Five Ways to Get More Clients Online for Your Professional Practice… in 60 Days or Less!

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*"…in positioning yourself and your business for success, you have to **clearly determine who you are, then drive that message home to your marketplace**. And it's important to make the right decision. The marketplace will usually accept the positioning you choose for yourself and present to others."*

~ Dan Kennedy

5 Ways to Attract and Get More Clients Online

1 A Personal Introduction

The reason I put this report together is to help you get better results online than you have before. The goal is, quite simply, to **help you get more clients online**.

Now, I'm the first to admit that this doesn't happen by magic. There's no great mystery for generating leads online once you've done it enough times. So though it may seem farfetched or an impossibility to get more leads than you have before, it really comes down to understanding **WHAT** it takes to motivate people to take an action, and then **ASKING** them to do that.

A simple illustration below might help…

Web visitor → **"Prospect"** → **Client**

The part your website plays in the process outlined above is:

1. To **attract** web visitors to the site
2. Get them to "**stick**" there long enough to possibly engage w/ your content (i.e. marketing message)

3. **Address** their concerns
4. **Motivate** them to action
5. Get them to **take the next step** (i.e. call your office or complete your web form)

With me so far?

That's **online lead generation in a nutshell**.

And as I'll outline in this report there are concrete reasons why you're not getting the results you want (and need), along with showing you five ways to improve your website that will make a big difference for how well it markets your business online.

In fact, what I'll show you here is based on the same system I still use for my clients (and my own websites) that is responsible for generating **more than 8,000 sales leads online** since 2008 across a range of professional services (from legal and insurance to dental and alternative health).

Now, before we continue there is one final point to clarify.

Though I promise to be as non-technical as possible (i.e. no "geek speak") there are some simple facts to face right up front – **if web marketing was easy** you would probably already be at the coveted top spot on Google's page 1, raking in more leads than you could handle.

So the fact that your site isn't already dominating your marketplace shouldn't come as no surprise. Don't beat yourself up over it, but **don't accept the status quo**, either.

Okay?

Alright, without further ado let's get started…

THE MARKETING CHALLENGE

Whether you've been in business for some time or you're just getting started, marketing your business or practice IS a challenge.

Let's face facts… these days getting people to contact your office or walk in the front door of your store IS challenging. There are simply more choices available to people these days, options online for buying what they want or need.

What's more, **the traditional ways of "getting your name out there" simply don't work like they used to**.

Your average consumer is bombarded by marketing messages from morning to night. They have more information at their fingertips like never before, and go online search for a solution FIRST.

In fact…

> "**89% of consumers turn to Google, Bing or another search engine** to find information on products, services or businesses **PRIOR to making a purchases**."[1]

So what does this mean for YOU?

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[1] Excerpt from a February 2012 article published at www.brafton.com.

The internet is here… and here to stay.

But turning your website into a vital marketing asset for your business requires more, MUCH more, than simply getting it built and "turning it on."

And if you've had a website for your business or practice for more than a year to two you probably already know what I'm talking about.

In fact, getting found online IS challenging. And there are **a number of factors why this is the case…**

- The internet is a **MATURE marketplace** – there are literally hundreds or thousands of sites online for just about every possible product or service
- Most websites are not optimized for the **right keywords** people use when looking for you online
- Most websites are **not mobile or tablet ready** – and yet more people surf the internet using these devices
- As of 10/22/2014 Google made more than **64 updates to their search algorithm** since 2012 – meaning what used to work before might no longer work now

And I could easily add another half a dozen more items to the list. But the bottom line is that never before has getting found online meant so much for a locally based business in terms of getting new customers or clients, while at the same time it is now harder than ever to actually get found.

Talk about being stuck between "a rock and a hard place."

To make matters worse the options available to you when it comes to getting a new, or update an existing, website are very limited.

Those free website builder platforms are, to be blunt, useless.

First, why would you want to do this yourself?

Secondly, and more importantly, they don't provide you with the functionality you need to get found online, like robust SEO tools to rank well with Google or dynamic (i.e. adaptive) design integrated in the design to **ensure that your site looks good whether it's being viewed on a PC, laptop, tablet or smartphone**.

And the sites put together by most web designers aren't much better for you, either.

Why?

Because even the most well intentioned graphic designer approaches your site like they do a business card or brochure – as a marketing "piece" that should primarily look good, i.e. pretty.

And though the look and layout of your site DOES matter, it takes more than a "pretty face" to motivate people to take action and contact your office or business. In other words, **your site needs to be designed from a functional standpoint**, with the singular goal of attracting the right people to your site and motivating them to take action once they land on it.

Does that make sense to you?

Sadly, **without a strong marketing background and experience writing "copy" that generates leads**, your site, no matter how pretty, will most likely fail to consistently create meaningful results for you.

But it doesn't have to be this way.

Your Untapped (as Yet) Opportunity

If everything I've outlines for you thus far makes you feel that the deck is stacked against you, in a way you're right.

So where's the silver lining?

Well, there's a real good chance that your competitors, other practices in your specialty and/or geographic area, are in the same boat as you. And based on my experience of running my web marketing practice day in and day out since 2008 most of them aren't doing a darned thing about trying to improve their current situation, either.

And **that's good news for you**.

After all, it's hard to know who to trust after you've been burned before. Sold on a big promise of internet success, only to have a site that few people visit, and even fewer respond to. What's more, it's hard to know where to turn for accurate and reliable information with so many different and differing voices when you search online.

But it doesn't have to be this way. Not anymore. Because

as I'll show you in this free report **there are 5 ways that can help you get better results than you have experienced in the past**.

Better still, the information I'm going to show you isn't based on outdated information or pie-in-the-sky theory, but actual practice. After all, I run and maintain several of my own sites that **continue to generate leads** day in and day out, month after month after month.

For years.

And I still work with new clients building sites for their business, or updating their old sites, helping them get new clients on a consistent basis…

> "Now THIS is what I call SEO!!! So now **we've had 4 leads through the website in 2 months**, where we had 0 leads from the website in the previous THIRTEEN YEARS!"[2]

So I know a thing or two about what works… and what doesn't.

And I'll show you, using real-world examples, so you can see what I'm talking about and then apply that insight for your own situation.

Does that sound good to you?

If so let's get started…

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[2] Josh Slavitt - Senior Policy Advisor, John Dunham & Associates, Brooklyn, NY. www.guerrillaeconomics.com

2 Five Ways to Get More Leads

So what is the "secret sauce" that can transform a static, seemingly dead website into a lead generation machine?

