



# How to Drive Leads and New Business With Your Website

Presented by: Sylvia Montgomery & Teresa Slider

# Chat Live on Twitter!



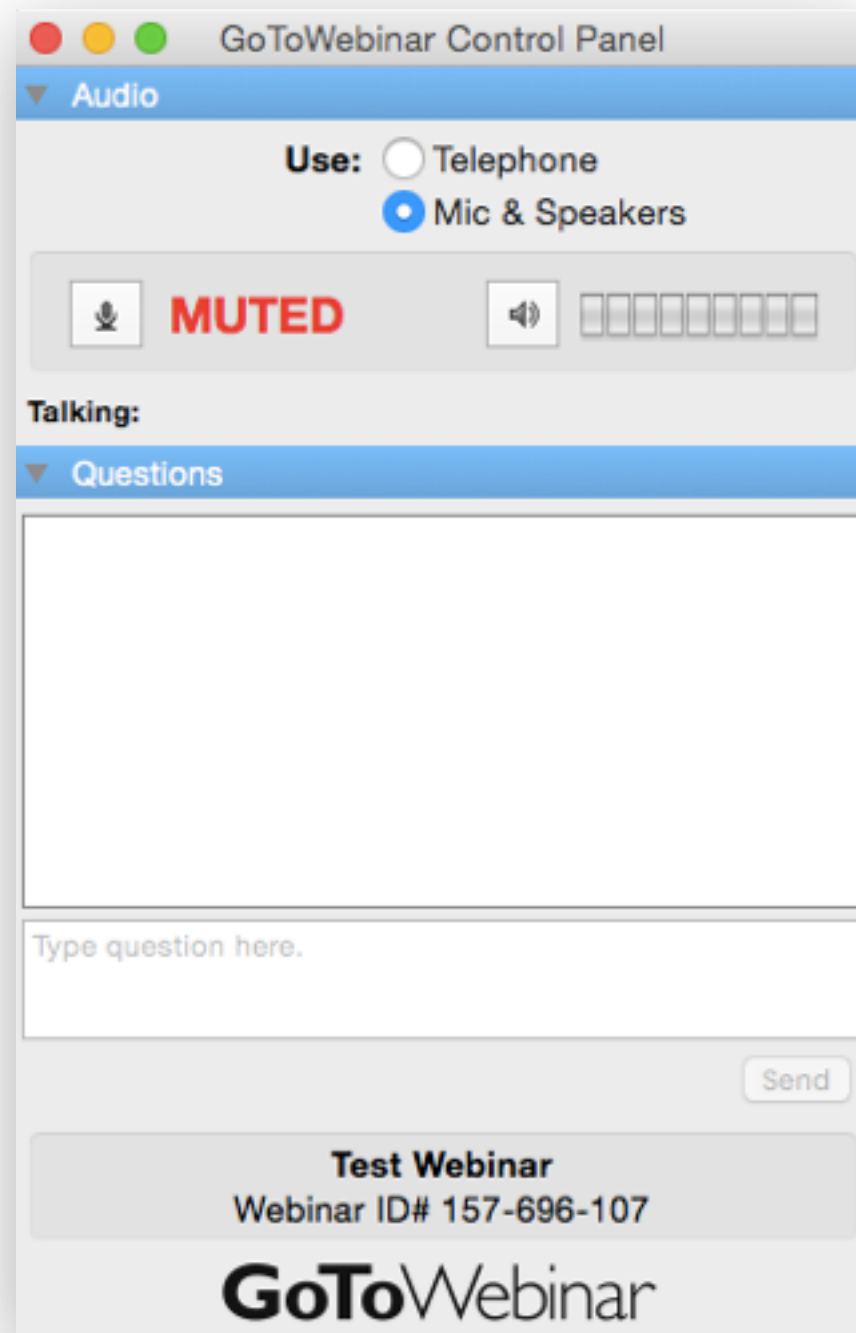
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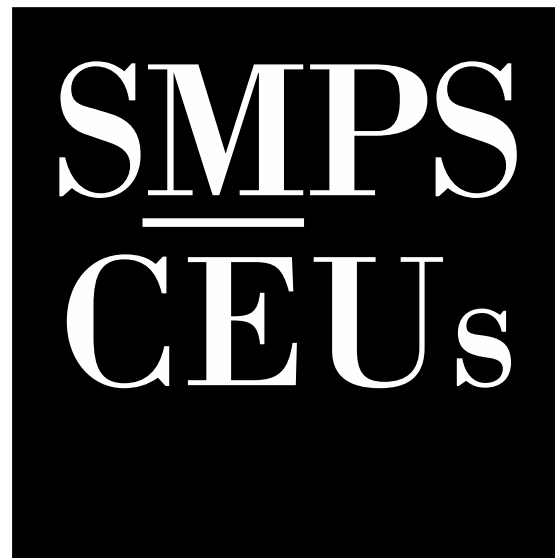
#WebsiteLeads

# Chat Us Questions in GoToWebinar



# SMPS CEUs

Hinge is an SMPS Approved Provider of continuing education units (CEUs)!



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2. Attend the webinar
3. Email: [ceu@hingemarketing.com](mailto:ceu@hingemarketing.com)

Subject Line: SMPS CEUs webinar credit

4. Receive Certificate of Completion after attending webinar
5. Report your CEUs to SMPS

# Today's Presenters



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# What We'll Cover

- ① **Why You Should Care About Your Website**
- ② **Lead Generating vs. Branding Websites**
- ③ **Must-Have Website Components**
- ④ **Wrap-Up and Questions**

