Building websites for sales growth

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EBook

Building websites to generate sales

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1 TRANSFORM FOR WEBSITE SUCCESS

Attracting traffic:
The old method of website building was that if you built it, customers would come. Simply sum up what you do as a business as clearly as you can, get the search engines to find your site, get links from relevant directories and wait...for all your target customers to come to you! You could also buy more traffic with a PPC campaign from Google. You could get an SEO agency to optimise a better search ranking.

But in todays content heavy internet, these things do not work anymore – certainly not without deep adwords pockets!

Lets assume for the moment that you can get your targets to your site. What happens when they arrive? the generic home page might explain what the company does but in a weak and mixed message manner. The product page might have more detailed content also. But the flaw here is that getting visitors to the site is too narrow a view - it isn't enough to help your business generate leads.

Not converting:
The traditional method is usually where the website talks about what their business does, how they do things. It tells visitors about their features and products etc. perhaps it also gives a method to buy or get more information. But is it enough to get prospects to buy? In todays world – no!

When a website is designed properly it can engage directly with many more different types of visitors and lead them to find exactly what they are looking for.

If the site is too narrow or too general in its focus, it will fail to attract the right people. When search engines find a page that talks about a number of topics, they will identify that the page is about several topics. Search engines match pages to peoples searches, so generic pages will only be matched to generic searches. BUT no one is searching for a a group of topics together! When someone searches today, they search for specific things and will get results that are most relevant to that thing. So generic or describing multiple things is not good enough anymore.

A new web design perspective:
Good web design is much more than design and making your site look pretty. It is creating a solution to a problem. Often that means creating an experience for people – a reason for them to engage with your site, your content and your business.

The goal of the site is to determine the type of problems you need to solve for your audiene - design is the process you follow to create the best solution. Web design starts therefore with understanding the challenge - what do you want? how can i attract visitors? how can i get them to do what the site wants them to do?
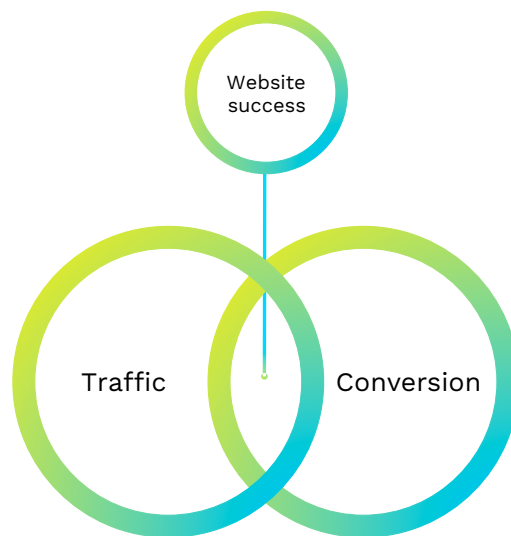
This is marketing in terms of defining vision, positioning aspired, values etc Web design is marketing in the web domain. The design process must also look to include techniques to target markets, reach out to them and to lead them to the point of taking action.

The New Approach:

1. get the right number of the right kind of people to visit your site
2. get as many of those people to take the actions you want

Hence it needs to deliver the right needs in the right markets. Failure to do this will mean not enough visitors and failure to convert visitors into leads and customers.

Traffic and conversion are critical to a successful site. If you have no traffic, conversion is not a factor. If you have traffic but are not converting any of that traffic to sales, your site is not performing. You have to understand the 2 factors and how they work and feed each other.

Advantage:
With traditional marketing, building a brand was an expensive process requiring time and/or deep pockets to engage in advertising and marketing. However with the internet it is much easier to generate potential business. It is cheaper and quicker. But it is also competitive and those that build the best sites and engage their audience online will be the most successful.

The internet offers real direct response marketing. This is both a great challenge and opportunity.

A business can bring it product or service to market easily. That offering can be changed easily and hence you are in a position to test your offering and see where the sweet spot is for your offer. This swiftness that the internet offers in communicating directly with your audience allows for quick changes and tweaks where they are identified and needed.

Test different approaches / measure the results / alter your campaigns based on your learning. It is not about guess work anymore. Digital marketing is data driven.

Creativity and Analysis:
Just as the internet offers data to analyse, it does not remove the importance of creativity in delivering engaging messages. While analysis looks back at data and establishes what worked etc. creativity can take a more forward looking view and offer what possibiities exist.

Remember don't get fixed on a singular idea. Just because one idea works and seems to get traction, it doesn't mean there are not other opportunities that can be explored. You can create different pages carrying different offers for each market. The fact that fewer people may respond to one over another does not invalidate retaining and promoting these other offers. Multiplicity is a valuable approach and is very accessible in website and digital marketing. The search engines will reward clear granular multiple messaging.

Multiplicity:
The older approach to designing websites lay in singular and generic messaging, but the new need is for specific multiplicity.

If you were to have meetings with different people you would not give them the same offer! You would listen to their needs and adapt a solution to solve those needs.

Fixed structures within website design is fine to a level - doing what it does. But it should allow these structures to grow and adapt continually.

Good web and digital design starts with understanding what content is required for their clients. This then develops into a platform which can be used by the client to add and update their own content continually.
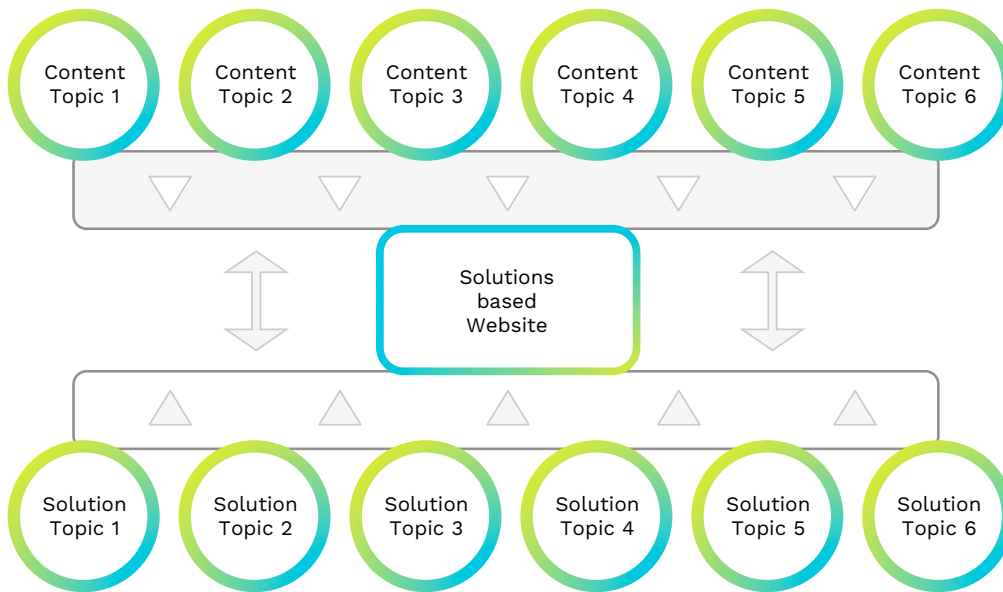
The new approach designs around specialised Landing Pages, each one designed to be found by a particular type of visitor with answers to their specific needs. Hence each landing page is an entry point to a different type of conversation.

These different conversations lead the visitors towards a selling proposition. Because visitors arrive at pages which answer their needs, they are more likely to be engaged with the content, have a higher level of trust and feel more secure in following the path forward that your provide.

The key is to publish multiple pieces of content which answer the many many different types of problems your potential audience face. The more you publish, the more conversations you begin which drives your optimisation.

Diagram illustrating multiple content searches/enquiries recipricated with solution from your website or their digital channels

Optimising traffic:
These fundamental pieces create a new picture of online marketing. It is fluid and expansive. Having a website is no longer about build and hope people come. It is now about an ongoing discipline that constantly looks for new marketing opportunities, creatively explored, that builds an ever-expanding network, connecting to your target audiences.

