

056 - How to Improve Your Lead Magnet

Gert Mellak 0:00

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SEO Leverage Podcast Intro Music 0:38

Welcome to the SEO leverage podcast, where we talk about search, marketing, and conversion.

Gert Mellak 0:48

This is Gert Mellak from Seoleverage.com. Today, I would like to talk in this episode 56, about how to improve your lead magnet. Leads are the lifeblood of every business. Even e-commerce sites very often have to get people on their mailing list first before they actually make a sale. So we really need those leads. We need those opt ins. We need those customer requests in order to make sure that we have our sales pipeline filled. Very often, the first thing people are going to engage with is going to be a piece of content with a lead magnet. Something they can opt in for or something they can fill in their email address for or type in their name and address, etc. Whatever it is, something they can get only in exchange for an email address. In many cases, this is going to be a checklist, an ebook, a free resource, a transcription, a tool, a spreadsheet, a calculator, whatever you can think of. For lead magnets, usually, there's one key role, the lead magnet needs to be the next logical step for someone consuming the content. But what does this mean? It really means that if someone came to a piece of content through social media, through Google, in our case, we're SEO here, an SEO agency. We focus on content positioned in Google to drive traffic. If someone lands on this content, they have been making a certain search before. And if they make a search, they really set aside some time to also consume the result to get their answer or get the problem solved. Or come at least a little bit closer to a potential solution. Imagine someone is searching for solar panels or information about solar panel performance or cost etc. You can guess what situation they are in. They're probably a homeowner. They probably have a roof, they control and their ability to play solar panels on, they probably have the money or get it or are at least in the position to get the financing for solar panels. They probably are environmentally conscious at least, and are searching for a better solution. You know a lot of things about people when they come to a certain piece of content. This intel, this knowledge about where they're coming from should really impacted the type of lead magnet to give those people. And the lead magnet in order for someone to really opt in for a lead magnet give up their email address in exchange for it does really need to show a big payoff. And the biggest payoff you can give them is if you help them or hold their hand on their journey. And this is why it's so important to really get the initial piece of content right. If you

select the right pieces of content that are entry points into people's journey, buyers journey, you are going to be very capable of telling them what comes next. And also getting the opt in there. Someone interested in solar panels would definitely love to do some calculations and say this is what, what I paid. This is the electricity that I consume, and how can solar panels really cover for this electricity need here. The lead magnets right now that you have on your site, if they don't work, chances are they are going to be too generic. Many sites have like a one size fits all. One lead magnet fits all pieces of content kind of approach, which makes it really, really hard. Because if you just want to know how the chemistry or the technical aspects of solar panels work, you're not ready to do the math on how they're applied for your home. You're just not in this phase. So depending on that piece of content, you really need to decide what is the next logical step. What are they going to be interested in next, and then provide it to them. I remember a project where one of our clients sites where I happen to be their ideal audience. I happen to be exactly who they want to reach, me as an agency owner of a certain size. We have 25 people right now on the agency. They definitely want to target me. So this was really by accident. I was just telling them exactly what I would want to know. Next, after consuming a piece of content. And just this knowledge of the right lead magnet made a difference. One article generating 15 instead of 3 leads every month. Just a very quick piece of advice. Whether it just got the lead magnet completely wrong. So sometimes it might make sense that you talk to your clients, your ideal client and say, "Look, if you saw this article, what are your thoughts? What else would you want to know?" And then target your lead magnet based on this new knowledge you acquire. Definitely important if you want to improve your lead magnet is that you have correct tracking in place. I always advise people to have even if they have some other tracking tools like basic Google conversion tracking, you can get people on Fiverr probably setting this up for you or on Upwork and just make sure that you really know where do people come in and how they convert. And then you can identify those content pieces that do not convert as well as they should, because you might not be having the right lead magnet in place, you might not have placed it correctly on their website, you might have not provided the relevant context in your article for those lead magnets to plant the seeds to the reader and or the readers mind. So they really want to take this next step. There's a lot that can go wrong. But first of all, I think the easiest one to get right is definitely choosing the right lead magnet. If you want more information about this to want us or myself personally. Take a look at your website at your lead magnet that your conversion rates and suggest some improvements. Head over to [SEOLEVERAGE.com](https://www.seoleverage.com). Always happy to jump on a call. Get to know your situation and discuss whether we can help you. Thank you.