

HOW TO OPTIMIZE YOUR WEBSITE

FOR **MAXIMUM CONVERSION** AND **LEADFLOW**
TO YOUR **GENERATOR WEBSITE**

workbook
power source
generator marketing



What is the ONE online marketing element that will have the biggest impact on the results of your overall Internet marketing efforts?

THE ACCELERATED GROWTH ROADMAP

FOR GENERATOR DEALERS

9 clear steps THAT CAN **double your sales** by getting your internet marketing right

DRIVE LEADS



ORGANIC

get prospects reaching your website from SEO, Directories & other non-paid sources without wasting a bunch of time on content & links...



PAID

profitably tap into paid traffic sources to drive unlimited targeted leads without overspending & dealing with tire kickers.



DATABASE

generate leads, booked jobs & sales by marketing to your existing customer & prospect list via eMail, SMS & phone.

MAXIMIZE CONVERSION



WEBSITE

convert 2-10X more leads from visitors that get to your website without spending a ton on fancy web designers.



REPUTATION

drive more online reviews from your happy customers and develop a great reputation online without begging your customers or chasing them down.



AUTOMATION

Every lead is followed up with in 30 seconds or less & touched at least 5 times automatically without bogging down your office staff.

OPTIMIZE RESULTS



TOTAL SPEND

Get clear on how much to invest in your marketing to achieve your sales & growth targets without guessing or overspending.



AVERAGE COST PER LEAD

Know exactly how much you are investing per lead lead for your services without complicated reports or calculations.



RETURN ON INVESTMENT

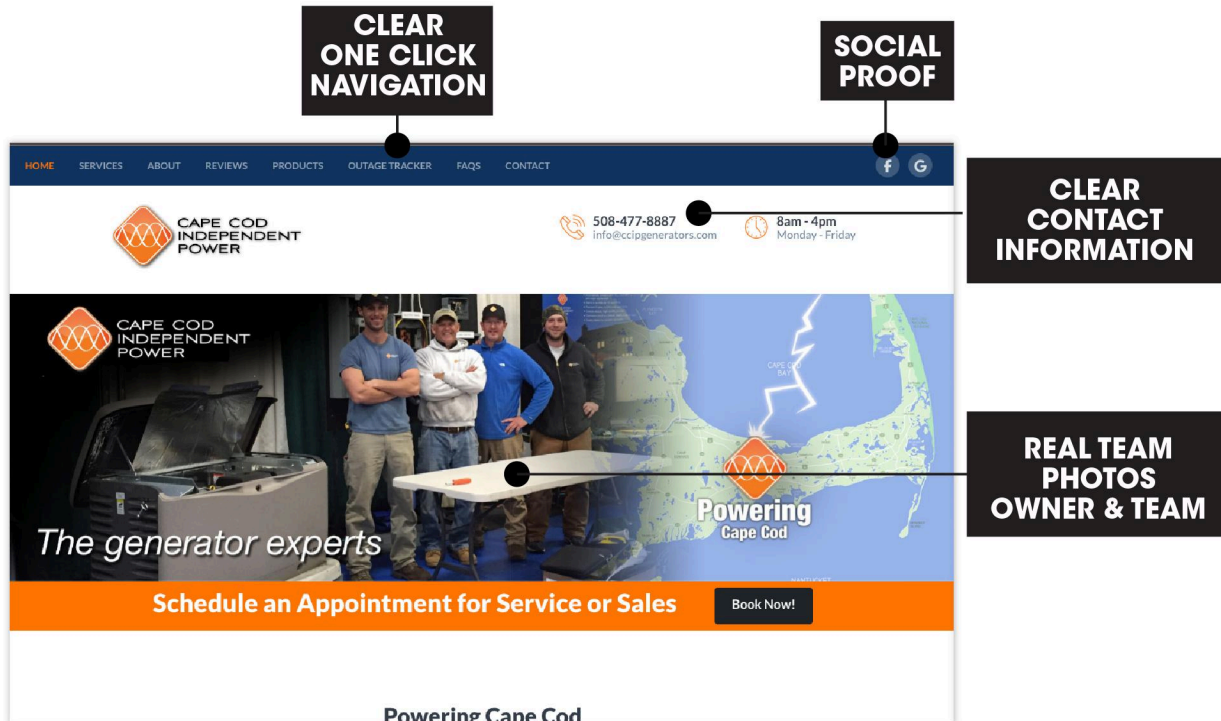
know your ROI from your marketing investment & where you should spend more drive even better results

