

25

# Website ‘Must Haves’ For Driving Traffic, Leads & Sales

A Publication of Kinoshita Communications LLC



# TABLE OF CONTENTS

Introduction.....	3
<b>Part 1: Get Found Online.....</b>	<b>4</b>
Building Inbound Links.....	6
On-page SEO.....	8
Title Tag & Meta Tags.....	10
XML Sitemaps.....	12
301 Redirects.....	13
<b>Part 2: Design &amp; Usability.....</b>	<b>14</b>
The First Impression.....	15
Maintain Consistency.....	18
Using the Right Images.....	19
Navigation.....	20
Flash and Animation.....	22
Accessibility.....	23
<b>Part 3: Content.....</b>	<b>24</b>
Messaging.....	25
Educate and Offer Value.....	27
Importance of Quality.....	28
Avoid Corporate Gobbledygook.....	30
Be Clear Not Clever.....	31
Blogging.....	32
Making Content Social and Shareable.....	34
Multiple Forms of Content.....	35
Customer Proof.....	36
<b>Part 4: Conversion.....</b>	<b>38</b>
Effective Offers.....	39
Offer Positioning.....	42
Sales Pages.....	44
Forms.....	48
Newsletters.....	50
<b>Conclusion.....</b>	<b>51</b>

# INTRODUCTION

We all know how important a website is to a business's online strategy. Almost every business, whether B2B, B2C, non-profit, local or global needs an online presence to reach buyers in the Internet age. A company's website is its virtual storefront.

Shockingly, small business surveys still show that 45% of small businesses still don't have a website or mobile presence. A website is an essential piece of your online marketing strategy.

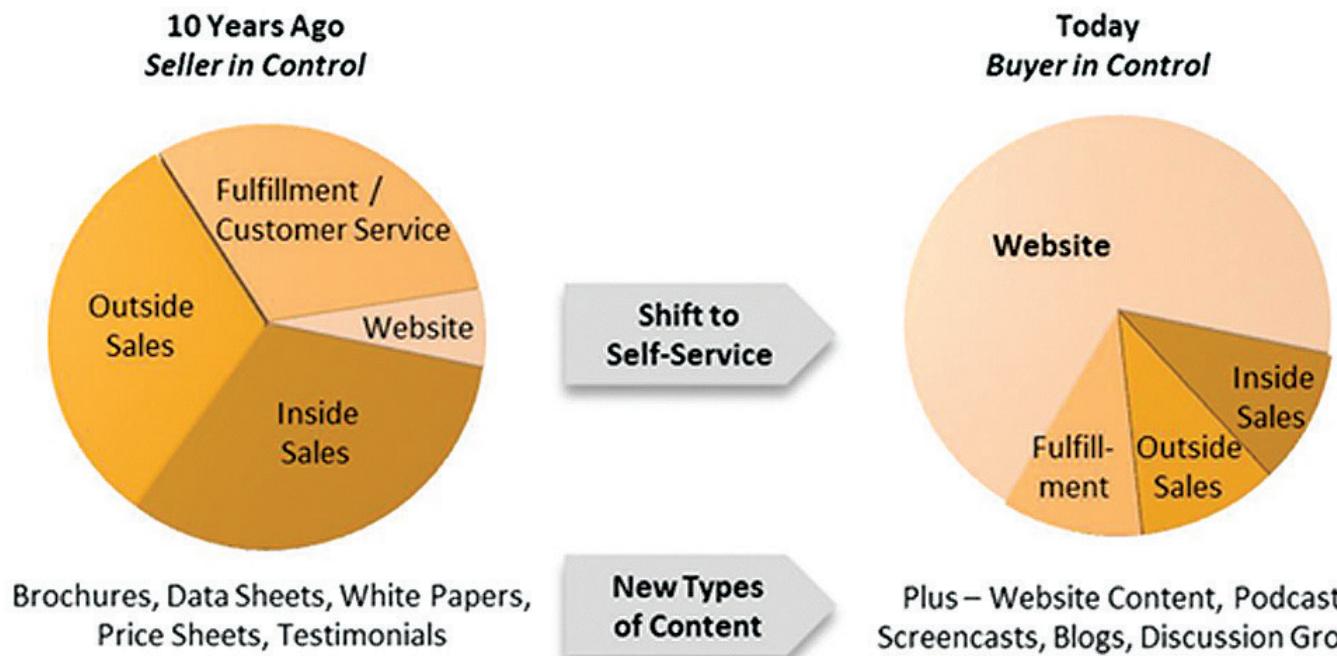
Whether you're looking to build your first website, or if your existing site just isn't getting the traffic or leads you were hoping for, you may wonder what it really takes to have a great website.

Having a website alone isn't the key to great results. Instead, it's the ability turn your website into a content marketing machine. Your website has a hefty goal and it needs to wear many hats. A website needs to not just exist, it needs to perform. It needs to attract visitors, educate them and convince them to buy. But I know what you're thinking - easier said than done.

**Studies show that 45% of small businesses still don't have a website but that 65% of Americans look for products & services online.**

Today, the Web is social and interactive. It's not static like most websites tend to be. As such, a website can no longer sustain as its own island. We now need to consider integrating search, social media, content, blogging, and more with our websites. Gone are the days where all it took was a URL, fancy Flash graphics, and an inexpensive advertising campaign to temporarily boost traffic.

The reason for this shift is largely due to changing buyer behavior. Today's buyer wishes to consume information when they want and how they want and often-times without the involvement of a sales person. And more importantly, they want to be educated and not sold to. As you can see from the following chart, websites and new forms of content marketing (such as podcasts, blogging and social media) have become a considerable factor in the buying cycle.



# Part 1: Get Found Online

A great website isn't so great if no one visits it. This is why the first chapter is dedicated to getting found online, which covers the very top of the funnel of your marketing strategy. Search Engine Optimization (SEO) is an absolute must-have to any website strategy, but it takes hard work and consistency when aiming for the top spot. These tips will help get you on your way to increasing your organic (non-paid) search engine rankings.

# Building Inbound Links

Every website on the Internet has the goal of reaching the #1 position in search engines but because there is only one top spot per keyword phrase, not everyone can make it. So what gets a first place ranking? Off-page search engine optimization (SEO) is the most important factor to increasing your ranking results.

Off-Page SEO is about building inbound links, essentially getting other quality websites to link back to you. Search engines call this authority or “link juice.” The more inbound links you have, the more important your site must be, thus the higher you’ll rank.