# Background on Research Studies



8

Years

12

Studies

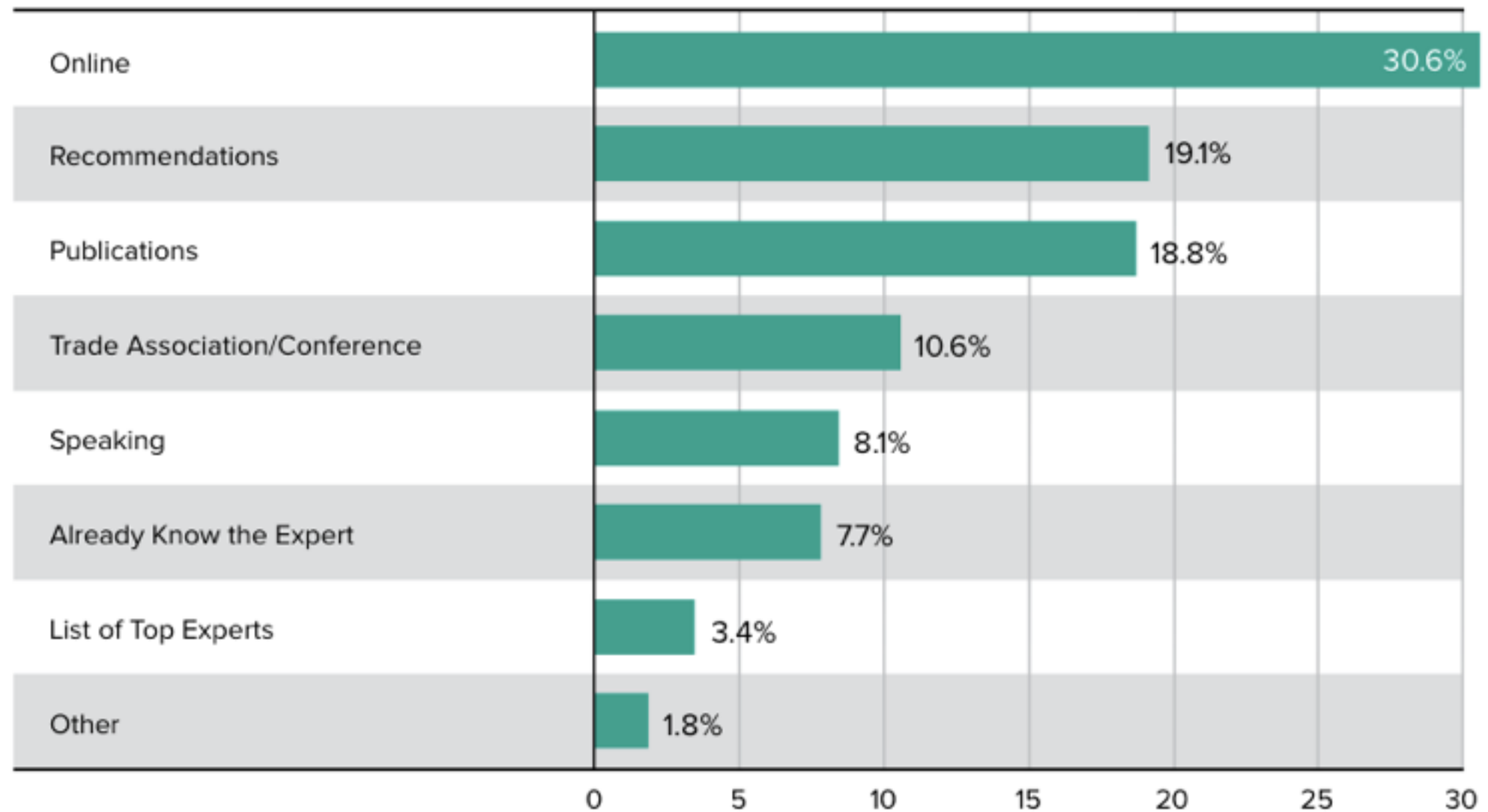
8500+

Firms

# Why You Should Care About Your Website (Even If You Think It Doesn't Matter)



# How Firms Get Found



Source: *Visible Experts<sup>SM</sup>: How High Visibility Expertise  
Helps Professionals, Their Firms, and Their Clients*

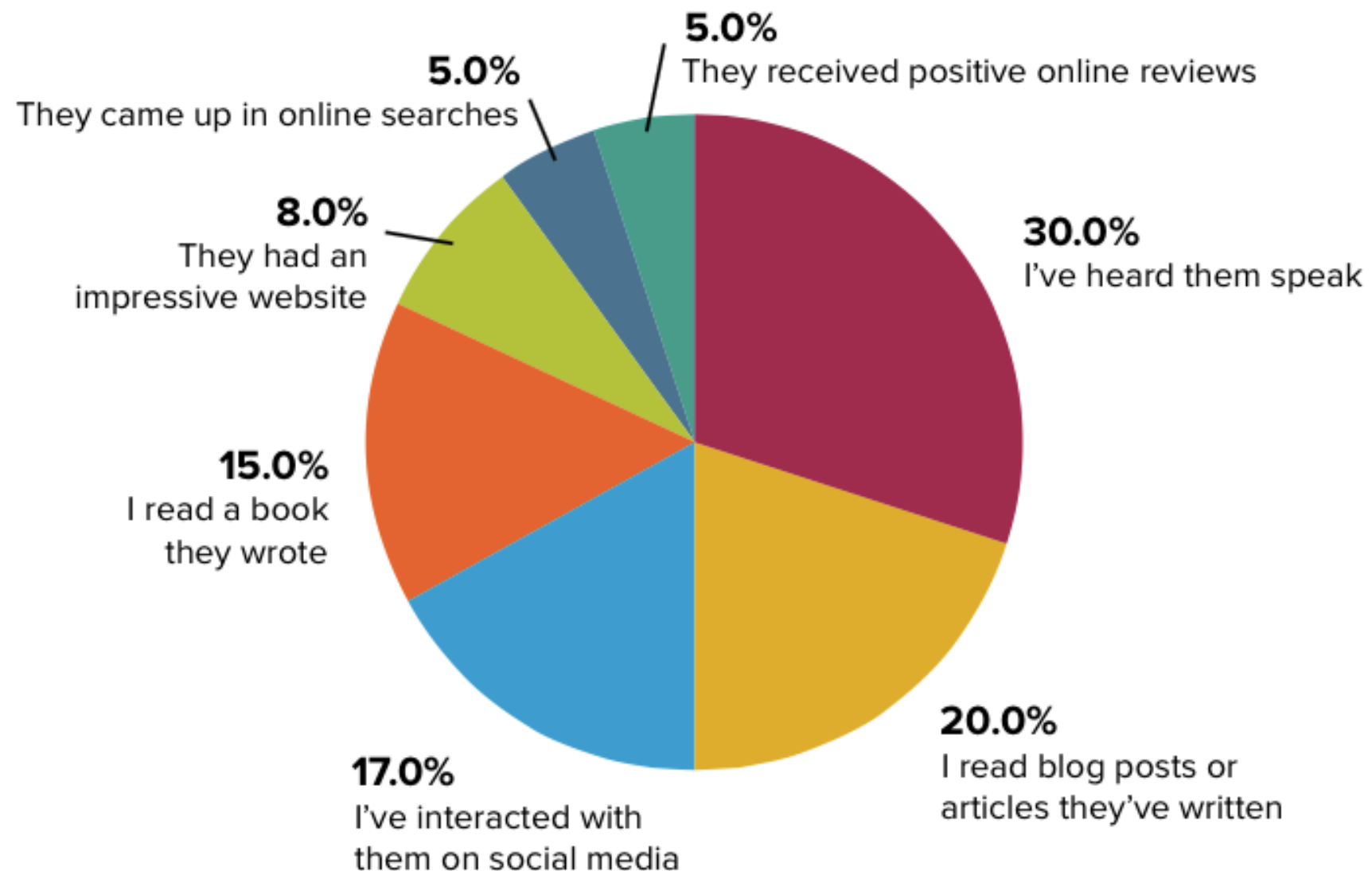
Many Referrals Come From People You Have  
Not Worked With Directly

