

**blackbear.**  
DIGITAL MARKETING

## 4 Step Guide to Generating Leads From Your Website

Our most trusted and consistent actionable tips and techniques to help turn your website into a lead generation machine!

**In the modern world of business, it is useless to be a creative, original thinker unless you can also sell what you create.**

DAVID OGILVY



## INTRODUCTION

# Turn your website into a lead generation machine

Your website is a 24/7 employee, answering questions that potential customers have. Just like a dedicated salesperson, you need to give your website the tools to help guide visitors through the buying funnel. This guide will provide easy, actionable tips to help convert your website visitors into leads. These are the exact techniques that we utilize for our own clients.

# 1. Does your website answer a question?

Your visitors are coming to your site looking for a solution to a problem. In fact, they might not even know that they have a specific problem yet. Your visitors are asking themselves *“Is there what I am looking for?”* And your website should answer that question as quickly and effectively as possible.

You want this answer as clear as possible as quickly as possible.



**Quick tip: put your USP (Unique Selling Proposition) towards the top of your site. Explain to your visitors who you help and what you help them achieve.**

## 2. Are you utilizing lead conversion techniques?

### ✔ Call to Actions

Create a call to action towards the top part of your website so that your user doesn't have to travel far to perform an action.

### ✔ Lead Magnet

Content that you can give away to your visitors in exchange for their email is a great way to build trust with your visitor and confirm that you are an authority in your industry. Explain what the content is, how it can help them, and how to get it.

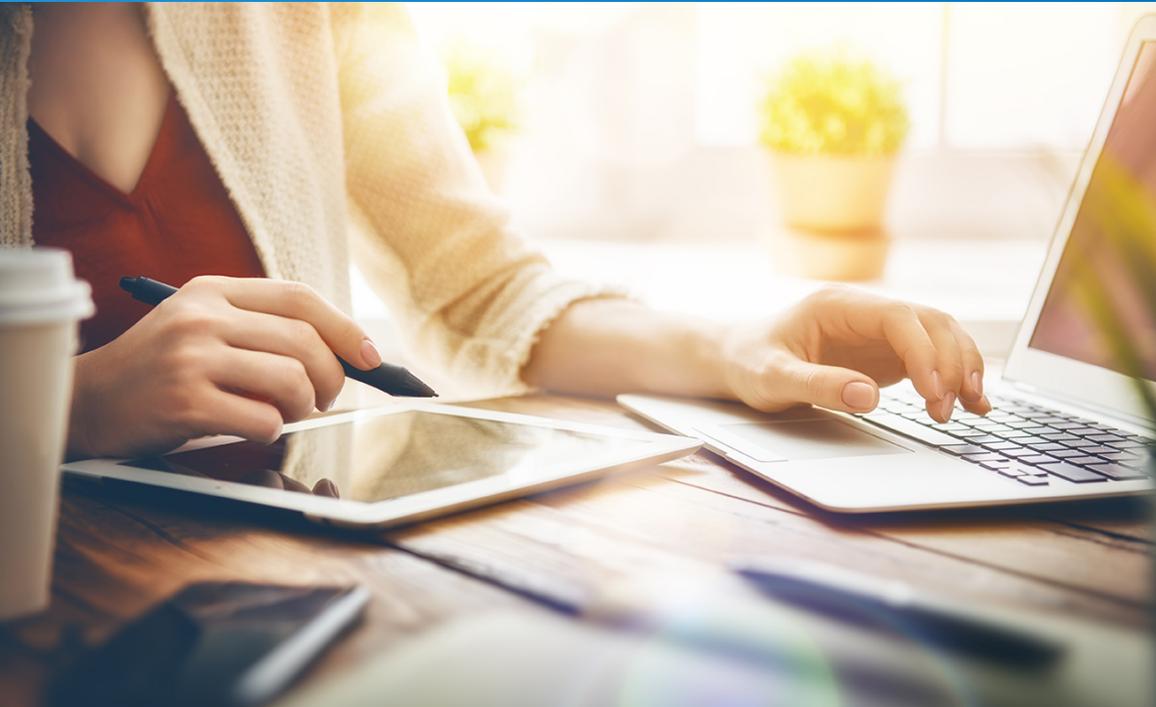
### ✔ Answer Questions

In an organic manner, answer questions within your website copy that speaks to the visitor's pain, struggles, concerns, and goals. This will help to build trust and engagement with your visitors.

### ✔ Funnel Automation

Once you gather emails from the lead magnet offer, you need to nurture those top-of-the-funnel leads with an email sequence that doesn't bother them, but rather delivers more value. The end goal is for them to become a client or customer.

# 3. Optimize your site for all of your visitors



## ✓ Keywords

Don't worry about stuffing your website with keywords, but rather using them organically within your content to answer questions.

## ✓ Mobile responsive

It's almost 2020 - if your site isn't mobile responsive, you have a real issue. There is no excuse to have a desktop-only website.

## ✓ Contact info on every page

Make your contact information easily available, both your NAP (name, address, phone number) and a contact form. You can use third-party adding such as Google RECAPTCHA to filter out spam messages from your site.

## ✓ Engaging content

If you create great content, users will value your opinion. Make sure your pages, posts, and images are easily shareable as well.

## 4. Build trust with your audience

One of the most critical lead-generating building blocks is to build trust with your audience. In today's market, consumers are more educated and are quick to find solutions to their problems online. When you are able to provide valuable, useful content to your visitors, you build a rapport with them. They don't need to be told over and over who you are - they need to be given a solution to their problem, **whether they know they have a problem or not**. If you can give a visitor information that helps them, they are more likely to use your services and become a brand advocate for you, generating more leads.



# Building trust with your audience

## Testimonials

Testimonials from previous clients helps prove to visitors that you are an authority and may even help them overcome objections.

## Case Studies

In-depth explanation of what problems a similar customer faced, and how you helped solve them can go a long way in helping to solidify yourself as the go-to service provider

## Professional design

Having a professional logo and brand style guide can go a long way in making a potential customer feel comfortable with your services.

## Credentials

Showcasing companies that you have worked with before, any certifications that you or your team have, and attractive headshots all help build yourself as somebody that can be trusted.



# Let's get you more leads!

Woo-hoo! We just gave you a quick rundown of real-life techniques that we use to help turn our clients' sites into lead-generation machines. While these strategies are a great place to start, they are not the end of the plan. In order to maximize your return on investment, you need to have in place a full marketing plan including content plans, social marketing calendars, nurturing sequences, funnel development, and an automated marketing system.

We would love to talk to you about how Blackbear Marketing can help supercharge your marketing efforts and start generating leads online!