



# HOW TO TURN YOUR WEBSITE INTO A LEAD-GEN MACHINE



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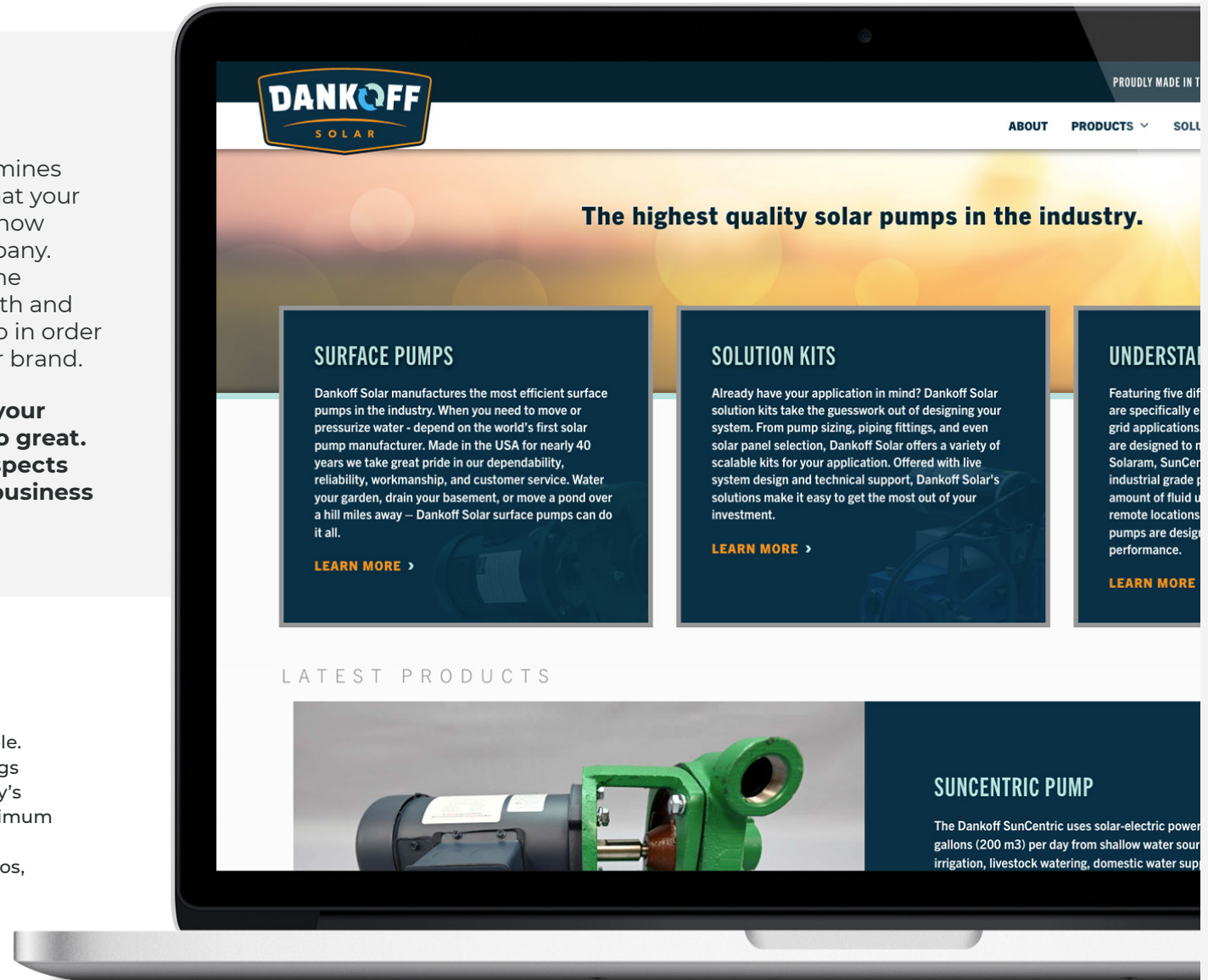
## 1. Strong Messaging

The messaging you use is what determines the voice of your brand. This means that your messaging needs to speak to exactly how you want people to portray your company. Therefore, make sure that you know the audience you are trying to connect with and exactly how they need to be spoken to in order to motivate them to engage with your brand.