81.5%

received a referral from people  
*they have not worked with*

Source: *Referral Marketing for Professional Services Firms Research Report*

# How Do These Referral Sources Know About You?



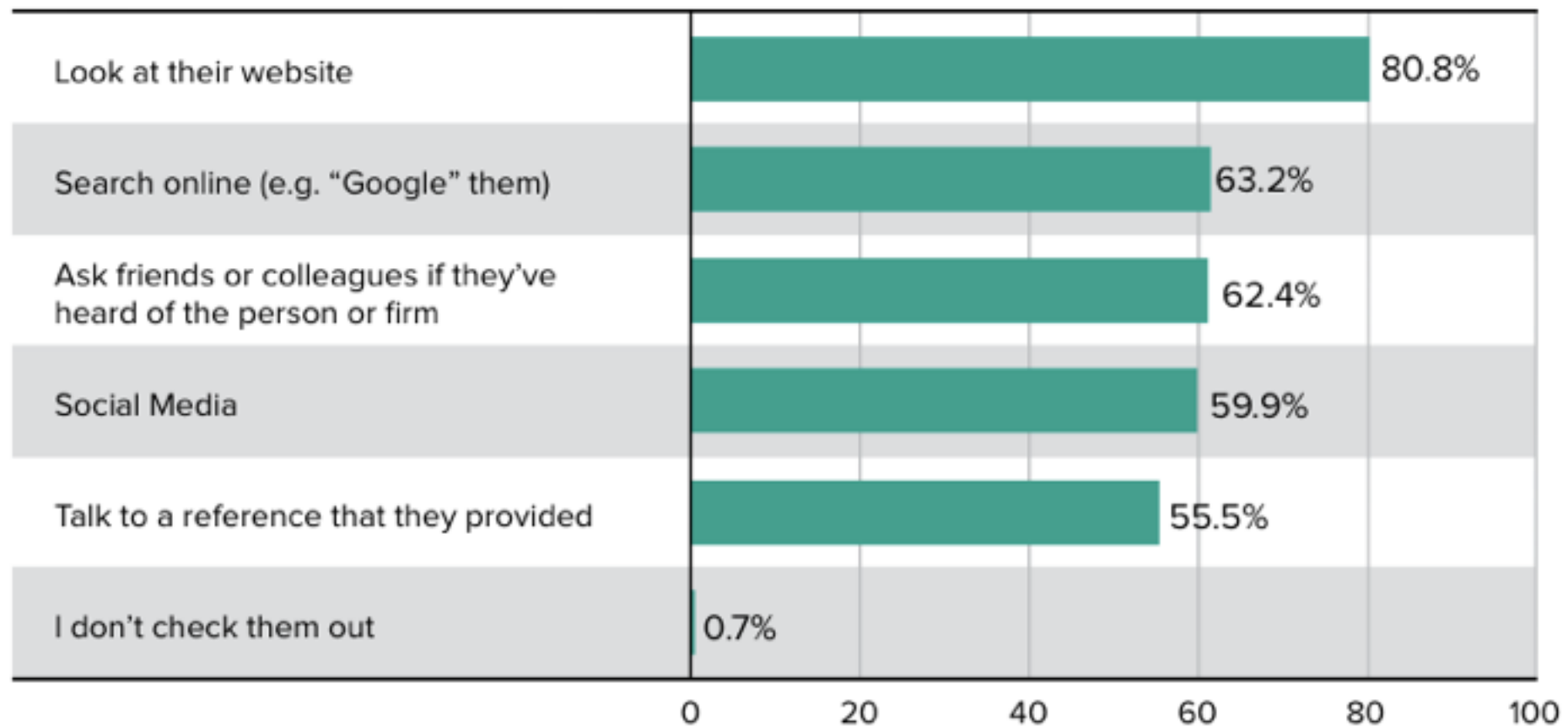
But Many Prospects Rule You Out  
*Before They Even Talk With You*

51.9%

of potential clients have *ruled out* a firm  
*before* speaking with them

Source: *Referral Marketing for Professional Services Firms Research Report*

# How Do They Check You Out?



Why Do Buyers Rule Out Referrals?

# 43.6%

Rule out referrals because they couldn't understand how the firm could help them.

Source: *Referral Marketing for Professional Services Firms Research Report*

# 29.6%

Rule out referrals because the firm had an  
unimpressive website.



# 23.5%

Rule out referrals because the firm had  
poor quality content.

