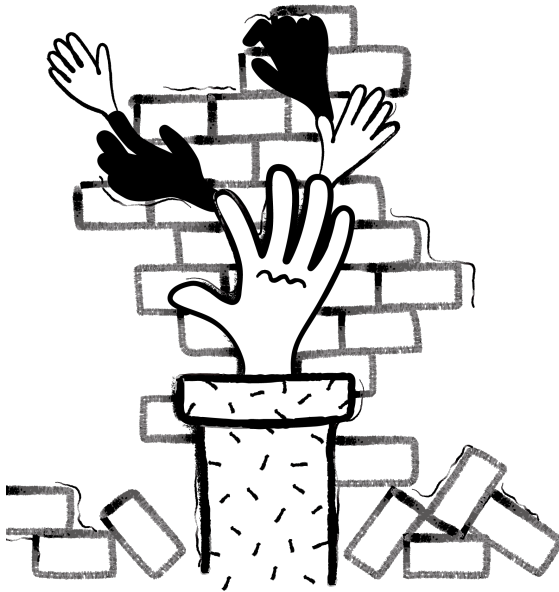


FREE DOWNLOAD

10 CHANGES THAT WILL **GENERATE** **MORE LEADS** ON YOUR WEBSITE



ALEXANDER YOLEVSKI

1. Have a CTA (Call to Action)

Make sure you have a **CTA (call to action)** on your website and it is **clear and emphasized**. This is the #1 thing you want people to do when they are on your website. Is it book a consultation, download a PDF or ebook (like this one), or buy a product? It should be obvious and priority.

Rule of thumb: tell people what you want them to do on your website. If you don't, they won't do anything.

2. Stick to Only One CTA

While we'd love for everyone to go through everything on our website, it just isn't going to happen for the most part so we need to **stick to one CTA** .

The more options you give people (buy this, call me, email me, follow me, check out my services), the **less likely they will engage**.

Give somebody one single specific option and they are more likely to engage and accept your offer. So don't have a bunch of CTAs on your website, this will

cause a disaster and actually decrease the your lead conversion rate.

3. The Top Half at a Glance

View your website on desktop, mobile, and tablet. At first glance, without scrolling, do you see your CTA? Is the button clear and visible?

Or maybe it's there on desktop, but not on mobile? Perhaps you had it in the menu, and then it gets tucked away into a sandwich menu on mobile and now you can no longer see it.

Your CTA needs to be visible right away, once you visit your website, in the top half of the website, without scrolling.

If you on any device you need to scroll to see your CTA, you need to reposition it and make sure its there as soon as your website loads.

4. Stick to the Same Language

You may be inclined to try a few different ways to describe your CTA and get people to click it, but you

want to **keep your language simple and consistent throughout your entire website.**

If you are trying to get someone to Book a Consultation, then use exactly that same language throughout your entire website.

Don't add Get Started, Call Now, Book Now, AND Book a Consultation on your website.

When people see the same thing over and over again it becomes familiar and the expectation of what it consists of is set and remembered by the visitor. This can't happen if every button says something different (even though it may lead to the same result). Keep your language consistent throughout your entire website, on every page, on every post.

5. Minimize Hoops and Obstacles

If somebody has made the decision to click on your CTA, the last thing you want to do is make them jump through hoops and more steps before they can give their name and email address.

This process needs to be as easy and simple as possible or else people will simply exit in middle of the process.

After clicking a Schedule a Meeting button, don't redirect them to another contact page. Instead, have a pop up that shows your availability and gives them the opportunity to book something right away.

Something like Calendly does this.

Don't redirect and don't ask for so much information in exchange for what you are giving them.

First name + email address is best, but you can do name + email + phone as well.

Unless it's a product they must purchase, don't ask for anything else. Even then, the process needs to be as quick and easy as possible before somebody changes their mind or gets frustrated.

If it's a free download either have the download start once they enter their information or it gets emailed to them right away (and let them know this once they are done submitting their info).

6. Make Everything Obvious in a Few Seconds

A lot of people get caught up in the design of their website as well as sounding clever or fancy on their website.

There are two questions you want answered right away at a glance on your website

- What are you selling?
- How does it help me?
- What do you want me to do to get started?

I should know within a few seconds what you are offering me, again in the top fold of the website. I should not have to think about it or feel confused about what exactly it is you sell.

More importantly, if i've made the decision that I'm interested it should be VERY easy to figure out what you want me to do to get started.

I should not have to figure out what to click or what page to go to so I can purchase from you or start a business relationship with you. It should be obvious and easy.

7. Titles, Subtitles, Bolded Words, Point Form, and Images are Your Friends

Get your message across in the **least amount of words possible**.

This will help you avoid using redundant words and run-on sentences that usually result in confusion rather than clarification.

Specifically when people are being introduced to something they will try to get the information they need (or they think they need) in the shortest amount of time possible. This leaves you with very little time to go into depth about things.

Long form paragraphs and text heavy homepages are overwhelming and not visually appealing. Leaves these in depth explanations for the inner pages of your website if somebody wants to go more in depth about something you are offering.

Use capturing titles, subtitles, bold words, point forms, short sentences, and some images sprinkled images to get your message across as clearly and quickly as possible.

8. Your CTA Needs to Be Available Everywhere

While having your CTA prominent in the top half of your homepage is priority and very important, it also **needs to be everywhere you think people will end up** and want to make a decision about signing up as well.

This includes in the middle and bottom of your blog posts, bottom of pages, sidebar, and your footer.

Your footer is everywhere. It doesn't change throughout your entire website. Why not put your CTA in there? While majority of people stick to the top half of your website, you don't want to make somebody who has taken the time to get to the bottom of your page scroll all the way back up again just to find out how to get started. Which leads me to my next point...

9. Don't Make People Scroll

As bad as it may sound, **people don't want to have to scroll** if they don't need to. The more scrolling required, the more fed up people get.

Sounds like we are really lazy people, but really, we are extremely busy people and if you can spoon feed your CTA to visitors, do it.

If somebody has taken the time to go through your website, and they end up at the bottom of your page and want to sign up but there's nowhere to do so, make sure there is a CTA there waiting for them.

If you wrote a long in depth blog post, and while somebody is in the middle of reading it they realize they want more of this type of content, make sure there's a CTA tucked in the middle somewhere so they don't have to stop what they are doing, scroll to the top, or all the way to the bottom, and subscribe.

Go through your website and if at any given point you think you've scrolled too much before you hit another CTA, plug it in somewhere.

10. Don't Assume Anything

When you are putting together your website, or writing up the content for the homepage, never assume anything.

Never assume anybody knows anything about your business or industry.

So when you use a tagline, header, or CTA language, make sure the information is simple, clear, and spoon fed to your website visitors.

Don't assume the behaviour of your website visitors as well. Not everyone will click "learn more", or go to your about, or your services, or scroll to a certain area to sign up, buy, download, or schedule a call.

Everything needs to be easy, accessible, and the information you are trying to deliver needs to be easily and quickly absorbed by whomever is viewing it.

Specific is better than generic.

Be specific and clear with what you are offering rather than "Subscribe" or "Sign Up Here". What exactly are you offering? What exactly will people get in return when they provide their information to you?

Thanks for downloading this free guide on the top 10 changes you can make to your website **right now** to help **increase the number of leads** your website generates.

Make every visit count.

If you have any questions about what I mentioned above, or about your website specifically, please feel free to reach out to me anytime. I'm more than happy to help:

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