Link building, when done right, isn’t easy since adding links to other websites is sometimes out of your control. Here are some tips to building inbound links:



- **Create high-quality, educational or entertaining content.** If people like your content, they will naturally want to link to it.
- **Submit your website to online directories.** This is an easy way to start.
- **Write guest posts for other blogs.** This is a win-win for both parties. People will want extra (quality) content from others and in exchange, it's a great way to build inbound links.
- **Researching link building opportunities with other websites**, but always check the authority of the websites that you are trying to get links from. There are many tools online that allow you to check domain or page authority, including HubSpot's link grader tool.
- **And** don't borrow, beg, barter, bribe or buy links.

# On-page Search Engine Optimization (SEO)

While off-page SEO is hugely important, we can't forget about on-page SEO. This consists of placing your most important keywords within the content elements of your actual pages. These on-page elements include Headlines, Sub-headlines, Body Content, Image Tags, and Links. Often times on-page SEO is referred to as "keyword density."



It's very common that businesses will do too little on-page optimization or too much (keyword stuffing). While it's important to include your keyword as many times as necessary within a page, you don't want to go overboard with it either. For on-page SEO done right:

- **Pick a primary keyword for each page** and focus on optimizing that page for that word. If you oversaturate a page with too many keywords on one page, the page will lose its importance and authority because search engines won't have a clear idea of what the page is about. This is very common on homepages in particular, where too many keywords are used.

- Place your primary keywords in your headline and sub-headline. These areas of content have greater weight to search engines.
- Include the keywords in the body content but don't use them out of context. Make sure they are relevant with the rest of your content.
- Include keywords in the file name of images (e.g. mykeyword.jpg) or use them in the ALT tag.
- Include the keywords in the page URL and keep the URL clean.
- And lastly, write for humans first, search engines second. Always prepare your content for your audience and then look to optimize it for search. Content written in the other order won't read naturally and your visitors will recognize it.



# Title Tag & Meta Tags

While this may be the least sexiest component of SEO, it is a definite must-have. A Meta Tag is a line of code that is contained in the background of a Web page. Search engines look at meta tags to learn more about what the page is about.

Meta tags don't quite have the level of SEO importance as they used to but are still very important. Back in the day, websites abused meta tags to increase their rankings by including far too many keywords. Now search engines are smarter and give more weight to inbound links and page content for ranking instead.

However, they still play an important role to an SEO strategy.

Make sure to use these on all of your pages.

If you're not a Web guru, most website editors and content management systems enable you to easily edit meta tags without coding knowledge. If you don't have an editor, you can simply open a Web page file (ending in .htm, .html, .asp or .php) in Notepad or a plain text editor and the meta tags will be found near the top of the document.



Here is example of what meta tags look like in an HTML document:

- Title: The title of the page seen at the top of a Web browser, also the main headline displayed in search engine results.

```
<title>Kinoshita Communications Hires Jillyn Dillon as Account Supervisor</title>
```

- Description: A concise description of the page.

```
<meta name="Description" content="Kinoshita Communications is Hawaii's award-winning inbound marketing agency, offering hybrid marketing, PR, social media management...">
```

## [\*\*Kinoshita Communications Hires Jillyn Dillon as Account Supervisor\*\*](#)



[www.prweb.com/releases/inbound.../prweb11036851.htm](http://www.prweb.com/releases/inbound.../prweb11036851.htm) ▾

by Laura Kinoshita - in 60 Google+ circles

Sep 3, 2013 - **Kinoshita Communications** is Hawaii's award-winning inbound marketing agency , offering hybrid marketing, PR, social media management, ...

- Keywords: Words that identify what the page is about. Keep to less than 7 keywords per page. Keywords in meta tags are not visible in the search engine results like Title and Description.

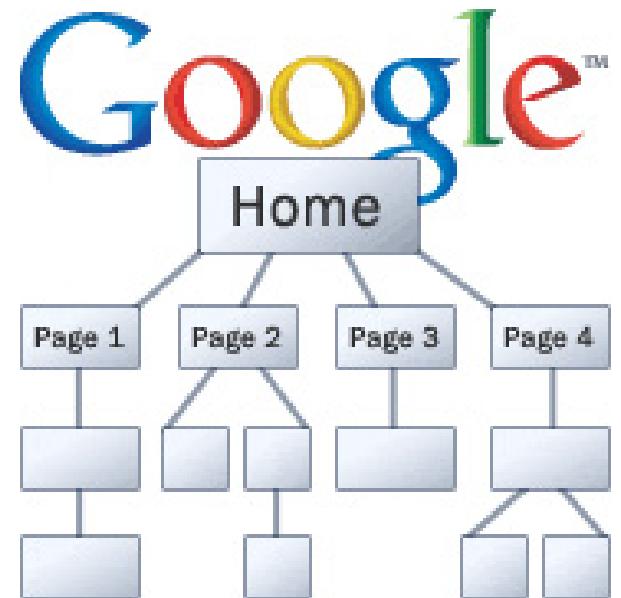
# XML Sitemaps

The general incentive behind an XML sitemap is to help search engine crawlers (or “spiders”) sift through your pages more efficiently. An XML sitemap is simply an .xml file containing a listing of all your pages and when they were updated. It’s a lot like a subway map. It shows the structure of your website and where are your pages reside.

Creating a sitemap is easy. You can find sitemap generators online that will create the .xml file for you. Once you get the .xml file, simply upload it to the root directory of your website (e.g. [www.website.com/sitemap.xml](http://www.website.com/sitemap.xml)).

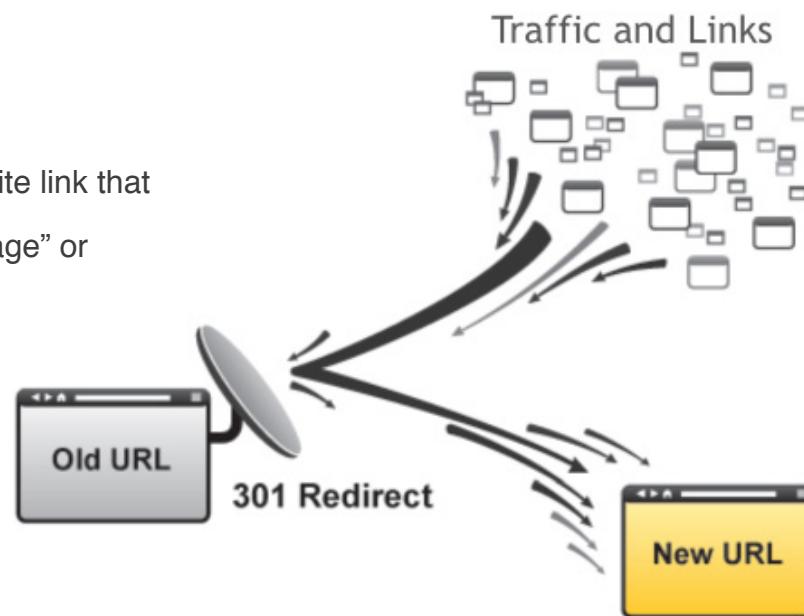
If your website is updated regularly, make it a good practice to update your xml file at least once a month so search engines have the freshest data.

