

5 SIMPLE CALLS TO ACTION

To Get Your Website Generating Leads





*Just because you have
a website, doesn't
mean it is doing
anything for you
- like
generating
leads!*

Basics

Just because you have a website doesn't mean it is generating leads for you.

In this guide, you will find helpful information to ensuring your website is working for you when you can't be there to sell in person - in other words to ensure your website is generating leads.

93% of all on-line searches lead to an action.* That's a pretty strong statement and true - just search it on-line and see the results for yourself!

So if 93% of on-line searches lead to an action - the action has to be available for them to take.

The number one thing you need to make your website generate leads is - can you guess?



First, make sure your website URL is printed on everything and linked everywhere you have an on-line presence.

Your website address is the single most important item for your on-line presence. **It is your traffic control centre.**

Your website cannot generate leads if no one knows it exists. Once you have read our [Guide: Building Your On-Line Presence to Drive Traffic and Generate Leads](#) you are ready for this guide.

In the next few pages you will discover 5 Simple Calls To Action to Generate Leads through your website.

* Brandpoint





The Meat

5 Simple Calls To Action

You don't have a call to action on your website?

Oh-oh!

No wonder you're not generating leads.



1. Ensure your phone number is on your contact page and in other strategic places.

Make it easy for your customers to find your phone number. If the reader is looking at a product and has a question, if the phone number is right in front of their nose at the time, they are more likely to call for more information.

2. Make sure you have a contact page

Yes, we know - this seems pretty obvious. You would be surprised however how many websites have no contact information at all, let alone a contact page. The contact page should list your phone number, address and a map is always good - especially if you are in a remote area. You should also have the availability to email you. Rather than simply listing your email (for all the world to see), consider an email form instead - it is easy for your customer to complete and you can gather key information about this customer in the process.

3. Have a sign-up form on your website

This sign-up form can be for a newsletter, case studies, information about an event or a product. Whatever it may be, it gives you the opportunity to collect information on your potential customer, thus generating a new lead. Preferably, use a tool like [Constant Contact](#) for us this sign-up form, this way your new lead will automatically be added to your email marketing system and saves you time as you will not need to re-enter the information later on.





Remember ...
93% of on-line
searches lead to
an action.

Make sure the
action is there
for the taking!

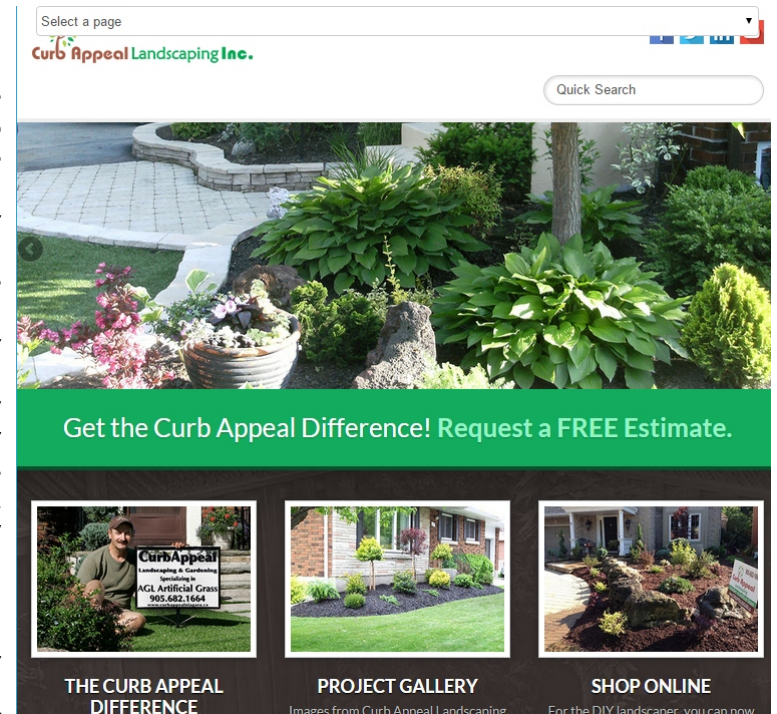
4. Create a giveaway with a sign-up form to receive it

Here you can create a downloadable file (like the one you are reading here), but to get it your potential customer must provide their email address to receive it. You could also do a giveaway in your store - register here to receive a FREE \$5 coffee card when you visit our store. This way, you are collecting their information as a lead and secondly you are driving this person to your store because of a small incentive. (Note: the bigger the incentive, the more likely they will visit your store). Another tool for creating forms on your website is [FORMSTACK](#) - simple to use and it will integrate with Constant Contact and many popular CRM systems.

5. Create a Request A Quote Form

This is a no-brainer if you have a product or service that requires specialized pricing. Consumers generally are more at ease if requesting a quote on-line as they do not need to speak with you directly unless they choose to once you respond. Make the form fairly detailed to allow your potential client to fill in as much information as possible. If you can, make multiple-choice questions for ease of completion, but ensure you have an area for additional comments.

Curb Appeal Landscaping does a great job with this one - their request a FREE Estimate call to action is on almost every page of their website. Visit www.curbappealniagara.ca to check it out.



Bonus!

Here are a couple more easy call to actions.

- Run a contest asking people to submit the #1 reason why they need your product or service.
- Put a survey on your page for customer input about almost anything





Take a look at the following websites for different ways to use Calls to Action:



www.billmcgeeauto.com • www.ottawainternationalmotorcycleshow.ca • www.curbappealniagara.ca

We have given you a lot to think about in this guide. In many cases this can be a little overwhelming to most business owners. At YDV Group, we manage the on-line presence of many of our clients and design websites that work. We are here to help. [Click here to book a FREE Marketing Consultation!](#)

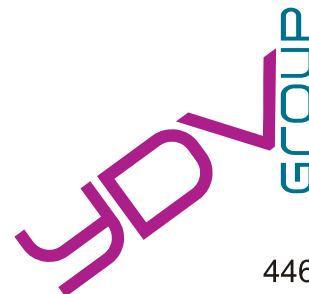
***A Call to Action
should be simple
and easy...
Get started
today!***



About the Author:

Debi Katsmar is the founder of YDV Group. Her entrepreneurial success story started at the age of 23, always in the marketing, and publishing industries. She provides the right message, at the right time, in the right place, to the right people for the right reason - answering the five marketing Ws - Who, What, Where, When and Why.

Debi is a published author and regularly speaks on her 30 years experience as an entrepreneur, life challenges and marketing know-how.



PLAN • CONNECT • GROW with YDV GROUP

MARKETING SOLUTIONS
for **BUSINESS GROWTH**

4460 Drummond Rd., Niagara Falls, ON L2E 6C7
debi@ydvgroup.com • 905-354-8273 • www.ydvgroup.com