2   SEO

When you type a search into Google, it will likely have millions of pages in its index that match your query. Google arranges those millions of files into a single list starting with what it thinks is the best match.

How does it work out the best match?

1.   what the pages says its about

2.   what the rest of the web says the page is about

Of these 2 things, the second has the greatest impact on where a page is ranked in the search engine results page (SERP) by a rate of probably 15:1.

What terms you want to rank for and keyword research:
Keyword research is the exercise you go through to identify attractive keyword targets. These are the terms (single words or phrases) that you want your page to appear to be about.

Keyword research works off 3 criteria:

1.   high relevance

2.   high traffic

3.   low competition

Page Relevance:
There is no point in attracting people who are looking for something you don't offer. If the page that is found does not match the search, the visitor will quickly leave.

The starting point of keyword research is always to identify what each page is offering, so that visitors to that page will find what they expect when they click the link. From this starting point you may consider other terms that people may be searching for. This is very important. For example you may use terms in your business that potential customers may not be familiar with.

A quick way to identify terms people are searching Google for, is to start typing a search and see what google prompts as a suggestion to develop that search.

High Traffic:
Before you go and create a Landing Page, you need to be sure that you will get the maximum benefit from that page in terms of visitors. Know that the subject the page focuses on is the subject people are searching for.

Google Adword research tool is a free tool that will indicate the most popular search terms related to keywords you enter. (www.adwords.google.ie/select/keywordtoolexternal)

Low Competition:
If you identify target search items relevant to your offering and that get a lot of searches, you have to consider how much competition there is for that search term.

Ultimately you have to get a high search ranking for whatever term you are interested in. Remember the following:

> As a rule top search results get **34.36%** of the clicks
>
> For mobile search it is **31.35%**
>
> Second result gets about **22% - 25%**
>
> Third is at **15%**
>
> The top 10 rankings get **99%** of the clicks.

Being on page 2 gives you very slim pickings. This means SERP ranking position is critical. So much so that it over rides the popularity of the search term. Unless you can get on the first page, you may be wasting your time!

Hence you must identify the term that you believe can get you a page 1 ranking. Even if these terms get lower traffic. Better to get a slice of a smaller pie than no slice at all.

It is often assumed that most web traffic is driven by keywords which rank highest. Not necessarily. Often the words which are most popular get very high numbers but still amount to a minority of searches carried out.

The Long Tail:
Initial logic would assume that the high visitors searches amount for the most traffic to your site. But the reverse of this is actually true. Most of the traffic is in the long tail.

This does not mean that you don't look to top the rankings in your preferred search areas. These are the door openers. The way into your business. The better you rank for a pages primary terms the better you will rank for any term on that page.

The real learning for long tail terms is the importance of having diverse content on your pages. A page should focus on its target term but should also contain a healthy variety of other words/terms that will build the long tail results.

Finding Alternative Search Terms:
If you are in a highly competitive market segment, where top searches are responsible for extremely high traffic, you have to give extra consideration to what might be typed into the search engine.

This lateral thinking is the key to successful search engine marketing. Spend time browsing the web for your initial target items to discover the range of different terms people are using. This allows you to find alternatives to the top level searches. This can even move into the area of mis-spelled words!

Keyword Research Tools:
In an ideal world you could contain your relevant traffic and competition in one single interface. There are several good solutions available to offer this

1. Googles Adwords Research Tool

2. Market Samurai

3. Word Tracker

Market Samurai (www.marketsamuri.com):
Is an app that combines a range of useful SEO and marketing tools. Its keyword research tool is excellent.

Some terms you will need to understand when using this app include
- Searches: estimates the number of daily searches for the term (either globally or geographically if you specify)
- SEOT: an estimate of the number of clicks per day you could expect for placing #1 on Google for the term (around 40% of the daily searches)
- SEOC: shows how many pages on the web contain the words (like typing a word into Google and seeing how many pages are returned)
- SEOTC: is a measure of how many pages use the term in their title tag (i.e.. focused on the term) This is a good indicator of the strength of the competition
- SEOTCR: is a calculation that compares the popularity of a term on the web to the number of pages that feature the term in their titles. A lower % might suggest a low competition theme

Wordtracker (www.wordtracker.com):
This app takes a different approach to keyword research.

- Anchor and Title: a strong indicator of competitiveness. This gives the number of pages that have the phrase in their titles and also have links pointing to their pages that include the same phrase

Wordtracker has its own calculation for predicting the competitive attractiveness of keywords called KIE and KE13. It allows you click any word that looks interesting and browse around to find interesting target search items.

Once you have identified a target search term, make sure your page appears to be strongly about that term so that the search engine can clearly identify the page.

On Page SEO:
Search engines do not assign meaning to visual factors yet - layout, colour, typeface and the content of images, video etc.

Search engines work on the bases of the following criteria:
- Keyword density
- Placement of keywords on the page

Keyword density:
This simply means how often a particular word or phrase occurs in the content of the page. If the page has a thousand words and your target term makes up 40 of those words, the keyword density is 4%. If you want a page to rank for a certain keyword term, the term should appear with a density that is not too low nor too high.

Clearly a page has to mention the term but it cannot be too dense as it will appear to the engine as artificial. They will want to use a natural balance of language.

As a general rule Goole will accept a density of 2% - 4%. Other engines will accept a higher density. A handy tool for checking is (www.keydensity.com/keyword-density-checker-calculator)

Placement of keywords:
HTML (hypertext markup language) is the tagging language that gives a web page its structure. HTML tags identify structural elements, some of which assign meaning to their contents:

- Title tag <title>: is probably the most important tag for identifying a page's subject focus. Every page should have one title tag. This belongs in the <head> section which means it is not part of the visible content on the page. The contents of the title tag are displayed in the window or tab of the page in the browsers back/forward navigation menus.
  Keyword density and length are relevant to your page title. Keep language natural and do not repeat too often. Google recognises the first 60 characters of a title tag
- URL (uniform resource locator): are also important for search relevance. If your keyword appears on the sites domain name, in the directory path to the page or in the pages filename, they will add useful relevance. Use real words in the URL which can be separated by hyphen or underscore characters.
- Heading 1 tag: Every web page should feature one <h1> or main heading tag. This is the primary on page tag that tells the visitor what the whole page is about. Ensure your <h1> tag contains your target keywords where possible but make sure it is meaningful and keep in only as long as it needs to be
- Minor heading tags: Your web page may feature many minor headings which describe the contents of a sub section of the page. They give relevance but are less important than the main <h1> tag. Try and repeat your target search in your minor tags.
- Body content: the rest of the page should feature keywords in a natural proportion. Generally key term content higher up the page is more relevant
- The *alt* and *longdesc* properties of images also carry relevance. Treat these as you would body content. They also describe the subject content to engine image spiders and screen readers
- Meta content: meta tags which like the <title> belong in the <head> section of the page, so are not displayed on the web page itself. They are used to describe properties of the page to other users agents (not browsers but search engines)

  The most common meta tags are the key words and description tags. Google does not seem to assign relevance to the contents of these tags, but some other engines do.

  When you have optimised your pages to feature your target search terms in reasonable proportions wherever possible, you should see them feature higher in the search rankings. But on-page SEO plays a relatively small part in the overall ranking. To get really competitive a web page must be validated by the rest of the web - Off Page SEO.

Off Page SEO:
The power of inbound links:
These are simply links to your web page from other pages. In the earlier 90's, engines used only on page factors to judge what pages were about. Google changed all of that. It introduced inbound links from other pages. They are seen as votes for the linked-to page. And the content of the link, such as "check out this great..." provided the context for the vote.

This approach immediately delivered better results than the other engines and established Google as the worlds favourite search engine. Today all engines use this approach.