Adding an XML sitemap is a component that is commonly overlooked, while it may not be the deciding factor in improving your Search Engine



# 301 Redirects

We've all experienced a time when we clicked on a website link that ended up being broken. Typically you'll see a "404 message" or "Page Not Found." A lot of times this is caused when a page is moved to a new URL and the old link hasn't been directed to the new page. Think about the lost opportunity when your customers or potential buyers want information that they can't locate. If you choose to move a page on your website, make certain that you use a permanent 301 Redirect, a method used to change an old URL to a new one.



In addition to keeping visitors happy when navigating your website, permanent 301 redirects are also important for SEO. When a user can't find a new page, nor can a search engine, and you'll lose any SEO status the old page once had. To keep the SEO juice following to new pages, set up a 301 redirect for pages that have been moved so search engines know where to find it.

# Part 2: Design & Usability

Now that you're generating some good traffic by getting found online, your next focus is getting that traffic to stay on your website. It depends on the industry, but most websites have a 30-60% bounce rate on average. This means a large majority of Web traffic entering your site leaves without navigating to any other pages. And many times they may never come back. Yikes! Here are some tips you need to consider to improve user experience and decrease your bounce rate.

# The First Impression

Your website represents who you are and what you offer. When people see it for the first time they're thinking:

- Is this site credible?
- Is it trustworthy?
- Is this a professional company?
- Is this company stable?
- Does this site make me feel welcome?
- Am I in the right place?



You need to ask yourself all of these questions when designing your website. Now, design may not be the most important factor in a website overall and often-times folks put too much emphasis on how a site looks instead of how it works, but it does play an important role in making a good first impression.

For example, an in-depth study from the Stanford University and Consumer Web Watch, "How Do People Evaluate A Website's Credibility? Results from a Large Study," found that a website's design was more important than credibility indicators such as having a privacy policy, awards or certifications. P-44 Technologies does a great job at summarizing this study (continue to next page...)

“Visitors first evaluate a site’s overall design, including its use of multimedia. Beau Brendler, director of Consumer Web Watch noted: “While consumers say they judge on substance, these studies demonstrate that consumers judge on aesthetics, and get distracted by bells and whistles.” So, after spending all this time developing great, valuable content that visitors can’t find anywhere else on the Web, does this mean nothing matters but a cool color scheme and fancy flash animation? Fortunately, it doesn’t. The Stanford study noted specifically that while a site’s design is the first indicator of quality, it isn’t the only one: “...the visual design may be the first test of a site’s credibility. If it fails on this criterion, Web users are likely to abandon the site and seek other sources of information and services.”

#### **Tips for a great website design:**

- **Proper use of colors:** Use the right colors for your audience and to draw attention to select elements. Don’t try to make everything jump out. The result will be just the opposite – nothing will stand out. Avoid a chaotic mix of colors on your website and instead pick two to four colors for your template and marketing materials.
- **Animations, gadgets and media:** *Avoid anything unnecessary.* Using Flash animations because they look cool is the wrong strategy. In most cases it’s best not to use animated background or background music. Only use media and animations to help support content and information.

- **Layout:** Create a clear navigation structure (refer to Navigation on page 21) and organize page elements in a grid fashion (as opposed to randomly scattered). Also, don't be afraid of white space and avoid clutter!
- **Typography:** Make sure your website is legible. Use fonts, font sizes and font colors that are easy to read. For easier page scanning, use bullet lists, section headers, and short paragraphs. If your site is English language-based, make sure information flows from left to right and top to bottom.

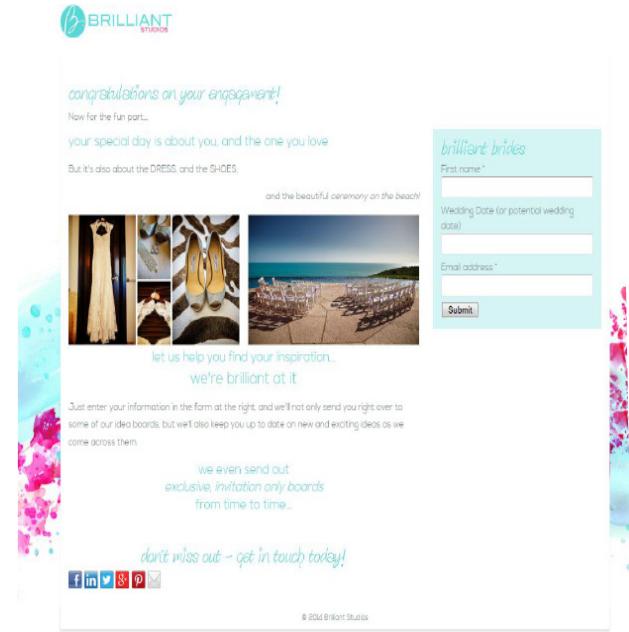
While design is important, don't forget that offering great content is what your visitors are ultimately after. A well-designed website might convince visitors to take a closer look but they won't look twice if the content isn't useful and well organized. After all, you never get a second chance to make a first impression.

# Maintain Consistency

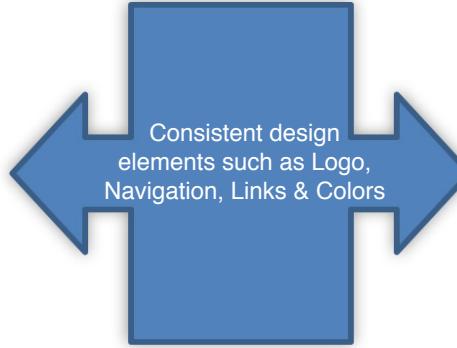
It's best to keep elements on your site fairly consistent from page-to-page. Elements include colors, sizes, layout and placement of those elements. Your site needs to have a good flow from page to page. This means colors are primarily the same as well as fonts and layout structure. Navigation should remain in the same location of your layout throughout your website.