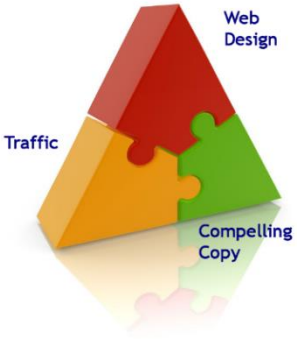
What is it that motivates a total stranger, someone you've never met and who has never heard of your practice, to "raise their hand" and take the next step with you by calling your office or completing your web-form?

Well, it comes down to **3 critical factors that need to work together in order for you to experience any consistent results**.

This is the ONE breakthrough that changes everything.

Quite simply, **you need to have** the:

1. Right web design
2. Right language
3. Right traffic



These three factors make up each leg of what I call the **"Lead Gen Triangle."**

In other words, **you need a site that gets people to "stick"** there long enough once they finally find you online. And you need to use the right language, the "what you say and how you say it," to speak

their language, address their concerns or issues, and motivate them to take the next step with you.

And finally, you need to attract the right people to your site.

These three factors, working together, spell the difference between online frustration and online success.

So what about those five ways mentioned above?

Well, the first way deals with winning web design. The next three deal with how well your website engages the people who find you online. And the final way is all about getting more targeted traffic to your site.

In short, here is a list of the five ways that we will discuss in greater detail:

1. How to make a good virtual first impression (**design**)
2. How to write better copy for your web pages (**copy**)
3. How to create and use a compelling call to action (**copy**)
4. Why reviewing site stats matter… and what the numbers mean (**engagement**)
5. Three ways to get more targeted traffic (**traffic**)

As you can see most of the focus will be on your website, and especially on the language you use when it comes to describing your practice and services.

After all, **the first "job" of your website is to make a "virtual" connection** with people who find you online. And long before you can have an actual conversation with your

prospective client by phone or email **your website has to "break the ice"** for you, often times while you sleep or work with other clients in your practice.

In other words, an effective website is, in essence, your 24/7/365 sales rep.

But before it has a chance to engage your visitor, the first goal of your site is get people to stay there long enough to give you a chance to make a connection. And this can only happen if you're putting your best foot forward, so to speak…

Making a Good "Virtual" First Impression

When it comes to making a good first impression it starts, quite naturally, by having a site that "looks the part." This often means having a site that looks professional (though not necessarily "corporate").

Forget all that nonsense that you should "never judge a book by its cover."

In fact, **this is EXACTLY how we do judge books**.

For example, if I'm looking to buy a book about setting up an organic garden in my backyard as you can imagine I'd search the right section of bookstore (or amazon.com) and then look at the TITLES of the book to see if they are about what I'm looking for.

Makes sense, right?

Well, when it comes to your professional practice your

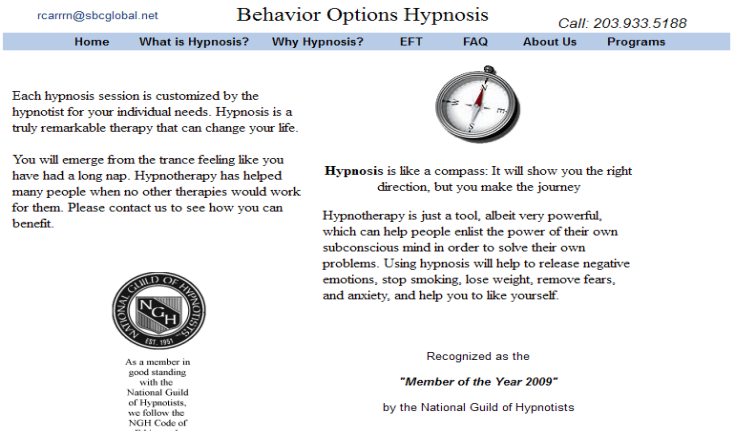
website has a similar job and function as the title of the book you might find online or in a bookstore.

And that's to…

1. **Get people to STOP** for a second and take notice
2. Have or use a title or **headline** that conveys what the site (or your page on the site) is all about
3. **Quickly communicate** what your practice is all about

Take note that of the three factors listed above, the first one is about the visual impression of your site, while the last two involve your copy, i.e. language.

For starters, **if your site looks unprofessional, or old, or outdated people will assume it is**… and they'll move on by quickly clicking the back button.[3]



After all, the internet is littered with abandoned sites. So

[3] This is what one client website looked like BEFORE it was updated.

the first visual impression made by your website does matter.

What's more, your site has to look great across a larger number of platforms than ever before. In simple terms, your site has to look great on smart phones, tablets, PCs and laptops because more and more people are surfing the net this way…

> According to the Pew Research Internet Project **63% of adult cell owners use their phones to go online**.[4]

And this is especially true for local business that rely on foot traffic coming to their door.

Here's a simple test you try right now.

View your website on your smart phone, then check it out while using a tablet, and finally visit your site when sitting in front of your computer.

Note any differences in look and layout?

For example…

- Does your site look good on all three devices?
- Is the information on the site easy to read/see?
- Do the images maintain the proper aspect ratio?

If your site is hard to read when viewed on a mobile device I can guarantee you that you're losing traffic, and

[4] According to the most recently available data, as of January 2014.

most likely business as well.

Here are a few more **aspects of professional web design** to consider…

- Does your site look "cluttered?"
- Is your font size large enough to read?
- Is your font color dark enough against the background color of the page?
- Do you use too many images? Not enough?
- Do your images match with your content?
- Is the content on your web pages broken up into smaller paragraphs to make it easier to read?
- Is it easy to find the navigation bar on your site?
- Do you use white as your page background color?
- Is your contact information easy to read/find?
- If your phone number clearly visible on the site? How about your address?
- Are you using the "sidebar" effectively?

I know there are a lot of things to consider, to be sure, and I don't expect you to have a keen editorial "eye."

But **go with your gut on this one**.

If you site seems off to you, or you think it could do a better representing you and your practice, then chances there's room for improvement.

Remember, the key to your online success starts with attracting the right kind of people to your site who will resonate with your marketing message as the necessary first step before becoming a client.

And if your site doesn't look right to them they will simply bounce off never to return.



TIP: Check your Google analytics for "bounce rate" and "avg. visit duration" to see how well your site engages the folks who are finding you now.

Now, though it's unrealistic to expect to convert every single visitor into a prospect (i.e. lead), **nonetheless you should be converting *some* of your traffic into business**.

Does that make sense to you?

And if this isn't happening for you right now there are concrete reasons why this is the case. Getting better results starts with an honest assessment of where you are, and then uncovering the obstacles that are holding your site back from doing its job for you.

But looks alone aren't enough to get the job done…

The "What you Say and How You Say It"

Okay, so your new and improved site is doing its job better than before. You've got their undivided attention… at least for a couple of seconds.

