

Your Competitors
are meeting
these _____



WEBSITE
BENCHMARKS
IN 2025.

Are you? _____

3 Seconds

That's how long before **visitors bounce**. Leaders win by: _____



- Driving traffic with long-tail SEO
- Beating 2–6% conversion averages
- Keeping users 3–5 min engaged
- Going mobile-first
- Reducing bounce with intent-driven UX



Traffic Flat? Pipeline Flat.

Flat traffic = **stalled growth.**
Top sites grow by: _____



- Targeting long-tail keywords
- Publishing consistent content
- Mixing SEO + Paid + Social
- Optimizing for AI search



RESULT

3-4x more organic traffic

Conversions: 2–6% Avg. 10% Leaders.

Best-in-class beat the averages
with: _____

- Clear CTAs
- High-intent landing pages
- Ongoing A/B testing



✓ Testing alone can lift conversions 30–40%

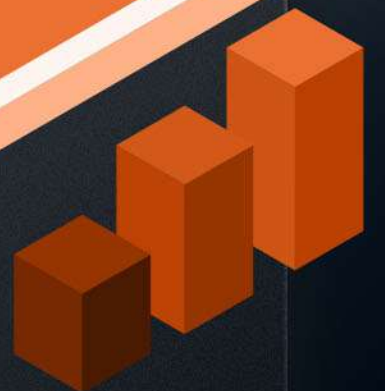
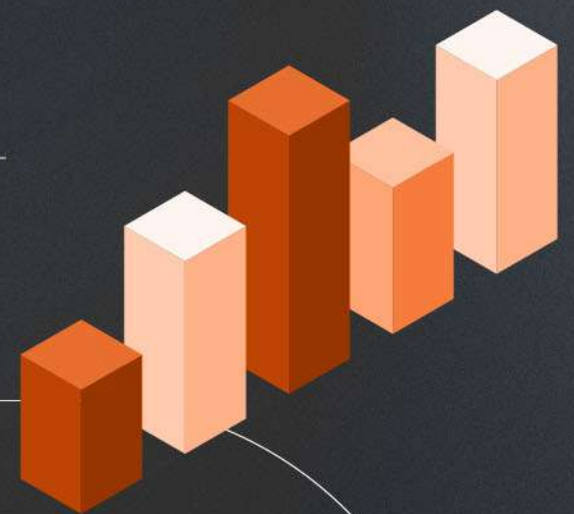
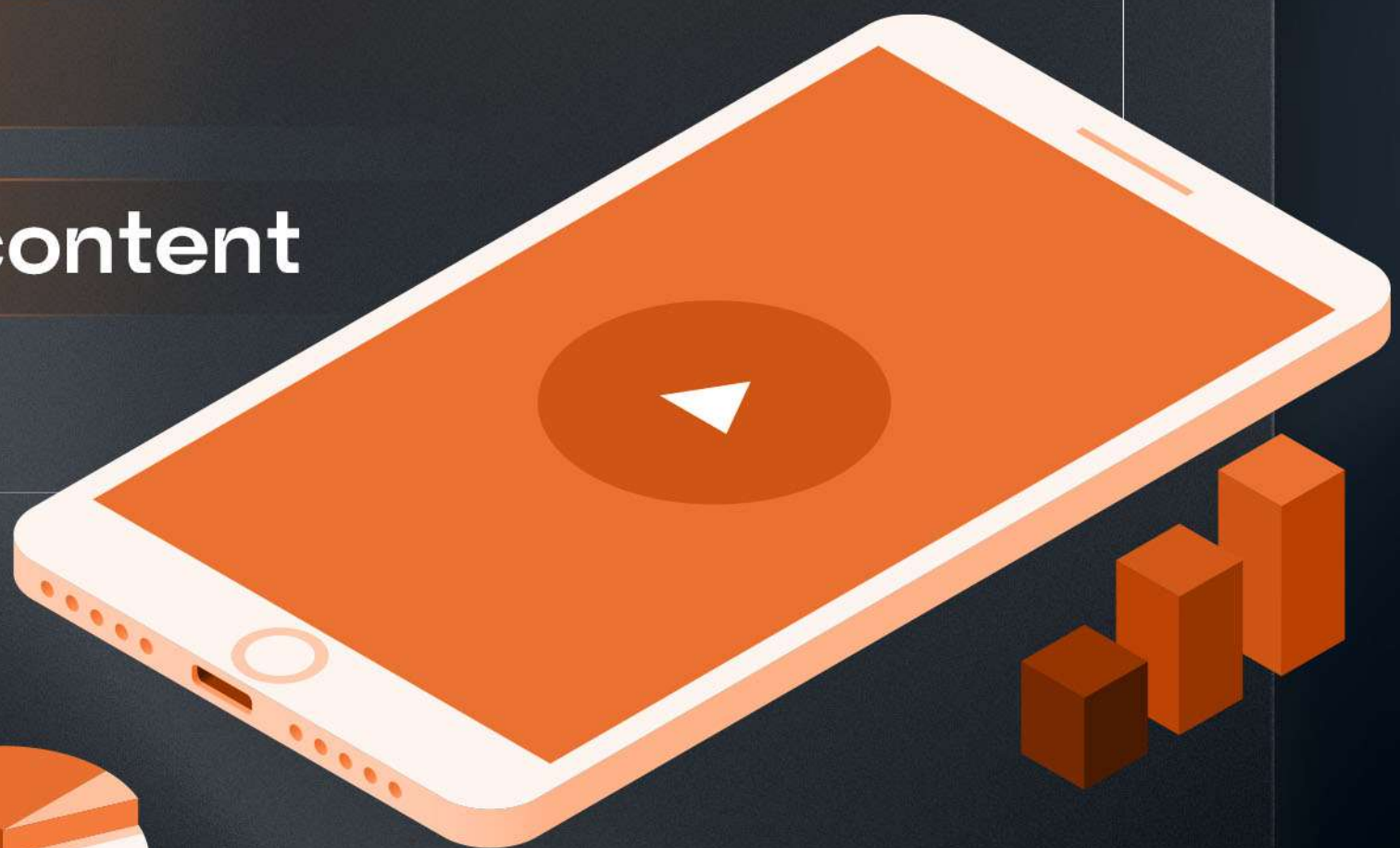
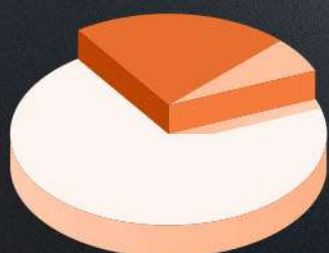
3–5 Minutes = Buyer Intent.