# A Weak Online Presence Kills New Business

- Reduces referrals
- Reduces organic search leads
- Referrals rule you out before contact



**Worst of all...  
you'll never know it's happening.**

# Lead Generating vs. Branding Websites

# What is a Branding Website?

- Designed to convey basic information about your firm
  - Who you are
  - What you do
  - Who you do it for
  - Why firms should choose you

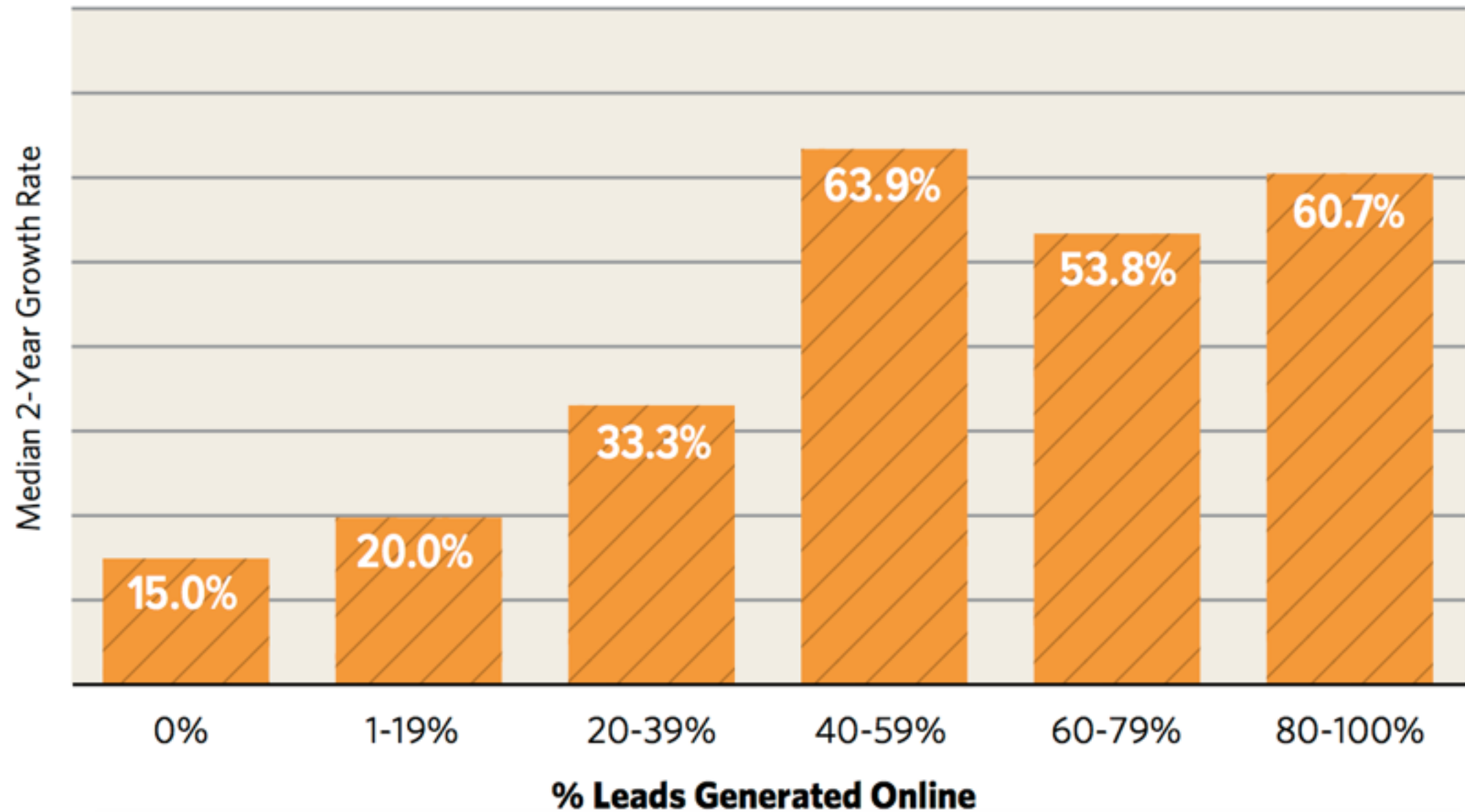


# When Does a Branding Website Make Sense?

- For startups whose audiences and service offerings are still in flux
- For firms that generate leads from offline sources and don't need to nurture leads online
- For firms with limited resources for following up on online leads

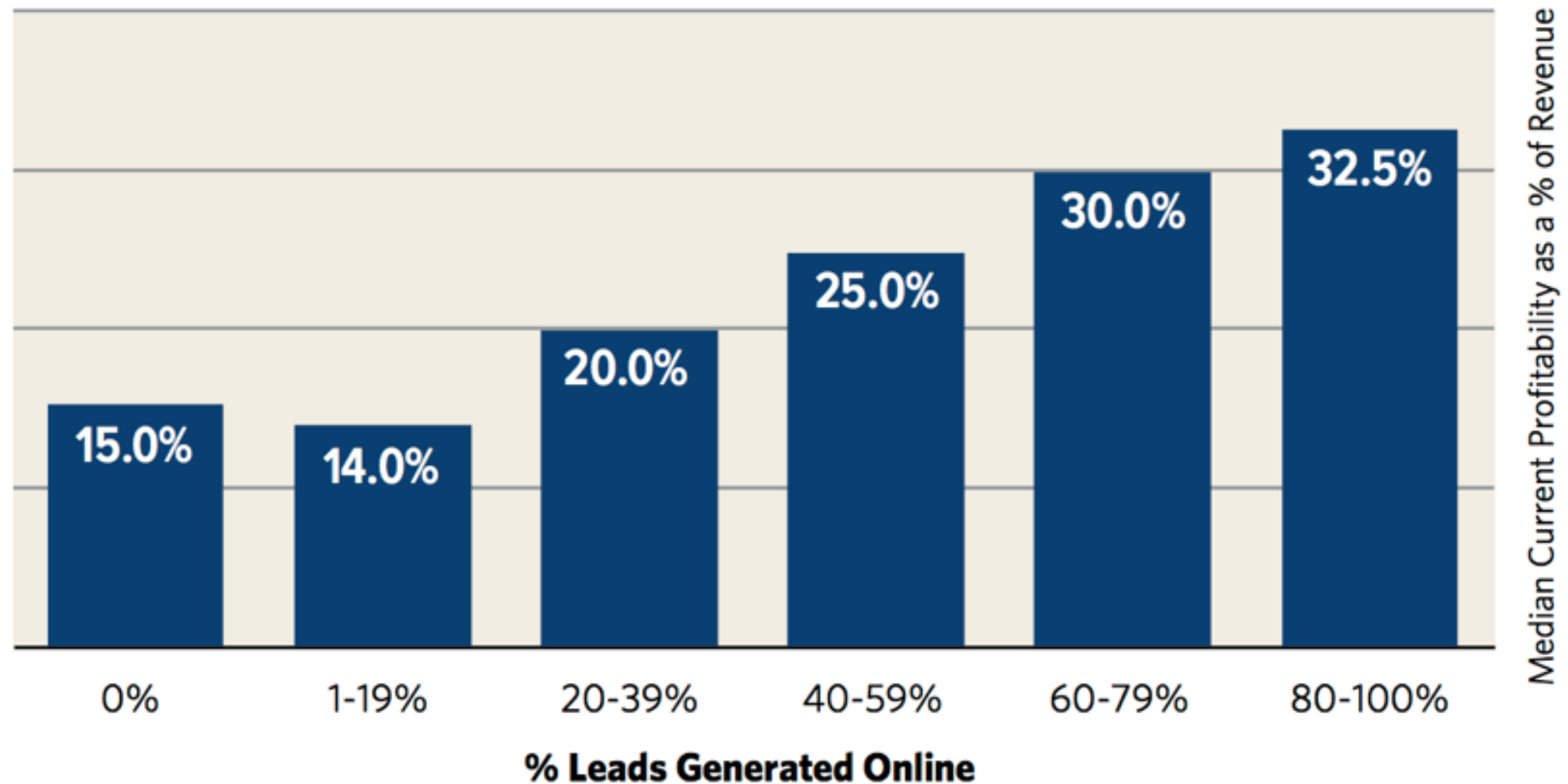
*If you aren't constricted by any of those cases,  
then a lead generating website is the way to go.*

