

# DOUBLE YOUR LEADS CHECKLIST

*Implement these 6 recommendations to double the number of leads you get from your website.*

- The number of pages indexed by Google is equal or close to the actual number of pages of your website.**
- Each web page has at least two points of conversion placed strategically.**
- Page loading speed is in the “green zone”.**
- Conversion forms function properly.**
- Web copy addresses 4 types of buying personas.**
- Using the right words in your web copy.**

*See detailed breakdown below.*

# 1. The Number of Pages Indexed by Google is Equal or Close to the Actual Number of Pages of Your Website.

Let's say your website has 100 pages, but it turns out that Google indexed only 50 of them. In this case, you are going to receive only 50% of web traffic from Google you could have received, and the same applies to leads. The more pages you have in Google index, the better.

So how do you find out how many pages are indexed and attracting traffic to your site?

There are a couple of ways to do that.

## Method #1:

Step 1. Find out how many pages are indexed by Google.

Enter this line in Google, and substitute yourwebsiteurl.com\_ with the actual domain name of your website.

*site:yourwebsiteurl.com*

Google will display the number of pages indexed.

Step 2. Find out how many pages your website has.

Download either a free software called Screaming Frog or Xenu Link Sleuth.

Use the software you downloaded to crawl your website (The free version of Screaming Frog will allow you to crawl up to 500 pages. Xenu does not have that kind of limitation.)

Step 3. Compare the numbers from Step 1 and Step 2.

## Method #2:

Generate XML sitemap for your website using either Yoast SEO Plugin or <https://www.xml-sitemaps.com> Submit your sitemap to Google using Google Search Console.

In a couple of days you can go back to Google Search Console and see how many pages you have submitted and how many of them Google decided to add to their index.

**Action Item:** *Compare the actual number of pages on your website with the number of pages indexed by Google. If any pages are not indexed then improve them by adding more content making them more visible to search engines.*

## 2. Each Web Page of Your Website has at Least Two Points of Conversion Placed Strategically.

If you want to maximize the amount of leads your website generates, then every page of your website should have multiple points of conversion.

Now what is a point of conversion? It depends on your goals.

Let's say you have a phone number at the top of your website, so that your website visitors could call and turn into leads. That one point of conversion.

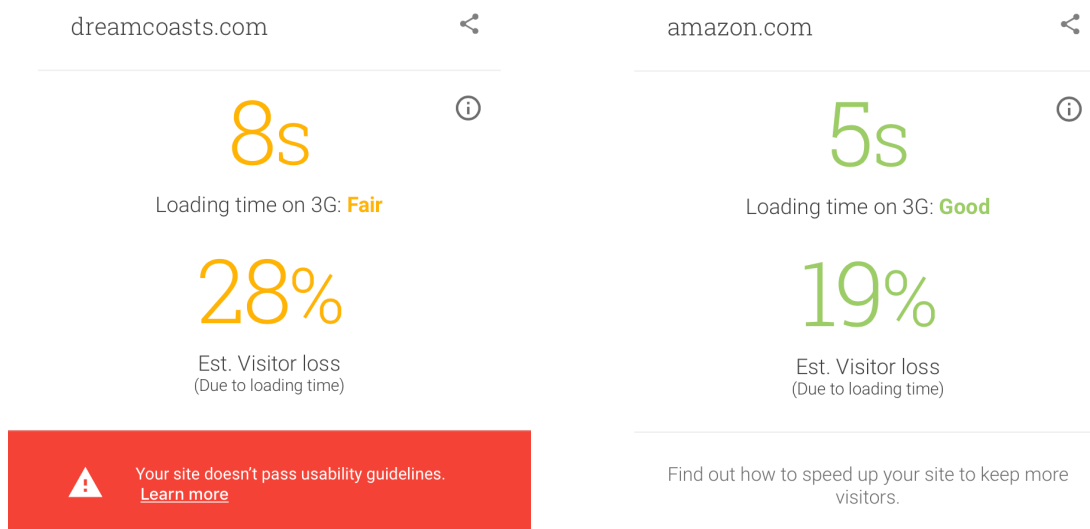
Maybe you have a blog post with a link in it, pointing to a landing page (and thus moving the blog post reader down the conversion funnel). In that situation, the link to the landing page is a point of conversion too.

