

LEAD GENERATING WEBSITE GUIDE

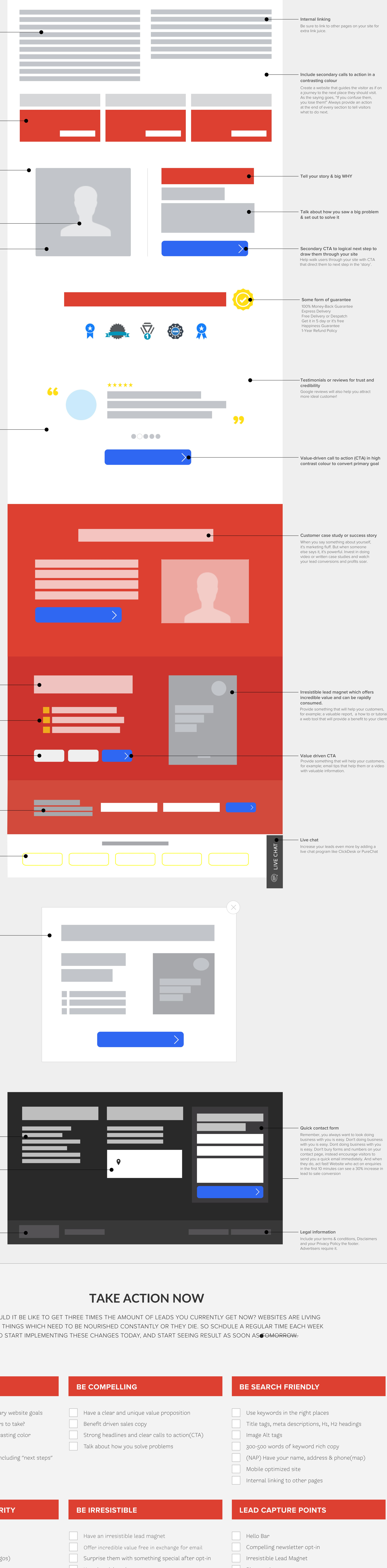
This guide will help you upgrade your website to draw more traffic, engage your visitors and convert more into leads & buyers

UPGRADES THAT CAN DOUBLE YOUR WEBSITE LEADS, CONVERSIONS, & INCOME CAN BE DONE IN AN HOUR!

IF YOU'RE NOT GETTING THE NUMBER OF LEADS FROM YOUR WEBSITE THAT YOU'D LIKE, USE THIS GUIDE TO SEE WHAT YOUR SITE MAY BE MISSING.

MANY OF THESE ELEMENTS ARE QUICK CHANGES YOU COULD DO IN UNDER AN HOUR! YOU DO NOT HAVE TO USE ALL OF THE

ELEMENTS IN THIS GUIDE. USE THE ONES THAT MAKE SENSE FOR YOUR BUSINESS.



TAKE ACTION NOW

WHAT WOULD IT BE LIKE TO GET THREE TIMES THE AMOUNT OF LEADS YOU CURRENTLY GET NOW? WEBSITES ARE LIVING BREATHING THINGS WHICH NEED TO BE NOURISHED CONSTANTLY OR THEY DIE. SO SCHEDULE A REGULAR TIME EACH WEEK TO START IMPLEMENTING THESE CHANGES TODAY, AND START SEEING RESULTS AS SOON AS TOMORROW.

TAKE ACTION NOW

- Determine primary and secondary website goals
- What action do you want visitors to take?
- Primary call to action in a contrasting color
- Secondary call to action including "next steps"

BE CCOMPELLING

- Have a clear and unique value proposition
- Benefit driven sales copy
- Strong headlines and clear calls to action (CTA)
- Talk about how you solve problems
- Keep it quick and easy to consume

BE SEARCH FRIENDLY

- Use keywords in the right places
- Title tags, meta descriptions, H1, H2 headings
- Image Alt tags
- 200-500 words of keyword rich copy
- (NAP) Have your name, address & phone (map)
- Mobile optimized site
- Internal linking to other pages

BUILD TRUST & AUTHORITY

- Testimonials / Reviews
- Case studies / Success Stories
- Partnerships or featured in (Logos)
- Blog on blog
- Blog or video (not stock photography)
- Intro video (ideally from your personally)

BE IRRESISTIBLE

- Have an irresistible lead magnet
- Offer incredible value in exchange for email
- Surprise them with something special after opt-in
- Keep it quick and easy to consume

LEAD CAPTURE POINTS

- Hello Bar
- Compelling newsletter opt-in
- Irresistible Lead Magnet
- Blog opt-in
- Free quote request or consultation
- Pop-up offer
- Exit pop-up offer on leaving
- Primary and secondary calls to action
- Contact form

BEAUTIFUL BRANDING

- Professional logo
- Strong brand messaging
- Great-looking design aesthetics
- Build your personal brand into your business

BE CONTACTABLE

- Clickable phone number at top of site
- Social media icons
- Short calls to action (CTA)
- Live chat

PRO TIP: OPTIMIZE your website for conversions and setup your automated sales and nurturing funnels!

Need help? Call us now 714.249.1301 or visit <http://www.rainingfire.com>