



How to
turn your
website into a
**LEAD GENERATION
MACHINE**

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Hi I'm Ivana Katz, a professional website designer with 15 years of online experience and I help new entrepreneurs create high converting websites for their business.

I do this by designing and redesigning websites that not only look good, but also generate leads and customers for my clients.

The 'How To Turn Your Website into a Lead Generation Machine' Report (part of my Website Audit Checklist) has been responsible for converting many 'pretty' websites into highly converting money making machines.

Read on to discover secret website creation strategies that most entrepreneurs miss when creating their online presence. I will share with you tweaks you can make to your website today to start turning your website from a pretty brochure to a lead generating and high converting website.

x

Ivana





#1 Capture Email Address

Creating a successful website which not only brings a lot of leads, but also converts them into paying customers takes time and effort ...

Having an effective website is not just about the perfect layout, it is also about the content and credibility.

If your website is not generating new business, chances are it's missing some key elements.

98% of visitors won't buy from you on the first visit, so it is important you **capture their details** and then stay in touch to build trust and credibility.

This can be done via a pop-up or inline form linked to your favourite email software such as Mailchimp, GetResponse, AWeber, Active Campaign, Constant Contact, etc.

"Subscribe to our Newsletter" doesn't work anymore. You will need to give your visitors a **reason to leave their details**, so offer them something that provides value and a possible solution to their problem, such as:

- a downloadable report with tips
- checklist
- worksheet
- quiz
- guide
- mini training series
- competition



#2 Engage via Live Chat

Answer your visitors' **questions and address their concerns** when they arrive on your website by providing "Live Chat".

Live chat is a lot cheaper than phone support and allows you or your team members to multitask and assist several visitors at once.

Your website visitors benefit by having instant access to salespeople and support staff. When visitors can contact you with concerns, they will have more confidence in your company.

Check out:

- Zendesk Chat
- LiveChat
- Slack
- Zoho Desk
- Pure Chat



For times when you are not available, include a Frequently Asked Questions page on your website.



#3 Booking Calendar

If you are a service provider, allow people to schedule a consult or appointment with you at a time that suits them.

You will save a lot of time managing your schedule and increase your productivity by not having to do this manually or paying someone to manage your appointments.

Set up reminders for your customers to ensure they don't forget and arrive on time.

Online calendars allow you to set days and times when you are available. You can block days and times when you are busy or away.

There are many great apps and plugins which allow easy scheduling to be integrated into your website:

- vCita Appointment Scheduling
- Calendly
- ScheduleOnce
- Accuity Scheduling
- MindBody
- 10to8





#4 Get Social

Set up social media profiles on networks where your target audience hangs out and include links or feeds to your social networks on your website, so your visitors can follow you.

Make sure you update each profile regularly - that way your visitors get to know you, like you and trust you. You will find many services which allow you to schedule posts, so you can pre-plan your social media postings. Check out: Hootsuite, Buffer and Post Planner.

Your posts should be engaging, entertaining or informative. Here are some suggestions on what to post:

- Inspirational quote
- Testimonial
- Short video
- Answer a faq
- Offer free download
- Ask a question
- Behind the scenes
- Fun fact
- Customer spotlight
- Industry news
- Quick tip
- Product spotlight
- Just for laughs
- Offer special promo





#5 Don't Sell ... Be Helpful

Regardless of how you engage with your visitors, **do NOT bombard them** with a constant stream of sales emails and posts or your visitors will leave, never to be seen again.

Instead, **be helpful in your messages** and **offer solutions** to their problems, frustrations and help them avoid mistakes. By providing useful information you will position yourself as an expert in your field.

Suggestions on engaging posts or emails:

- 3 common mistakes you don't know you are making
- 5 tips for successfully [overcoming] your [fear of heights]
- 7 questions I always get asked about [property renting]
- What you need to know about [organic products]
- The quickest way to [rank highly in Google]
- 3 proven ways to [increase your energy]
- WARNING: Do not [send another email] until you [read this]

It is important that you are consistent in your communication - if you do it manually, you will waste a lot of time and miss opportunities. Set up an automated system for your emails, messages or social media posts.



#6 Calls to Action

Make sure you tell your visitors what you want them to do as soon as they arrive on your site.

Some effective calls to action include:

- Download a report / checklist / guide
- Enter a competition
- Sign up for a free webinar
- Schedule a consult
- Follow you on social media network
- Complete a quiz
- Access a mini masterclass
- Claim a discount / special promo
- Talk to us



Include a maximum of three calls to action per page, otherwise your visitors may get confused and not take any action at all.



How to Turn Your Website into a LEAD GENERATION MACHINE

You are in possession of a report that can get you **massive results** when implemented correctly.

But unless you understand website design trends, strategies and tools, it'll only remain an under utilised piece of paper that sits on your desk.

It's like having the keys to a gorgeous car, but not knowing how to drive it.

So if you'd like to use this report to its fullest potential, I want to show you **HOW**, in a **FREE Website Strategy Session** in which we will discuss where you are right now and where you want to go. And I will help you plan a **roadmap for online success**. **Go on ... what have you got to lose?**

[Book FREE Website Strategy Session](#)