So the idea of this principle is to have two or more of such points of conversion throughout the web page, placed strategically. Let's say it can be a phone number at the top, a email newsletter form in the sidebar to collect you visitors' emails, a link in the text placed naturally and pointing to your product page or a landing page, another block of text with an image with a call to action at the bottom of the page. The more diverse and subtle these conversion points are, the better.

**Action item:** *Find out how many pages your website has, and leave no stones unturned. Go over the pages of your site, and make sure each each one of them has at least 2 points of conversion.*

### 3. Page Loading Speed is in the “Green Zone”.

According to the study conducted by Kissmetrics, a 1 second delay in page response can result in a 7% reduction in conversions. 40% of people abandon a website that takes more than 3 seconds to load and 47% of consumers expect a web page to load in 2 seconds or less. It's crucial to the success of your company to have a fast loading website.



As you can see in the images above, the website on the left is losing about 30% of traffic and leads. The website on the right is losing around 20%.

Use the following tools to evaluate the page loading speed of your web pages:

- <https://testmysite.thinkwithgoogle.com>
- <https://tools.pingdom.com>
- <https://developers.google.com/speed/pagespeed/insights/>

**Action item:** Use one of these tools to evaluate the performance of your website. Pass this information to your web developer to make the necessary fixes.

## 4. Conversion Forms Function Properly.

It's always a good idea to do QA testing of your forms. You might be driving traffic to your web pages, but if some of your forms are not working then you are leaving the money on the table.

Check if your forms and points of conversion display properly on both mobile and desktop, and also in different browser types.

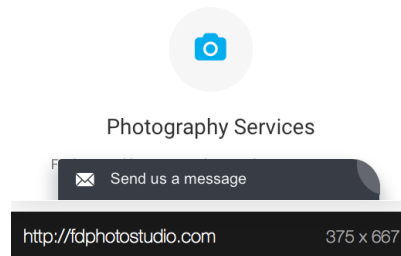
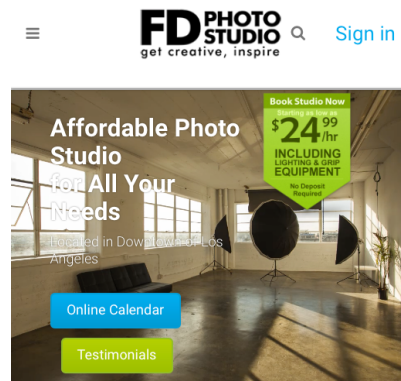
Check the look of your website in different screen dimensions.

Also, if your conversion form is invoked in a pop-up window, check if different browsers render pop-up windows correctly and that they are not blocked.

You could use this tool to see what your website looks like in different types of screen resolutions and browsers:

<http://quirktools.com/screenfly/>

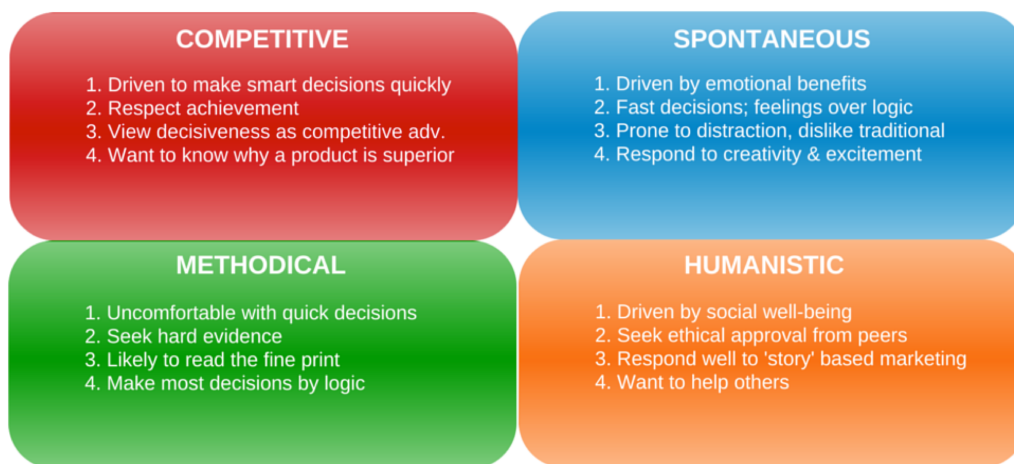
**Action item:** *Perform thorough analysis of all the conversion points of your website.*