## Firms that Generate More Leads Online Grow Faster





And Are More Profitable Than Firms That Don't

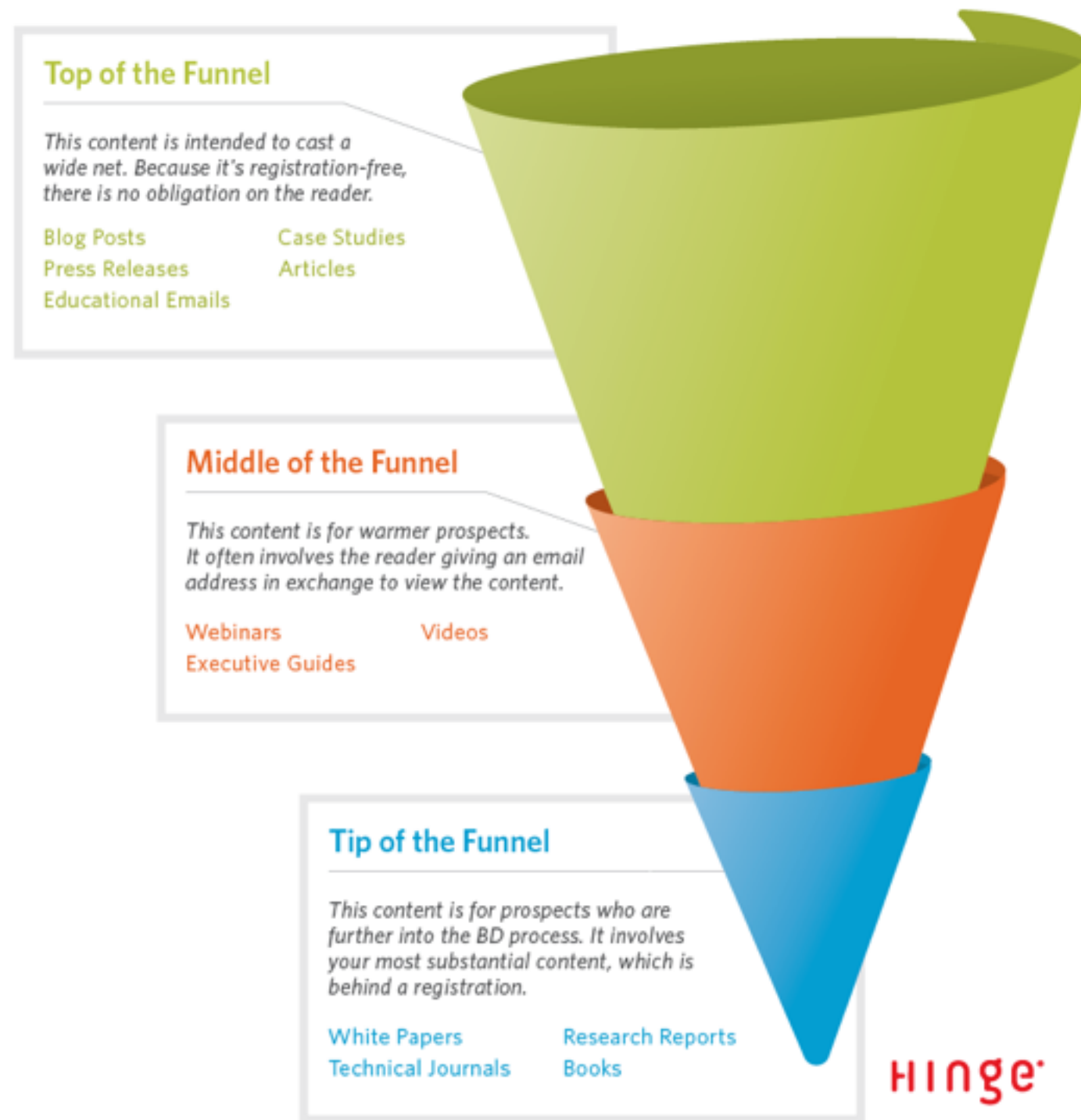


# What is a Lead Generating Website?

- Has all parts of a branding website and components to generate leads
- Can focus on recruiting or generating new leads
- Needs to have certain components to accomplish those functions
- Are more expensive to plan, design and execute than branding websites