Homepage



Subpage



Consistent design elements such as Logo, Navigation, Links & Colors

For layout structure, typically three page layouts exist for most websites: one for the homepage, one for content pages and one for form pages. For example, your homepage will have a different layout than a sales page for a PPC campaign. Keep the elements in these layouts constant. This will help keep your visitors from feeling lost.

# Using the Right Images

Images can be a powerful element to any website but you need to use them wisely. For example, consider stock photography. Stock images are seen everywhere because they are easily accessible and inexpensive. But are they good to use?

Marketing Experiments performed a test comparing the use of stock photography versus real imagery on a website and each of their effects on lead generation. What they found was that photos of real people out-performed the stock photos by 95%. Why? Because stock images tend to be irrelevant. Resist the temptation to use photos of fake smiling business people!

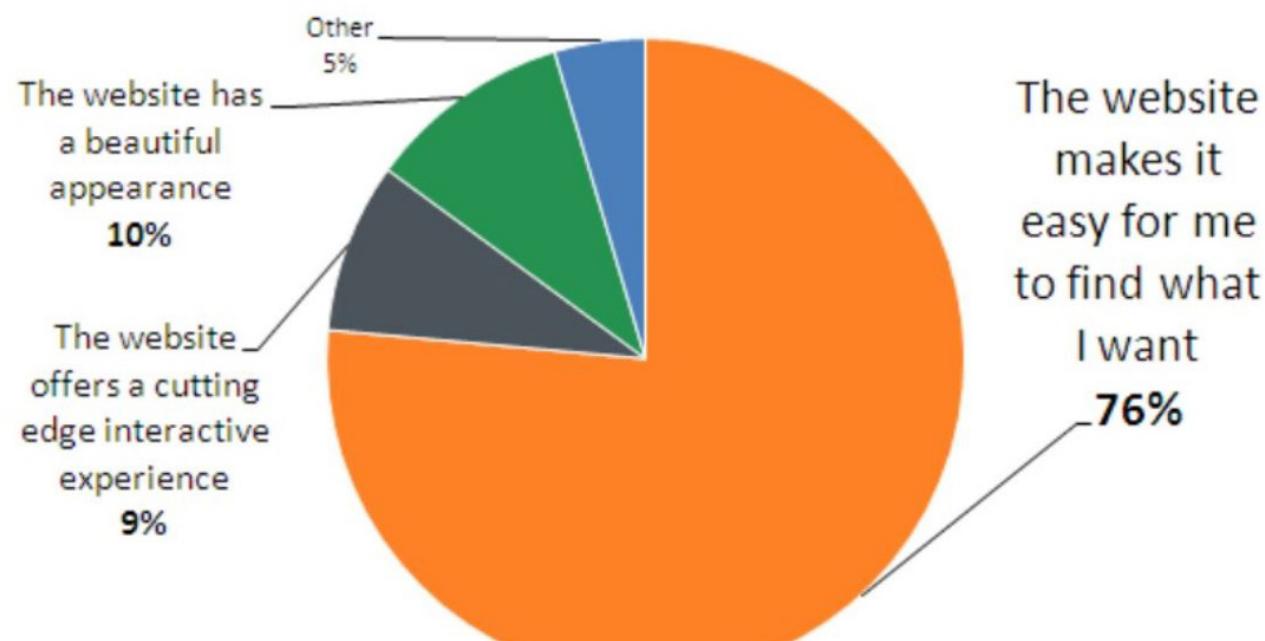


As a result, take care to place meaningful images on your site. Every image is transmitting a subconscious message to your audience and sometimes the result is different from what you might expect. We recommend looking into another study by Marketing Experiments “Images vs. Copy: How getting the right balance increased conversion by 29%.”

# Navigation

Perhaps one of the biggest factors to keep visitors on your website is having a good, solid navigation system that supports all search preferences. In fact, more than three-quarters of survey respondents from a recent HubSpot study say that the most important element in website design is ease in finding information.

## What is the most important factor in the design of a website?



n=174 Consumers (do not work in marketing or at a marketing agency)  
Like this? You'll love the *Science of Website Redesign* webinar: <http://HubSpot.com/WebSci>

If people can't find what they are looking for, they will give up and leave. Important factors in a site's navigation include:

- Keep the structure of your primary navigation simple (and near the top of your page).
- Include navigation in the footer of your site.
- Use breadcrumbs on every page (except for the homepage) so people are aware of their navigation trail.
- Include a Search box near the top of your site so visitors can search by keywords.
- Don't offer too many navigation options on a page.
- Don't dig too deep – in most cases it's best to keep your navigation to no more than three levels deep.
- Include links within your page copy and make it clear where those links go to. This is also great for SEO!
- Avoid use of complicated JavaScript and especially Flash for your navigation. Many mobile phones can't see Flash (yet), thus they won't be able to navigate your website. Same applies to Web browsers that don't have an updated version of Flash installed.

The overall rule with a proper navigation structure is simple: don't require visitors to have to think about where they need to go and how to get there. Make it easy for them.

# Flash and Animation

Flash animation can grab someone's attention, yes, but it can also distract people from staying on your site. Not only are mobile applications lacking the capability to view flash animation but many people simply don't want to be bothered with unexpected noises and animations. Keep the animation to a minimum and only use when necessary.

If you're in love with Flash or require animations, consider moving to HTML5 instead, if applicable. It's a great browser-compliant alternative to Flash.

**Adobe's Flash Player is required to view this content.**



**[Download Flash Player](#)**

# Accessibility

Make sure that anyone visiting your website can view it no matter what browser or application they are using. In order to gain significant traffic, your site needs to be compatible with multiple browsers and devices. With growth in mobile phones and tablet devices, people are surfing the Internet more than ever before. Make sure to get some of those views by allowing everyone to view your site, no matter what kind of system they run or which browser they use.



# Part 3: Content

Content is one of the most important aspects of any website. With the rise of content marketing, content has become front and center in the minds of marketers. It is what search engines and people are looking for. It's what drives visitors to your site and turns prospects into leads. Take a look at these next must-haves for creating killer website content.

# Messaging

There are four basic questions you need to ask yourself regarding the content of your website.

- Will people know what I do within seconds?
- Will they understand what page they're on and what it's about?
- Will they know what to do next?
- Why should they buy/subscribe/download from this site instead of from someone else?

Ideally, you want your visitors to know the answers to these questions. It should be readily apparent what your site is about, what they can do there and why they should take action.

On your homepage and most important pages, consider these helpful tips in delivering the right message:

- **Create a few headlines and sub-headline ideas** for your most important pages. To combat question #4 (why should I buy from you?) use a powerful value proposition and steer clear from generic cliches, gobbledegook terms and corporate speak.

