54 Quick Fixes

TO INCREASE LEADS NOW

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Are You Failing to Meet Your Lead Generation Goals?

Meeting your lead generation goals is not an easy task. That's why we've compiled a list of 54 cost-effective ways to get a fast turnaround on leads. Implement our quick fixes to get your leads back on track, while you work on a long-term strategy.

ROOM FOR CHANGE

✕ **80%** of companies not meeting their revenue goals ATTRACT **LESS THAN** 10,000 visitors per month

Source: Hubspot

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Calls to Action

Every website should contain clear and obvious calls to action (CTAs). Calls to action act as guideposts, motivating and compelling your website visitors to perform an action that meet the objectives of your company and the needs of your visitors. If your lead numbers aren't as high as you'd like, take a look at your site's CTAs for signs of trouble.

THE QUICK FIXES

1. Use powerful, persuasive words that compel users to click (avoid "click here" or "learn more").

2. Use action-oriented words (always begin with a verb).

3. Ensure your CTAs align with the objective of each page on your website.

4. Place CTAs above "the fold" since desktop users are unlikely to scroll every page

5. Use contrasting colors that still complement your overall web scheme. This will make your CTAs POP!

6. State exactly what the visitor will get if they click on the CTA—avoid ambiguity at all costs.

7. For text-based CTAs, hyperlink the whole call-to-action phrase instead of just one word.

EBOOK

START A FREE TRIAL →

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Offers

A lack of leads may result from poor offers. Strong offers provide value and motivate users to share their information with your business. Depending on the scale of the offer, you could gain a wealth of data from potential customers.

WHAT MAKES A GOOD OFFER?

- The offer aligns with your business's products/services.
- The offer relates to the needs of your target audience.
- The offer is relevant to where the prospect is in the buyer's journey.

For quick fixes 8-26, check out examples of offers for B2B & B2C companies:

B2B	
Ebooks/white papers	Toolkits
Interactive price/quote tools	Surveys
Free consultations	Videos
Webinars	Case studies
Online chats	Live demos

B2C	
Rewards/loyalty programs	Discounts
Buy one, get one free (BOGO)	Fundraisers
Bundle Deals	Sweepstakes/contests
Logos	Rebates
	Samples

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Landing Pages

Landing pages are one of the most important components of any lead generation campaign. A strong landing page directs a user's attention on one specific offering and entices him or her to take an action—from filling out a form to picking up the phone and calling you.

FIRST IMPRESSIONS MEAN EVERYTHING

People make judgment calls within seconds of seeing your landing page. **Use these simple tweaks to up your game and effectively convert visitors into leads:**

27. Separate multiple offers into individual landing pages.

28. Remove your top navigation and outbound links as both can distract users from converting.

29. Keep your copy short and tight—no one wants to wade through fluff.

30. Be explicit when describing the offer or service you're hoping a user will request.

31. Use images to help your users visualize your offering or services.

32. Make your copy scannable by using subheadings, bullet points, bold or italic text, and other web best practices.

33. Validate your value by featuring customer testimonials or the logos of your current clients.

34. Integrate a form so you can capture user information.

35. Make sure your form length corresponds with the phase of the journey. For example, if your offer belongs at the top of the funnel, only ask the user for minimal information, such as name and email. For bottom-of-the-funnel content, you can require more information.

DID YOU KNOW

The more landing pages your company has, the better chance you have of converting leads. In fact, there is a 55% INCREASE in leads when increasing a company's number of landing pages from just 10 TO 15.

Source: Hubspot

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A/B Testing

You think you know what your audience will do, but you might have thought wrong. Rather than take a leap of faith, do some testing to figure out what's working and not working on your site. New technologies make it easier than ever to employ A/B or multi-variant testing to ensure you're doing everything you can to optimize your lead conversions.

Ready to test? Here are some ideas to get you started:

36. LANDING PAGE TEMPLATE
- [ ] Header vs. no header image
- [ ] Form position
- [ ] Call-to-action position

37. CONTENT TOPICS
- [ ] How to's
- [ ] Interviews
- [ ] Education
- [ ] Perspectives

38. CONTENT TYPES
- [ ] Infographics
- [ ] Videos
- [ ] Charts
- [ ] Interactive Tools

39. HEADLINE COPY

40. BODY COPY
- [ ] Lists
- [ ] Subheadings
- [ ] Lengths

41. HEADER IMAGES

42. CALLS TO ACTION
- [ ] Placement
- [ ] Color
- [ ] Size
- [ ] Wording

43. IMAGES
- [ ] Product vs. People
- [ ] Number of Images Used

44. NAVIGATION
- [ ] Layout
- [ ] Menu options

45. FORM
- [ ] Title
- [ ] Length
- [ ] Required vs. non-required fields
- [ ] Order of fields
- [ ] Submit button

46. PERSONALIZATION
- [ ] Auto-filling forms
- [ ] Local images/copy

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Search Engine Optimization

Search engine optimization (SEO) plays an important role in your inbound marketing strategy because it affects the visibility of your content in search engines such as Google. A good SEO strategy will help the right users find your content when they need it the most.