Now what?

Picture this… let's say we just met at a business networking event or Chamber of Commerce "after hours" event and after a few minutes of chit chat you realize that I fit your ideal client profile. Better yet, you have a good idea of what

I'm looking for and know what solution would be right for my situation.

So what do you do?

In other words, **in having a conversation with me I'm sure you know how to pivot in a non-salesy way** into what you do and how you might be able to help.

And if I express even a bit of interest you probably have some way of moving this along by inviting in for a consultation or free review — something — to keep the ball rolling and moving me along your sales process until I become a client… or not.

Makes sense, right?

Well, your website is no different.

The only "missing ingredient" when it comes to your site is that it can't engage your visitor in a conversation (obviously).

But if you've been in business for a couple of years and have successfully worked with new clients then **you should have a real good idea by now what makes them tick**, what their biggest concerns or questions are, and how to respond to them in the right way.

So if you know what's "going on in their head" then tailor your content to address those issues.

Now I know this sounds simple in theory, and getting it right in practice can be a challenge. Which is probably why, time and again, I end up working with business owners

whose sites are set up in such a way that no one in their right mind would respond to the content.

Here's **a short list of typical problems with website copy**:

- **Lacks a conversation style/tone**
- Use of 3rd person in the copy – talking about yourself in the 3rd person
- **Talking too much about you and your "stuff"** (such as how long you've been in business, etc.) and not focusing on their needs, issues or concerns
- Using too much "I, me, mine" in your copy and not enough "you, your, yours"
- Using **ineffective page titles/headlines**
- Not using enough copy on the page

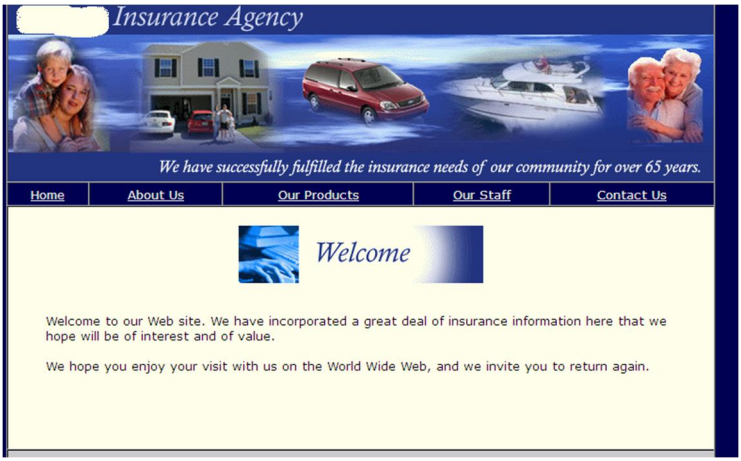
Are you beginning to see what I'm driving at here?

I know a picture is worth a thousand words so below (and throughout the rest of this report) you'll find some examples that, hopefully, will better demonstrate the point or points that I'm making.

Some of the examples you'll see (like the one above) are client websites (either before or after they were updated) while others are taken at random from searching Google.

Please keep in mind that any examples here are only being used here for educational purposes, and their inclusion in this report should not be construed in any way as an attempt to embarrass the owners of these sites.

Okay, now that I got that disclaimer out of the way let's review a few sites, shall we…



In this example I hope you can notice a few flaws from this list outlined above, namely **poor use of site title or headline** ("Welcome" is hardly compelling enough to keep someone on the page) and the **lack of copy on the homepage**.

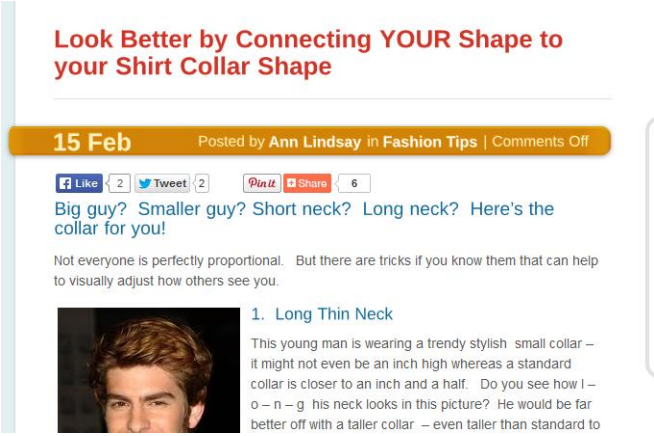
Here's an example from the same niche (independent insurance agencies) that does a better job with page titles and copy on the page (without being too cluttered)…



It's also important to note that though some or most of your traffic might land on your homepage first, this is not always the case. And this is especially true if your SEO efforts (i.e. having your site optimized for keywords relevant to your business) are working for you.

In fact, **it's not uncommon to have a post or page on your site get to the top of Google's coveted page 1** even if your site as a whole isn't ranking well for searches yet.

For example, a former client has a single article that is pulling in nearly 200 visitors a month (last time I checked her stats). Sadly, in her case the article is poorly written (and yes, I've told her this on many occasions) so most of that incoming traffic bounces off the site…[5]



[5] In her case I did NOT select this theme for the website, since I was only hired to handle the SEO. She has asked me to update her site soon, possibly in the next month or two.

Can you see why this article fails to grasp the attention of those who land here?

- Poor article headline (questions often make a good headline)
- Poor article introduction
- Opening lines fail to engage the reader
- No call to action asking readers to "take the next step" (more on this to follow)…

Remember, when it comes to writing copy for your website's pages (or hiring someone to write it for you) the key is to understand what the ultimate end goal is — to get people to contact your office. **So ultimately your site is NOT about you at all, it's about your ideal client**.

Got it?

And writing effectively for the web means you understand this and focus on making sure each part of your site is doing its job — having a design that makes good first impression, using headlines that get people to stop what they're doing and read more, and using copy that connects with your visitor.

With that in mind let's talk about the next way to improve your results by focusing on…

Your Compelling "Call to Action"

In case you're not familiar with the expression "call to action," it's a marketing term that describes…

> "a banner, button, or some type of graphic or text on a website meant to **prompt a user to click it and continue down a conversion funnel**. It is an essential part of inbound marketing as well as permission marketing in that it actively strives to convert a user into a lead and later into a customer."[6]

In simplest terms, **what is the "next step" in your sales process** that you want your web visitor to do after interacting with your website?

Call your office, email you, or complete a web-form?

The key is not to think of which step is "right" for you, because in many cases you want to give people a range of options to take. But for goodness sakes whatever you want them to do next, ask then to do it.

