2) for a total out of 56.

| Score   | Rating          | What it means                                                                                                                                           |
|---------|-----------------|---------------------------------------------------------------------------------------------------------------------------------------------------------|
| 0 - 24  | Losing leads    | Your website is quietly costing you business. Good prospects are leaving before they enquire. The good news: the fixes are known and fast to implement. |
| 25 - 40 | Underperforming | A reasonable foundation with real gaps — usually in conversion, automation, or proof. Small, targeted changes would lift your enquiries noticeably.     |
| 41 - 50 | Strong          | A good website that's a few improvements from great. Tighten conversion, automation, and SEO to turn it into a consistent lead engine.                  |
| 51 - 56 | Lead machine    | Excellent — your website is doing real commercial work. Keep measuring and refining, and make sure automation is capturing every opportunity.           |

### Want us to score it for you — free?

Book a free strategy call and Pipeline Plan will audit your website and show you exactly where you're losing leads and how to fix it. No obligation.

[Book Your Free Website Audit](#)

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