Below you can find our quick SEO fixes:

47. Optimize for long-tail keywords that are less competitive and easier to rank for.

48. Use a keyword in you title tag to help indicate the subject of your webpage.

49. Use alt tags to tie keywords to images.

50. Submit an XML sitemap to Google Search Console and Bing Webmaster to help search engines better crawl and categorize your site.

51. Include RSS Feeds in your blog to help drive repeat traffic to your site.

52. Use synonyms for your targeted keywords in your copy to improve your chances of being found by users.

53. Keep your URLs structured and clean (e.g., NO ?productID=94x&site_code=48) and, if possible, use keywords to describe the page contents

54. Include CTAs in your pages' meta descriptions to entice users to click through to your site from the search results page.

Note: None of these quick fixes are guaranteed to change your site's or your content's position in search engines, but they won't hurt either.

If you're interested in a full SEO consultation, give Boston Interactive a call **(617) 241-7977** or email us at **info@bostoninteractive.com**

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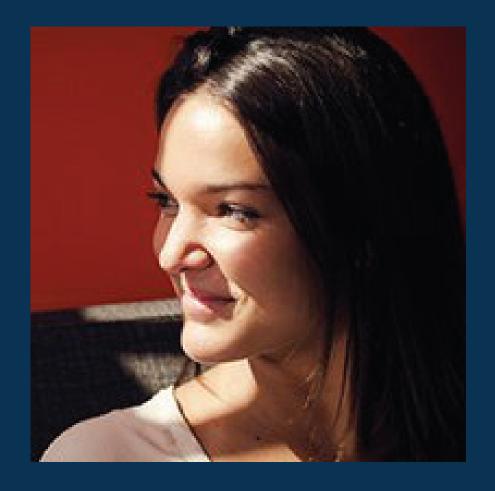
Don't Let Those Leads Get Away!

You should be able to cross these quick fixes off your list in no time! Once you put this short-term strategy into place, you can move onto a long-term lead generation strategy that can have exponential returns. Between the two you should never fall short of leads again.

Use this list to increase leads now:

- [ ] Use powerful call to action words
- [ ] Use action-oriented words
- [ ] Align CTAs with the page objective
- [ ] Place CTAs above "the fold"
- [ ] Use contrasting colors on CTAs
- [ ] State specifically what visitors get
- [ ] Hyperlink the whole CTA phrase
- [ ] **B2B:** Offer ebooks/whitepapers
- [ ] **B2B:** Offer pricing/quote tools
- [ ] **B2B:** Offer free consultations
- [ ] **B2B:** Offer webinars
- [ ] **B2B:** Offer online chats
- [ ] **B2B:** Offer toolkits
- [ ] **B2B:** Offer surveys

- [ ] **B2B:** Offer videos
- [ ] **B2B:** Offer case studies
- [ ] **B2B:** Offer live demos
- [ ] **B2C:** Offer loyalty programs
- [ ] **B2C:** Offer deals (BOGO)
- [ ] **B2C:** Offer bundle deals
- [ ] **B2C:** Offer coupons
- [ ] **B2C:** Offer discounts
- [ ] **B2C:** Offer fundraisers
- [ ] **B2C:** Offer contests
- [ ] **B2C:** Offer rebates
- [ ] **B2C:** Offer samples
- [ ] Separate multiple offers
- [ ] Remove top nav and other links

- [ ] Keep copy short and tight
- [ ] Be explicit with offer info
- [ ] Use images
- [ ] Make your copy scannable
- [ ] Convince users through credibility
- [ ] Integrate a form
- [ ] Correspond form with journey
- [ ] **A/B Testing:** Landing pages
- [ ] **A/B Testing:** Content topics
- [ ] **A/B Testing:** Content types
- [ ] **A/B Testing:** Headline copy
- [ ] **A/B Testing:** Body copy
- [ ] **A/B Testing:** Header images
- [ ] **A/B Testing:** Calls to action

- [ ] **A/B Testing:** Images
- [ ] **A/B Testing:** Navigation
- [ ] **A/B Testing:** Form
- [ ] **A/B Testing:** Personality
- [ ] Optimize for long-tail keywords
- [ ] Use appropriate title keywords
- [ ] Use alt tags for images
- [ ] Submit an XML sitemap
- [ ] Include RSS feeds for blogs
- [ ] Use synonyms for keywords
- [ ] Keep URLs structured
- [ ] Write pages' meta descriptions

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About the Author

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About Boston Interactive

Boston Interactive is a digital marketing agency that combines custom online strategies with emerging technologies. With success stories in higher education, legal, financial services, and more, Boston Interactive delivers measurable user experiences and increases lead generation through web, mobile, social, SEO, and paid search campaigns.

For more information or to schedule a FREE consultation
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