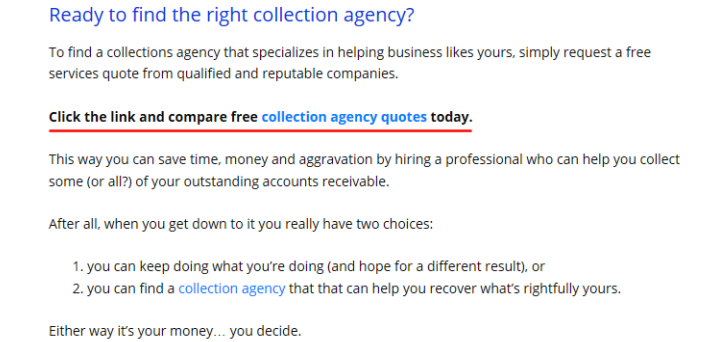
Far too often the language used on the page simply lays out some information… and that's it.

You can **never assume that people know what to do next**. Nor can you expect them to make the sale FOR you. It just doesn't work that way. So, whatever the logical next step in your process is ask them to do that, such as calling your office or clicking a link to visit the page so they can complete a short web-form.

And though the language used for your call to action may seem obvious, even silly to include, do it anyway. For example, if you want them to click the link then ask them to

[6] Excerpt from Wikipedia.

click the link. Actually use the words “to get started simply click the link” or something else along those lines. For example…



Ready to find the right collection agency?

To find a collections agency that specializes in helping business likes yours, simply request a free services quote from qualified and reputable companies.

Click the link and compare free collection agency quotes today.

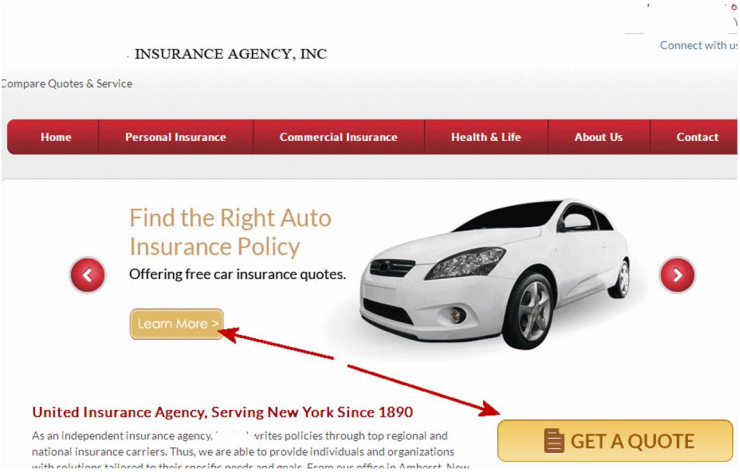
This way you can save time, money and aggravation by hiring a professional who can help you collect some (or all?) of your outstanding accounts receivable.

After all, when you get down to it you really have two choices:

1. you can keep doing what you’re doing (and hope for a different result), or
2. you can find a collection agency that that can help you recover what’s rightfully yours.

Either way it’s your money… you decide.

Or this…



In other words, the goal is to direct the person to the next step in your process by **asking them to take an action** (i.e. call to “action”), and one that is measurable. Now, though it’s

true that not everyone will do this, that's not the point. You're never convert 100% of your traffic into business.

That's not the point, and it would be unrealistic to expect that to happen.

However, you will convert some **measureable percentage** into a lead, provided, of course, that you ask people to contact your office.

In fact, asking people to take the next step with you is an example of "**funneling**," i.e. moving people to the most important page(s) of your site.

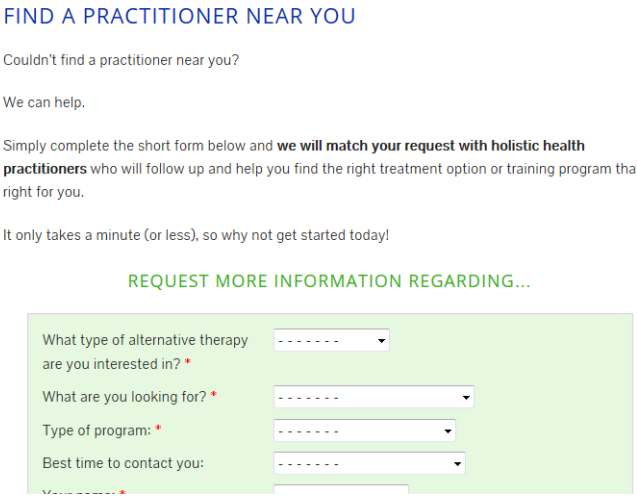
When it comes to an e-commerce type website those key pages are clearly the product pages. And as you can imagine the call to action would be the "add to cart" button. For professional practices, however, **probably the most important page is your contact page** with options for people to contact you, including:

- contact person name
- your address
- phone number
- email address
- and web-form

In fact, I have pers**onally generated more than 8,000 sales leads online**, and all through the use of simple web-forms added to my own sites and those of my clients.

What's more, those numbers are only what I was able to track based on people completing the form, so it doesn't

include phone calls that were generated when web visitors saw the number on the site.



The lead form above has generated more than 1,231 leads since 2012 (and counting) the last time I checked. On average it generates roughly 60 leads per month, and counting.

There's just one important point to make before we move on to the next section, and it involves your call to action. Make sure that the action you want your web visitors to take is one you can **track and measure**.

After all, you're not going to hit a homerun the first time you step up to the plate, right?

Getting better results online involves a process.

And the first step in that process requires taking stock of where you are now, measuring your performance, making a

few changes at a time to see how they will affect your results, and then tweaking other aspects of your site until you start seeing consistently better results.

Does this sound exciting, or "sexy?"

Of course not (well I happen to love this stuff, probably more than I should admit — "nerd alert"), and I understand how this topic puts most people to sleep.

Or gets them to "tune out."

But as you'll see in the next section, **getting this right spells the BIG difference** between simply having a website, and having a site that actually DOES something for you and your practice.

Test and Measure – Inside the Numbers

No doubt you've heard the expression before that "numbers don't lie."

Well, though that is certainly true you have to know what those numbers mean if they are going to provide you with any useful information.

Makes sense, right?

So let's start by outlining the key metrics available to you from having Google Analytics installed on your site so you can get a better sense of what those numbers should mean to you, and **how you can start to improve your results** based

on the available data (I certainly hope you have Analytics installed on your site — and if not we need to talk ASAP).



TIP: The point to remember is **patience & persistence**. It takes time to improve your results, and it starts by analyzing your baseline data.

So what are the key metrics for you to review?

