

7 Steps to Make Your Website into a Lean, Mean, Lead-Generating Machine



About Us:

Bay Area Inbound Marketing Consultants have combined almost a century of experience in marketing for technology companies. We have followed the trends and capabilities of Marketing and are experts at inbound marketing.

- We get customers looking for your products or services to your site
- Create marketing campaigns that will entice your customers to fill a form and give you their contact info
- Further educate potential customers about your products and services, and bring them down the sales pipeline so you close significantly more business

www.bayareainbound.com

We are experts at Hub Spot Marketing Animation Software, the #2 Fastest Growing Software Company in the world that received \$10 million in funding from Google Search and \$38 million total in the first round. www.hubspot.com



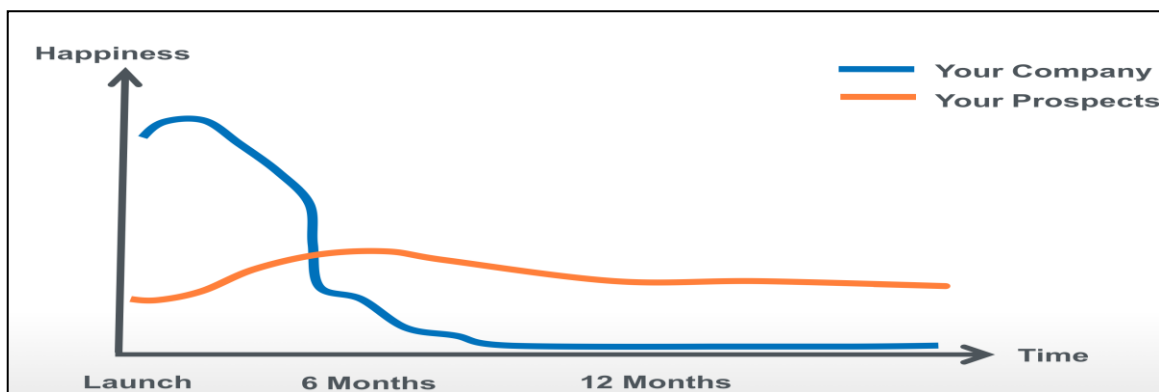
Step 1: Determine Whether Website Redesign is Right for You

Make sure you are going into redesign for the right reasons. Website redesign is a continuous process, and just as much about functionality as it is design. The first thing you will need to do, along with our help, is set your redesign goals.

Key Concepts and Statistics

Wrong Reasons For Redesign	Right Reasons for Redesign
"We have a new corporate look and feel."	"Want to get found by more prospects."
"It's been 12 months since our last redesign."	"Want to convert more prospects into leads and eventually, customers."
"The CEO wants to do it."	"We want to improve branding." (Only appropriate if oriented around one of the previous reasons.)

Website Redesign Half-Life Chart



Hubspot, Webinar Redesign Strategy, 2010

- The excitement you and your CEO will have from a complete renovation of your website will be short lived.

- Once you have visited your site repeatedly, the excitement of a new website will turn into boredom.
- Complete website renovation is even worse for users.
- Users are accustomed to the constancy of old website.
- Need time to adjust, causing them more confusion.

Takeaway

Misguided reasons for redesigning your website are driven by the thought that the freshness and “wow factor” of a new website will increase excitement over your brand. The main motivations behind website renovations should be to improve the performance of your website and to capture leads, give educational offers, and increase sales as a result. A beautiful website, although intriguing and aesthetically pleasing, is secondary to a functional traffic and lead generating website.

Step 2: Insure that your Website's Assets are In Order and Safe

You can cause more damage than good by trying to undertake a website redesign on your own. In most cases there are a lot of existing assets on your current website, therefore, it is important that these assets are preserved and protected.

Key Concepts and Statistics

- Website assets such as content, inbound links, keyword rankings, and conversion tools are critical to a strong web presence.
- To preserve your web presence, you must keep track these assets to insure that they are all transferred in the redesign process.

The Asset Check List

- ☐ Determine how many pages you have.
- ☐ Figure out which pages are most popular/powerful.
- ☐ Determine how many inbound links you have.
- ☐ Establish where these links are coming from.
- ☐ Look up what interior pages have inbound links.