To get high rankings now you need the subject to focus of your page to be validated. If the web says your page is about a certain topic thats good enough for Google. How does Google do this?

How Google calculates inbound link values:

1. Number of inbound links

2. Relevance of linking pages

3. Link juice

1. Inbound links:
Think about this phrase "all other things being equal". A page with more links from the rest of the web will be viewed as more popular and more relevant than a page with fewer inbound links

2. Relevant of linking pages:
A link page for web design about web design from another page about web design will be more relevant than a link from a different subject. The engine spiders work out the subject matter and how they relate to each other. Links from related pages are far more valuable than unrelated pages.

3. Link juice:
This is the most significant factor for Google. It is the amount of link juice a linking page gives to a linked page. Google gives every page a PageRank (PR) value. The more inbound links a page has the higher its PR value.

Generally a PR value is between 0 and 10. With 10 being the highest. But it is not a linear value.
A PR5 page is far more valuable than a PR4 page and so on. We can assume a 1 point PR increase results in a x50 increase in importance. Hence a PR5 will be x2500 more valuable than a PR3 page.

A linking out page with a high PR value is much more influential than a link from a page with a low PR value or a 'no follow' status

Internal Links
Pages linked to pages from its own website have value and hence you can use it to your own advantage. You can if you want to promote one page or a subject of some sort, have all of your other pages containing that each term each linking back to the page you want to promote. In this way all of the pages are working to promote the campaign page.

Link Building:
Is the practise of getting other sites to link to yours.

- contacting owners direct and asking them to link to your site
- offering a link for a recipricol link
- manually creating a page with a similar topic and linking it back to your site page
- adding comments on blogs/sites which have a link back to your page

- posting messages on social media with back links back to your site
- submitting articles to other sites which have back links

These are all time consuming. Many companies outsource link building to cheap markets,

The best type of SEO is no SEO. Search engines are constantly looking for ways to distinguish between sites that are naturally liked and those that are artificially liked. Google is constantly looking for ways to ensure that the artificial likes are diminished.

Different unique valuable content will always do very well against generic content. Commit to creating a range of pages that deal with specific subjects that can be short, punchy and unique.

You need to think like a marketer and also a journalist - creating content of interest.

3   EXPANDING YOUR REACH

Ultimately you're selling solutions to peoples needs. Your products and services are not the solutions themselves - they are a means to an end.

You have to think about your services in relation to what your end user is looking to solve. So offer solutions to these problems in a manner that reflects they way they are thinking about their problem and the language the would use. It is after all language that search engines use to match queries to content. Your site will be more successful if the language you use reflects their current thoughts.

Researching your markets:

> *"the moment when a private desire is shared by a statistically significant number of people large enough to profitably repay selling these people, that a market is born"*
>
> Edward Schwartz, Breakthrough Advertising

Because we are going to be promoting online, we can develop as many pages and services as we wish. The first task is to list the possible problems or needs that your product could solve. Then you can begin to prioritise your marketing activities.

Flip products to propositions:
We must come back to the view that people don't buy products they buy solutions to problems or needs. This need could be functional (all you need to do something you couldn't, to save time etc.)

Each service may address multiple needs, but there is always a gap between your service and the customers need. You have to be able to bridge that gap. This is the proposition, the way you present a solution to a prospects need. The best proposition not the solution wins the day.

You must move from features to benefits because a benefit is what something does for me. That is what people buy. Behind every product are multiple propositions and behind every proposition are multiple benefits. This is one reason why the long tail is where the search action and buying action takes place.

Hence you need to have web pages that are about the things that people are looking for right now. Each page can attract different people looking for specific benefits. It should present a proposition that shows each group how the features of your service fulfil their needs.

These pages do not need to be built today, they are developed over a period of time. They do not even need to try and do a complete selling job. They only have to catch the attention of a certain type of visitor.

Flip Us to You:
Never forget that your customers are not interested at all in your company, in what you do or even your products and services. They are interested in what is in it for them.

Your propositions are simply a way of translating your features into benefits for them. Hence always present your offers as propositions that makes sense from their perspective.

From an internal perspective you are interested in talking about features but externally this is not the way people buy. The language your audiences use may not even be correct but that is the language being typed into Google.

You might want to offer low cost or affordable something - but that may put you into a very competitive space. The market searching might be using the word cheap to describe what they are looking for. So while you may feel it undermines your offering to talk about cheap - that is what is going into Google searches. Good opportunities exist for web builders who are willing to release their own version and language and embrace the language perspective of the external user.
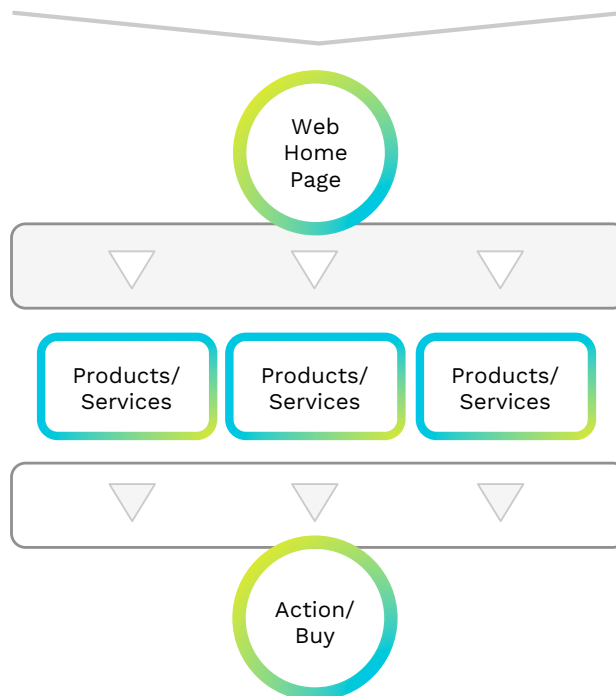
4   THE AWARENESS LADDER

Previously we widened the reach of your website by flipping your products and services into multiple propositions which speak directly to your peoples needs.

The Awareness Ladder looks to go deeper into your market - to create more entry points for each of your propositions.

The old model looked liked this. Where (HP) is your homepage, (P/S) are your products and services and (A) is action/buy
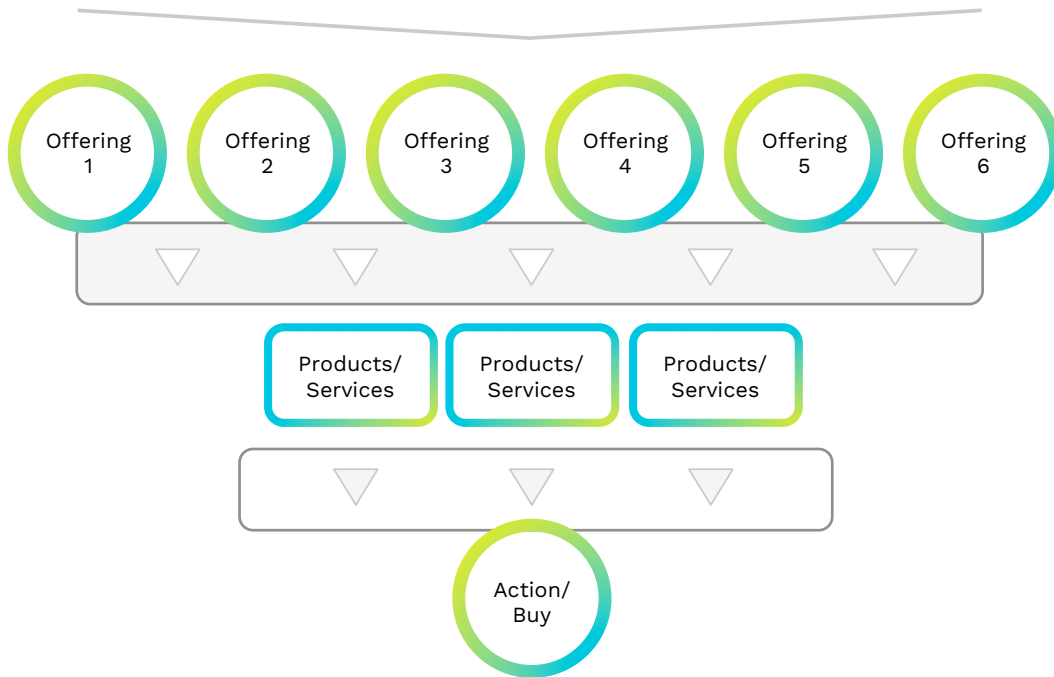

The problem with this structure is that most people do not arrive through the front door (HP). Most traffic comes through the long tail (if you don't have much content on your site the tail is not very long!)

