43 Ways any good website converts lots of online sales leads

Below is a no-holes-barred list of how Albion Marketing Agency uses all the tricks in the book to generate highly targeted web traffic and how to convert that traffic into leads and sales. Click on each item in the list to find out more - and be sure to email us with any questions you may have at hello@albion.one or call us on +44 (0) 7907 037400

43 Ways to Convert Lots of Online Sales Leads

Usability and branding

1 – Use a simple navigation menu - to reduce user effort and stress

2 – Display a big call to action button - to guide them to your goals

3 – Show your brand name and logo - to reinforce your corporate id

4 – Include strong brand messaging - to influence their view of you

5 – Implement responsive layouts - to display pages well in mobile

Stuff for Google

6 – Publish crawlable sitemaps - to show GoogleBot all your pages

7 – Use a structured architecture - to reinforce silos & hub pages

8 – Optimise all meta data - to get higher SERP click through rates

9 – Optimised all content - to ensure Google knows your keywords

10 – Make use of Internal links - to pass maximum ranking power

Readable content

11 – Write informative content - to answer your visitors questions

12 – Use the 3 Ws - to explain where, what and why - on each page

13 – Use the 3 Es - to educate, show expertise and engage readers

14 – Sell holes not drills - to solve your visitors problems effectively

15 – Use the AIDA checklist - to call your website visitors to action

Evidence of authority

16 – Display campaign results - to show how your solutions work

17 – Publish testimonials - to provide social proof of your offering

18 – Show your client logos - to show visitors that others trust you

19 – Publish case studies - to show how you achieve great results

More content for Google

20 – Create niche relevant pages - to attract your target markets

21 – Publish pages for each sector - to rank for target industries

22 – Use virtual landing pages - to rank high for specific markets

23 – Implement real landing pages - to get high conversion rates

Clearly defined goals

24 – Identify goals for customers - to show them what to do next

25 – Identify goals for contemporaries - to allow them to help out

26 – Use short contact forms - to reduce friction and pain points

27 – Start many conversations - to increase ways of engagement

Conversion optimisation

28 – Track goal conversions - to monitor which methods work well

29 – Split test page titles - to see which wording gets more clicks

30 – Use multivariate testing - to resolve any design uncertanties

Psychological tricks

31 – Write emotional wording - to influence your online visitors

32 – Identify and use threats - to encourage visitors to take action

33 – Use the awareness ladder - to help visitors down sales funnels

34 – Exploit known cognitive biases - to influence potential clients

Plans of action

35 – Publish blog posts and articles - to increase traffic & backlinks

36 – Offer email subscriptions - to get inside your market's inboxes

37 – Provide free downloads - to offer as mailout subscription bait

38 – Use autoresponder emails - to serve well composed messaging

39 – Provide free reviews - to start conversations and sign them up

And finally... tools, spreadsheets, news feeds & ongoing planning

40 – Use pro tools and plugins - to save time, money and effort

41 – Create a campaign spreadsheet - to monitor pages and traffic

42 – Automate news RSS feeds - to provide up-to-date informaton

43 – Make room for improvement - to help make your site evolve

Summing it up…

Most business websites need to:

- Host content that **attracts free traffic** from Google search

- **Pull paid traffic** via PPC advertising whenever it is required

- allow visitors to **access the information** they came to read

- i**nfluence potential customer's opinion** about the Albion brand

- **create a desire for the services** that can resolve their needs

- **encourage them to respond** – to phone or fill out a form

- **encourage contemporaries to subscribe**, share or link to us

- and allow us to **refine the site to generate more business**

…that's it.

Hopefully some of the above indicate areas you can improve on your own website. If you have any questions, give us a call or get in touch with our team at Albion.One.