



The *secret* to turning your
WEBSITE
into a *lead generating* machine

bemoreyouonline.com

We've all dreamed of those days when 'dream' clients land on our laps, desperate to work with us.

You know the kind of clients that you don't need to sell to because they already know what they need and they've already decided that you're the one to help them.

Well, it doesn't have to be a dream. If you set your website up correctly, it will do the heavy lifting for you and bring your dream clients right to your door, all set to work with you.

Are websites even relevant anymore?

Even as social media seems to be taking over our worlds, time spent on Google and its family of products accounts for a **third** of the time we spend on digital media.

Businesses cannot ignore the importance of having a strong web presence.

Couple that with research that predicts that by the end of 2020 half of all online searches will be voice searches, the way we shop is changing.

As consumer buying behaviour continues towards it's trend of ease and automation, the move towards voice search, which completely bypasses social media, means that your website, and the content on it, is more important than ever.



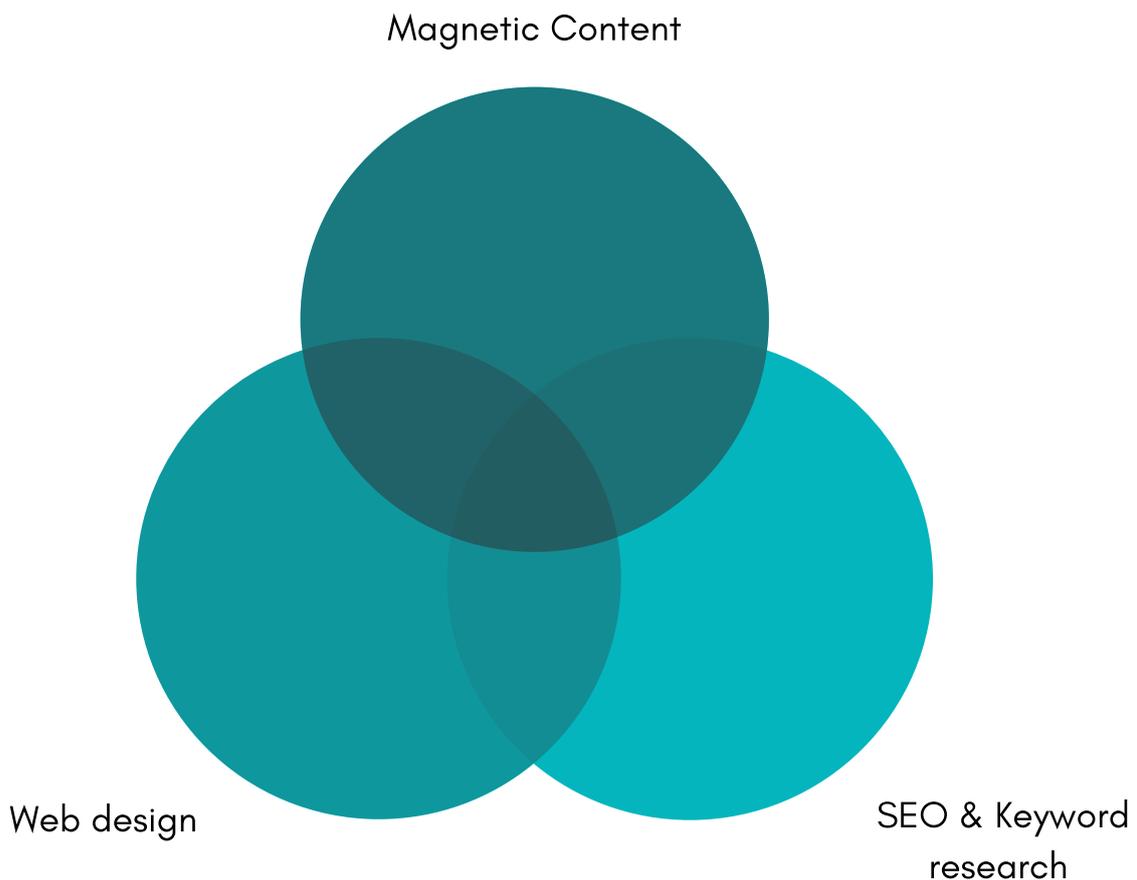
Google now accounts for more than one-third of the time we spend on the internet

So why isn't my website working?

Unfortunately it's not a case of "build it and they will come". You can't expect to simply build a website and be instantly inundated with thousands of ideal clients.

There are 3 essential elements that turn a website into a lead generating machine and until you have all three in place, your website won't be working for you.