What Basecamp is
Clear next steps

Who is it for

Basecamp is the top choice for entrepreneurs, freelancers, small businesses, and groups inside big organizations.

- **Make sure to include clear offers and next steps.** Include links in your body copy, next step links at the end of the copy, and offers wherever appropriate. Include a little direction and you'll be glad you did.
- **Test your copy.** For the most accurate indication of a winning headline, use A/B testing to determine which variation drives the most conversions. You can use tools like HubSpot's A/B Testing Tools, Google's Website Optimizer or services like 5 Second Test.

# Educate and Offer Value

Even though the purpose of a corporate website is to provide information about your products and services, not everyone is ready to buy when they first hit your site. Second, remember it's not all about you. What's in it for them?

- Offer more than just product content. Provide eBooks, whitepapers, videos, and other forms of content that is educational. This will nurture prospects through your marketing and sales funnel until they are ready to buy, plus, they will feel as if they are receiving valuable information along the way and not just a sales pitch.
- In product-specific content, write as if you are speaking directly to your audience. Use words like “you,” and “we.” Be transparent. Make yourself sound human. Speak their language.
- Write your product content as if you are helping them solve their problems. Avoid “we are the best” speak and instead use “this is how we help you....”



# Importance of Quality

Everyone knows having a lot of content is a good thing, but in the days where search engines are getting smarter and buyers are becoming more selective, quality content is truly king.

Quality content is a definite must-have for any website. This includes:

- **Offer unique content.** People love this and so do search engines.
- **Write for humans,** not search engines. People don't read like robots.
- **Provide value** and educational content that helps others.
- **Do your research when paying for content** that is written by third-party services. Some work well, others do not.
- **Keep content fresh.** Having news that's two years old still sitting on your homepage will probably give your visitors a bad feeling.



- **Know your audience.** Providing content that is specific to your buyers makes it more relevant for them, and in turn, higher quality.
- **Include evidence when needed.** If stating facts, numbers, awards, testimonials and etc., try to back it up with a source and give credit when credit is due.
- **Know your subject well.** You probably don't want an auto mechanic writing about brain surgery. Accurate content equals quality.

# Avoid Gobbledygook

A professional image is necessary but you still want to avoid the dreaded corporate gobbledegook. What is gobbledegook you ask? Great question.

These are jargon terms and phrases that have been over-used and abused rendering them meaningless (you'll find them mostly in the high-tech and B2B industry). These words are meant to add more emphasis of a particular subject but instead they make your eyes roll.

**Avoid these words** on your website and in other materials whenever possible:

- Next Generation
- Flexible
- Robust
- Scalable
- Easy to use
- Cutting edge
- Ground breaking
- Best of breed
- Mission critical
- And so on...we think we've put  
you through enough torture

# Be Clear and Not Clever

For years, advertising has tricked us into thinking that catchy and creative headlines and phrases work well at capturing our attention. They might have for a while but not so much anymore. As consumers we are tired of advertising trickery, marketing cliques, and surreptitious methods of persuasion. We don't want to be lied to, gimmicked, or fooled. We just want the truth!

Wouldn't it be easier to get the point in our content instead of trying to persuade others?

If you focus your content on **being clear, not clever**, you will find that more people will place their trust in you. Be careful not to make things more complicated than they need to be. Use simple words that are easy to understand. Your goal is to be understood. Just be clear with what you want people to do on your site. You will gain more fans and followers in the long-run.

# Blogging

Blogging is without a doubt one of the most important assets to any content marketing strategy and it's a perfect complement to your website.

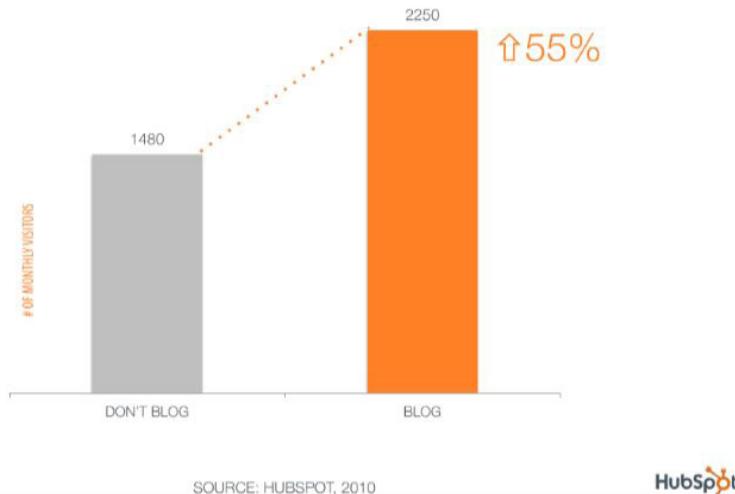
**Here are some reasons why you really need a blog:**

- It creates fresh content and more pages of content, which is great for SEO.
- It helps establish you as an industry authority and thought leader.
- It helps drive more traffic and leads back to your website.
- It's a great channel to converse and engage with your audience and customers.
- It's a great way to get valuable inbound links!

Blogging isn't as difficult as you think. There are plenty of blogging tools you can use to get started. If the ability to create content regularly is your main concern, there are inexpensive blog writing services (called Content Marketplaces) like Zerys and WriterAccess that will help you get started.

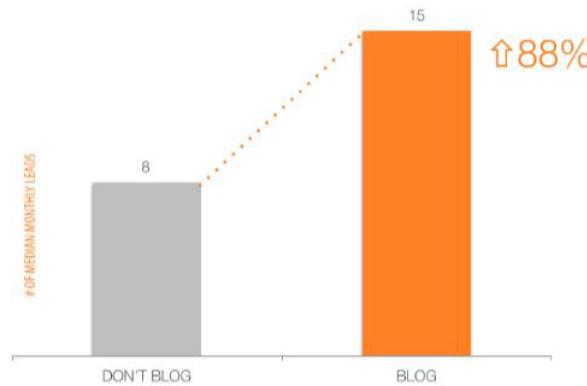
If you still need proof blogging works, there is lots of research on the subject, specifically:

Companies that blog have  
**55% more**  
website visitors.



SOURCE: HUBSPOT, 2010

B2C companies that blog generate  
**88% more leads**  
per month than those  
who do not.



SOURCE: HUBSPOT, STATE OF INBOUND MARKETING LEAD GENERATION REPORT, 2010

Yes, blogging gets results!

# Make Content Shareable and Social

Social media websites have seen and exponential growth in the past decade and continue to grow larger every day. Oftentimes people will “Like” a post, product, or blog entry, causing all of their friends to see what they like and even provide them with a link to find it themselves.