When you flip your perspective expecting your HP to channel your visitors and prospects to your products and services, you can create offerings (O) that expands your reach to target more differentiated needs with greater precision. It models as follows:

The key factor in extending the offerings is that it looks to engage not just your active audience who are looking specifically for your products but a wider audience who may be looking for ancillary benefits and which could then lead them to buy from you.

6 steps to buyer awareness:

1   No awareness of a problem

2   A problem is identified

3   A solution exists

4   It is your solution

5   The benefits of the solution

6   Convinced and ready to buy

To achieve a sale you must get to 6. But prospects can only move 1 step at a time

To get working with the ladder you must establish:

- what is your current level of awareness

- what are they looking for right now

- what are they open to at this point

- what will get their attention

- what next step can you invite them to take

- what do you need to convince them of to take the next step

1. No awareness of a problem
   If you are bringing something totally new to the market, then you must assume that nobody is looking for it. This is a difficult educational task to under-take. You have to invest to create a need before people will consider your offering. You have to try and go where your targets are already – looking for other similar type solutions. Sites with products and services that they already use. Blogging through content that they already surround etc. You want to become the pioneer brand, the path finder.

2. Aware of a need but not of any solution
   This segment is more accessible as they already understand they have a problem and are hence are looking for potential solutions. You should be looking to publish articles and offer content that specifically answers the questions the market is searching for solutions to. You should optimise each page for the specific search areas/words that are important. Once you introduce the possibility of a solution you are already on the road to step 3.

3. Awareness of some solutions but probably not yours
   People are already searching for solutions. The key is to create more articles/content that match the specific searches the potential buyers are searching for. If you believe that they are searching competitors by brand news, you could look to produce content that compares your offering with the competition and how your offering is better. Once you get them to see and experience your content, you have an opportunity to sell to them.

4. Awareness of your solution but not the benefits
Keyword research is critical to ensure that you create content which answers the needs of your audience. However they arrive to your site, the task now is to convince them of the benefits of your offering.

5. Awareness of the benefits but not yet convinced
Simply communicating benefits is not usually enough to get them to take action. To convince them, you have to build a picture in their minds of how their world will be better as a result of your offering. The fantasy of the proposition is what they are looking for here. You are ready to close.

6. Convinced and ready to buy
You have done all the convincing, now you must make it as easy as possible for them to buy.

How does this awareness ladder fit within a more standard illustration of the inbound marketing process? The illustration below shows that there is absolute connection between these ladder phases and our Inbound Marketing process attract/convert/close/delight.

Why the old narrative fails?
The old way of building websites simply cannot cope with all of the different types of prospects and every step the sales funnel process. Often the FAQ page deals with the wider issues - but it is not delivered in a focused proposition led manner. FAQ and testimonial do not have any real belonging on the awareness ladder. But this sort of content can be very useful indeed in the construction of a multi faceted website. There could be FAQ relating to one part of the ladder - a solution exists for example. FAQ and testimonials must be weaved into the main content and not used in a singular way on their own.

The new way of presenting a web site should offer multiple landing pages, each one offering a visitor a way to progress up the awareness chain (or through the sales funnel). The offers will not usually reside on your own site. These are content pages that create the need and direct traffic to your site to discuss the topic in more detail and lead to a potential solution. The offer stage may in fact need associated communications elements such as banner ads, adwords, radio, print, tv etc

Step 2 is almost like problem pages which attract visitors looking for solutions to similar problems. The objective here is to communicate that a solution exists. It may suggest your solution and link it on to this content from here. Stage 3 may use language which is attractive to the audience, such as 'Best, Easiest etc' This stage talk about an existing solution to the problem and then suggest your offer as a potential fix.

Your HP will usually sit on Stage 4 or 5. The job here is to communicate with people looking for your services and more information or people looking for solutions to problems. All your propositions pages are in Stage 3. Stage 4 is there to convince the prospect that your solution is the right one. Here the argument has to allay there natural fears and convince them of the solution a reassuring manner. Stage 6 is to close which can be a sale on line or to get in contact with you. If your stages are complete and all our pages are in place, your stage 6 will yield good results.

You do not need to have a massive number of pages for your site on day 1. Much of what you already have will still be relevant but will need to be packaged differently.

You overall objective is to get your visitors to move from the outside into the middle. It doesn't matter where they arrive, the only objective is to lead them to the next stage.

Semantic Matrix Method:
We often find a number of valid search terms which could all work for your different landing pages. Try and arrange them onto logical groups. Group content around these groups pf words. Then you can create landing pages around this matrix ensuring you are hitting the target words that are relevant.

Lets say you set a matrix around PROBLEMS : SOLUTIONS
You can then do keyword research to find out the most popular problems and the most popular solutions to these problems. There is a useful online tool that allows you to 'used' your keyword research. http://.textmechanic.com/permutation-generator.html. Enter a range of first, second, third words and so on and the generator will produce a list of every combination. Then copy the list into Wordtracker or Market Samurai and see what combination works.

Generating large amounts of content:
When you think about the number of pages this kind of landing page structure demands, it looks very daunting - to develop all that content. But you can get there. You have a huge database of information, intelligence etc in the business - you just have to find ways to extract and publish it. The return from getting this content out there can be enormous.

1. Look at the needs/requirements that your service help to solve with your clients
2. Then take each of these needs and see where your services help to address the client problem
   1. Why is your solution effective
   2. Where does it work and where does it no

Geography:
If your offering is relevant or particular to an area it makes sense to reference this detail on all of the relevant pages.

In relation to local searches, it is worth noting that Facebook takes a very different approach to Google Adwords. Adwords only uses the content of the page to display contextual ads. So they cannot differentiate between age, gender etc. Facebook has access to far more detailed data - the profile of the person looking at the page. FB knows a lot about all its members, including age, gender, location, job title etc. If you can identify your market by these parameters FB will offer you a very able platform to target potential customers resulting in higher click through rates.

5   WEBSITE ARCHITECTURE

The best sites are designed with a good understanding of visitors interests, needs and expectations. You want them to reach a particular goal.

Do you go with the TREE structure where you have a homepage and sub pages sitting off this homepage.

You have to plan it to help the user realise their goals as easily and quickly as possible

- Identify and Define visitor goals
- Organise the site content around these goals and expectations

All good website architecture should make it easy for visitors to find the most relevant information they need. A good menu system, familiar page locations etc. An Inbound website architecture does these things, but will also look to bring visitors along a journey moving them from visitors, to sales leads to becoming a customer.

