053 - How to 3x Your Leads From SEO

Gert Mellak 0:00
It's really important to make sure that the opt in or the lead magnet is related to the content people are actually viewing on the page. What we see very often is that based on obviously resource or capacity issues, we don't have appropriate opt ins, or lead magnets for the different articles and just have something very generic. And that then surprised that we don't get enough higher conversions going or the conversion rate is just really low. And the reason is, because people are not feeling connected to the actual lead magnet. They don't feel the need to really download something or give their email address in order to know even more. And this is where you really want to figure out what are the key URLs, the ones that drive most of the conversions and traffic. And they're really spent a time and create the perfect lead magnet for those people.

SEO Leverage Podcast Intro Music 0:58
Welcome to the SEO leverage podcast, where we talk about search, marketing, and conversion.

Gert Mellak 1:08
Hello, and welcome. This is Gert Mellak from Seoleverage.com. Today, I want to tell you a story about how we guaranteed three acts of leads for one of our clients just by making a few tweaks on their outstanding content. So let me paint a picture here. This is a site that has been built up with sweat, blood and tears, over seven years. Suffered a major drop, we have decided get back on track, and then really zoomed into the conversion aspect of things. Because they had been focusing on traffic for much too long. So what we did essentially was establish with our software and our Erica program, which pages are actually driving the leads on their website, because they were just tracking overall figures and does mostly traffic. But then, it's really about breaking things down and making sure that we know where the leads come from. And then we identified a few key pages that were driving pretty much 80% of the leads. So pretty much the 80-20 rule, where 20% of your pages are driving 80% of the leads, also applies here. And then it's just really very important to zoom into that 20%, and to the 80-20 again, and see what is the 4% that drove 64% of the results. Once you have identified those pages, you can then work on it and see what can I do in order to increase the number of leads. And there are a few things I want to point out today in this podcast episode that you might be able to implement right away on your site as well. The first thing is calls to action. A call to action is pretty much a button, a link, a video, whatever you want the user to do when they arrive on your page. If this is an affiliate site, what you probably want them to do is click on a link on an affiliate link and go to another website very soon. So you want to define what is your call to action? What do you want those people those people to do. And then also make sure that this is defined as a conversion in Google Analytics. And once you have defined this, you can then start optimizing. A very big problem is that the actual call to action might be out of sight for a user. Imagine they come from different devices with their mobile phone, with a tablet, with their different browsers. The browser might be a little bit more open or less open on their white screen. So we really want to make sure that at any stage of the reading or content consumption process, there is a clear call

to action in the sight of the user, maybe a sticky header, sticky footer, buttons across the arctilec. So it should be really easy for people to say yes, this is what I want and want to know more. And let's take the next step, let's click this call to action button and download something, consumed something, sign up for something. Apart from making it easy for people to convert, we'd really want to dive into the mindset of the person that's on the page. Whatever article they are on, they come from a certain background, from a certain context, they want to solve a certain problem. Google talks about the search task accomplishment. They have a search task in mind, and they to go to Google search for something that's going to make them accomplish this task. Be it finding the best pizza place in the area, or pizza delivery. Or maybe they want to know how the height of the Eiffel Tower for example. People are going to search for different things. They just want to make sure that they get the problem solved or the question answered. In order to get this answer, there might be more things they require afterwards. So someone searching for the height of the Eiffel Tower might actually be interested in downloading the PDF about the history of the Eiffel Tower. Someone searching for the nearest pizza place might be interested in downloading a restaurant guide. So you see, it's really important to make sure that the opt in or the lead magnet is related to the content people are actually viewing on the page. What we see very often is that based on obviously resource or capacity issues. We don't have appropriate opt ins, or lead magnets for the different articles and just have something very generic. And that then surprised that we don't get enough higher conversions going or the conversion rate is just really low. And the reason is because people are not feeling connected to the actual lead magnet. They don't feel the need to really download something or give their email address in order to know even more. And this is where you really want to figure out what are the key URLs, the ones that drive most of the conversions and traffic. And there really spend the time and create the perfect lead magnet for those people. And then you're going to see conversion skyrocket. With this method I have described between making sure that calls to action are placed appropriately across the page, plus specific lead magnets, we were able to 3x, one of our clients projects, the leads, they were getting within a matter of one or two weeks. On another client, we managed to make sure they finally got opt ins before they didn't get any. So from zero opt ins to 50 email addresses they collected every month, within a few days just by changing lead magnet and making sure that this PDF or this ebook, or this checklist is just a logical next step for a user coming from Google. Now if you're in a situation where you have decent amount of traffic on your website, but it seems like this traffic isn't generating leads, it's a very good position to be in. Because the traffic from search is usually relevant traffic. So what you really can do is dive into this a little bit more. If you want to have a chat about this, I'm happy to take a look and may be able to suggest a few things for your site. If you head over to SEOleverage.com, the best way is usually to take out a quick audit and we can then get on a call. Go through this together. See what we can do for you and what the next high impact steps would be. My name is Gert Mellak, Seoleverage.com Thank you for listening.