- ❑ Figure out which inbound links are most popular/powerful.
- ❑ Determine what keywords you rank for before the move.
- ❑ Figure out keywords are most effective.

Takeaway

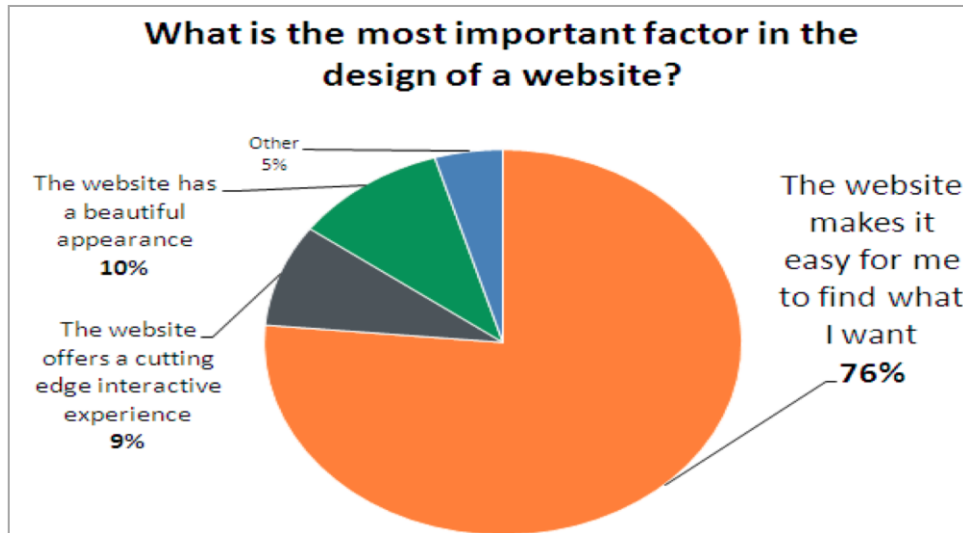
If you do not fully understand the importance and practice of proper SEO, doing a web redesign can be more damaging than helpful. If you do not feel comfortable around SEO work, it is best to hire a specialist to perform the redesign so all the hard work you have put into making a web presence and your existing SEO does not disappear. It may also be time to contact a professional to set you up with a system that can track current SEO metrics if you don't already have a system in place.

Step 3: Formatting your Homepage

You probably want some interactive and flashy homepage that entices their user. It is important to establish that fundamentals need to be addressed first.

Key Concepts and Statistics

- The first impression is all about simplicity.
- 75% of Internet users never scroll past the first page of search results.¹
- 76% of consumers want a website that makes it easy to find what they want.²
- Highlight blog on homepage.
- Set up a 301 redirect, for SEO's sake!
- Have a permanent redirect.
- Limit the amount of choices the consumer must make.
 - If you offer 25 services, put those 25 under 4 overarching umbrella services so consumers will not be overwhelmed.
- Links to social networking pages are a must on home page.



Source: HubSpot, The Science of Website Redesign, June 2011

Takeaway

Your homepage is the face of your services or products. You only get one chance to impress that visitor, so make sure you carefully place the essentials you want them to know on your homepage. It should also act as a launching platform to places where they can contact you in the future (i.e. blog, social media, etc.)

Step 4: Focus on Continuous Original Content that Attracts and Converts

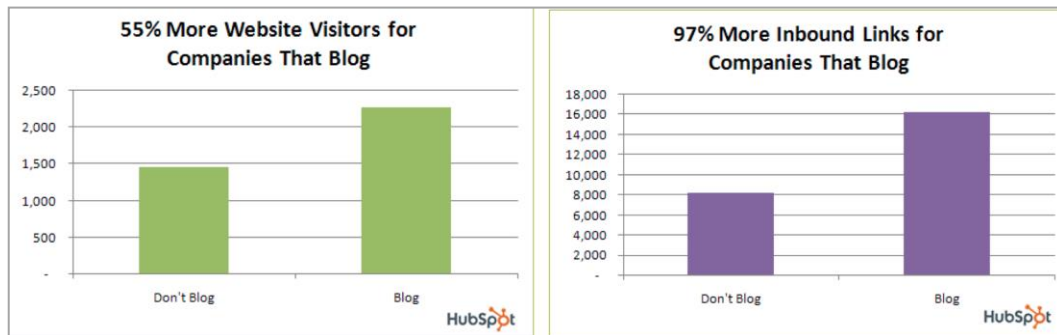
Original content is what will generate more traffic.