Consider this type of network effect for your own website. Make it just as easy for people to share and socialize about your content and resources. It’s almost blindingly obvious why you should take advantage of this opportunity. Providing people with excellent content that can be shared with their peers will surely increase your flow of traffic.

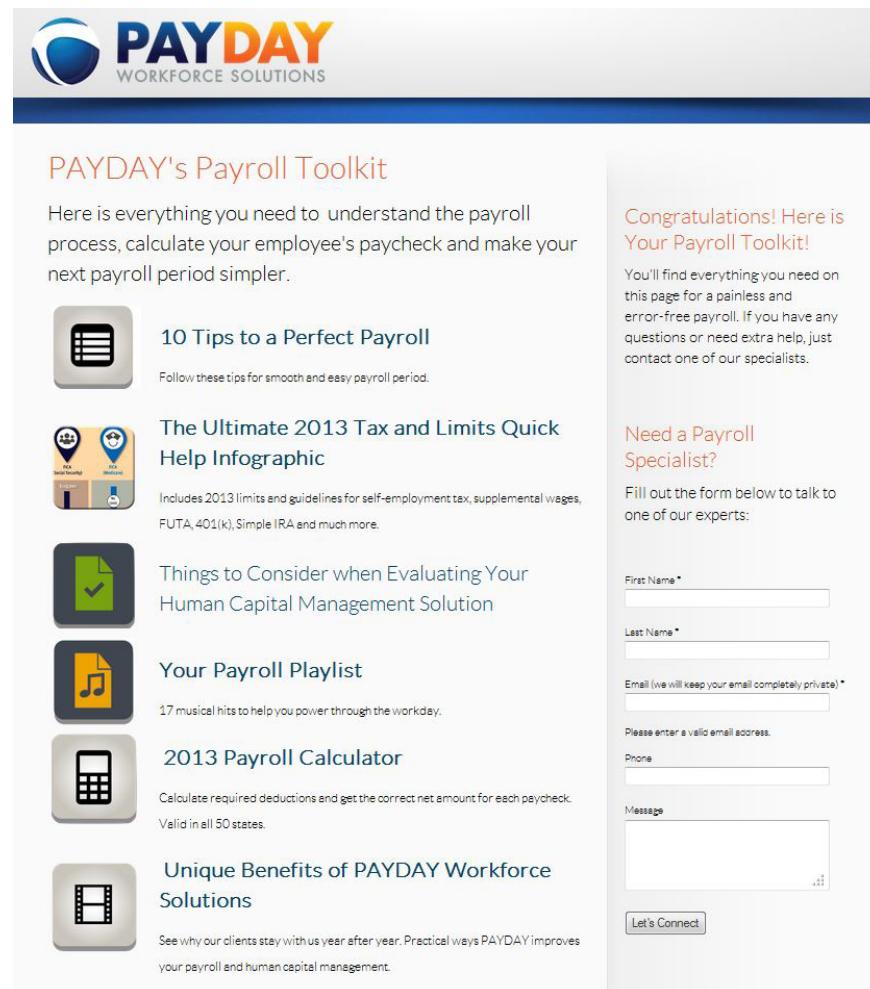
- Add a sharing widget or plugin to every page on your site. This will enable visitors to share your pages via all the major social networks. Tools like AddThis or ShareThis are easy to install and provide you with analytic tracking as well.
- If you’re on a blogging platform like HubSpot or Wordpress, there are plug-ins available that enable people to share your articles plus auto-publish content to your social networks like Twitter, LinkedIn and Facebook.

# Use Multiple Forms of Content

Content is more than just the written word. Media and utilities are excellent forms of content that can turn a text-heavy site into something that pleases the viewing preferences of multiple audiences.

- Content takes place in the form of:
- Imagery (including infographics)
- Video
- Audio
- Online utility tools (e.g. Website Grader)
- Games
- You name it!

Try using many different forms of content. It will help create a content-rich experience.



**PAYDAY**  
WORKFORCE SOLUTIONS

## PAYDAY's Payroll Toolkit

Here is everything you need to understand the payroll process, calculate your employee's paycheck and make your next payroll period simpler.

**10 Tips to a Perfect Payroll**  
Follow these tips for smooth and easy payroll period.

**The Ultimate 2013 Tax and Limits Quick Help Infographic**  
Includes 2013 limits and guidelines for self-employment tax, supplemental wages, FUTA, 401(k), Simple IRA and much more.

**Things to Consider when Evaluating Your Human Capital Management Solution**

**Your Payroll Playlist**  
17 musical hits to help you power through the workday.

**2013 Payroll Calculator**  
Calculate required deductions and get the correct net amount for each paycheck. Valid in all 50 states.

**Unique Benefits of PAYDAY Workforce Solutions**  
See why our clients stay with us year after year. Practical ways PAYDAY improves your payroll and human capital management.

**Congratulations! Here is Your Payroll Toolkit!**  
You'll find everything you need on this page for a painless and error-free payroll. If you have any questions or need extra help, just contact one of our specialists.

**Need a Payroll Specialist?**  
Fill out the form below to talk to one of our experts:

First Name \*

Last Name \*

Email (we will keep your email completely private) \*   
Please enter a valid email address.

Phone

Message

Let's Connect

# Customer Proof

No matter what you're selling, potential buyers like to see confirmation that you've made other customers happy. Testimonials, customer reviews and case studies are powerful sources of content for moving prospects even closer to the final buying stages.

- **Provide authentic customer stories** and **don't** hide these behind a form!
- **Place real, short and powerful testimonials on your site.** Tips to maximize testimonials:
  - Try to include real names and titles and use pictures of the person along with their testimonial if possible (if they already have a picture on LinkedIn, ask to use that!). This adds authenticity. Not including a name makes a testimonial seem phony even if it's real.
  - Instead of randomly placing testimonials on any page, consider placing testimonials on certain topics on the pages relevant to them. For example, if you have a quote about your awesome customer service, place that on a service or support page. If you have one for your convenient return policy, place that somewhere in a shopping cart or pricing page.

- **The more proof you have the better.** Make it part of your strategy to collect case studies and testimonials when possible.
- **Leverage other online sites that provide reviews,** such as Yelp (for local businesses), TripAdvisor, Foursquare.

