

LEAD GENERATING WEBSITE GUIDE

**INCREASE TRAFFIC,
ENGAGE YOUR VISITORS
AND **CONVERT** MORE
INTO LEADS & BUYERS
WITH THIS GUIDE**

Congratulations!

First of all, I want to congratulate you on taking the first step to help your business grow! I am going to help you do that and I know this Guide and the corresponding Video Training (available here) will be a great asset to you.

There's a sad trend happening today and it's costing businesses a ton of money: Poorly designed websites. I am not just talking about those ugly sites. I mean there are some beautifully designed sites out there. They just aren't doing what they should be.

Unfortunately, with all the available resources to help business owners create something that will help their business, they usually just settle for pretty.

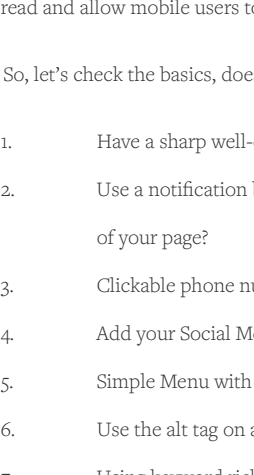
So, once they launch and realize that their site doesn't convert visitor into customers, there may be nothing they can do except start over and waste a lot of money.

Your business' website should take the visitor by the metaphorical hand and help them see why your product or service will be a great benefit to them.

This Guide will allow you to quickly audit your site and figure out where it may be lacking. We have built the guide in a structure to help you understand why these elements are important and a brief explanation and check list to make it easy. Most of these changes should not take too much time to implement and can help land you more leads today.

Once you read through this Guide, you will have the information you need to turn your site into a Lead Generating machine! This will help you sell more and grow your business. Ready to get the full potential from your website?

Let's jump in!



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Opening Assets



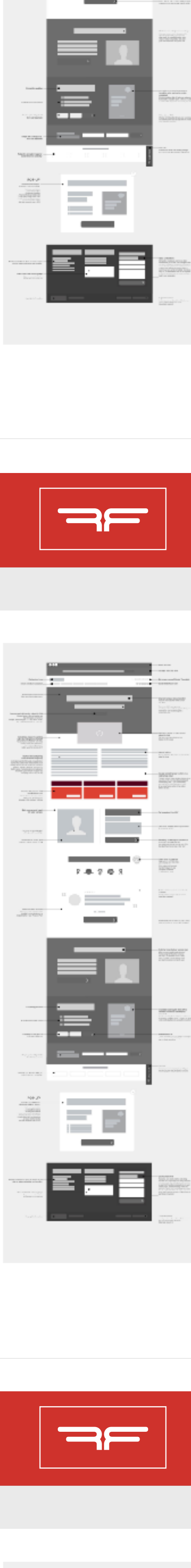
Page Header:

Starting at the top, the header of your site should easily identify your brand (logo), how to connect with you and navigate to the content they need.

There are a lot of cool tricks you can use but best practice is to make everything simple and easy. Complicate things and you create friction - Guiding traffic through your site should be a smooth journey, as they say, "Confuse Them & Lose Them." Use easy to understand link titles, stay away from jargon or creative titles. Your phone number should be easy to read and allow mobile users to simply click to call you.

So, let's check the basics, does your site:

1. Have a sharp well-designed logo?
2. Use a notification bar to deliver your lead magnet right at the top of your page?
3. Clickable phone number for mobile users at top of the site?
4. Add your Social Media follow buttons at top of your site?
5. Simple Menu with easy to understand titles?
6. Use the alt tag on all your images?
7. Using keyword rich header tags H1, H2, H3?



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State the Goal or Problem



Call to Action(CTA):

Make them take notice with professional photo and a Call to Action that identifies your ideal customer and speaks directly to their needs and goals. Don't talk about your products or services, that's a waste of time. Talk about how you help meet the need the clients needs. With the Call to Action, use the first person in your copy to increase conversions, "Yes, send me that report" or "Give me FREE access!"

By showing the visitor how you can help them attain their goal, your site will answer these 2 important questions; "Am I in the right place" and "Is this what I'm looking for?"

So, let's check your Solution, does your site:

1. Use keyword rich content. Stay away from stock photography if you can?
2. Include your value proposition, ("We help (your ideal client) achieve (their goal)" - "Am I in the right place" & "Is this what I'm looking for?"
3. Your call to action using easy to read copy and a distinct button?
4. Keyword rich content (Check Google suggest and Ubersuggest)?