3 essential elements of a lead generating machine



I'm going to take you through the secrets behind these 3 essential elements, so that you too can turn your website into a lead generating machine.



1) Create magnetic content

There's a reason that creating magnetic content is first on this list and it's this - if you don't create quality content that people want to read or watch on your website, there's no point in sending anyone to your website in the first place.

You can send all the traffic in the world to your website via social media or ads but without the right content, you'll struggle to convert that into leads.

When you create content that people are already searching for or that solves a problem that they have, your content will draw people in like a magnet.

Consistently deliver content that answers popular questions and you'll drive a steady stream of traffic to your website.

Provide high-value content that your ideal clients need or want and they'll be happy to give you their contact details in exchange for it.

If you're lucky, the content will do the sales job for you and they'll contact you



Content is the
currency of
attention



2) Be search engine friendly

Implement basic SEO on the pages of your site.

- Use relevant Meta descriptions and Meta Titles
- Use headlines that give context to your content
- Add descriptive alt tags to your images
- Use Schema mark up on your website - if you're using WordPress use a plugin like RankMath, Yoast SEO or SEO Press to do this easily.



3) Raise your Profile

Claim your Google my Business listing and optimise it fully - add images, description and services.

Consistently seek online reviews from new customers. Google uses online reviews as a ranking factor for your website.

Post regularly and use offers on Google My Business.

For local businesses, make sure your business name, address and phone number (NAP) appear on your website footer.

Don't forget to claim your Bing business listing too.



4) Make it easy to buy from you

Online attention spans are short. We want what we want and we want it quickly! A site that is difficult to navigate or hard to buy from can create mistrust and will turn people away.

Remember these important things:

- Use simple navigation and call to action buttons across your website to drive people to where they can buy from you.
- Make sure every page on your website has a goal with a call to action to match.
- If you offer appointments allow people to book online, easily.
- Make payment easy.
- Offer multiple payment methods.

5) Use opt-ins and lead magnets

Visitors to your website might not be ready to buy the first time they visit. But once you have their contact details you can nurture them as a lead and help them along the customer journey.

Offer them something they want in the form of an opt-in or lead magnet in exchange for their email address or adding you on messenger.

Your lead magnet (also known as a content upgrade) could be a free guide, a checklist, access to a free training series, an email course, ebook, style guide or a quiz etc.

Just make sure that it's linked to your product or service and is something your ideal client would find valuable.



6) Create authority

Authority is important to Google.

Google wants to elevate quality information from reputable sources.

Their EAT algorithm prioritises content that demonstrates Expertise and Authority from Trusted sites.

Make sure your 'About Me' page lists your credentials, qualifications and or relevant experience.

Pay attention to your online profile. Consider guest blogging, podcast or speaking opportunities.

Visit the 'Help a Reporter Out' website or search #journorequest hashtags for opportunities to feature in articles.



7) Create backlinks

The easiest way to start getting backlinks is to make sure that your site is listed in all the right places so that people can find you and Google can see that you're legitimate and relevant.

- Visit Brightlocal.com and use their list of top directory and citation sites to add your website to.
- Also, look for local directories and niche directories for your industry.
- Add a link to your website from all of your social media profiles.

Another surefire way to get people linking to your site is to create useful and valuable content that people will want to share.

Shareable content includes :

- Tools
- Calculators
- Guides
- Quizzes &
- Resource pages



8) Share everywhere

Share your content across multiple platforms in multiple forms.

One of the most important things about creating a lead generating website is to maximise the magnetic content that you have created.

Don't just share something once. Share it multiple times, across multiple platforms in multiple forms.

Chop up larger content into bite-size pieces that you can share across multiple platforms.

Platforms

- Blog
- YouTube
- Facebook
- Instagram
- LinkedIn
- Pinterest
- Twitter
- Messenger
- Medium etc...

Content Type

- Article
- Video
- Podcast
- eBook
- Social Post
- Email
- Live Video/ Webinar
- Checklist/ Cheat sheet

Throw
Content
around like
confetti





Thank You...

Turning your website into a lead generating machine won't happen overnight but if you follow the steps laid out in this guide you will start to see a steady stream of leads coming into your business.

I took my website from 400 monthly visits to over 17K monthly visits in under 12 months and you can too.



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I'm Danielle

I'm a brand designer & strategist who helps passionate small businesses to supercharge their impact, income and reach through magnetic marketing.

I founded Be More You as a Brand & Marketing Expert who blends 16 years experience of working with the likes of Apple, Amazon, and leading brands with my experience of working in a small business as a marketing team of one!

Get in touch if you'd like help to bring your business vision to life!