

GET MORE REAL LEADS

# 5 CRO Fixes for Biotech Websites

Whether your goal is to get investor contact requests, newsletter signups, or demo requests for your tech, a few conversion rate optimization (CRO) tweaks can make a big difference. On average, biotech company sites convert only ~1.8% of their visitors into leads. (*firstpagesage.com*)



FOLLOW THESE FIVE ACTION STEPS

# Your biotech website isn't just about science – it's a conversion tool.

With smart fixes you can outperform that benchmark. Here are five CRO improvements tailored for biotech websites:



# 01

## Clarify Your Value Proposition (Above the Fold)

When a visitor lands on your homepage, do they immediately understand what you do and why it matters? Too often, biotech sites open with vague slogans or heavy scientific jargon. Fix this by placing a clear value proposition at the top of your site. In one concise headline and sub-header, explain your core product or breakthrough and the impact it promises (in plain language). For example: “Reprogramming gut bacteria to treat diabetes – a new class of microbiome therapeutics.” A clear message grabs attention and encourages people to explore further (rather than bounce in confusion).

# 02

## Make Calls-to-Action (CTAs) Obvious and Easy:

Identify the primary action you want visitors to take – and make it impossible to miss. If your goal is to get contact form submissions or meeting requests, put a brightly colored button with inviting text like “Request a Demo” or “Contact Research Team” in the header or repeatedly down the page. Ensure forms are short and user-friendly (for example, do you really need more than name, email, and a brief message for an initial contact?). Every additional field or hurdle can hurt conversion. Additionally, include contextual CTAs on relevant pages – e.g. on a technology page, a CTA “Learn more – download our whitepaper” could capture leads interested in technical detail. Bottom line: guide your visitors to the next step with clear, action-oriented prompts.



# 03

## Build Trust with Proof Points:

Biotech is high-stakes – visitors (especially investors or partners) need to trust you quickly. Add credibility elements throughout your site to boost conversion likelihood.

This might include:

- Logos of well-known partners or funders
- Snippets of press coverage (“Featured in Nature/TechCrunch”)
- Short testimonials or quotes from scientists
- Doctors or investors endorsing your work
- Data highlights (like key pre-clinical results or platform performance metrics).

Showing that reputable people back you or that you have quantifiable results lowers the risk in a visitor’s mind. For example, a concise stat like “3x improvement in target protein yield over current standards” or a quote like “‘XYZCo’s technology could be a game-changer in oncology.’ – Dr. So-and-so, MD Anderson” can be the persuasive nudge that turns a casual site visitor into an interested prospect. Place these proof points near your CTAs or in a sidebar so they’re seen at the right moment.



## 04

# Optimize Page Load and Mobile Experience

Don't let a sluggish site scare away your hard-earned visitors. Ensure your website loads fast (especially on mobile devices) – biotech execs and VCs are often on the go, and Google's data shows even a few seconds delay hurts conversion. Compress images, use simple animations if any, and avoid heavy plugins that slow things down. Equally important, check the mobile layout: is your content readable without pinching and zooming? Are buttons large enough to tap? A mobile-optimized, quick-loading site keeps visitors engaged. It's not flashy, but speed and mobile friendliness directly affect whether people stick around long enough to convert. (Plus, a fast, modern site subtly signals technical competence and professionalism.)

## 05

# Offer Valuable Content (and Capture Interest)

One proven CRO strategy in biotech is to leverage your valuable expertise as a lead magnet. For instance, offer a free download of a white paper, research summary, or an infographic about your technology's impact – something genuinely useful to your target audience. In exchange, ask for an email address or contact info. This way, even if visitors aren't ready to reach out overtly, they'll sign up to learn more and you gain a warm lead to nurture. Ensure the offer is prominent: a banner, a pop-up, or a section on the homepage saying "New Insight: [Title of your whitepaper] – Download Now." Because biotech buyers and investors often crave data, giving them a taste of deep content builds trust and keeps the conversation going. Just make sure whatever you offer is high quality and on-point (e.g. if you're a gene therapy startup, a guide like "10 Key Metrics for Successful Gene Therapies" will attract the right crowd).



THAT'S IT!

# Implement these five fixes and you'll create a smoother path from visitor to lead.

Remember, CRO is an ongoing experiment – use analytics to see which changes boost engagement or form submissions, and be ready to iterate. But the principles above are a great starting point: clarity, guidance, trust-building, technical performance, and value. Even small tweaks in these areas can compound into significantly better conversion rates for your biotech site, turning more of your web traffic into real-world conversations and opportunities.



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