They are:

Found under Acquisition/All Traffic

- % New Sessions
- Bounce Rate
- Pages / Session

Found under Behavior/Site Content

- Average Time on Page
- Bounce Rate
- % Exit
- Page Value

Don't worry if this all sounds a bit "Greek" to you at this point. I'm going to review each one in greater detail to help you better understand WHAT it means for your site and WHAT you can do to improve your results.

Acquisition and Traffic Data

The metrics that we'll discuss in this section involve where your website visitors are coming (i.e. "**source of traffic**") and

how well these visitors interact with your site as a whole.

As you can imagine, the type of visitors who land on your website will vary depending on **WHERE they came from** and **HOW they found** your site.

Makes sense, right?

In the next section we will take a look at page specific data.

PERCENT NEW SESSIONS

Quite simply this will track the percentage of new visitors to your site.

So why should this matter?

Well, if you run the Huffington Post, for example, you would expect a large percentage of returning visitors since some people go there to get updates and news on a regular basis.

However, for a professional practice **you need a steady stream of NEW visitors** finding your site for the first time in order to get new clients.

Or patients.

Additionally, seeing where this steady stream of new visitors is coming from is important for you to know for a number of reasons. If a high percentage of new visitors are coming from Google and Bing organic results (i.e. search engine traffic) then your SEO efforts might be paying off.



TIP: When checking your data see if your name or the practice name is the primary keyword used. If it is you have keyword optimization issues.

Makes sense, right?

Finally, a high percentage of new visitors is good for you… provided, of course, that they don't simply bounce off your site the moment they find you.

BOUNCE RATE

When it comes to this metric and the one to follow Google will list these under the category of "Behavior." What I'd like you to think about is "engagement."

Clearly, if people bounce off your site they will most likely not become a client.

Okay, so much for the obvious.

But the key for you to focus on here is the fact that **different sources of traffic will send people to your website with very different mindsets**.

And this means that people will behave very differently on your site based on where they come from and how they found you.

If you think about this for a moment you can probably understand why. Someone who is actively searching for what you do on Google is very interested in finding a solution

provider, compared to someone who saw a tweet or Facebook page update.

Make sense, right?

So when viewing this metric note the differences between the sources of traffic and bounce rates. **Generally speaking, organic traffic (i.e. from search engines) tends to result in a lower bounce** rate than paid traffic (more on this later).

You can also use this metric to determine just how well (or poorly) your advertising dollars are working.

If, for example, you are spending money on Google Adwords you can see:

- How many new users were sent to your site
- What the overall bounce rate was for this new source of traffic
- How many pages they viewed once they visited your site.

The same is true if you are advertising on Facebook.

And **if you're advertising on both platforms** (which is fairly common) you can track the effectiveness of each platform (i.e. Google vs. Facebook) to see which traffic source is sending you a better, and more engaged, website visitor.

PAGES PER SESSION

Of all the data you'll be looking at and reviewing, this one is perhaps the easiest one to understand. Quite simply, how

many pages does the average web visitor look at once they land on your site?

Again, **the more pages someone views the more likely they are for contacting your office**.

Makes sense, right?

The key for you when viewing this data is to **make sure that people are visiting more than 1 page on your site**. If you find that pretty much every visitor only looks at 1 page, regardless of where they are coming from, you have a serious problem with your site.

In other words, if the vast majority of people who find your site never look at more than one page, then you have a serious engagement problem.

If you find that this describes your situation you most likely have an issue with your site's overall design.

Site Content Data

This information is important for you because it gives you a good idea of **how well your site content engages** the folks who visit your site.

AVERAGE TIME ON PAGE

Now, the average time on page is an important metric because it **gives you a good idea how long people stay on**

the page.

Clearly, the longer they stay the more content they can read, so longer is better.

Now, if your average time on page is only a few seconds you'll know that they're not doing much when they land there.

How can you make improvements?

Well, say the average time is 15 seconds. Then you go to the page and start reading your copy OUT LOUD. And time yourself while you read. Once you hit 15 seconds see how far you got into the copy.

Did anything stand out?

Was it "clunky" or awkward to read?

Were you only focusing on your own stuff before getting to their problem (meaning they were bored and left)?

If you can't find anything "off" about your copy ask someone else to read it as well, again out loud. Make a few tweaks or changes and then wait a few days or weeks (depending on how much traffic your site gets) and look at your data to see if the results improved.

If not, make a few more changes.

And if you do get better results, look at your worst preforming page and repeat.

BOUNCE RATE

Bounce rate is an important metric because it literally **means that the person landing on your site did not check out any other pages**.

They landed, looked around, and "bounced off" never to return.

Clearly, keeping bounce rate low is important because the more pages someone checks on your site the greater chance they'll become a client.

So what does a high bounce rate mean?

It can indicate:

- **Poor / mismatched traffic** — (i.e. the people landing on your site aren't looking for what you do)
- **Poor web design / layout** — (i.e. especially true of the bounce rate is high on your home page)
- **Poor copy** — (i.e. your traffic is coming from related keywords but they are not responding to your message)

How can you know what the exact problem is?

Well, without a magic crystal ball you really can't know EXACTLY. But there are some things this information can tell you.

For starters, if your homepage has a high bounce rate AND the traffic is generally good (based on check your sources of traffic – more on this in the next section) then you can safely

assume that something on your homepage isn't catching their attention.

Maybe your site looks old or outdated.

Maybe your layout in confusing, or your site navigation isn't clear.

Maybe you're not using the sidebar effectively.

When it comes to the bounce rate on specific pages (remember my client with the poorly written article on shirts) this typically means that the content is not connecting with the people who land there.

Take a look at the page in question and follow your gut…

- Does anything on the page seem off?
- Are you using a compelling headline for the page?
- Do you use an image appropriate for the content?
- Is your font readable?

Try to view your site as if you were someone landing on it for the first time.

By viewing your site like one of your web visitors perhaps you can figure out why people are "bouncing off" at an alarming rate. And if you find this tough to do (you're not alone) then get a professional second opinion.

PERCENT EXIT

As this metric indicates, this tells you what percentage of people leave your site from THIS particular page.

And clearly, **you wouldn't want to have a high percentage for your most important page(s)** because that would indicate that you're not converting enough visitors into possible clients.

So what can you do?

If you notice a high percentage for some of your key pages, like your homepage or contact page try to figure out why this is the case.

- **Again, are you using a compelling call to action?**
- Are people confused and can't find your contact information?

For example, recently I found someone's website online and wanted to contact her office because I had a referral that I wanted to send her way.

Can you believe that it was LITERALLY IMPOSSIBLE to contact her office?! Try as I might I couldn't find a phone number or email address anywhere!

And I did try.