## 5. Web Copy Addresses 4 Types of Buying Personas.

In his great book on conversion optimization “Always Be Testing” Bryan Eisenberg outlined 4 different types of buying personas:

1. Competitive
2. Spontaneous
3. Methodical
4. Humanistic



In order to squeeze out as many conversions as possible out of your web pages, you want to make sure that the contents of the web pages of your website address each of these 4 types of personas.

### Action items:

For **competitive** persona make sure to include badges and other proves of authority on your webpage. Clearly outline why your product is valuable to the website visitor.

For **spontaneous** persona do something that will surprise them and ignite positive emotions. Add some elements on the page that convey urgency (e.g. time counter, “Offer available today only”, etc)

For **humanistic** persona make sure to include images of other customers with testimonials. Provide a success story about how your product helped them.

For **methodical** persona make sure make sure your content is well-organized. Pay attention to details. Provide numbers and facts to support their buying decision.

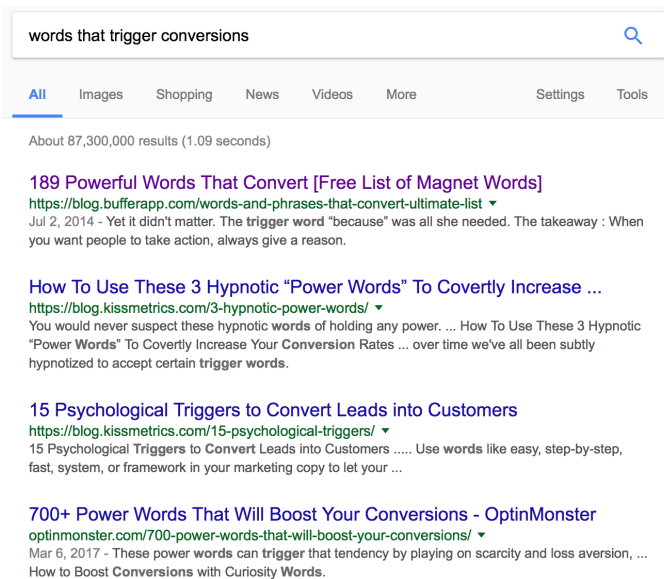
## 6. Using the Right Words in Your Web Copy.

In her great book “Web Copy That Sells”, Maria Veloso mentions certain words that create positive or engaging images. Some of such words are:

- Affordable
- Growth
- Hot property
- High yield
- Inflation-beating
- Masterpiece
- Pioneering
- Speed up
- ....

Keep in mind, that we buy on emotion and justify our purchases with logic. That’s why it is very important to use the correct words that trigger positive emotions in the mind of your website visitor.

You can get the complete list of these keywords from Maria Veloso’s book. It contains other useful tips on improving your website copy. Also, you could search Google for “words that trigger conversions”:



**Action items:** *Start perceiving your website as your salesperson that never sleeps.*

*Get the book “Web Copy That Sells”*

*Review your website copy and include the keywords that convert best.*

*Use storytelling to establish rapport with your website visitors and lead them through the conversion process.*

*I am sure that by implementing these 6 tips on your website you will be able to double your conversions.*

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