**Focus on what is in it for them and your value proposition vs. why you are so great. This will make it easier for your prospects to understand why they should do business with you.**

## 2. Good Content

This probably seems pretty obvious and simple. However, this can mean a lot of different things depending on where you are in your company's journey. You need content that adds the maximum amount of value to your audience so they will engage with it. Whether this is explainer videos, e-books, information blogs, or webinars, you want to create dynamic professional content that best represents your company and adds value to your website visitors.



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## 3. Landing Pages

**Landing pages are vital to have on your website. They are your way of ensuring that when someone is looking for something specific that they find your company if you offer it.**

Make sure your landing pages are simple yet specific to the goal you are trying to achieve. They don't need to be filled with links to other things or to promote other things you offer. They just need to explain exactly how you can help someone with what they are searching for and include a call to action for them to pursue your help.

## 4. Easy to Contact

Your website needs to make it incredibly easy for people who land on it to contact you if they feel interested in what you can offer. Whether it be via phone, email, or contact form (or preferably all 3!) It is vital that you are easy to engage with through your website. Firstly, it creates trust between your company and the audience. Secondly, it makes the customer experience simple which is what a lot of people are looking for when they land on a website.

**Lastly, it allows for more leads to come in on a regular basis.**

## 5. Easy to Navigate

One of the biggest parts of turning your website into a lead-gen machine is making sure it's easy to navigate.

**Your website needs to run smoothly and work fast. It needs to be simple but effective when it comes to its navigation.**

This means that people find it easy to find exactly what they are looking for within seconds of searching. Make the most important parts of your business easy to find in the navigation and ensure your value added is dispersed throughout each page and always in front of the user no matter where they travel to on your site. In addition, if Google deems your website easy to navigate, they will increase your website's SEO value and this will bring more traffic.

## 6. Automation

Automation is incredibly important when it comes to the navigation of your website. Users need to feel as though they are being rewarded for using your website. This means that areas of your website should have some automation integrated to ensure that your users feel as though their conversation with your company has already started. This could be as simple as when they fill out a contact form, automatically receiving a welcome email from you.

**This greatly helps your customer journey! If you're interested in automation, reach out to us and we can offer you a world of help.**

**We Help Our Clients Everyday Implement These Things And More - Give Us A Call To Discover All The Ways Drive Can Help Your Business!**





## 7. Lead Magnets

Lead magnets are exactly what they sound like and are what allow you to gain new customers through your content.

**Having lead magnets throughout your website that show your audience exactly how you can add value to them will help your website attract many more leads.**