In fact, I probably spent close to 20 minutes visiting every single page on the site, and couldn't find anything.

Even her contact page lacked contact details.

Now, I have no way of knowing what her website analytics looks like, but I can tell you quite confidently that her highest percent exit page is without doubt her contact page. After all, my experience is certainly not unique. And if she reviewed the data, provided she knew what to look at and what the

results actually mean, would indicate to her that it's time to revisit that contact page to find out why this happening.

Sadly, few people do this.

And that's just a darned shame.

The point isn't to review your numbers for the sake of tracking results. You review your numbers to see how well your site is working for you… or not.

PAGE VALUE

This metric only comes into play if you assign a "goal" for analytics to track, and then assign a dollar value for someone completing that specific goal.

Let me explain…

For one of my website whenever someone completes a web form the automatically get redirected to a "thank you" page telling them that their request was received and what to expect next.

I created a goal in analytics to track this thank you page, and assigned a dollar value of $60 because, for this one website, each success lead is worth $60 to my business.

Each month I can log into my analytics and quickly see how many people completed a quote. And I'll have a rough idea how much revenue was generated (it's not perfect since some leads aren't good, but you hopefully get the idea).

But **setting up a goal does more than tracking revenue** for

you.

By establishing a goal you can then see which of your webpages led up to the goal being achieved. And this metric calculates the page value for you, i.e. **the percentage of people who landed on THAT page and then completed the goal**.

This is especially important to track if you write a lot of articles for your site, since some will obviously do a better job of "funneling" people to your lead capture form than others.

3 Ways to Get More Targeted Traffic

This is, without a doubt, the one topic that I'm asked about the most, and usually in the form of "how can I get more traffic?"

So in a way I guess you can say that I've saved the best for last.

Now, before diving into the "nitty gritty" I'd like to say that although most people think that they need MORE traffic, **it's generally the case that most businesses need BETTER traffic** to their site.

Simply put, not all website visitors are the same.

In other words, there's a big difference between just getting some random traffic to your site, and getting

TARGETED traffic to your website (as we'll discuss in greater detail shortly).

So what are the three ways of getting more targeted traffic to your site?

They are (in order of effectiveness)…

1. Organic, evergreen traffic (i.e. from search engines)
2. Paid traffic (i.e. Facebook, Google Adwords, paid directories, etc.)
3. Social media traffic

Now let's roll up our sleeves and explore each one in greater detail, **along with a brief review of the pros and cons for each type of traffic**.

ORGANIC, EVERGREEN TRAFFIC

Organic traffic refers to type of visitors that land on your site after typing a search phrase on Google (or one of the other search engines) and who find your website listed in the search results.

And the term "evergreen" refers to the type of traffic that finds you based on search phrases (i.e. keywords) that deliver consistent results for you.

In other words, **keywords that are, essentially, timeless**. Not tied to a singular event, or seasonal trend.

Real examples of keywords that can provide you with evergreen traffic are:

- CPA Hartford CT
- Auto insurance Atlanta
- Dentist in Los Angeles
- Seattle Chiropractor

You get the idea.

Evergreen keywords are not dependent on a passing fad or event. For this **reason they are the BEST ones to optimize your site for**, because it takes time to get to the top of Google. And when you finally get there you want to make sure the keywords you selected will remain relevant.



TIP: Make sure EACH page of your site is optimized for a single keyword. This means using the same phrase for the "meta title" and "meta description."

So keyword selection is KEY.

In fact, when it comes to keyword selection there are three important points to keep in mind:

1. there are literally hundreds of keywords available that you *can* choose to target
2. **each keyword indicates the *mindset*** of the person using it, and what they are likely to find relevant
3. it's easier to generate a list of keywords than to **know which ones to target**, and then optimize your site for

So keyword research, selection and utilization is absolutely fundamental to your online success. It really is foundational for everything else that follows, because even the best

designed site in the world can't work for you if no one can find it when searching online.

PROS:

- Can provide you with a steady stream of new visitors
- Tends to convert better than other traffic sources

CONS:

- Takes time to climb the Google rankings
- Requires some expertise to select keywords and optimize your site

PAID TRAFFIC

Of all the topics discussed so far, this one is perhaps the most important one – for many reasons.

Most business owners I end up talking with have tried pay-per-click marketing on their own, typically using Google Adwords or Facebook's advertising platform.

Sadly, most spent boat-loads of money without ever seeing any meaningful results, primarily because paid traffic is so easy to set up, and so challenging to get working right for your business.

The fact is, with a valid credit card you can probably throw together a campaign in a few minutes… and start getting traffic almost immediately.

But for this to pay off for you, and profitably at that, you

need to have a clear idea of what you want to accomplish (i.e. make a sale, generate a lead) and keep your eye on the campaigns performance (i.e. stats, conversion ratios, etc.) before you can simply "set it and forget it."

That's because the goal of any advertising platform is to send you as much traffic as possible.

In other words, to spend your daily budget as quickly as possible. **But getting paid traffic to your site is NOT the same as getting targeted traffic** to your site… unless you've done your homework and set up a well-crafted campaign.

For example, when advertising on Google this typically means targeting folks thru proper keyword selection.

On Facebook it comes down to demographic targeting, i.e. finding people who match your "ideal client profile."

In both cases you want to make sure that your marketing message in miniature (i.e. your ad) is being seen by the right audience…

- people who will be disposed to click on the ad, AND
- read your content once they land on your site, AND
- who can afford to pay you

So **targeting the right audience is absolutely essential**.

Which means it takes some thought, and time, to define who your ideal client is and how best to reach them online.

Sadly, very few business owners know they should do this

BEFORE setting up their campaign. Most tend to think in terms of speed, rather than proper execution.

Because space is limited here I can't go into the details for how to set up each kind of campaign.

And chances are many of you reading this have already dabbled with paid traffic. What I do want you to take away from this brief overview is that **paid traffic CAN work for you**, provided you spend more time thinking about your upcoming campaign prior to entering in your credit card info.

Okay?

PROS:

- Can get traffic to your site almost immediately
- Can use paid traffic to test your sites sales process or "conversion funnel"

CONS:

- Typically no lasting value from your campaign, i.e. no "asset" to show for your efforts
- Traffic stops once you spend your budget or stop paying

TRAFFIC FROM SOCIAL MEDIA

Of the three sources of traffic listed here, this one is probably the most hyped of them all.

And, in my opinion, it's one of the least effective for generating NEW business for your practice. Now, don't

misunderstand what I'm saying here… I'm not claiming that social media is a complete waste of your time.

After all, staying in touch with existing customers or clients via social media makes sense.

