

7 Ways to Optimize Your Website for Lead Generation

Practical tips for making your website your best salesperson



How to Make Your Website Your Best Salesperson

Optimizing your website to generate leads is not as simple as throwing a "Click Here" button on your home page and watching the leads pour in.

A more strategic approach is needed.

In this guide, we'll cover the ways that actually work to optimize your website for lead generation.

We hope you find this information helpful. If you have any questions, feel free to reach me at 800-834-4910 or at inbound281.com.

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Optimizing your website to generate leads seems like a no-brainer. But unfortunately, it's not as simple as throwing a "Click Here" button on your home page and watching the leads pour in.

The lead generation process typically starts when a website visitor clicks on a call-to-action (CTA) located on one of your site pages or blog posts. That CTA leads them to a landing page, which includes a form used to collect the visitor's contact information. Once the visitor fills out and submits the form, they are then led to a thank-you page.

With that understanding in mind, here are 10 ways to optimize your website for lead generation.

1. Start with a CTA on your homepage

If your homepage's design is what catches a person's attention, the CTA is what keeps it. However, don't bombard your visitors with an invitation to see the longest or most complex content you have.

Your homepage sits at the top of the marketing funnel, and should therefore offer either a free trial or subscription to a recurring campaign, such as a newsletter. Consider including one of the following CTAs on the front of your website:

"Subscribe to Updates"

In general, consumers want their browsing experience to be as non-invasive as their buying experience. Oftentimes they're not ready to make a purchase when they first find your website.

To teach them about you with no effort or commitment on their part, invite them to subscribe to an email that notifies them of industry trends and product updates. Personally follow up with the ones who opt to stay on this mailing list to gauge their interest and eventually turn them into marketing qualified leads (MQLs).

"Try Us for Free"

Free trials and demos are a growing company's bread and butter. They allow you to generate demand in your business and create a contact list of leads who are currently piloting your product.

On your homepage, have your product available to try for free for a limited time using a CTA and form where you can collect their names and email addresses. At the end of each active product demo, follow up with the user to see what they thought of it.

2. Add forms to the pages that get the most traffic

It's important to benchmark your current state of lead generation before you begin so you can track your success and determine the areas where you most need improvement. Some of your pages might make excellent lead generators and you don't even realize it.

To start, conduct an audit of where most of your online traffic and outreach comes from – your lead generators. Once you identify where your leads are coming from, you'll want to make sure the pages they're landing on are doing everything they can to nurture a visitor's interest.

3. Measure the performance of each lead generator

Test how each of your existing lead generators are contributing to your business using a tool like Website Grader, which evaluates your lead generation sources (including landing pages and CTAs) and provides feedback on ways to improve your existing content.

You can also compare landing pages that are doing well with landing pages that aren't doing as well. For example, let's say that you get 1,000 visits to Landing Page A, and 10 of those people filled out the form and converted into leads. For Landing Page A, you would have a 1% conversion rate. Let's say you have another landing page, Landing Page B, that gets 50 visitors to convert into leads for every 1,000 visits.

That would be a 5% conversion rate – which is great! Your next steps could be to see how Landing Page A differs from Landing Page B, and optimize Landing Page A accordingly.

About Inbound 281



A Growth Agency

Inbound 281 is a full-service, growth-focused digital marketing agency. We help businesses grow by improving their marketing to increase sales, revenue and profits.

We help owners, marketers and sales managers who are looking for new ideas to help sales hit their targets. Often times they are frustrated that, after all the time, efforts and money they have invested, they're still not getting the results they were expecting.

Our sights are set on lead acquisition, lead conversion, and conversion rate optimization.

We specialize in multi-channel digital marketing, including content marketing, web design and development, SEO, pay per click, and social media.

Ready for a Conversation?

What's your dream result? Let's get the digital marketing conversation started!

Looking for new customer acquisition, lead generation, client engagement or a competitive advantage? We're ready to learn more about your goals so we can help you build a Marketing Road Map to help you achieve your goals.

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