Step 1:
A first time visitor experience. It is likely that many first time visitors to your site will not actually encounter your web architecture but rather arrive through a blog article or news piece. Hence your architecture must be built with an understanding of where your visitors are originally landing. where your site guides visitors after they read the article they landed on is critical. You should use CTA at the end of any blog content to help guide visitors along the conversion journey. You need to understand that IA (interactive architecture) does not design for a single pathway to conversion - it involves many. CTAs at the bottom of an article for example are only useful if the visitor reads to the end. You should also have secondary opportunities that engage - such as links to other pages within the article or a blog nav to help showcase content they might be more interested in

Step 2:
Use Thank You (TU) pages - Once someone has given you their information in exchange for their details you should be focused on moving them through the sales funnel in conjunction with tactics that get the prospect to revisit your website. Immediately after a conversion, a thank you page is a powerful way to guide leads to the next opportunity to learn more about your company. For example if a lead just downloaded an article on one of your products, then you should offer them so view some of your other products/services. Generally, a TU page includes your main sites navigation along with a featured opportunity to learn more. The content offer is the prime focus of where the lead should go next. The nav bar offers a secondary option to learn more from the website itself

Step 3:
Guide returning leads with CTAs - Once you have a conversion, you will know when a visitor returns to your site. By returning they will be looking for further information and thus becoming a more sales qualified lead. You should present them with more advanced content on the pages they visit. Check different GA tools to enable this type of feature.

Step 4:
Have a CTA on every page - There is a pattern! you need CTAs everywhere. There should be a CTA on every page. It makes your leads much more likely to convert/reconvert.

Step 5:
Ensure your CTAs are relevant to your personas - if your target is someone on a mobile device you need to present your CTA as part of this content stream. If its a desktop visitor then a more visible place CTA will be appropriate.

6 A SITE THAT SELLS

You can't improve what you can't measure:
The most basic goal of website optimisation is to keep people on your site. Your site is a funnel through which your visitors pass and ultimately reach an end point. Your website will leak visitors. Optimising is about finding out where the leaks are occurring.

Bounce Rate:
This is the % of visitors who arrive and leave the site from the same page. Bounce rate can be a useful indicator of poor performance.

One reason for high bounce rate is that your page is attracting the wrong traffic. Your search engine suggests your page offers a particular solution to certain queries, but the content does not live up to expectation. A well-crafted content strategy should look after this.

If the page is attracting the right visitors, a high bounce rate could indicate that the page is failing to engage, which is a more serious concern. Look out for high bounce rates on your landing pages.

Note that high bounce rate does not automatically mean that there is a failure. One example is a FAQ page, where an issue is resolved positively. It may also be that they are leaving your page to go somewhere you want them to go.

Exit Rate:
A more helpful matrix is page Exit Rate. This is the % of page visitors who leave a site from a particular page. Although still crude it gives an indicator of a traffic leak. Spotting leaks through a high exit rate can help you identify pages that just are not performing. Generally it indicates 2 things - that they do not know what to do next or they were not interested in continuing.

Again it does not always confirm a failure - you would expect a high exit rate on a thank you page for example.

The process for modeling your site has 3 elements

1. Modeling your sites funnels

2. Analysing your funnels

3. Optimising your funnels

1. Modeling your sites funnels
The process of optimising your site begins with visualising its funnels. Every possible path from landing page to final fulfillment is a funnel. The funnels conversion rate is the % of visitors who enter the funnel and follow the pathway until completion. A funnel operates by pushing visitors along the awareness ladder. If a person leaves the funnel before completion - that is a leak. Optimisation is all abut finding these leaks and fixing them.

To measure your goals you have to know what success looks like for you. It should always look for some sort of commitment and/or action from your visitor. Consider the following: leads, contacts, advertising...

Note: Google Analytics (GA) can help with promoting messages. They can help you track a minimum amount of time spent on the site or number of pages viewed in a visit as a goal.

Note: Try and have measurable goals. For example arriving at a certain page (thank you for example). These goals should have real business value - such as sales or leads etc. Try to only track goals that have an impact on your business.

Configuring goals in GA:
Before you use GA to model and monitor your funnels, you should first set up goals within GA. Click the edit link on the website profile in the main GA menu. The profile page lets you edit your main options to configure GA for each website. The 2nd block is for displaying and creating goals, which are divided into 4 sets. To start defining a new goal, select +Add Goal in the first available set.

Use different goal groups for different types of goals, because some GA reports will only show stats summarised for the whole group. So you can have one goal for selling and another for generating leads or email sign ups - set these up as separate groups.

There are 4 types of goals that can be set up in GA

- Destination - the user reaches a specific page or app
- Duration - the user spends a particular amount of time on a page or app
- Pages/Screens per session - the user views a specified number of screens or pages
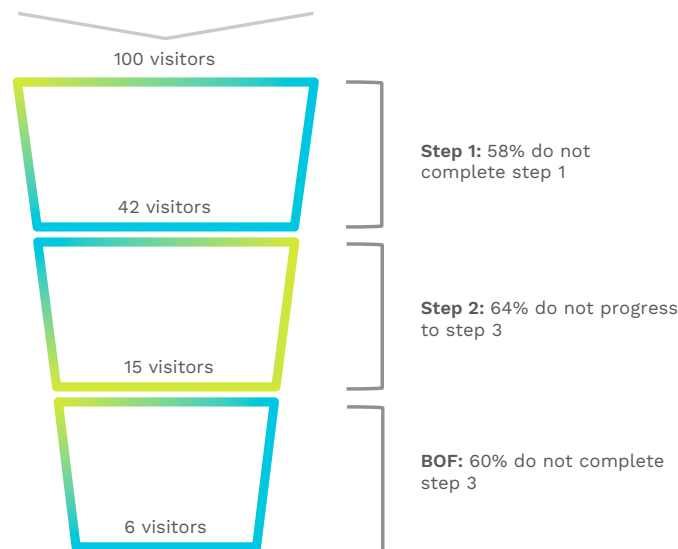- Event - the user performs a specific action like watching a video, downloading a doc

2. Analysing your sites funnels

This task is to map out the flow of traffic through your main pages to you main goals. This process is about trying to visualize where your site is leaking.

Once you have created a goal in GA you will be able to track its conversion rate (CR) in the tool. You will likely see your CR going up and down. You need to get behind this data and understand why it is moving up or down?

Attrition Rate:
At every step through the funnel your numbers will diminish. Some will leak and others will carry out conversions, as you want them to. The conversion rate of any funnel will be determined by the attrition rate as your visitors move through the funnel. So if you have a 3-step process to fulfill a goal, you can track the attrition rate in these steps. The illustration below shows the attrition rates as you move through this imagined 3-step funnel. You can easily see there are large attrition rates at your move through. But the 58% at stage 1 is the likeliest place to resolve first as that is where the majority of visitors are leaking.

100 visitors

42 visitors

Step 1: 58% do not complete step 1

15 visitors

Step 2: 64% do not progress to step 3

6 visitors

BOF: 60% do not complete step 3

Attrition Rate

The law of Multiples
We spoke already about the diminishing return that operates as you move through your funnel. Your prospects are always reducing in number as you move through. Hence the logic to improve your leak numbers at any stage will in effect double your chances of conversion. Look to fix your leaks early in the funnel.

CPV and EPV
Cost Per Visit and Earnings Per Visit are very useful metrics to be aware of. In essence you want your earnings to exceed your costs. The value you site delivers to your business is more than the cost of running your site and attracting traffic.

It is easy to isolate your earnings number if you are operating as an e-commerce site. If your site is about generating sales leads, you may need to work out what your average profit earned from each lead is and assign that value to a lead generation goal. GA allows you assign real or nominal values to any goal.

3.   Optimising conversions through your funnel
When you start working with funnels, you begin to see quickly how visitors are progressing through your site and you can take steps to optimise each step in each funnel to maximize conversion rates.

The process should include the following:

- Identify the leaks
- Generate alternative ideas
- Test to see what works best
- Repeat

The first step is clear. The second and third require you to use your best thinking on solving a problem with a leak. You need to test each option to see if they have a positive or negative effect. Moving towards this testing, re-testing, changing, amending type of model is what positive optimizing is all about.

The 3 elements of conversion:
In the next chapters we will look at the 3 central elements in achieving positive conversion rates on your site.

1. Getting their attention
2. Keeping them engaged
3. Call them to action

Getting their attention:
You need to create content that will get your targets attention. This means you need to have a good understanding of what they are looking to solve in the first place. This also means you need to be aware of the different levels of awareness (as highlighted in the awareness ladder). Some will have no understanding of a problem and need to be introduced to the subject. Others will know of the problem and are looking for a solution etc.