**Founder**  
Kinoshita Communications LLC



**Catalin Chiritescu**  
Co-founder and COO, Phi Optics

“ I had the pleasure of interacting with Ms Kinoshita in April 2013. I was looking for a quick and efficient solution for a marketing problem that the company had. Laura was quick on her feet and suggested a few solutions right away. We ended up using one of them and I was very pleased with the result. We will continue to consult with her when need arise. Her public relations skills were integral to the solution she provided and I would like to commend her for the effort she made. less

April 14, 2013, Catalin was with another company when working with Laura at Kinoshita Communications LLC

  
**Julie Christensen**  
owner, writer at Strawberry Group

“ Laura hired me to complete a large project for her. The project ran smoothly because of her excellent organization and communication. She was professional and friendly throughout the process. I'm looking forward to a long, collaborative relationship.

May 12, 2012, Julie was a consultant or contractor to Laura at Kinoshita Communications LLC

**"Dear Laura;**

**Thanks so very much for this worksheet. It has helped me so very much! I love you for it.**

**God bless you!**

**– Mary O."**

**Jan. 28, 2012**

# Part 4: Conversion

Now that you know what it takes to drive traffic and engage visitors with great content, the next step is to get your visitors to convert from a prospect into a lead. You don't want them leaving without providing some information or else you will lose the opportunity to nurture them until they are ready to buy. Here are some must-haves for increasing your website conversions.

# Effective Offers

The effect of a successful offer or often called a Call to Action (CTA), is to drive a visitor to take a desired action. Offers are typically kept above the fold or in clear sight on a page so visitors know where to take the next step. Offers are the key to lead generation but they need to be done right to convert traffic into leads.

- **Make them bigger and bolder** than most other elements on the page, but don't overdo it.
- **Consider colors of the offer**, whether it is a link, button or image. Make them look so good people will want to click on them.
- **Have offers that provide value**, like guides, whitepapers, estimates, etc. "Contact Us" is the worst form of a CTA. Don't rely on that as your only option for conversion.
- **Make the offer look clickable**. You can do this by making a button or adding a hover effect to an element.
- **Less is more**. Keep it simple and clear what is being offered.
- **Test when possible**. Try testing different colors (e.g. red versus green buttons), language, and placement to see which offers get more clicks and drive more leads (refer to the "Messaging" section above for A/B testing tools).

Getting married? Find your inspiration!



Brilliant



## Getting Married?

Let us help you find  
your inspiration!

Brilliant Brides

Clear Offers

## Getting Married?

Let us help you find  
your inspiration!

Brilliant Brides



## Clear Offers



GET THE  
HELP  
YOU NEED

Ask Any  
Question



Dementia Care  
Coaching

The help you need is  
only a click away...

Get the help  
you need  
TODAY

Dementia  
Care Coaching

Private, customized  
"road map"

Simple steps to  
perform in the days,  
weeks, and months to  
come

Learn More

# Offer Positioning

So you have Call-to-Actions, but how will people find them?

You want to think about where you will be placing your offers. You don't want to dump offers everywhere. That will give people too many options or not the right options at the right time.

Consider this:

- **Segment your top-of-the-funnel and middle-of-the-funnel offers.** Place top-of-funnel type offers (whitepapers, downloads) on top-level pages. Add middle-of-funnel offers (request a quote, trial, pricing) as the prospect is digging deeper and learning more about your offering.
- **Place offers both above and below the fold.** Placing offers above the fold is important because that area of a page gets the most views. However, there are still other areas of a page to promote your offers. Add some at the bottom of pages and within body content as well.
- **Some studies suggest placing offers to the right of the page work better** but testing this will ultimately determine what's best for your website.



- versus -



The placement of your offers can impact conversion. The only way to know which options work best is to test!

- **Use thank-you pages for additional offers.** A thank-you page or message is what is seen right after someone completes a Web form. Many times there is plenty of real estate for more downloads and offers. Once a prospect completes a form, don't stop there. Offer them additional downloads, however if possible, do so without requiring them to complete another form.
- **Test, test, test!** As indicated in the example above, it's unclear which version will drive the most conversions. Test different placements to know which one works best for your website.

# Sales Pages

Now that you have some awesome offers you need to drive those links to sales pages.

Sales pages, sometimes called a “Lead Capture Page,” are used to convert visitors into leads by completing a transaction or by collecting contact information from them. Sales pages consist of:

- A headline and (optional) sub-headline
- A brief description of the offer/CTA
- At least one supporting image
- (Optional) supporting elements such as testimonials or security badges
- And most importantly, a form to capture information

Sales pages are necessary to implement. Sales pages direct your visitors to one particular offer without the distractions of everything else on your website. Visitors are on a sales page for one and only purpose: to complete the lead capture form!

## What makes an effective sales page?

- **Include the elements on the previous page** and only what is needed. Keep your pages simple and minimize distractions.
- **Never ever use your homepage** as a sales page.
- **Remove main site navigation** from the sales page so visitors can focus on completing the form and not continuing to search your site.
- **Make it very clear** what the offer is and make it irresistible.
- Absolutely make sure that the **content on your sales page matches your call-to-action or offer**. If there is a disconnect in your messaging visitors will hit the “back” button.
- **Reduce friction** – don’t make visitors think too much or do too much work (i.e. reading).
- **Use the right form** and only collect the information you absolutely need (see must-have Forms for more details).

Effective sales pages are what will turn your website into a lead generating machine.

## Example of a bad sales page:

Announcing

**midnight trader**  
Night vision for the investment community

**Extended Hours**

**FREE 2-Week Trial**  
(Credit Card Required)

**Sign Up Today!**

Get streaming, real-time AFTER-HOUR and PRE-MARKET Level II quotes, trading analysis and news from the premier provider of live extended-hours market intelligence.

MidnightTrader analyzes and publishes over 125 extended-hours market and stock specific reports daily. This real-time and historical analysis of corporate announcements and subsequent market reaction information provides insight into what is likely to have a substantial effect on the current and future trading price of a company's stock.

**Features**

- Real-time Extended-Hours Level II ECN quotes -- Follow the market with real-time, streaming quotes from the INET and ARCA ECNs before and after regular market hours!
- Live Trading Analysis -- See what's trading after the close and before the open with live news and trading updates.
- Most Actives -- Find out what stocks are moving and are the most actively traded before the regular session.
- News -- Get MidnightTrader's live extended-hours news and unique market commentary before the rest of Wall Street.
- Volume Spike & Order Interest Analysis -- MidnightTrader analysts provide real-time coverage of any unusual volume spikes and pre-execution buy or sell order interest building in the pre-market or after-hours.
- Forecast Reports -- **Nightly** analysis of after-hours trading activity covering issues that are likely to post wider moves in the upcoming pre-market and regular session based on their historical reaction to similar news in the past.