# Content Funnel

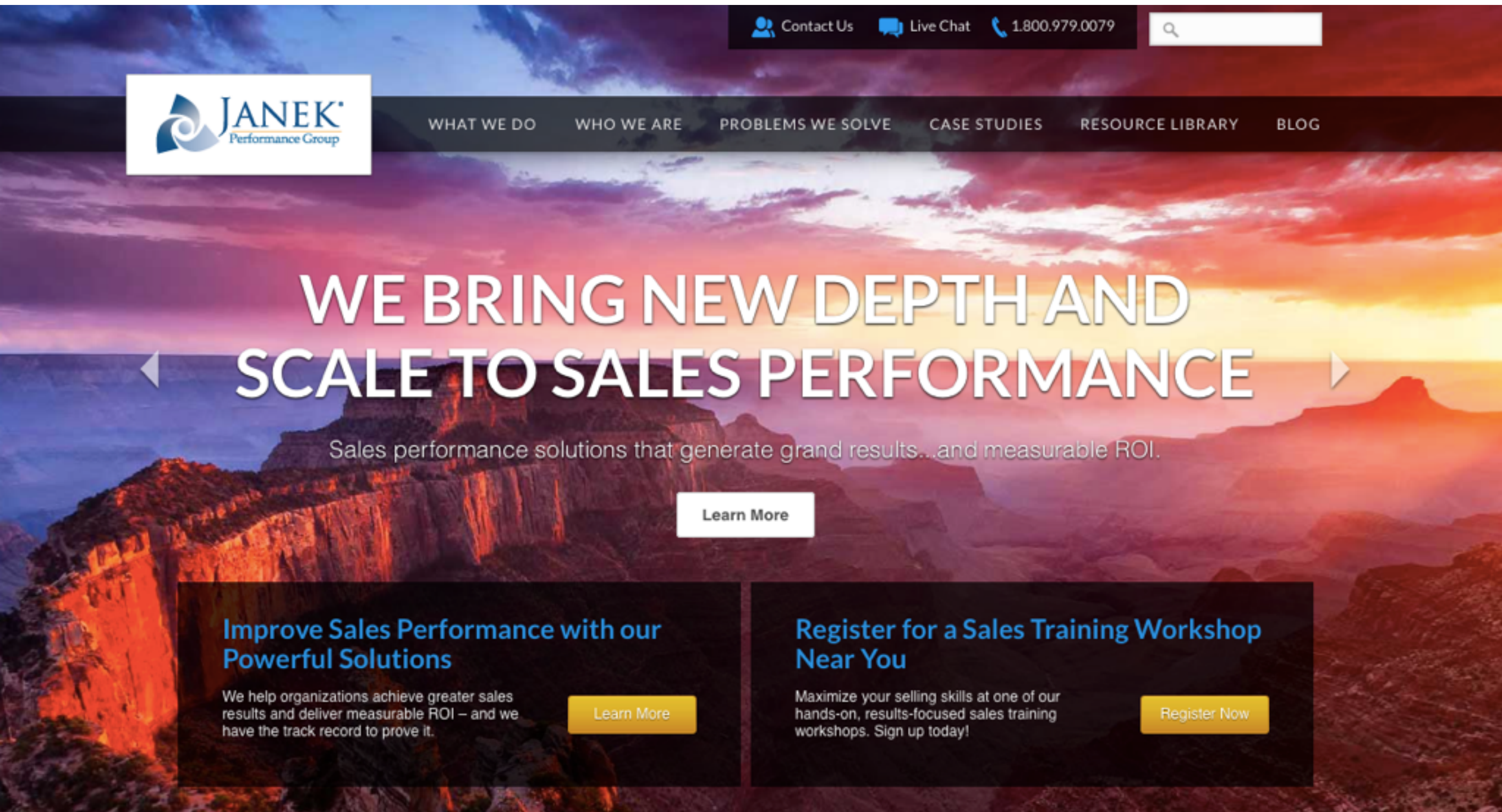
## Nurturing Target Audiences



# Must-Have Website Components to Drive Leads and New Business

1. Make your website easy to navigate.

## Real World Example: Janek Performance Group

The image shows the homepage of the Janek Performance Group website. The background is a scenic landscape with a sunset or sunrise over a body of water and mountains. The sky is filled with colorful clouds in shades of orange, red, and purple. In the foreground, there are dark, silhouetted mountains. The website layout includes a top navigation bar with a search bar and contact information. Below this is a dark horizontal bar with the Janek Performance Group logo and a menu of navigation links. The main content area features a large, bold headline with a left and right arrow, followed by a sub-headline and a 'Learn More' button. At the bottom, there are two dark rectangular boxes, each containing a call to action, descriptive text, and a button.

Contact Us Live Chat 1.800.979.0079

**JANEK**  
Performance Group

WHAT WE DO WHO WE ARE PROBLEMS WE SOLVE CASE STUDIES RESOURCE LIBRARY BLOG

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# Real World Example: Janek Performance Group



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Janek Performance Group > Resource Library

RESOURCE LIBRARY

Janek Performance Group remains the industry leader in sales performance improvement.

We are committed to supporting sales professionals and management by providing them with the sales performance resources they need to continually excel. We are always seeking new ideas from industry experts, authorities and customers about achieving sales excellence.


Please allow us to share our expertise with you by browsing our sales performance resources below.



FEATURED  
Design & Execute a Dynamite Sales

ABOUT US

A visual guide about Janek and what we do. Click on the image for the full version.



# Website Copywriting

- Use plenty of headlines
- Use bullet points
- Keep paragraphs short
- Front load important information
- Call attention to key terms and phrases
- Know your audience
- Omit unnecessary words





# Make it Easy to Share Information on Social Media



BY LEE FREDERIKSEN 

SHARE



## Why Brand Differentiation is Essential for Professional Services Firms to Succeed

Everyone has heard that you have to differentiate your firm. But is it *actually* important? And if so, how do you do it? What exactly *is* brand differentiation, anyway?

They're all critical questions, and they deserve some close attention. Let's settle in and unpack everything that professional services firms need to know.

### Brand Differentiation Defined

Throughout the life of your firm, you will experience significant changes in what you do.



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Stop Selling: How to Give Today's Buyers What They (Really) Want

When Referrals Aren't Enough: Building the High Growth Firm

A Proven, Strategic Model for Successful Content Marketing

2. Showcase educational content.

*Website visitors are looking for information  
related to their issues and evidence that  
your firm can address them.*

# Create Content That Addresses Those Issues



# A Blog Helps to Attract Prospects and Build Visibility

- Blog posts should address issues that are of interest to your audiences
- They are meant to attract early-stage prospects
- They can become a major source of website traffic
- Blog posts should have opportunities for visitors to engage further



## Real World Example: Blog Post Offer from Unbounce

Now it's your turn. **How do you go about cranking up your copy power to increase conversions?** What's the weirdest conversion boost/decline you've had with regards to copywriting? I'd love to know!