Average sessions: 2–3 min.

Winning sites: 3–5 min.

Boost time on site with: —

- Product videos
- Infographics
- Deep, helpful content



Mobile-First or Missed.

60%+ of B2B searches start on mobile. Winning sites focus on:—

- Load speeds under 2.5s
- Responsive layouts
- Thumb-friendly navigation



Bounce Rates Don't Lie.

Benchmarks: _____

- Avg B2B bounce: 45–55%

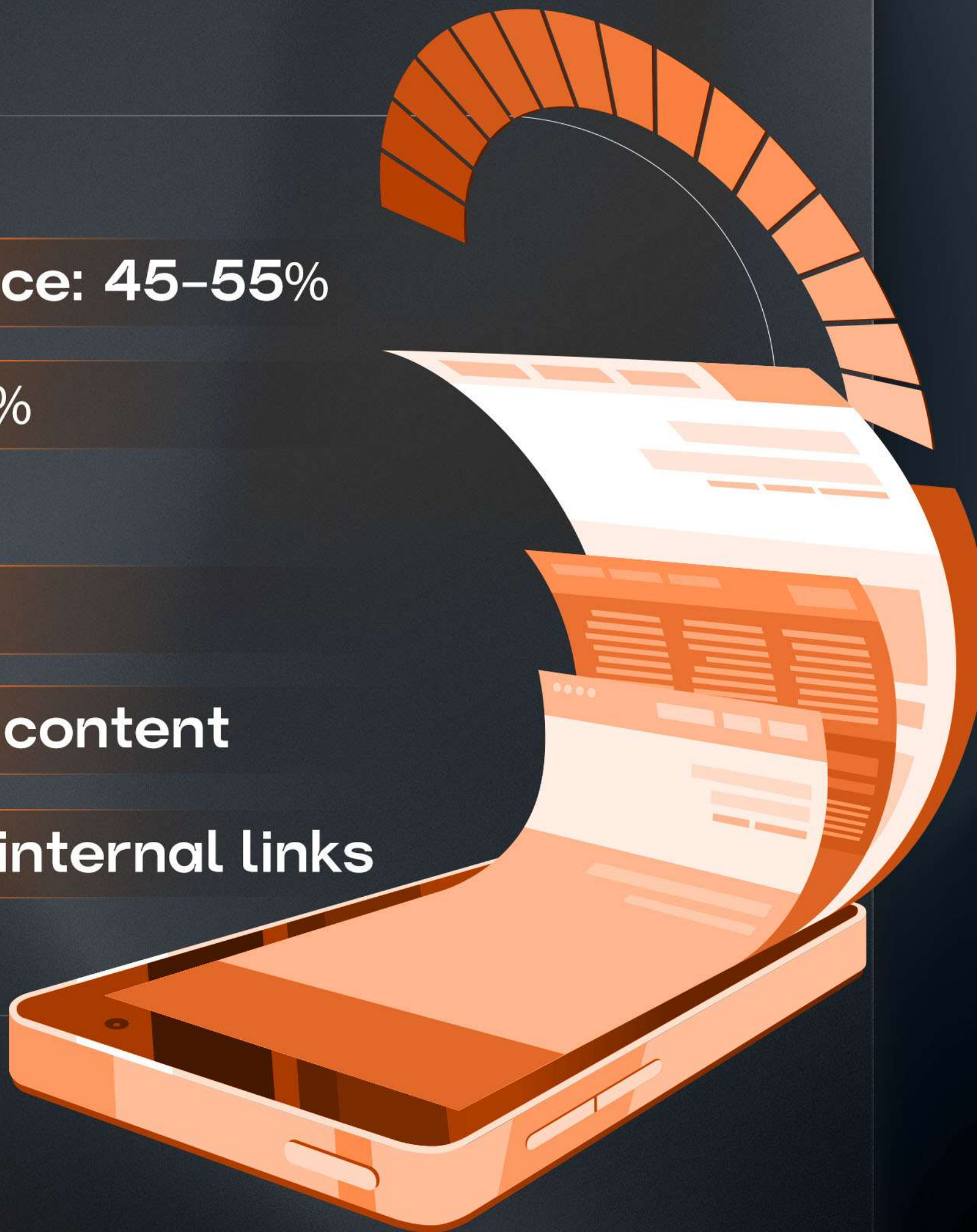
- Leaders: <40%

Fix with:

- Faster pages

- Intent-match content

- Clear CTAs + internal links



Track. Test. Win.

Top tools in 2025:

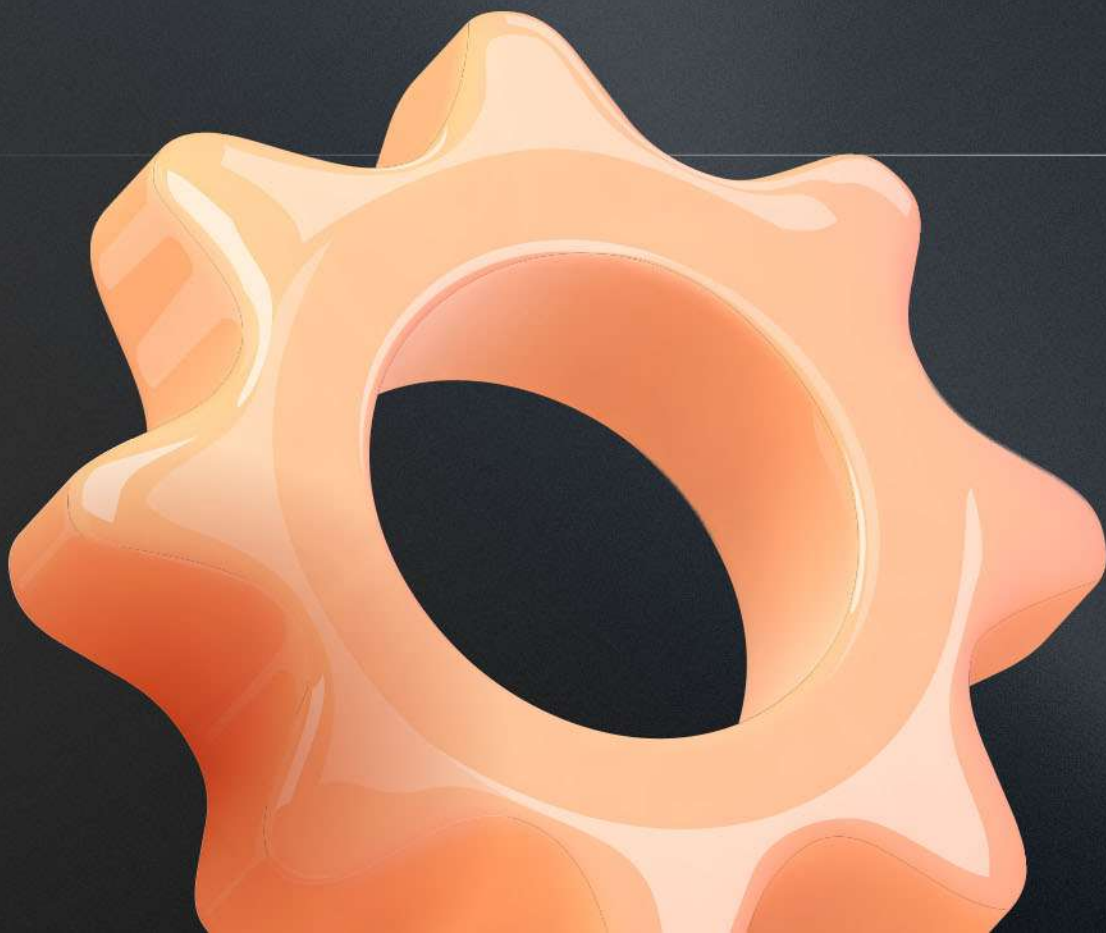
- GA4
- Hotjar / Clarity
- Multivariate testing

✓ Data-driven sites see **3–5x higher ROI.**



The Benchmarks That Matter.

- Traffic growth: 3–4x Leaders
- Conversions: 2–6% avg, 10% best-in-class
- Session time: 2–3 min avg, 5+ Leaders
- Bounce: 45–55% avg, <40% Leaders
- Pipeline: 35–40% sourced via site



Your Website = Sales Engine.

Optimized. Tested. Always improving.

At **AdLift**, we help B2B brands turn websites into growth engines that beat the benchmarks.

Ready to level up?
Let's talk

