

# Maximizing Your Website

## Converting Site Visitors into Clients and Referral Sources

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### Overall

- Look professional
- Have clear navigation
- Contact info easy to locate

### Clear Call To Action

- The call to action is based both on what you want visitors to do and what your potential clients and referral sources want.
- It should be something simple and have clear benefits
- It should be trackable such as a making a phone call or filling out a lead capture form

### A Good Hook!

- Something valuable and free that is desirable
- An ebook or ecourse (use Autoresponders to help)
- A free seminar or webinar
- A newsletter
- A free consult

### Everything Important Visible From A Few Feet Away

#### Think:

People visiting my site and buying from me want to read/learn/know about \_\_\_\_\_  
How can I provide that easily and clearly?

**Follow Up** – Once you capture them at your site use your sales pipeline and marketing to keep them engaged.

### Resources

#### Google Local Business

- Purely geographically based
- [www.Google.com/LocalBusinessCenter](http://www.Google.com/LocalBusinessCenter)

#### Google Products

- Get your products listed on Google Shopping
- [www.google.com/intl/en\\_us/products/submit.html](http://www.google.com/intl/en_us/products/submit.html)

#### Google Webmaster Tools & Google Analytics

- Reporting of where visitors are coming from
- [www.google.com/webmasters/start](http://www.google.com/webmasters/start)
- [www.google.com/analytics/](http://www.google.com/analytics/)

#### Mail Chimp ([www.MailChimp.com](http://www.MailChimp.com))

- Local email marketing company
- First 500 subscribers are free

#### Elance ([www.Elance.com](http://www.Elance.com))

- Freelance writers and other professionals for as low as \$5/hour

#### IDictate.com ([www.iDictate.com](http://www.iDictate.com))

- Low Cost Dictation
- \$1.25 - \$1.75 for 100 words