

# How to Generate More Leads from Your Website.

## [10-Point Checklist]

### ☐ Create Personas

A persona is a detailed description of your ideal customer or target audience which helps **focus your marketing**. Each persona includes information about their needs, issues, goals, demographics and phrases used in search engines.

### ☐ Strong Brand Identity (i.e. Logo) and Positioning

Positioning is what comes to mind when a prospect thinks of your company and includes benefits and points of differentiation.

**Why should a prospect choose you rather than a competitor?**

### ☐ Professionally Designed Website

Stand out from the crowd and build trust with a well designed site that is mobile-friendly, easy to navigate, and clearly states your key messages (including your brand positioning). **You only have a few seconds to make a good first impression.**

### ☐ Search Engine Optimization (SEO)

Identify which keywords the target audiences are using and create corresponding content and landing pages for each keyword phrase. Keep pages updated and optimized so they will **rank higher in the search engines which will lead to more website traffic.**

### ☐ Email Marketing

Email continues to be one of the most effective marketing tactics. It's a great way to stay top of mind, target specific audiences and drive people to your website.

### ☐ Social Media

A solid social media strategy can help build brand awareness, drive more traffic to your site and enable one-to-one conversations that lead to more potential sales and higher customer satisfaction.

### ☐ Blog Articles

Blog articles can target specific keywords and topics your prospects are searching for online, resulting in higher search engine rankings, more website traffic, brand authority and thought leadership.

### ☐ Pay-Per-Click (PPC) Advertising

Google Adwords offer a quick and low-cost way to get your company's product and services in front of people. Online advertising and re-marketing (showing ads to people who've visited your website) are also effective.

#### Are you currently running email campaigns?

If yes, how frequently?

**Email marketing goals** (i.e. more frequency, more targeted, generate more leads):

#### Is your company active on social media?

If yes, how frequently do you post?

**Social media goals:** (i.e. more frequency, increase followers, more engagement, more leads):

#### Does your website have a blog?

If yes, how frequent do you publish?

**Blogging goals:** (i.e. start blogging, more frequency, increase readership, more leads)

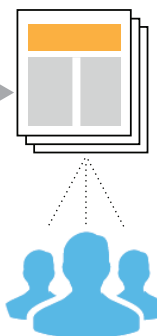
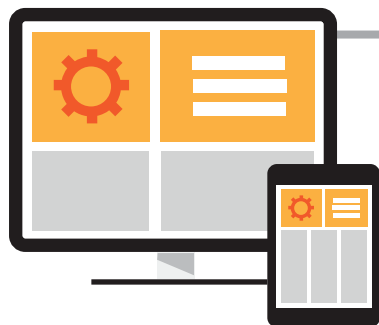
#### Are you currently running PPC campaigns?

If yes, for your last campaign, what was your monthly spend? How many leads?

**PPC goals:** (start, lower cost per click, increase traffic, more leads)

Landing pages help guide users toward your intended conversion goal. An effective landing page is optimized for search engines, and includes quality imagery, benefits, a unique selling proposition, social proof and a **next-step offer** —which will capture leads.

### ☐ Website Landing Page



### ☐ Your Offers

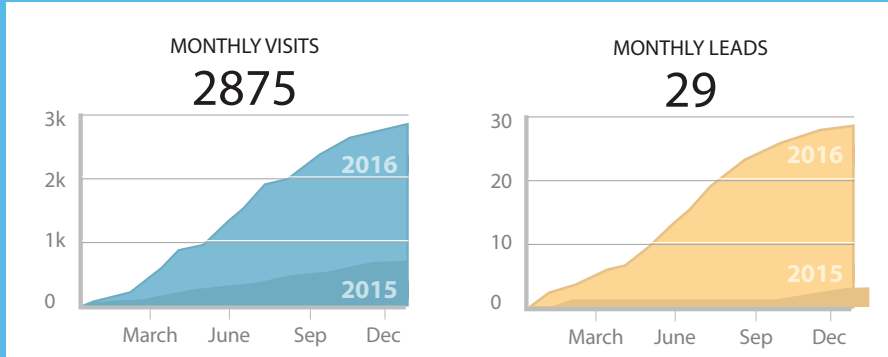
Turn your website into a magnet. Create content offers such as e-books, checklists, promotions, free trials and consultations that are tailored to your prospects' needs and challenges.

### Leads

Many leads will not be ready to buy today, but they can be nurtured into new customers through continued correspondence via email and social media.

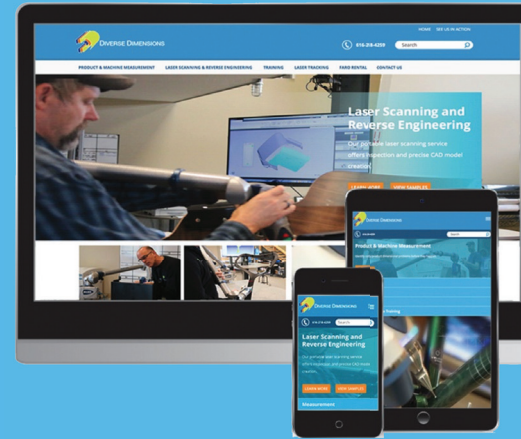
[Learn More](#) ➔

# Case Studies



## A Digital Marketing Strategy That's Generating More Web Visits and Leads.

Sparks Belting Company used to receive one website lead per month. Within 12 months, we tripled their website traffic, and they now receive nearly 30 leads per month. Approximately 20% of the leads are converted into proposal opportunities, which has resulted in dozens of new customers. (SparksBelting.com)



## Website Redesign and Marketing Tactics Result in More Traffic and Leads.

Most of Diverse Dimensions' new business comes from the web as a result of search marketing (SEO), Google Adwords (PPC) and LinkedIn. We developed a custom strategy utilizing SEO, PPC, LinkedIn and email marketing to drive over 3000 monthly visitors to the website — a 150% increase. In addition we were able to fine tune their Google Adwords campaign to reduce costs by 30% while increasing leads by over 500%. (DiverseDimensions.com)

## Do You Want to Generate More Awareness and Leads? Take the Next Step:

Watch our 30-minute webinar *How Manufacturers Are Generating More Website Leads in 90 Days (or Less)* which takes you step-by-step through the lead generation process using this checklist.

Watch it here: [webinar.mullerdesigngroup.com](http://webinar.mullerdesigngroup.com).

Or schedule a call with us, and we'll walk you through the process and answer any questions you may have. There's no sales pressure, just a desire to help you better understand the process and give you at least three ideas that will help you start generating more awareness, traffic and leads.

To schedule your free consultation: [leads.mullerdesigngroup.com](http://leads.mullerdesigngroup.com).

## About Us

For over 20 years, we've been helping companies grow through strategic marketing and creative design. We help companies differentiate from their competition and develop the right mix of marketing tactics to help them increase leads from their websites. [Learn more at mullerdesigngroup.com](http://mullerdesigngroup.com).

- Lead Generation Strategy
- Digital Marketing
- Brand Identity & Positioning
- Website & Print Design

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