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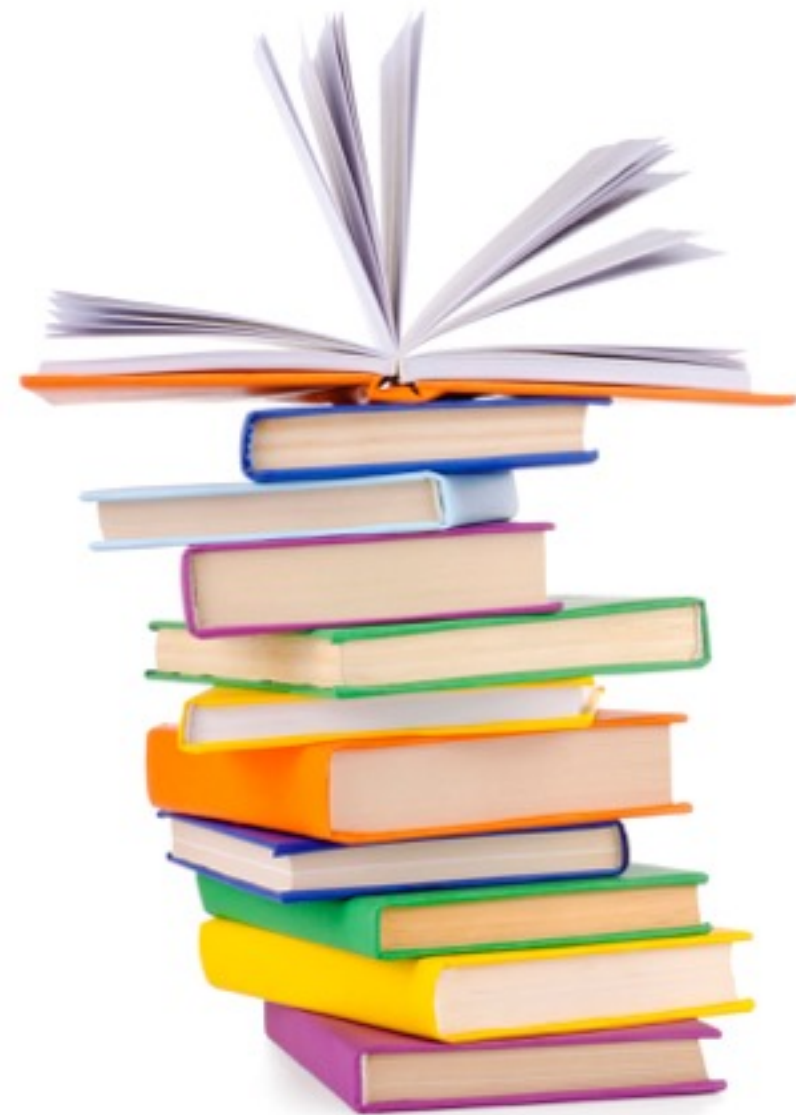
**Ready to Write High-Converting Copy?**

Download the Conversion Marketer's Guide to Landing Page Copywriting

**Get The Ebook Now!**

# A Library Builds Engagement and Reputation

- A resources section houses more substantial pieces of content like:
  - Guides
  - Books
  - Research studies
  - White papers
  - Webinars





# Real World Example:

## Resources Library from Unbounce

[FEATURES](#)[TEMPLATES](#)[LANDING PAGE EXAMPLES](#)[PARTNERS](#)[RESOURCES](#)[PRICING](#)[BLOG](#)[SIGN UP](#)

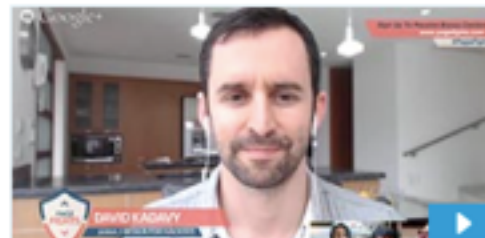
### FEATURED

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### OUR NEXT UNWEBINAR

#### The 7 Deadly Sins of Landing Page Usability

Tuesday, July 21st  
11am PT / 2pm ET

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#### Page Fights: Design Edition with David Kadavy

In this special episode of Page Fights, David Kadavy of Design for Hackers joined Oli and Peep in the ring to tear apart landing page designs.

[WATCH VIDEO](#)

Length 58:30



#### The Conversion Marketer's Guide to Landing Page Copywriting

If you've ever struggled to write high-converting landing page copy, then you need to read our new ebook. It won't just make you a better writer - it'll make you a smarter marketer.

[GET THE GUIDE](#)

50 Pages



#### How to Get Started With A/B Testing

In this Unwebinar, John Bonini, Marketing Director at IMPACT, will detail how to get started with A/B testing so that you can make your landing pages more persuasive - and sco...

[WATCH VIDEO](#)

Length 1:10:33





# Gate Premium Pieces of Content

- Blog posts should be freely accessible to anyone and helps to attract visitors and prospects
- Premium pieces should be “gated” and require contact information in exchange for content
  - Limit the amount of information you ask for

# Real World Example: Gated Content from Unbounce

### What's in the ebook?

The success or failure of each and every marketing campaign you run is riding largely on your landing page copy. Is your copy actually getting through to visitors, or is it chasing them away? In this 56 page ebook, pro copywriter Joanna Wiebe shares her hard-learned secrets for writing irresistible landing page copy.

In this free ebook, you'll learn:

1. How every piece of your marketing campaign has one job and what that job is
2. What a click-worthy call to action is made of
3. Why social proof is a copywriter's best friend
4. The 5 critical copy elements on high-converting landing pages



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3. Create clear calls-to-action.

If visitors can't quickly and easily find the information they're looking for, **they'll move on.**

# Website Offer Strategy

- When visitors get to your site, what action do you want them to take?
- Having offers on your site encourages increased engagement
- What kind of website offers are there?
  - Contact Us
  - Request a Proposal
  - Download a piece of content
  - Register for a webinar or other event
  - Learn more about a firm's services
  - Watch a video
  - Read a case study

# Homepage Offers: The Alford Group



## Stronger Not-for-Profits Build Better Communities

The Alford Group strengthens not-for-profits with proven consulting solutions that are tailored to the unique circumstances of each client. With 36 years of experience, we understand the business of mission-based organizations and the challenges they face. Serving organizations with diverse missions, we provide the support necessary to achieve operational goals, enhance impact and assist in transformational growth. We deliver a full range of consulting services focused exclusively on the not-for-profit sector, partnering with organizations to advise and build capacity in [fundraising](#), [governance](#) and [organizational strategy](#).

