

7 Ways to Optimize Your Website for Lead Generation

Practical tips for making your website your best salesperson



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**Michigan Manufacturing Technology
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How to Make Your Website Your Best Salesperson

Optimizing your website to generate leads is not as simple as throwing a "Click Here" button on your home page and watching the leads pour in.

A more strategic approach is needed.

In this guide, we'll cover the ways that actually work to optimize your website for lead generation.

We hope you find this information helpful. If you have any questions, feel free to reach me at 800-834-4910 or at inbound281.com.

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Optimizing your website to generate leads seems like a no-brainer. But unfortunately, it's not as simple as throwing a "Click Here" button on your home page and watching the leads pour in.

The lead generation process typically starts when a website visitor clicks on a call-to-action (CTA) located on one of your site pages or blog posts. That CTA leads them to a landing page, which includes a form used to collect the visitor's contact information. Once the visitor fills out and submits the form, they are then led to a thank-you page.

With that understanding in mind, here are 10 ways to optimize your website for lead generation.

1. Start with a CTA on your homepage

If your homepage's design is what catches a person's attention, the CTA is what keeps it. However, don't bombard your visitors with an invitation to see the longest or most complex content you have.

Your homepage sits at the top of the marketing funnel, and should therefore offer either a free trial or subscription to a recurring campaign, such as a newsletter. Consider including one of the following CTAs on the front of your website:

"Subscribe to Updates"

In general, consumers want their browsing experience to be as non-invasive as their buying experience. Oftentimes they're not ready to make a purchase when they first find your website.

To teach them about you with no effort or commitment on their part, invite them to subscribe to an email that notifies them of industry trends and product updates. Personally follow up with the ones who opt to stay on this mailing list to gauge their interest and eventually turn them into marketing qualified leads (MQLs).

"Try Us for Free"

Free trials and demos are a growing company's bread and butter. They allow you to generate demand in your business and create a contact list of leads who are currently piloting your product.

On your homepage, have your product available to try for free for a limited time using a CTA and form where you can collect their names and email addresses. At the end of each active product demo, follow up with the user to see what they thought of it.

2. Add forms to the pages that get the most traffic

It's important to benchmark your current state of lead generation before you begin so you can track your success and determine the areas where you most need improvement. Some of your pages might make excellent lead generators and you don't even realize it.

To start, conduct an audit of where most of your online traffic and outreach comes from — your lead generators. Once you identify where your leads are coming from, you'll want to make sure the pages they're landing on are doing everything they can to nurture a visitor's interest.

3. Measure the performance of each lead generator

Test how each of your existing lead generators are contributing to your business using a tool like Website Grader, which evaluates your lead generation sources (including landing pages and CTAs) and provides feedback on ways to improve your existing content.

You can also compare landing pages that are doing well with landing pages that aren't doing as well. For example, let's say that you get 1,000 visits to Landing Page A, and 10 of those people filled out the form and converted into leads. For Landing Page A, you would have a 1% conversion rate. Let's say you have another landing page, Landing Page B, that gets 50 visitors to convert into leads for every 1,000 visits.

That would be a 5% conversion rate — which is great! Your next steps could be to see how Landing Page A differs from Landing Page B, and optimize Landing Page A accordingly.

4. Optimize each step of the lead generation process.

Make sure your offers are related to the page they're on so you can capitalize on visitors' interest in a particular subject.

As soon as a visitor lands on your website, you can start learning about their conversion path. This path starts when a visitor visits your site, and ends (hopefully) with them filling out a form and becoming a lead.

However, sometimes a visitor's path doesn't end with the desired goal. In those cases, you can optimize the conversion path.

Be sure to test the three key pieces of the lead gen process:

- The CTAs
- The Landing Pages
- The Thank-You Pages
- Bonus: The Kickback Email

5. Offer e-books for download on specific pages

Another non-invasive way to generate interest in your business is to create blog content that promotes an ebook or whitepaper, wherein your website visitors can learn more about the same topic they just read about on your blog.

This is where lead generation meets search engine optimization (SEO).

Blog content is your way of developing the page authority needed to rank your website on Google. Organic visitors who come from Google are often more intent on finding solutions to a problem you can solve — making this form of lead generation quite valuable.

To start, conduct keyword research on a topic that's relevant to your industry, and create a group of blog posts around this topic. Then, draft a report that delves much deeper into this topic. Package this report into a PDF that your blog readers can download using their name, company, and email address.

Using the three-part conversion path described above, email each person their downloaded resource, following up with them through a kickback email that retains each lead's interest in the content you've provided them.

6. Add live chat to your website

Live chat services are increasing not just in their sophistication, but in how many people expect them when learning about vendors they might want to buy from. This means you could be missing out on a major lead generator.

To generate leads through live chat, audit your website to see which pages your visitors spend most of their time on. With the right development resources, you can install a live chat tool on the pages where customers need the most assistance or information. This allows you to casually collect and log insight on their product needs while answering their questions.

Depending on who starts the chat and the questions your visitors have, you can even integrate your customer service team with your live chat feature. This ensures every website visitor has their needs addressed no matter where the conversation goes.

7. Personalize your CTAs

Dynamic content lets you cater the experience of visiting your website to each, unique web visitor. People who land on your site will see images, buttons, and product options that are specifically tailored to their interests, the pages they've viewed, or items they've purchased before.

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