HOW TO OPTIMIZE YOUR WEBSITE FOR **MAXIMUM CONVERSION** AND LEADFLOW

11 Critical Elements to Enhance Conversion

- Speak to your target audience. What are their fears and frustrations & speak to why they should choose you?
- BE REAL - Use authentic images of your team to the homepage & throughout the website
- Use video & multi-media elements to engage different modalities
 - Website welcome video
 - Videos for each of your services
 - Video explaining why someone should contact you vs. the completion
- Leverage Social Proof - Showcase your online reviews prominently on the home page with a tool like BirdEye or ReviewBuzz
- Get the basics in order
 - Phone number in top-right hand corner
 - Ensure that there is a web form that customers can fill out
 - Add credibility with Authority Symbols (BBB, Angie's List, etc)
- Ensure you have clear Calls To Action on each page that speaks to your customer & tell them exactly what to do next
- Use Special Offers & Coupons that match the service they are in need of
 - 10% off premium generator service (2 visits/year)
- Make sure your website is Mobile Optimize with an easy Click To Call function?
- Consider leveraging Live Chat
- **SITE SPEED MATTERS**
- Engage via SMS & Phone via Marketing Automation

WEBSITE REVIEW CHECKLIST



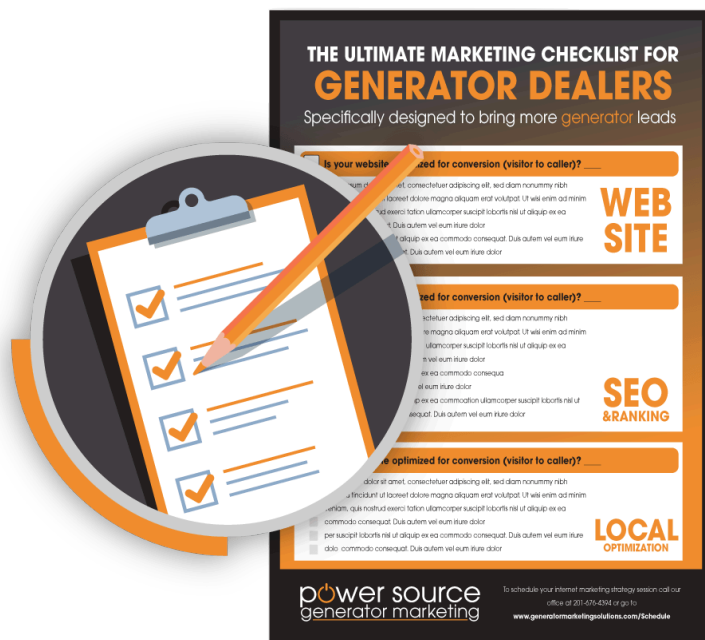
- Does it speak to your target audience? Does it address their fears and frustrations & speak to why they should choose you?
- Does it have authentic images of your team to the home page & throughout the website
- Does it include video elements to your website
- Website welcome video
- Videos for each of your services
- Video explaining why someone should contact you vs. the competition
- Does it showcase your online reviews more prominently on the home page with a tool like BirdEye or ReviewBuzz
- Does it make it easy for them to take action and get in contact with your company?

Get the basics in order

- Phone number in to right hand corner
- Ensure that there is a web form that customers can fill out
- Add credibility with Authority Symbols (BBB, Angie's List, etc)
- Are there Calls to Action on each page to speak to your customer Avatar & tell them exactly what to do next
- Are you giving them the opportunity to engage via Chat?
- Are you leveraging marketing automation & SMS to maximize your lead conversion rates

Primary KPI -

- Does your website convert visitors to leads (callers, chats, forms) at 25% or higher?



<https://generatormarketingsolutions.com/checklist>

**Need some one-on-one help?
FREE: Internet Marketing Plan Review**

NEXT STEPS

Schedule An Leadflow Acceleration Session

If you'd like to work with us to help implement this plan & accomplish these goals, schedule a strategy session now.

power source
generator marketing

talk

**Schedule Your
Leadflow Acceleration
Session Now**

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			