

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.

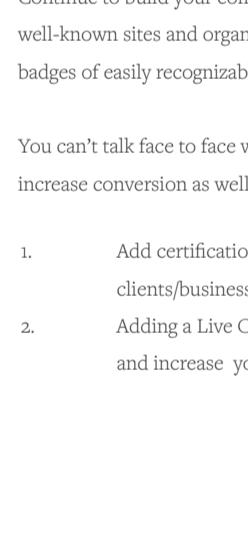
So, once they launch and realize that their site doesn't convert visitor into customers, there may be nothing they can do except start over and waste a lot of money.

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 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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TABLE OF CONTENTS:

Opening Assets	
Home Page Header	4
State the Goal or Problem	
Call to Action	5
Magnify Your Solution	
Services & Body	6
Your Story/Solution	6
Show the Proof	
Testimonials & Trust	7
Case Study	7
Featured In & Live Chat	7
Offer Solution & Request Response	
Lead Magnet & Pop-Up	8
Closing Assets	
Footer	9
Take Action Now! Printable Checklist	10
What's next?	11

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 things simple and easy. Complicate things and you create friction - Guiding your visitor through your site should be easy, they say, "Confuse Them & Lose Them." Use easy to understand link titles, stay away from similes 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 navigation 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?

8. Make sure your header is mobile optimized?

9. Have a clear call to action?

10. Make sure your header is easy to read?

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