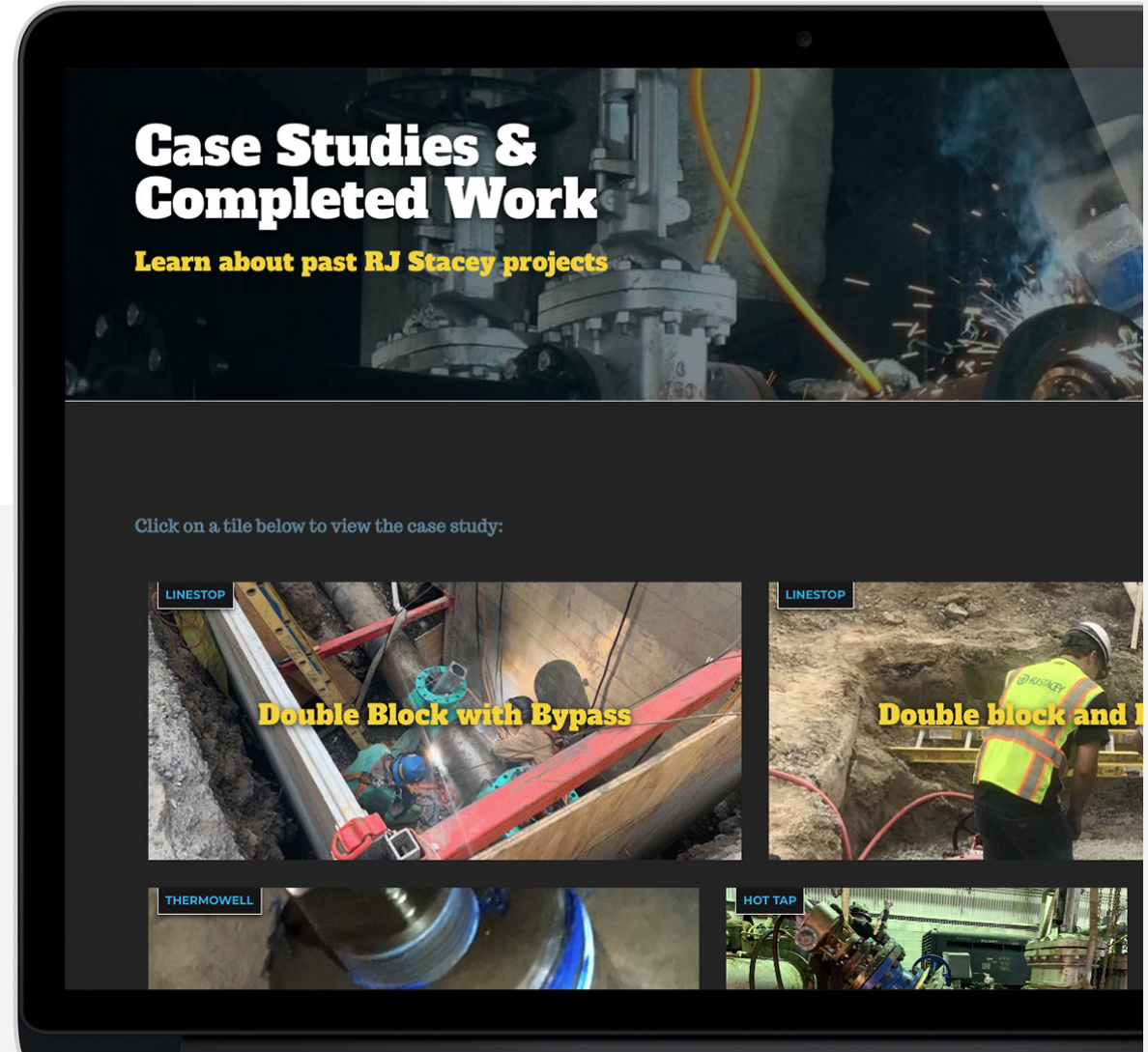
These lead magnets should be filled with content that showcases what you do on a day to day basis to help your customers and how joining your clientele will add value to them in the ways that they are looking for.

## 8. Social Proof

This one may not seem as obvious, but is vital and a must have. In order to create trust between your company and your leads, it is important that they are able to see how you have helped others just like them.

Use a section on your website to do this. Show off your case studies that detail your past customer's challenge, how you then helped them and what the result was.

**This will prove your value to those leads and make them more willing to reach out for your help.**



## 9. Mobile Design

Mobile website visitors outweigh desktop visitors in almost every category, so it's vital that your website is mobile friendly. You need to be sure that your website offers the same wow factor through their phone screen as it does on their laptop.