Think in terms of developing propositions. Good propositions tend to have the following ingredients.

- Address their need
- Be user focused not self focused
- Offer them a user benefit
- Try and make it a solution for the immediate need

Keep them engaged:
Once you have a visitor's attention, you have to keep them engaged (stop them leaking). This is where the power of good design and copy content plays an important role. You must keep the momentum of their journey going until they reach the next goal – so they need to keep discovering things that interest them.

- Identify with your proposition
- Get the right impression from your brand
- Have confirmation that their requirements are going to be met
- See that there is an achievable goal in sight

Call them to action:
Your website has to be set up to try and convert now – not later. Your CTA must be bold and clear

The timing must be right and not put the visitor off. You have to have provided enough positive information to make your CTA a credible move. Your CTA must provide the necessary urgency to act now.

7   GETTING THEIR ATTENTION

The sole purpose of your website is to deliver your propositions to your target visitors.

This is how what we do addresses your needs:
A proposition is a bridge between what they want and what you do. It should be present from first glance and should get stronger as the visitor continues to engage with your content.

Make sure you have defined your landing stages and created web pages for each step on your funnel or awareness ladder. This means you have to know your visitor needs and their level of awareness of your offer. You should plan to have a matrix of landing pages targeting the specific terms that your visitors are looking for. So you have to convince them that they are in the right place to get what they want.

What are the tools to achieve this?

Walk in their shoes:
Walk the road from your customers perspective. You are familiar with your product and may be bored with seeing how it is delivered etc. But you also have to look for holes - where are people failing to proceed? what do they need that is not there? what is there that should not be?

Repair then optimise:
Use your Google Analytics (GA) to establish where your holes are, where visitors are leaving. If your page does not engage you cannot convert.

Draw on outside influences:
When you see a proposition that really works don't be too proud to copy its format. Most good design is informed by precedent – so when something is known to work, don't be afraid to embrace it.

Knowing when you use key proven patterns is one of the most important skills of good marketing

When attention come second:
Not all pages need a big attention grabber. Contact us for example can be a functional page.

What sort of things can you do to make your page become more impactful
- add minor/sub headings
- pull quotes
- highlight keywords in text content

Headlines rule:
One of the first things that people look at when they land on a page is an image but for more specific information the main headline. It should confirm where you are and grab your interest.

Headline should not give all of the information away. It needs to be clear on what value will follow but not give too much away so there is no incentive to get into the main body of content. The headline doesn't have to convince but engage.

Clever headlines tend not to work (especially for the search engines). Simple bold and direct will work better for most people.

3 factors to consider:
- Relevance - to me and my situation
- Self interest - offer me a quick solution to my need
- Emotion - engage me on an emotional level

Proposition research:
Carry out a Google search on the keywords and look at the top pay per click results. See how much emotion is packed into the top performing sites when you do a search.

Target your headlines at specific target markets. Hence remember your target personas and develop headlines specific to their needs. Allow for multiple iterations of your messages targeting the different target audiences.

You orientate language:
An often overlooked technique is to simply talk to the visitor as 'YOU" instead of talking about yourself all the time - "We do web design OR websites you love".

Make sure the promise matches the link. It is a top reason for poor conversion rates.

Distinguish your offering:
USP or UVP can be a good way to grab attention. This should be a description of what sets you apart from your competitors.

Consider:
- your competitors, write down what words make them distinctive
- what can you say about you that they cannot
- what do your prospects not know about you that would give them confidence
- how do you delight your customers

Write content for the undecided visitor:
There are 3 types of visitor to your site
1. those determined to proceed to the next step
2. those that are not going to proceed no matter what
3. those that may proceed to the next step

Self-Interest:
The 2nd factor in making you capture attention is to appeal directly to the prospects self interest
Keep your langauage focused on 'YOU'. Your own point of view is only relevant if it benefits the target directly.

The key trigger action is that the offer you present will solve their needs. Text is usually the first point of reference - so its very important that the pitch and tone of the text content is correct.
Always look to project a benefit

Promise to solve a problem - this is why they have come looking after all.

Benefits:
Always lead with benefits not features
Consider the following benefit categories:

- financial gain
- saving time
- having fun
- increasing ability
- increasing profit
- being able to do something you couldn't before

You MUST encourage users to take positive action on your site pages. This is much easier when you give them a clear benefit. Always look to go that extra mile of capturing not just 'what it does' to 'what it does for you'. Let them visualise how much easier their life will be with your solutions.

Examples of features flipped to benefits:
- same day delivery - relax in the knowledge your goods will arrive before 5pm
- server up-time - while you focus on customers we'll ensure your server in online 247

Benefits help create emotional connection for users

Emotion:
Facts are an important elements in communicating and selling but they are not the key to prompting actions. Emotional responses are the key to compelling a visitor to keep going.

Features are the logic and emotion is the magic. You need a mix of both. But the magic is the prompter for action. Instead of *flowers delivered*, think *give you girlfriend the perfect valnetines gift*. How to let her know I love you. Enthusiasm, passion, commitment are also very emotive things to bring to a website and are compelling for users. Shoe the end result: Let the visitor see the end result of what they want to achieve.

Design for attention:
There are 5 heading here for consideration
1. getability
2. noticeability
3. navigation
4. imagery
5. look and feel

1. getability: give them signs that they are IN THE RIGHT PLACE in the first few seconds. Then visitors will stay. Those signs will need to jump straight out. Often the best way to achieve this is to strip away things that are not important

2. noticeability: there are 8 different design factors in play here
   a. size - understand the right balance in the hierarchy of content
   b. contrast - tonal contrast plays an important role in highlighting key messages
   c. boldness -
   d. colour
   e. position
   f. space
   g. 3d
   h. movement

Testing: You can run Google Web Optimiser to check how some of these things are working

3. Navigation: tells you where you are/where you can go and the means to get there

4. Imagery: graphic content tends not to influence conversion as much as text, imagery is important in realising visitors are in the right place

5. Look and feel: always be aware of the subliminal elements of a message. This is where good design plays a significant part in helping to not just deliver a hierarchy of information but to also hold it all together in a manner that is visually pleasing

8   KEEPING THEM ENGAGED

Each page is a crucial stage in bringing your target through the ladder or funnel. You have to keep their attention. We will look at:

1. Affirm the positive signs visitors are looking for

2. Resolve their concerns and build trust

3. Build interest

4. Make it easy and engaging

1.   **Positive signs:**

   - o   will it work?
   - o   does it meet my needs?
   - o   does it have a proven track record?
   - o   who else uses it?
   - o   is it the best price?
   - o   are they in my area?
   - o   is there a support package?
   - o   can i afford?
   - o   will it deliver?

Long or short copy? there has been a school of thought that felt that long copy was the domain of print materials and that online content needed to be short. That can be the case but not always. What is more important is that they can be brought on a journey to finding the information the they are looking for. You can entice them with good headlines and propositions and allow detailed information to be gathered through links or downloads through forms/landing pages etc

The motto that the more you tell the more you sell - is also true on line. You can cover off the many angles that might be required to convince a visitor they are getting the right solution.

Different visitor types:
Be aware of different personality types. Different visitors have different needs and respond to different approaches. This is one way of categorising them.

DISC:
- Dominant – looking for and interestin in - results, competence, action
- Influencer - looking for and interestin in - action, enthusiasm, relationship
- Steady - looking for and interestin in - relationships, sincerity, dependability
- Conscientious - looking for and interestin in - dependability, quality, competence

Generally D require less information. S and C need more information

D: You have the expertise required to deliver results, you are committed and ready to deliver now. Defer to their authority

I: Show passion, enthusiasm. you are really keen to work with them. Listen to what they need. Get the excited about the possibilities

S: Take time to show you can be trusted. you care about your customers. Listen to needs and provide great service.