**View screen shots of features:**



**ECN Level II**



**Quotes and News**

**Existing MidnightTrader Subscribers:**  
If you have already signed up for MidnightTrader's extended-hours market services, [login here](#).

FREE 14-day trial offer. After 14 days of Free service, you will be billed at the listed monthly rate (\$29.95/month or \$289/year) if you have not cancelled.

\* Quick Takes Pro - FREE trial of this daily technical analysis report issued ahead of the open by Barron's Michael Kahn is also available. [Click here](#) for more information.

**Night Vision**

1. Not sure what this page is offering.
2. Not clear what I'd be signing up for? "Free 2 Week Trial" is hidden.
3. Way too much text. No one will ever read all that!
4. Screen shots of the product are very confusing.
5. No forms directly on this page to capture prospect information.
6. Length of the page might be too long.
7. Selling too much on features and not **value**.
8. No customer proof: testimonials or case studies.

## Example of a good sales page:



**BRILLIANT**  
BY TROPICAL IMAGING

get your free trash the dress shoot!

Book with us before April 15th

step outside your comfort zone...  
and into the deep blue.

This is your chance to go beyond the traditional destination wedding photo shoot for your big day. "Wow" your family and friends with a once in a lifetime shoot worthy of a magazine cover - at no additional charge!



After you've tied the knot, take your wedding album to the next level with an underwater "Trash the Dress" shoot. Our team is offering this free shoot for a limited time when you book your wedding before April 15<sup>th</sup>. Transform your brilliant Caribbean photo shoot into something enchanting and ethereal as you take the plunge in your wedding attire. This is one of our favorite ways to capture both the connection of love and nature simultaneously.

“ ONE OF THE  
TOP FIVE PHOTOGRAPHY STUDIOS  
IN THE Caribbean ”

[f](#) [t](#) [p](#)

**contact us**

First name \*

Last name

Email address \*

[get more info.](#)

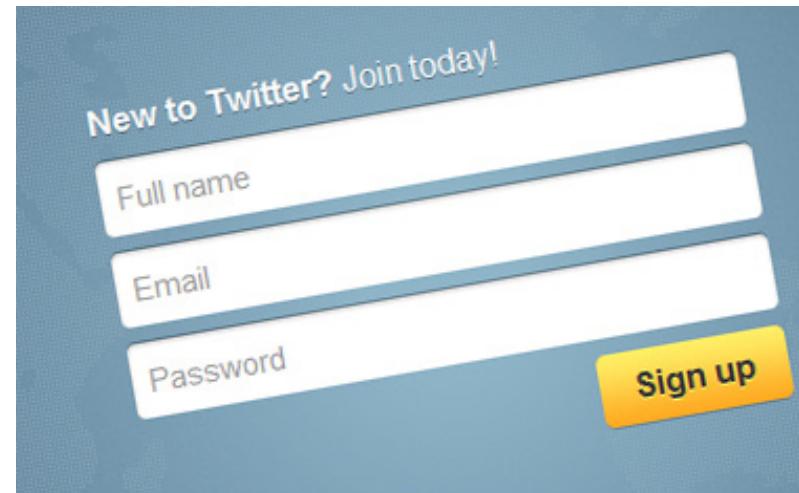
1. Main navigation has been removed
2. Logo remains in the top left corner.
3. Clear headline describing the offer.
4. Clear image of the offer.
5. Brief description of the offer.
6. Lead form directly on the page
7. Content focuses on value.

# Forms

Forms are the key to a sales page. Without them, there is nothing for the visitor to do on that page. Forms come in handy when it's time for people to sign-up, subscribe to your site or download an offer.

You might be wondering how much or how little information you should require with a form. There is no magic answer when it comes to how many fields your form should contain but the best balance would be to collect only the information you really need.

The fewer fields you have in a form, the more likely you will receive more conversions. This is because with each new field you add to a form, it creates friction (more work for the visitor) and fewer conversions. A longer form looks like more work and sometimes it will be avoided all together. But on the other hand, the more fields you require, the better quality those leads might be. The best way to determine what works best is to test it.



### Recommendations for sales page forms:

- **Only ask for the information you need** for you or your sales team. Also avoid asking for sensitive information that companies or consumers may not want to disclose.
- **Consider the value of the offer.** The more valuable an offer may be perceived, the more information you may be able to ask for in return. If it's a newsletter subscription, only ask for email address (and maybe first name, at most).
- **Reduce anxiety** - People are more resistant to give up their information these days, especially because of the increase in spam. Add a privacy message (or link to your privacy policy) that indicates their email will not be shared or sold.
- **Don't use the word "SUBMIT" on your form buttons!** No one wants to submit anything. Instead, try "download whitepaper," "Get your free eBook," or "Join our newsletter."
- **If advertising a downloadable offer as your Call To Action, fulfill the request instantly.** For example, if your form is for a whitepaper download, include a link to download that whitepaper on the very next page (typically called a "thank you" page). Another option is to send an auto-responder email containing a link to the offer but it's recommended it's given right away upon form submission so people don't have to dig in their email for your content.

# Newsletters

Speaking of newsletters, you should definitely offer a newsletter subscription on your website.

Not all offers need to be big. Newsletters or mailing lists are the perfect way to collect email addresses so you can nurture prospects over time to become leads. Just make sure it's easy for people to find your subscription form.



## Social Design Newsletter

Sign up for the Social Design Newsletter, chock-full of social design issues like reputation, influence, behavior, community, and their relationship with design.

Email:

Name:

**Subscribe**

# Conclusion

The Internet has changed everything. Internet usage is growing rapidly and you need to be there when potential buyers come looking. A business website may be the most important factor in your marketing strategy, but it's more than just having a website, it's the integration of SEO, social media, blogging, content, offers and sales pages that will drive traffic, leads and sales.

After all it is these components that **generate sales and revenue** for your business. Content marketing is the key to filling your sales funnel with qualified leads and your website is where education, engagement and conversion take place.

Follow these guidelines and you will soon have a great website that generates traffic, leads and sales. But don't stop there. A website never truly stops growing. Keep learning and stay tuned for more updates.

To figure the next steps in your content marketing campaign, visit us on the Web at [www.kinoshita-communications.com](http://www.kinoshita-communications.com) or call Kinoshita Communications toll-free at (877) 239-3067.

Thanks for reading!

# ABOUT US

Every organization has the power to increase visibility and get more new business leads. We help show you the way.



Get Your Complementary  
Website Assessment

<http://www.kinoshita-marketing.com/consultation>

A Publication of Kinoshita Communications LLC