**Don't allow yourself to lose leads because your site doesn't show well on mobile. Make your website a lead generation machine no matter what device it is viewed on.**

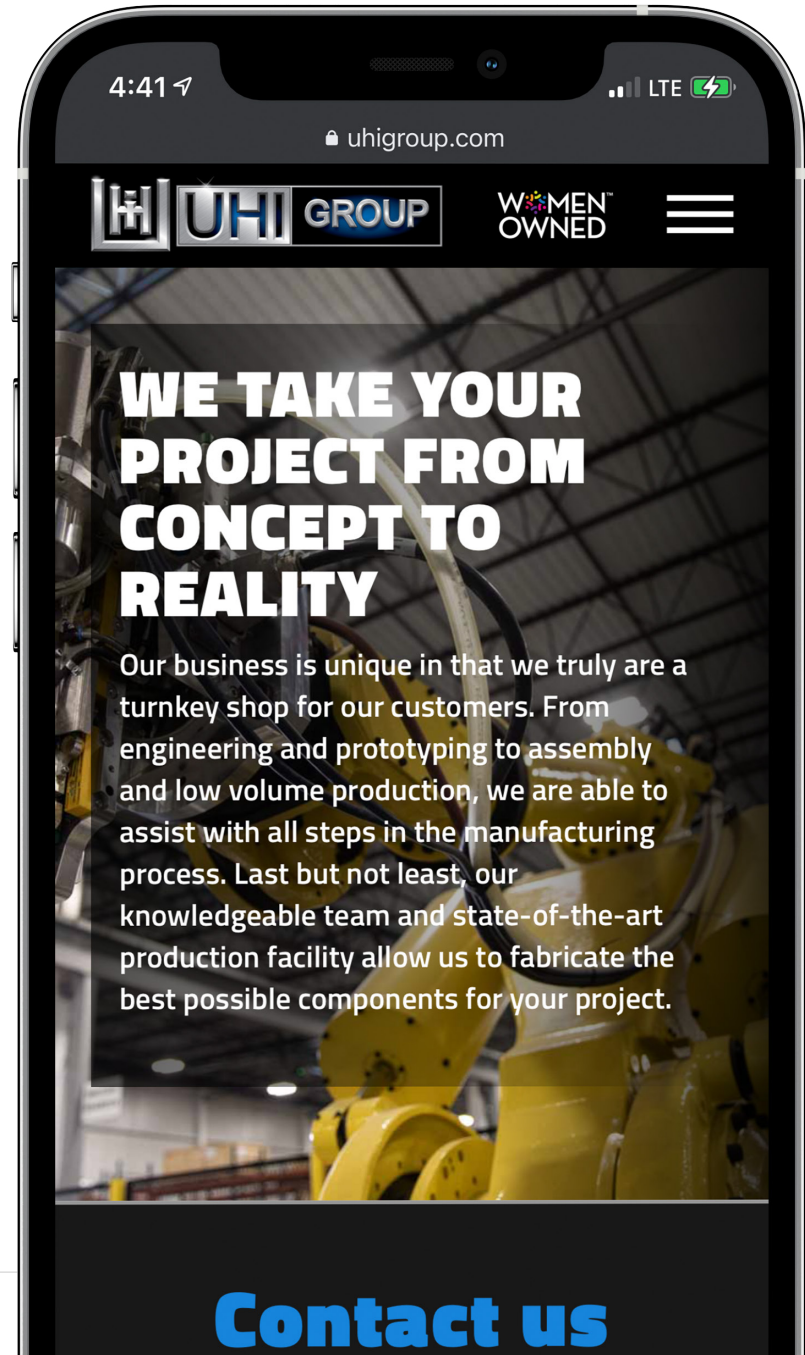
Mobile is also almost a requirement if you want your website to index in search. If your site isn't mobile, you'll be losing out on website visitors.

## 10. Built for SEO

It is incredibly hard to gain new leads if nobody can find your website. This is where SEO comes in (search engine optimization).

In order to achieve this, you need to include SEO content on your website which will boost your appearance on Google. You should also consider an on-going blog or content strategy along with an off-page back linking strategy at a bare minimum.

**If you are struggling with SEO, reach out to us and we can help you create a more SEO friendly website.**





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