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Magnify Your Solution



Service & Body:

Too many companies want to highlight what they do. When describing your products and services focus on the benefits and how it helps the visitor. Don't focus on you, it's about the visitor! When writing you should use "you" not "we". The content in the body of the page should speak directly to the visitor to show them you understand where they are and know how to get them where they want to go. Show them, you know their need and how to

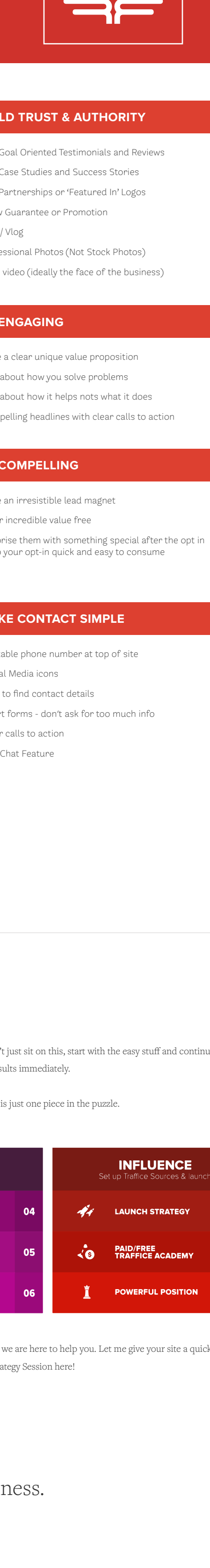
Alright, let's check your copy, does

1. Have a compelling Keyword focused head line focused on their needs?
2. Have keyword rich, benefit driven copy with at least 300 words, drawing attention to benefits of your solution and the consequences of not using it? Remember, "you" not "we".
3. Link to internal pages if your site to continue to guide your visitors (as well as get some SEO benefits)? Try to use your keywords right in the title in the links

Tell Your Story: Optional

Too many small businesses want to show off their logo or building or anything other than the real people. Visitors want to know they are going to be working with real people. So, introduce yourself. Tell your story and what drives you. Focus on how your skills, experience and knowledge can help

1. Build your personal brand or introduce your company representative to visitors.
2. Use a professional photo of yourself.
3. When you tell your story, be relatable and real. This is a great way to explain how you identified their problem and how you decided to fix it!
4. Another call to action. This one to guide the visitor to learn how they can work with you, learn more about you, or schedule an appointment with you.



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Show the Proof



Testimonials & Trust:

Ask your favorite (and happiest) clients for a testimonial. Let them sell for you! When you talk about yourself it can come off as salesy but when your clients do it, that shows your success. There are several types of testimonials that help- Yelp, Facebook and Google reviews really help with reputation & SEO. But the best at selling is usually a video of the client singing your praises (not literally, unless you're a voice coach). Testimonials should include measurable results and overcome potential sales objections your visitors may have, and how to meet it.

Case studies showing your successes help build trust and authority with your visitors. A gallery or work or portfolio helps too. This is similar to testimonials because your customers successes are talking for you.

Alright, let's check your copy, does

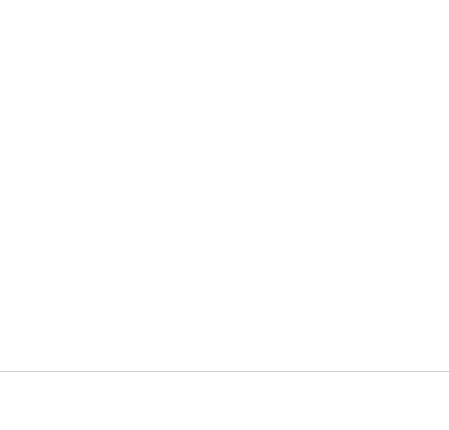
1. Testimonials build trust and credibility. Great reviews and video testimonials are ones that show great results are the best.
2. Build trust by adding a guarantee or promo like free delivery or a simple refund policy.
3. Focus on case histories that show radical results your client achieved with your help and draw them to a more details page highlighting the project.
4. Continue to guide your visitor with a value-driven call to action.
5. Make sure your analytics tracking codes are installed - Google Analytics, Facebook Pixel, etc.

More Proof -Featured In & Live Chat: I

Continue to build your company's credibility and social proof by displaying logos of well-known sites and organizations your business is associated with as well as logos or badges of easily recognizable clients you've worked with, or even awards you've earned.

You can't talk face to face with each visitor, but you can offer a live chat which can help increase conversion as well as deliver one more layer of credibility.

1. Add certification, association, "featured in" award logos as well as clients/businesses you've worked with to add credibility.
2. Adding a Live Chat feature to your site allows you to answer questions and increase your leads even more.



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Offer Solution & Request Response

Lead Magnet:

Consider what you are offering your clients and find that one step that really focuses on their need and solve it. Offer a ton of value and make it simple to go through. This is your lead magnet. Remember keep it valuable, easy to consume and focused on your clients & leads needs.