Key Concepts and Statistics

- Blogging results in a 55% increase in website visitors.³
- Search engines like fresh content, which will increase your number of indexed pages.
- People like fresh content.
 - Companies that blog have 2x as many twitter followers than those that don't.⁴
 - Companies that blog have 97% more inbound links than those that don't.⁴

- Original Content Vehicles:

Blog	Video Content (Youtube Channel)
Podcasts	Photos (Flicker)
Presentations (Slideshare)	eBooks
News Releases	



source: HubSpot, 100 Awesome Marketing Stats, Charts and Graphs for You, 2011

Takeaway

Original content is your website's messenger; it will inform your prospects on what you do, and how passionately you do it. With a vast array of formats to create content on, you should always be continuously contributing original content to keep your prospects engaged and constantly interacting with your website.

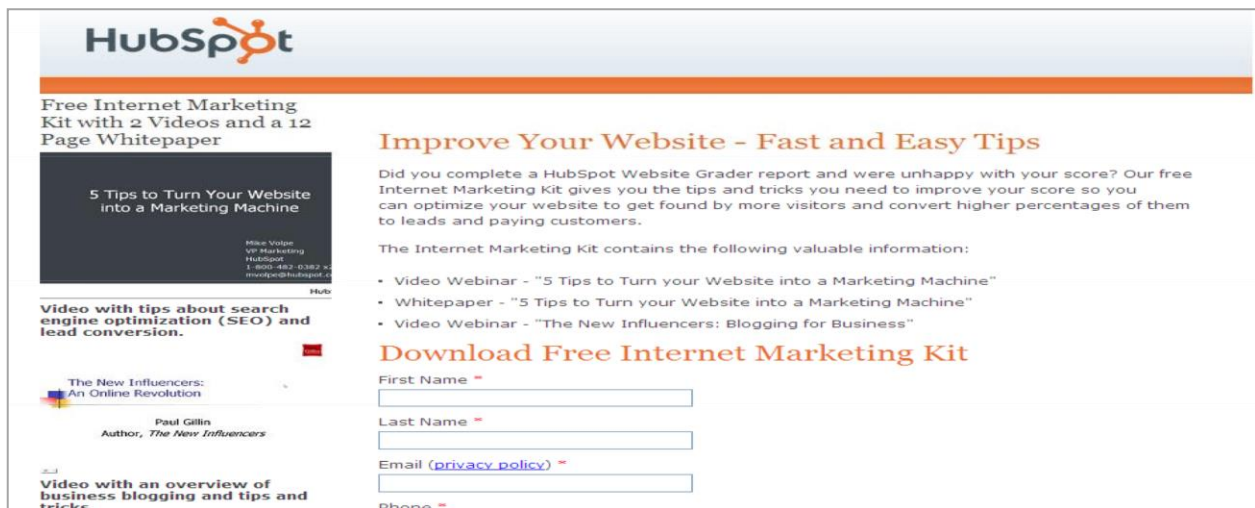
Step 5: Formatting Your Landing Pages

Many of our clients do not understand the importance of a compelling landing page. This is where you can see the real results of a good website redesign.

Landing pages are dedicated page that a prospective customer will see after they click a call to action button. They will see a clear description of what they will get if they fill out the form on the landing page, usually an educational offer to bring them down the sales funnel.

Key Concepts and Statistics

- Leave out any website navigation to navigate away from the landing page/form.
- Keep the description of the offer clear, simple, and concise.
 - One company found that they had a 32% conversion rate with longer description and form field.⁵
 - Cut it down, which brought their conversion rate to 53%.⁵
- Keep the form above the fold.
- To maximize efficiency, consider these questions:
 - How fast can you launch a new landing page?
 - Can one person do it in 15 minutes?
 - What is the cost of experimentation?