But **for generating new business social media is big on hype and promises, and short on delivery** (unless you're advertising to their members). So let's separate fact from fiction and see HOW to use social media effectively in terms of generating new business, and then we'll discuss WHAT you can expect from your time and effort spent there.

Social media works great in a couple of ways.

For starters, when you update your site with new content and share it on social media gets your site indexed by Google pretty much at that instant.



TIP: Content marketing works well with social media because it's easy to share your content and is seen, rather correctly, as a "soft sell."

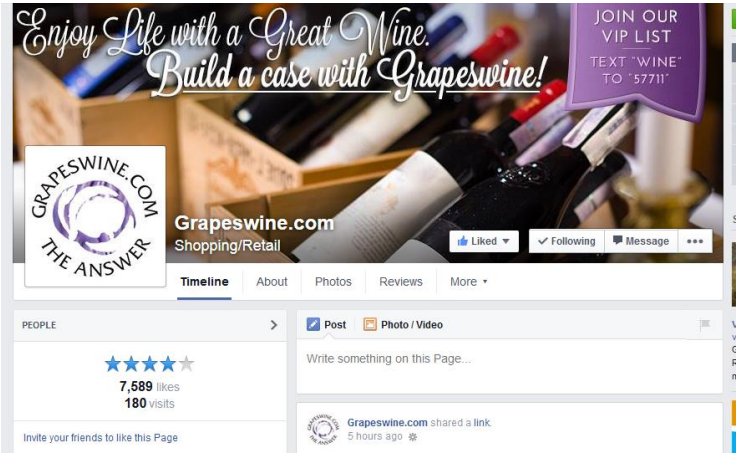
And regularly updating your social media presence with new content and updates helps to build your following or fan base while making it easy to in touch with existing customers or clients.

Having a good amount of followers helps to provide your business with "social proof."

So what can you expect from updating your Facebook page or posting "tweets?"

Well, that depends.

It can take some time to build a following if you're not going to pay for "likes" or followers. However, once you get a good amount of people following your business on social media sites the numbers begin to grow exponentially…



This example is from a former client's Facebook page.

Initially they strongly resisted my suggestion for creating a Facebook presence, primarily because they feared getting a lot of negative comments posted on the page.

I know, it sounds strange… but people often feel afraid or vulnerable when "putting themselves out there."

In any event they finally gave me the go ahead, and it took about a month or so to reach 100 fans organically.

After driving some paid traffic to the page (essentially buying "Likes" we were able to grow their fan base to 1000. What's more, **some of those new "fans" did buy** from their main website, and all it required on their part was sharing

pricing specials and new promotions on their Facebook page with a link back to their site.

Sounds pretty good, right?

Now, as you can see they now have more than 7,500 people following them on Facebook. I'm not sure what percentage of those fans are active, or how many buy from them on a regular basis.

And that's not the point.

By using social media as a secondary traffic strategy you get more than just some extra trickle of traffic. You can enhance your reputation through "social proof" while creating the impression of being engaged with your customers or clients.

So though it's not the best source of traffic *per se*, it is worth spending a bit of time to develop a social media presence.

PROS:

- Easy to reach a large number of fans/followers
- Simple to update your existing customers or clients with new promotions

CONS:

- Traffic from this source not always very engaged (i.e. expect high bounce rates)
- Not very effective for generating NEW clients

3 How to Get More Leads in 60 Days... or Less

Let me ask you a single question:

Would You Like Me To Personally Help You
Get More Clients… For FREE?

Dear Friend,

I'm looking for a "dream" client that I can help to get massive results.

If you're that **client I will personally work with you one-on-one in your business to help you double, triple or maybe even quadruple the number of leads you're getting right now for the next 12 months**.

You Pay Nothing Out of Pocket, Ever.

Here's why.

The first thing I'm going to do for you is to personally help you create a strategic marketing plan to help generate some immediate revenue.

There's no charge for this and it only takes about 30 to 45 minutes for us to do together.

(After doing this type of thing for more than 7 years straight, I've gotten pretty good at getting fast results).

Anyway, **I'll even do most of the heavy lifting for you**… telling you exactly what's holding back your website from generating the leads you need, and how to bring in more targeted traffic as well.

At the end of this initial planning session **one of these three things will happen:**

1. **You love the plan** and decide to implement it on your own. If this is the case, I'll wish you all the best of luck and ask that you keep in touch with me to let me know how you're doing.

2. **You love the plan and ask to become my client so I can personally help you execute, maximize, and profit from it ASAP.**

If that's the case, we'll knock it out of the park… And that's a promise. Every single one of my clients gets results. *Literally*. Every. Single. One.

3. In the unlikely and unprecedented event that you feel like you wasted your time, **I will send you $150.00 as payment immediately**. No questions asked. Your time is the most valuable asset you have, and I respect that.

It really *is* that simple and there's no catch.

Think about this.

The "worst" that can happen is you get $150.00 for "wasting" 30 to 45 minutes of your time.

The best that can happen is we work together one on one to increase the number of leads and clients you get several

times over.

That's Why This Is
The Closest Thing To FREE Money
You'll Ever See

Here's how it'll work:

First, we get on the phone one on one and go over your website.

I take a look at what you've got, what you're doing to generate traffic, and what you want to achieve going forward.

Once I have those "raw materials", I help you come up with a strategic plan of action to immediately increase your leads dramatically.

There are a number of ways I might do this for you.

For example, I might show you how to **improve the overall design of your website**, how to **better structure your contact page and web form** to get more people to contact your office, how to **create your ideal client profile** and how to find more of them online, or how to **how to pull in more traffic from untapped sources**.

And if you already have a list of prospects or Facebook fans, we're **bound to whip up a quick promotion you can run within days…** and have the cash register ringing over and over again.

And like I said, *there's no charge for this*.

So Why Would I Offer It?

Two reasons:

First of all, I enjoy it. This type of thing is what I do best, and it makes me very, very happy to see someone **achieve financial success (and all that comes with it) as a result of the help I give them.**

Second of all, it's how I attract top-level clients.

Here's how *that* works.

Assuming **you're happy and you want me to crank out these types of plans for you all the time**, you'll probably want to continue working together long term so I can help you implement them.

If this is the case, I might invite you to become a consulting client.

My "fee" is $499 a month… but if you think about it, **it really doesn't "cost" you anything.**

Why?

Because I expect to <u>make you more than $499 in the first 60 days</u>… and if we keep working together over the next 12 months, I'm confident I can double the amount of clients you get online… at a *minimum*.

Actually, I can give you a plan to make more than $499 during our first conversation – *which is free!*

So you'll see the value by the time we hang up the phone – without ever spending a dime.

