

How to Generate Leads with Your Website

7-2-20 Webinar: How to Generate Leads with Your Website

Three major types of website marketing

1. Use your website to **boost your network marketing and generate leads**. The objective is not to generate leads by being found in search results for services you provide, but to have an internet presence so that people who already know you can check you out and engage with you. This marketing plan helps foster relationships and is good for client retention. This plan is focused on local reach, not national or international reach.
 - You should be found in local search results by someone Googling your name or business name with this type of marketing program, but your website may not come up in relevant search results if someone was searching for a service you offer.
 - The geographic reach has somewhat of an effect here. If someone is searching for you by name locally (e.g., in Tampa), you are likely to come up. If they are searching for you by name far away, you are less likely to come up, especially if you have a common name.
2. Use your website to **generate leads from organic search results**. This is where someone searches online for one of the services you provide and your website appears in relevant search results to generate clicks to your website.
 - This is where geographic reach becomes a relative factor regarding the budget. Farther reach requires increasingly more work.
3. **Internet advertising to generate leads**. If you are not generating leads organically, internet advertising is not very cost-effective.

Minimum website requirements

1. **Hosting** that delivers the speed, technology, security, and reliability to rank on search engines.
2. **Website** with the infrastructure to rank of search engines, including SEO tools, plugins for speed, and plugins for security, SEO optimized design.
3. **Website design** with a look and feel that is appropriate for your business.

How to use your website to generate leads from your network

- Network: personal contacts, referrals, social media, email marketing
 - People should be able to find you by looking up your personal and business name
- Always refer people to your website
- Put content and information on your website, send people to the website to consume
- Put a link to your website on everything
 - Add your website URL to social media profiles, especially Google My Business

How to generate leads from organic search results

- Website content: articles, videos, images
 - Content marketing stats: <https://www.wordstream.com/blog/ws/2017/04/17/content-marketing-stats>
- SEO
 - <https://imagebuildingmedia.com/seo/what-is-seo>