The screenshot shows a HubSpot landing page with a clean, professional design. The header features the HubSpot logo. Below it, a section titled "Free Internet Marketing Kit with 2 Videos and a 12 Page Whitepaper" is displayed. To the left, there are three video thumbnails: "5 Tips to Turn Your Website into a Marketing Machine", "Video with tips about search engine optimization (SEO) and lead conversion.", and "The New Influencers: An Online Revolution". To the right, a section titled "Improve Your Website - Fast and Easy Tips" explains the benefits of the kit. Below this, a list of contents is provided: "Video Webinar - '5 Tips to Turn your Website into a Marketing Machine'", "Whitepaper - '5 Tips to Turn your Website into a Marketing Machine'", and "Video Webinar - 'The New Influencers: Blogging for Business'". At the bottom, a "Download Free Internet Marketing Kit" section contains a form with fields for "First Name", "Last Name", "Email (privacy policy)", and "Phone".

source: HubSpot, 2011

Takeaway

Landing pages are where the magic happens; they are the gateway to your conversion offers that create engaged and interested leads. Make sure you can grab their attention with an interesting offer, but also coherently explain what you are offering through the landing page!

Step 6: Conduct Conversion Experiments

Our agency provides you with ways to analyze the effectiveness of each individual marketing campaign, landing page, and educational offers.

Key Concepts and Statistics

- Your offers should be living, breathing documents that are constantly changing.
- They need to help educate your prospect's on the buying process.
- If your landing pages and offerings do not seem to be reaching their full potential, you should try to:
 - Attach links in your email newsletters.
 - Have your pay-per click ads go right to the landing page.
 - Use them as the next step after a trade show or event.

Takeaway

Website design is not a one and done deal. Your web pages should evolve and improve over time. This is especially important for your landing pages since they help convert your faceless website visitors into opportunities that you have collected vital information about.

Step 7: Review Your Metrics on Visitors and Leads.

Inbound Marketing and Website redesign is very measurable. With closed-loop marketing analytics, landing pages, CTA, and educational offers, you can see exactly which campaigns customers participate in and how many offers it took to get them to the point of a



Sale. It usually takes 5 offers or so for a purchase in the \$40K and up range. Email lead nurturing with multiple educational offers will insure that your companies products or services stay in the forefront of the customers mind when they get budget and are ready to purchase and solve their pain points.

Key Concepts and Statistics

- Should avoid “paralysis by analysis.”
- Do not concern yourself with metrics that track the technical performance of your website.
- Focus on these three metrics:
 - Visitors.
 - How many people are coming to my website?
 - Where are they coming from?
 - Leads.
 - How many visitors converted to leads?
 - What did they convert on?
 - Sales.
 - How many leads converted to sales?
- These metrics will help you determine what parts of your website need revision.

Takeaway

Metrics are pivotal for pinpointing the exact pain points of your website. By doing small, but constant adjustments to your website, you will be able to maximize the utility of your website so it becomes a platform for generating visitors, leads, and ultimately, sales.

To Summarize:

Key Concepts and Statistics

- Start with defining your website redesign goals.
 - Remember that most companies don't need a new website, but rather need better tools on their existing site.
- Protect your assets during the design process so you do not damage your website presence.
- Make a great first impression by focusing on the functionality of your homepage.
- Creative and original content is the most powerful way of attracting and retaining website visitors.
- Design compelling landing pages so visitors will be more willing to give away their contact information for your content offerings.
- Make constant adjustments to landing pages by experimenting with their layout and formatting.
- Set up a system to measure the metrics of your website so you can reproduce successful campaigns, and scrap failing ones.

Takeaway

Redesign projects can be laborious, so most companies are better suited at trying to get more out of what they already have. Inbound marketing tactics such as SEO, blogging, and social media are easy to include in your existing site, and are twice as effective as traditional web redesign elements. You should strive to make small, but constant and continuous improvements to each element of your current website so your website becomes a powerful traffic-generating machine.

SOURCES, UNLESS CITED:

¹MARKETSHARE.HITSLINK.COM, OCTOBER 2010

²Hubspot, THE SCIENCE OF WEBSITE REDESIGN, JUNE 2011

³Hubspot, 2010



⁴HubSpot, State of Inbound Marketing Lead Generation Report, 2010

⁵Hubspot, Webinar Redesign Strategy, 2010