And look, if you don't want to become a client, don't worry about it. *You won't ever get any sales pitch or pressure from me of any kind, ever.*

In fact, here's my* "NO BS PROMISE" *to you:

You Find Our Conversation To Be Incredibly Valuable Or I'll Pay You $150.00 Immediately To Compensate You For Your Time

Now, obviously this is an amazing offer which you'll probably never see from any other web marketing consultant out there.

Think about it.

I'm personally generating a profit-plan **for you** up front – *for free* – and then letting you pay me later if (*and only if*) you decide to work together long term.

Plus, I'm taking it one BOLD step further by guaranteeing you'll find this plan immensely valuable – or **I'll pay you $150.00** just for wasting your time.

Just tell me, and it's yours. No questions asked.

Who Else Would Do That?

Nobody (well, okay maybe Frank Kern).

But I'm happy to put it on the line like this because my consulting clients always get great results.

Period.

After all, I've turned around seemingly dead website and

turned them into consistent lead generating machines, I've turned around professional practices that were struggling to get by and helped to create consistent cash flow, and **I've doubled monthly phone sales** for online retailers by more than

My stuff works, and I know that if we work together, you'll make money.

Consider this:

Over the past 6 years, I've generated more than 8,000 sales leads online (last time I counted), not including phone calls, that generated at least 2 MILLION DOLLARS of revenue for myself and for clients.

This is why clients so often refer to me to friends and colleagues, send thank you notes and emails, and refer to me as "Clark Kent" because, as they say, I'm the Superman that no one sees or has heard of.

And frankly, that's just the way I like it.

Working from the shadows just doing my "thing" for clients. Anyway, as you can imagine, I'll get a lot of interest from this report and this offer.

And that's why I need you to read this next part carefully:

This Is NOT For Everybody. Here's Who I CAN Help:

I'm very picky about who I'll speak with and I've got a strict (but reasonable) set of criteria that needs to be met in order for us to proceed.

Here it is:

1. You have to have a website already.

This offer is for people who are up and running already and simply want to run a lot faster and a lot farther.

You should be the person responsible for running your practice. In other words, I need to work with the decision maker one on one, not your assistant. Also, it's important that your practice has been open for at least two years.

Oh, and I won't work with beginners, get rich quick people, or "biz-opp" folks.

No shenanigans.

2. You must be willing to spend money on advertising.

This doesn't mean I want to you to go out and run a bunch of meaningless ads before our time on the phone together. What it DOES mean is that you are willing to spend money wisely in order to improve your results.

You don't have to be "everywhere" or "huge"… I just need you to be willing to have some sort of advertising budget so we can improve your results.

3. You must have a list.

It doesn't need to be that big… just responsive. (Finally! Size actually doesn't matter!)

4. You must provide a service that actually helps people, and have a good, solid reputation.

Everything we do together will not only be **bringing you more leads, and ultimately clients**, but we'll be doing it in a way that creates **MASSIVE goodwill in your market**.

And in order for us to do that, you need to have your act together. Like following up with leads in a timely, and respectful manner.

In other words, you need to be legit.

5. You must follow directions. (Don't worry, I won't ask you to do anything weird.)

After all, if you don't actually implement the stuff I give you, neither one of us will make money.

That's it! Those are all my requirements.

Here's What I Want You To Do Next

If you meet the criteria above and would like to talk to me personally about getting you incredible results, then I'll happily set aside some time for you.

Here's how the process works:

First, you'll need to fill in an application. Don't worry, it's simple and unobtrusive.

I just need to know what you're practice is all about, get an idea of what you want to accomplish, and so forth.

I'm also going to ask for a "real person" deposit of $49.

Don't worry, I could care less about your $49.

I'm just using it as a "filter" to keep the time-vampires and tire-kickers away.

I'll give it right back right after we hang up (unless I take you as a client – and in that case, I can apply it to your balance.)

Here's What Will Happen After That.

Once I have your "real person" deposit and your application, either I (or my assistant) will call you and set up a time for us to talk.

Our initial call will be between 30 to 45 minutes.

This is where we really begin working to figure out exactly what you want… and how to **make it happen**.

I'll painstakingly review your goals, your offers, and so forth… and **I'll deliver a plan to bring in money immediately**.

If you see the value in becoming a high level client, great! We can talk about it.

And if you don't want to become a client – *that's OK too*. I'll return your deposit as soon as we hang up. No biggie.

And if you tell me I've wasted your time, **I'll give you TRIPLE your deposit back immediately.**

So you literally can't lose.

(By the way – I've *never* had anyone feel like their time was wasted. EVER. That's why I can make this offer. I DELIVER. Would anyone else take such a risk?)

WARNING – TIME IS A FACTOR

This opportunity is extremely limited because of the intense one-on-one time needed in order to provide you with results.

Therefore, it is physically impossible for me to work with more than a handful of people.

Also, you should realize there's a very large demand for personal one-on-one help from me, and **what I'm offering to you is unprecedented.**

So with that said, know that the window of opportunity won't be open long.

If you feel like this is right for you, visit www.bestwebpresence.com/apply/, leave your application and let's talk.

Talk soon,

Michael Guerin

Schedule Your No-Strings-Attached Website Review & Planning Session

"Yes Michael, I want to claim my FREE phone consultation, planning session and website audit today."

Please answer the questions and fax to my office prior to our call:

1. How many leads does your site typically generate each month?
2. Do you have Google Analytics (or other tracking software) installed on your site?
3. Do you track the source of successful leads generated through your site?
4. Do you regularly post new content to your site?
5. What is the lifetime value of a new client for your agency?

Name: _____

URL: _____

Phone number: _____

Please Complete the Form and Fax to: 866-274-0406

Or visit me online: www.bestwebpresence.com/apply/

Providing this information constitutes your permission for Success Marketing, LLC to contact you regarding related information via mail, email, fax and phone.

About the Author



Michael Guerin, a veteran of the United States Air Force, received a Master's Degree in Philosophy from Fordham University in 2002.

Being self-employed since 2004, he founded Success Marketing, LLC in 2008 at the urging of two friends after helping them to get more sales from their websites.

Since that time he has worked with dozens of private clients and web developers helping them (and their clients) to get more traffic and boost revenue through improved sales and lead conversion. In fact, he is responsible for generating thousands of leads online for customers and clients alike across a broad range of industries, from e-commerce to alternative health and professional services such as business collections, merchant accounts and insurance.

His areas of expertise are: SEO, online lead generation and conversion, website optimization, and blog marketing.

He currently lives in Newtown, CT with his lovely wife Rumpa and their two wonderful children, Adam and Amy.

For more information you can visit his website at www.bestwebpresence.com.