

Advanced Web Services for High-Performing B2B Sites



Is Your Website Built to Engage Your Prospects?

- ✓ Optimize Self-Service
- ✓ Personalize for Your Key Audiences
- ✓ Showcase Your Value Proposition
- ✓ Funnel Leads Effectively
- ✓ Capture Meaningful Data and Insights
- ✓ Deliver a Consistent Buying Experience

THE B2B BUYING JOURNEY IS SHIFTING

75% of B2B buyers say they prefer a digital, rep-free sales experience. However, they make better purchases with a rep in the mix.*

Does your site provide the digital experience that today's B2B buyers expect while also facilitating a strong relationship?

*Source: Gartner B2B Buying Report

Ocozzio Has the Tools to:



Optimize Your Site to Support a Self-Service Journey

Create an intuitive, stakeholder-friendly site that meets them in their journey as they explore, educate, and engage with your content and resources.



Boost Confidence with Added Layers of Expertise

Publish expert articles, whitepapers, case studies, and more that demonstrate your expertise and drive traffic that will enhance your site's visibility and credibility.



Improve Technical Search Engine Optimization (SEO) for a Better User Experience

Develop and maintain a site foundation with optimal responsiveness, speed, crawlability, security, and more for increased search engine trust.



Augment the Digital Experience with Sales Enablement Tools

Streamline your prospect's journey, improve engagement, and drive conversions by using automation tools that provide a timely and personalized experience.

“One of the best decisions I have made in my career is choosing to partner with Ocozzio. Since I brought Ocozzio on board, I have been concentrating on building strong relationships with my customers, while Ocozzio focuses on creating the tools that enable my company to be successful. **Our brand, website, social media outreach, and ability to reach a wide spectrum of clients has never been better.**”

Program Development, Workers' Compensation Fund

Let Ocozzio Take Your B2B Website to the Next Level

A responsive and optimized website is the only salesperson you have that works 24/7.

Deliver an engaging and optimized website with a B2B marketing team that knows your business and how to inspire action with your target audiences. **Ocozzio can develop, code, test, host, and maintain fully responsive websites. Our comprehensive web services include:**



A Dedicated Marketing Team

- ✓ Dedicated Account Manager, Copywriter, and Designer
- ✓ <Self-Funded> Industry Strategists
- ✓ B2B SEO Specialists
- ✓ Web Developers

Content Optimization

- ✓ Audience Segmentation
- ✓ Targeted Keywords and Phrases
- ✓ Title Tags and Meta Descriptions
- ✓ Meaningful Call-to-Actions
- ✓ And More

Technical Website Optimization

- ✓ Responsiveness
- ✓ Website Speed
- ✓ Crawlability and Indexability
- ✓ Secure Connections
- ✓ Structured Data
- ✓ And More

Content Development

- ✓ Blogs
- ✓ Press Releases
- ✓ Glossaries and Guides
- ✓ Social Proof
- ✓ And More

Design

- ✓ Readability
- ✓ Color Contrast
- ✓ Intuitive Navigation
- ✓ Engaging Visuals
- ✓ And More

Analytics and Insights

- ✓ Google Analytics
- ✓ Google Search Console
- ✓ HubSpot Dashboards
- ✓ LinkedIn Reporting
- ✓ And More



Unlock Your Website's Potential with Ocozzio

Ready to get started?

Website Reporting

- ✓ Site Performance and Health
- ✓ Organic Search Positions
- ✓ Competitor Analysis