C: Provide the facts and detail required. No skimping on evidence, white papers, case studies, the opportunity to ask more questions

Cover all bases: Make all the information available but don't require that they have to read it all. Try and use a full range in your copy content.

Say less and more:
- give them a high level story with links for further detail
- because you can you can present multiple calls to action. a link to the next step after your introduction
- visitors can launch pop up windows to get more info
- give links to pages to carry other info

Its the same when you want their info - some will be happy to give it all and some will only want to give the bare minimum. so ensure your for accommodate those that are light and heavy.

Content over style:
Getting the content right is a crucial part. You have got their attention now you must stop them leaving. you only have a limited amount of time. your copy must capture real value

Details:
Statistics that back up a claim boost conversions by approximately 67.8%.

Show evidence: don't just tell me show me.
- why are you the best
- what are the elements to making you great
- awards
- customer endorsements
- images of happy customers
- experience
- we are thorough - quality takes time

2. **Resolve concerns to build trust:**

You have to allay fears such as;
- what if it doesn't work
- what if i want to cancel
- what if i need more help

Consider the possible objections and try and resolve those .

Promises:
Consider your privacy policy and ensure it is easily available for users. Consider statements beside forms such as " we hate spam too and will never give your details away"
Offer a phone number for more information

Guaruntees:
Making guarantees is a great way to increase conversion rates. the bolder the guarantee the greater the trust that is built. Could you make a claim to ensure x increase in sales or your money back?
think about it??

3rd party validation:
Are an excellent way of building credibility

Ask your customers:
- what are you looking for
- why did you choose us
- what were your concerns
- what was you experience
- would you recommend us

Real works:
Always remember not to over-do your content. It must be believable. Particularly when it comes to testimonials. They are better being real and than overly polished.

Place you testimaonial so that is maximises its effect. Try and use them where it is relevant. For example if its about delivering on time, place that in a shipping or payment page.

Consider getting your customers to record an audio or video testimonial – it lends great credibility and also communicates that your customer was willing to give you the time needed to create the piece.

3.   **Build Interest:**
In an ideal world your site will be interesting to visitors, with the sort of content that is engaging and a flow path that encourages them to move along the funnel and fulfill their needs. But it's not always this easy! You are likely to have to keep working your content so that it is interesting. You should:

- Keep it fresh
- Deliver value for your visitor
- Keep them on the scent

Fresh: You have to make your content original – so that they don not feel they have read it before.

Value: each piece of content should deliver somethong for the visitors. That could be a headline enticing them to read on or body content that affirms their expectation of what they are looking for.

Scent: remember your goal is to convert visitors to customers and hence this requires certain actions to be taken.

Make it easy:
- Be consistent: make sure your papges are properly linked and they there are no dead ends

- Be brief: sometimes detail is required, but if you can say something succinctly, then you should do that

- Use simple language: It is not about demonstrating how clever you are. You never want to lecture, so simple language will always work and makes you approachable as a partner

- Make it readable: use design and layout technigues – different sizes of text, charts, columns etc.

- Keep forms short: forms can be a big block for visitors. You have to be very careful to keep them short and ensure you get their details and allow them take away their desired content

- Avoid unnecessary steps: keep the pathway as clean as possible. You don't want visitors having to make multiple pages clicks. They will get fristrated and increase the liklihood of leaking

9   CALLS TO ACTION

Getting attention and keeping visitors on the site are only useful if you get them to carry out an action. And you need to have the right call to action.

Your site will have a mix of big steps and small steps. You need to try an ensure that you don't lose visitors at any of thee steps.

Each page should have one or more of the following:
- Sell or squeeze pages - where the goal is to get the visitor to buy a product
- Functional pages with subscribe or check out forms, the action is to complete the form properly and proceed to the next step
- Most of your content pages should include prominent next steps immediately following the main content, which takes the visitor one step along the journey oa awareness
- Other pages such as menus, galleries, search results, articles may have a possible next step but might also be low value next steps

Classes of next steps:
Your actions should link directly to your websites goals - so make sure you have those goals set and are tracking them in GA.

Closing CTA:
Most CTAs lead visitors to closure on their visit. This could be:
1. make contact with the agency
2. download an Ebook
3. sign up for newsletter or blog updates
4. click an affiliate link or advertisement

You must remember to focus your CTA on the value that you will derive from your site. If that is new leads, then concentrate on that and getting visitors to download or make contact with your agency.

Your CTA strategy should also be determined by the stage your visitor is on in relation to the sales funnel. If they are in the early stages, getting them to a content page could be a good result. Downloading an Ebook would also represent a positive step forward along the sales funnel as it will indicate a visitor leaving details which can then be followed up etc.

Build momentum
Don't try and rush users up the funnel. They need time to consider and get comfortable. A CTA is the last thing that needs to happen on any visit to your site. Successful conversions will likely have many smaller CTAs along the path. You need to give the visitor time to become acquainted with your offer so that they can be comfortable transitioning into purchasing.

You need to be able to analyse what is happening with your visitors along their journey. Where you are showing low click through or conversion rates, ask if there is a step missing (is the path too steep?).

Perhaps it needs something extra that is more affirming and resolves more doubts. On the other hand the path could be too long and winding. Could you combine 2 levels for example? Ensure that every page has 1 or more logical step and then mae sure that the visitors want to take that step.

Remember these 6 steps to creating compelling CTAs:
1. Ask
2. Be clear and strong
3. Repeat and appeal
4. Nudge them over the line
5. Correct timing and placement
6. Don't stop there

1. Ask: The essential tip is to make sure you have CTA. A sales process without a close will not produce sales. A web page without a next step is a dead web page. On the web if its not easy people will stop. Tell them to 'do this now' and you will be amazed how many people actually do. You are talking to the undecided here. You must solve their problems. Thats is why they are there and you must show them to way. If you can't compel them today then you have an issue as there is no guarantee it will convert them the next day. Not having CTA is the single biggest flaw in todays websites. Don't be afraid to sell You are helping them to buy. Tell them what they can do next along your journey.

2. The second biggest web flaw is having CTA that don't actually call! You should be doing at least 1 of the following:

   o what i want to get
   o what i want to do
   o what i want to know
   o what i want to happen
   o where i want to go
   o front load your CTA with main message
   o give a command and make them noticeable
   o have space around them
   o sit it in the main content area of the page
   o think of bright colours
   o perhaps 3d effect

3. Repeat the reason that they are there in the first place. Something has whetted their appetite, so make sure to repeat that main reason in the CTA. Use 'you' orientated language. Focus on the benefits

4. Nudge over line: Often the button cannot give all the info required to get them over the line and take an action. Examples of this might be a banner in the CTA or text - FREE/Low price/Start NOW/No Risk/....Inject urgency - this could be money or timing orientated (sale ends/a few left/offer ends or try to use 5 reasons why you should download. Pricing nudge - save x. Give a reassuring nudge: no risk/guarunteed

5. Never have the CTA too early, only after you have explained the offer. Once there is enough reason to continue you can place and offer a CTA. It could be:

   o after a testimonial
   o after your guaruntee
   o at the bottom of the page for scrollers who go there early
   o they to vary the text on a CTA

   Ever present - you can use CSS or Javascript to make the CTA appear on the screen independently of the scrolling the user is using. But it can be intrusive so be careful . Another method is to use the permanent footer for CTA.

   Live chat is an excellent way or catching and engaging visitors. Or it could be a helpline pop up. Capture details for a mailing list: Its a valuablle thing to have a visitor volunteer their details so don't under estimate it. Offer them something - 50 free web tips and use that as a mechanism to get them to give you details and then you can send them 1 a day for 50 straight days for example.