Alright, let's check your copy, does your site:

1. Have a headline that really grabs your reader attention?
2. Have 3-5 key benefits in bullet points? (Remember - how it helps not what it does)
3. Have an opt-in form with ONLY Name and Email? (The more fields you ask them to fill in the fewer people will opt in.)
4. Have a captivating photo or visual of your lead magnet?

TIP: Make sure you have optimized your website for conversions and setup your automated funnels BEFORE you spend any money driving traffic to it.

The Pop-up:

Using pop-ups to grab visitor's attention when they are about to leave or have scrolled deeper into the page can help you build your email list.

1. Oh, the dreaded pop-up, hate them or love them, they are wildly effective. Run tests to make sure your copy and offer are doing their job.

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Closing Assets

Footer:

Add your menu in the footer to show on all your important pages. Include your NAP (Name, Address and Phone), your hours and a simple contact form.

On landing or Opt-in pages you may not want to add certain elements to keep the visitor focused on the opt-in task. Footer on those pages should be more compact and streamlined to keep visitors from getting distracted and clicking off page.

Final check, let's see about your Footer Assets, does your site:

1. Have a secondary menu or navigation?
2. Have your Name, Address, Phone, Hours, Map? (This helps your visitors & Local SEO)
3. Have Copyright info?
4. Have a simple contact form or quote request?
5. Have proper legal information: Privacy, Terms of Service, Disclosures, etc.

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Take Action Now

SET YOUR GOALS

☐ Determine your websites top two goals

☐ Describe what action you want visitors to take?

☐ Create your first CTA in a contrasting color

☐ Speak to one audience - Your ideal customer

☐ Create a simple visual journey so your visitors know what to do next

PROFESSIONAL BRANDING

☐ Professional Logo

☐ Strong brand messaging

☐ Great-looking design aesthetics

☐ Tell your story, why & mission

BE SEO FRIENDLY

☐ Optimize your keywords: title tags, meta description, and H1, H2 headings, and image Alt tags.

☐ Have go-to words of keyword rich copy

☐ Have your name, address, and phone (map) Mobile optimized site

☐ Internal linking to internal pages

LEAD CAPTURE

☐ Use Notification Bar

☐ Compelling newsletter opt-in

☐ Valuable Lead magnet

☐ Blog opt-ins

☐ Free quote request or consultation

☐ Pop-up Lightbox

☐ Exit popup offer on leaving page

☐ Primary or secondary calls to action

☐ Simple Contact form

☐ Set up a series of automated follow-up emails

BUILD TRUST & AUTHORITY

☐ Add Goal Oriented Testimonials and Reviews

☐ Add Case Studies and Success Stories

☐ Add Partnerships or "Featured In" Logos

☐ Show Guarantees or Promotion

☐ Blog /Vlog

☐ Professional Photos (Not Stock Photos)

☐ Intro video (Ideally the face of the business)

BE ENGAGING

☐ Have a clear unique value proposition

☐ Talk about how you solve problems

☐ Offer incredible value free

☐ Compelling headlines with clear calls to action

BE COMPELLING

☐ Have an irresistible lead magnet

☐ Surprise them with something special after the opt in

☐ Keep your opt-in quick and easy to consume

MAKE CONTACT SIMPLE

☐ Clickable phone number at top of site

☐ Social Media icons

☐ Easy to find contact details

☐ Short forms - don't ask for too much info

☐ Clear calls to action

☐ Live Chat Feature

WHAT'S NEXT...

This guide has gone over a lot of what we do to create high converting sites for our clients. Don't just sit on this, start with the easy stuff and continue to build and test. Many of these changes can be completed within an hour or two. You could see the results immediately.

Be aware there are a greater plan to help you maximize your goals. As you can see the website is just one piece in the puzzle.

INVESTIGATE
Research and Plan

01
BUSINESS ANALYSIS & MARKET RESEARCH

02
MARKETING FUNNEL STRATEGY

03
CLIENT ATTRACTION CONTENT

INITIATE
Design and Build

04
PLAN TO BEAUTIFUL BRANDING

05
DESIGN, DEVELOP AND AUTOMATE

06
WEBSITE WELCOME HOME

INFLUENCE
Set up, Roll out, Measure & Monitor

07
LAUNCH STRATEGY

08
PAID/FREE TRAFFIC ACADEMY

09
POWERFUL POSITION

If you get lost or have questions, let me know. New information like this can seem daunting but we are here to help you. Let me give your site a quick review and help you prioritize what you can do to get more leads and improve conversions. Book a Free Strategy Session here!

Thanks for reading, now go grow your business.

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