Our experienced team partners with your organization to build your capacity to serve your mission. We strengthen the not-for-profit sector, helping each of our clients get the most out of today's resources and plan for success in the future.

### Are you on track?

Maybe an outside perspective is just what you need.

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### Grow with us!

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## Pop-Up Offer: Marketo



# Services Page Offers: PCM Services



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## Construction Services



At PCM Services, we have the experience and flexibility to respond to almost any of your needs.

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# Blog Post Offers: LBMC Security & Risk Services

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# A/B Testing

Testing is the only way to learn what works and what doesn't:

## RESEARCH STUDIES

### 2015 Professional Services Marketing Priorities

How will firms prioritize in 2015?

Big questions are on the horizon: what are the most urgent business challenges for professional services firms? And how will firms prioritize their marketing efforts?

The Hinge Research Institute surveyed over 500 professional services firms to find the answers. Now we've released the results in a free research report: **2015 Professional Services Marketing Priorities**.

In this report, we provide detailed data on:

- The top business challenges facing professional services firms



#### 2015 Professional Services Marketing Priorities Report

17 charts  
21 pages  
Cost: FREE

## RESEARCH STUDIES

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17 charts  
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↑ 14.5% Conversion Rate

4. Optimize your website for search engines.

# Search Engine Optimization (SEO)

- Audiences have to be able to find your site for it to be effective
- Understand the challenges prospects are facing and what'd they search for that would lead to your firm's services
- SEO consists of two main components:
  - *On-site SEO*: using targeted keyword phrases to communicate the concepts on your site that matter to your audience
  - *Off-site SEO*: obtaining high authority and relevant websites link to your website through outside engagements and outside articles

## Some SEO Best Practices

- Be sure that your pages have unique titles and “meta” descriptions, so Google (and searchers) can tell exactly what each page is about.
- Use the “image alt” HTML tag to give context to images on your site.
- Include relevant keyword phrases. Which phrases do folks search for when they’re looking for expertise like yours?
- Use analytics tools to monitor your site’s performance, like Google Analytics and Google Webmaster Tools

5. Make your website mobile-friendly.

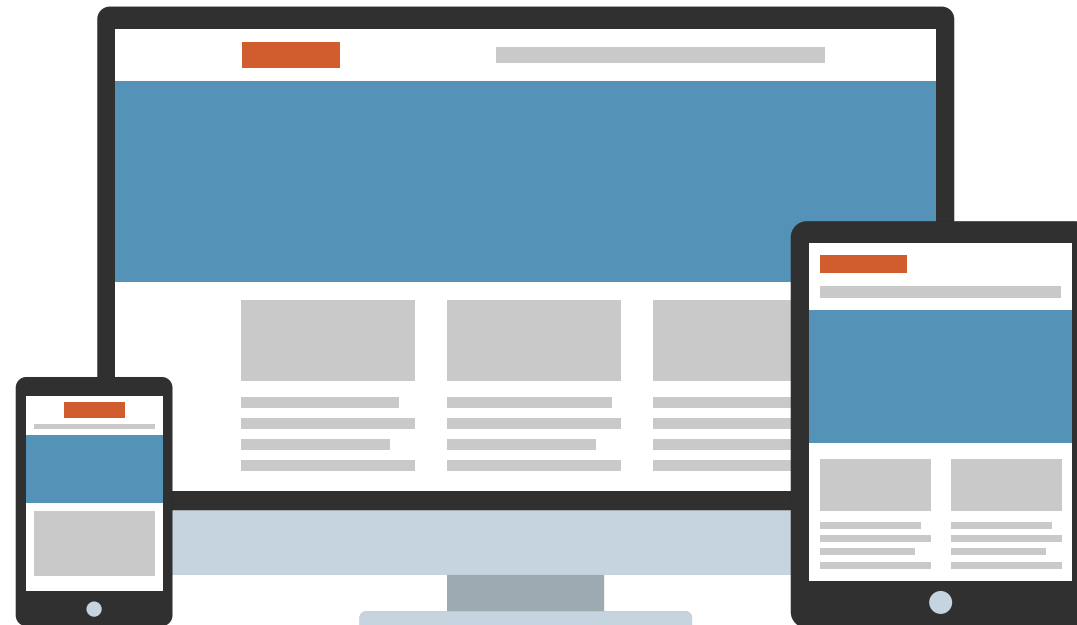
# Google's Mobile Search Update

**Mobile-friendliness is now a ranking signal.**

This affects mobile searches in all languages worldwide and has a significant impact on search results.

# Responsive Design

- Responsive design allows a website to automatically resize and reformat a website based on the screen size being used
- This solution targets mobile phones *and* all other devices





# Real World Example: FreemanWhite



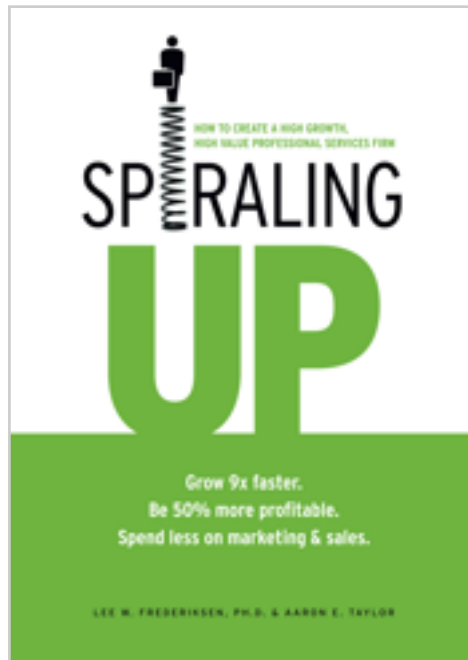
# Free Website Planning Review from Hinge

## We'll help you figure out:

- What your budget should be for your new website
- The best place to start on your website project
- Which features your new site should include

Respond to our **follow-up email** or call us at **703.391.8870**.

# Free Hinge Resources



Spiraling Up



Lead Generating  
Website Guide



Online Marketing for  
Professional Services

Available at: [www.hingemarketing.com/library](http://www.hingemarketing.com/library)

# Thank you! Questions?

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