6. Don't stop there - don't be afraid to continue offering them content. So be thinking - go that further actions they might consider and look to offer these to the visitor.
   o if they have purchased what else would the consider (Amazons people also purchased this)
   o if they have viewed a topic - people also viewed this topic
   o if they have downloaded a paper would they sign up for a newsletter or a blog post reminder
   o if they have requested a sales call send them a working with us doc as a warm up

o   if they have looked up where you are offer to send them a map to their phone
o   ask them to send on to their friends

Put it all together
- You have to get visitors to take a next step
- Figure out what the next logical next step is and make sure you capture that with your CTA
- Give them nudges to get them over the line
- Try multiple CTAs in different places of your content
- Keep sending them offers of new content and cross sell to them

10   EXECUTING YOUR STRATEGY

How do you decide what sort of content to develop to make your website successful? The correct strategy must be driven by the composition of the market but also the context of your proposition to each market. So that will likely be different in each case. Your site will also have many different markets each defined by a particular problem and each could require a unique solution

The process should look like this
1. target early opportunities
2. create core content
3. add more funnels
4. generate traffic
5. keep going

How much you do at each level will depend on your situation and your goals. If it is a new website or a total re-build of an existing, you have the advantage of researching the most attractive markets. You may have a site with inbound links which you will need to retain. Remember when your core funnels are working your website will work.

Target early opportunities:
It is important to identify new existing markets. When examining a new market the obvious starting point is Google keyword searches. It is a simple and powerful exercise. You need to spend time ensuring the funnels you put in place will not leak visitors

Simplify to remove unnecessary distractions/insert powerful appeals that your target prospects can identify with/ensure you have appropriate calls to action.

Define your offering:
List the problems your products and services solve. Each of these corresponds to a potential new market. Flip each product and service into what it does for the customer - a solution you can make as a proposition.

Start with *how to* base decisions on what is already in peoples minds. This external perspective is where you will find real opportunities. Apply this knowledge to create benefit driven content. Try and find out what benefits previous customers have found from your solutions. Describe these benefits from the perspective of the customer.

Keyword research:
Take time to research each problem. Type some probable starting questions into a search engine and browse the first few results. What is being asked? What issues are people looking to solve? Your aim is to discover where the bulge in your market is:

- How many people are searching on the problem (step 1)
- How many are aware that solutions exist (step 2)
- How many are looking for specific solutions (step 3)

Your keyword research will help to reinforce your assumptions.

Your first result from your content strategy is more attractive step 2 pages. You can't have any step 1 Landing Pages until you have step 2 pages to drive traffic to. You may have step 1 phrases as a start describing a problem you can solve. This should lead to step 2 and 3 phrases. You can then dig a little deeper into the problem of those specific areas.

Note: most of your competitors will focus on step 3. 'warm' prospects already looking for solutions are more likely to result in a sale. This creates opportunities for you to attract prospects earlier in the awareness funnel.

Use wordtracker.com or marketsamuri.com to run several rounds of keyword research to generate actual numbers on what people are searching for. Use the facility to generate alternative suggestions for words which can help you identify new opportunities

Create core content:
In addition to creating step 2 Landing Pages you will need content that describes your offering and benefits plus a way for visitors to convert.

Get clear on context of your content:
When you carry out keyword searching, you will note that different pages could work at different stages of the sales funnel. Is it for general information at the beginning of the funnel or more detailed content as you move further into the funnel.

You will likely have multiple offerings across your site and service range for the different markets and the different stages of the buyer journey within these. You may have multiple step 2 entry points. Each different offering might need a distinct funnel with multiple conversion pages at stage 5.

You must have at least 1 clear progression leading your visitor along the journey to the point of conversion. Get a clear content strategy backbone like this and you will find it much easier to add funnels and manage you content and site.

Common features of every page:
Each page must get visitors attention, keep them engaged and make a compelling case to take the next step. If you are doing this your site will lead visitors through a process culminating in a conversion. Remember the following:

- every page must promise value from first glance - think headline, imagery, content
- visitors should quickly see signs that they have arrived in the right place to get exactly what they are looking for
- hence the design of each page should match their expectation. If its a professional services firm it whole look like this from the outset
- every page should have clear navigation - where you are, where you can go
- page content should be interesting, valuable, honest and encourage 3rd parties to link to it
- every page will need to link strongly to the keyword searches your targets are using
- ensure keyword /phrases are in the pages title tag, in the H1 tag and frequently throughout the content - but not forced - it has to be natural

Add more funnels:
When you get to a point where you are taking prospects from step 1/2 through to conversion, you have the backbone of an effective web site.

Now you can proceed to build more funnels around the core structure. Keyword research will guide these next steps. In each funnel, the pivotal step is 2: what solutions are people already looking for and can you address these markets with your solution?

Consider any alternative terms that matches your core offering. If they have useful markets, it might be worth creating a variation on your core step 2 Landing Page for each one. You should look to work down the list of alternatives starting with the most attractive market - if the market is strong and you can match the need with a proposition that leads to your products/services, develop a dedicated step 2 page.

Re-visit your website pages and your keyword research regularly.

Generate traffic:

Once your content is built you should begin the task of building inbound links. This should be an ongoing discipline. Initially any links will help get your site found, but look for high quality links from relevant high PageRank old sources where possible.

You can create inbound links from off-site to any of your content where you identify markets at the relevant level of awareness. But when you have good funnels it makes sense to concentrate on building links to your step 1 and 2 page content.

- If you have your funnels set up so that they channel prospects to deliver on your goals this will be more effective than driving traffic to later stages of your funnel
- Step 1/2 pages often pull in a wider market audience because they are not talking about specific solutions

Every step 2 page needs links from and to other pages to provide direct traffic and gravity for the search engines. Any step 2 page can be fed by more than one step 1 page.

You can achieve quick results by creating inbound links from other websites to your content. This can be content you create yourself but often it will be existing content.

Note: all content and link creation whether your own or elsewhere is like a saving for the future. Every page you can add a link to will get older over time and its own PR may increase over time meaning the value of the inbound link will increase also over time

Specific link building

Historically link building was a random numbers game where the aim was to get traffic to your site building links from any page that could be found based on keyword relevance alone. The result was poor conversion, as the immediate need of the traffic is not well matched to the immediate proportion on the landing page.

You also need to be careful not to send links back up the steps funnel. There is no point sending a stage 3 lead to a step 3 page or 1/2.

The new way of building links is to create links from content that is relevant to both the pages subject matter and also the state in the funnel. Hence for each Landing Page you will look for content that matches the pages preceding step. So ant step 2 page should look for external pages that are focused on related step 1 question. Hence you maximise the immediate need of the potential user.

Note: Refer to your own content structure for ideas for inbound links. If you have step 1 pages based on researched key words look for opportunities to build links from other pages with the same subject matter and point the links to the same step 2 pages that your step 1 pages links to. This will help build relevance around the step 1 term.

High PageRank Links

Check (seobook.com), it has a keyword search tool.

Places to build back links: What are the best sites to build back links from?

Forums:

Are an excellent way. You can insert relevant links is forum posts. Some forums will let you customise your signature which is displayed after every post you make. This allows discussions and any links put in your signature to be instantly displayed to readers and to the search engines.

Join a few relevant forums. Look at the sites whose subject matter and domain name are close to your subject matter

- only post relevant thoughtful content
- make it as valuable as you can
- don't customise your signature until you have posted a number of comments

Blogs:
Many blogs allow their readers to leave comments. Even if you are not allowed leave links you can often add your own web link.

Social sites:
They are loads of social networks that allow you to create back links. Individual links are low in value. But trending items can be valuable.

- Twitter
- Facebook
- LinkedIn
- Digg
- Delicious
- Reddit
- StumbleUpon

Directories:
Some online directories have good status with engines

Customer/Partner sites:
It can pay to ask for links from customer sites. Ask them if they will post a message and a link to your content.

Get started today and keep going!

If you would like to learn more about how to create websites built for sales growth contact Barlo today +353 1 407 1650 or email hello@barlo.ie

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