

# Data Driven Strategies to Fast Track Lead Generation

• to the web

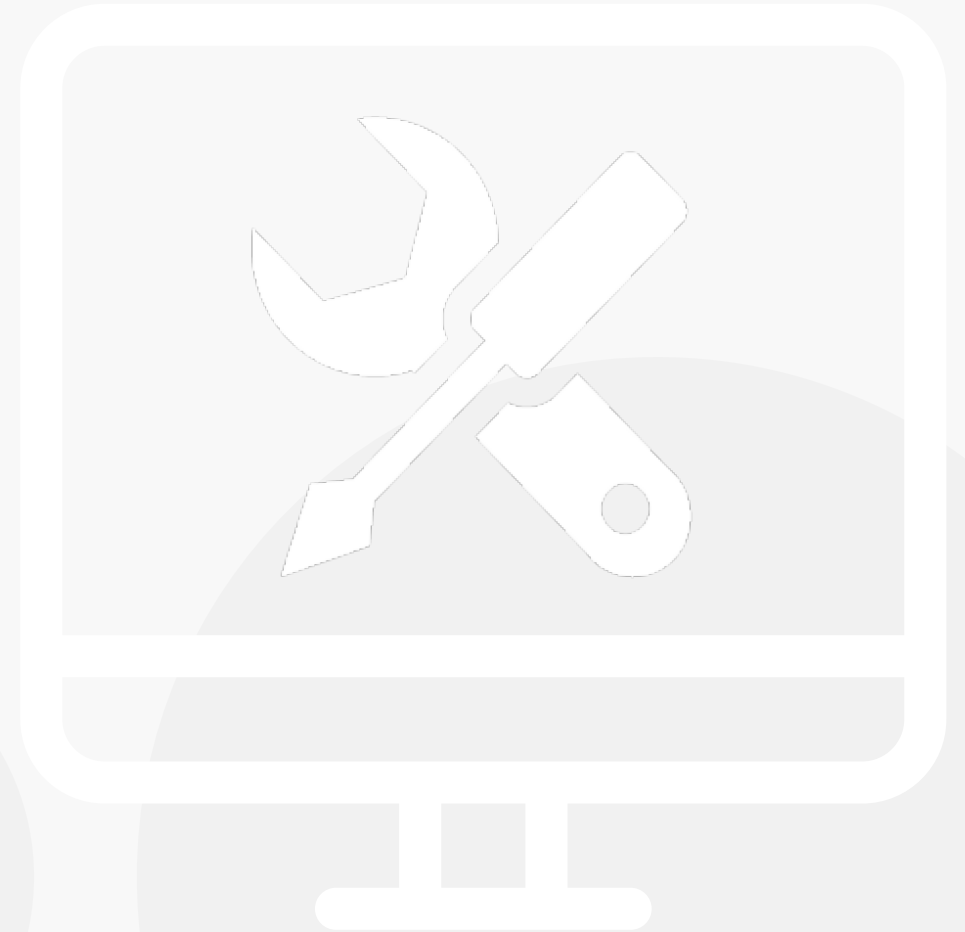
## Fast Track Lead Generation

An effective  
website performs  
a critical role for  
your company:  
**Lead Generation**



# The Essentials

- Get your analytics in order
- Reduce home page bounce
- Increase click-through to key sales pages, and
- Monitor conversion sources.



Analytics drives all  
lead generation  
decisions



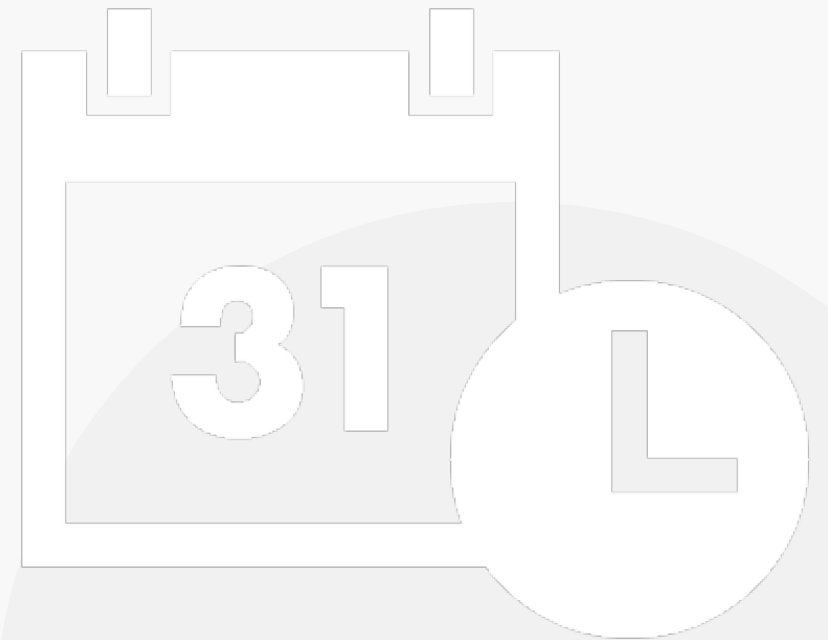
# Get your analytics in order

- Implement code correctly
- Add filters to combine duplicate URLs
- Filter out non-human (bot) traffic
- Set up goal tracking, reports and alerts



# Speed Issues. Visitors have short attention spans.

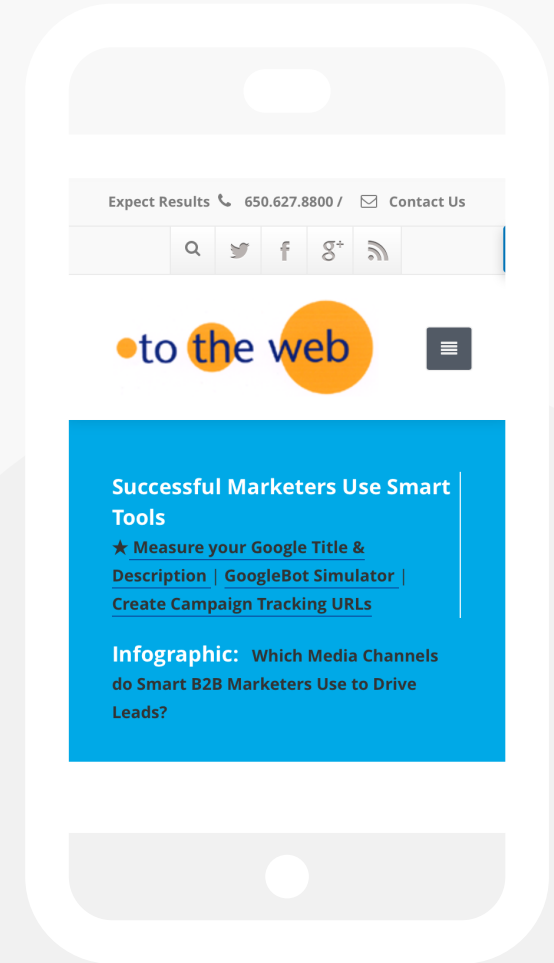
Google **downgrades** slow websites.



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# Think Mobile. 60% of searches occur on mobile.

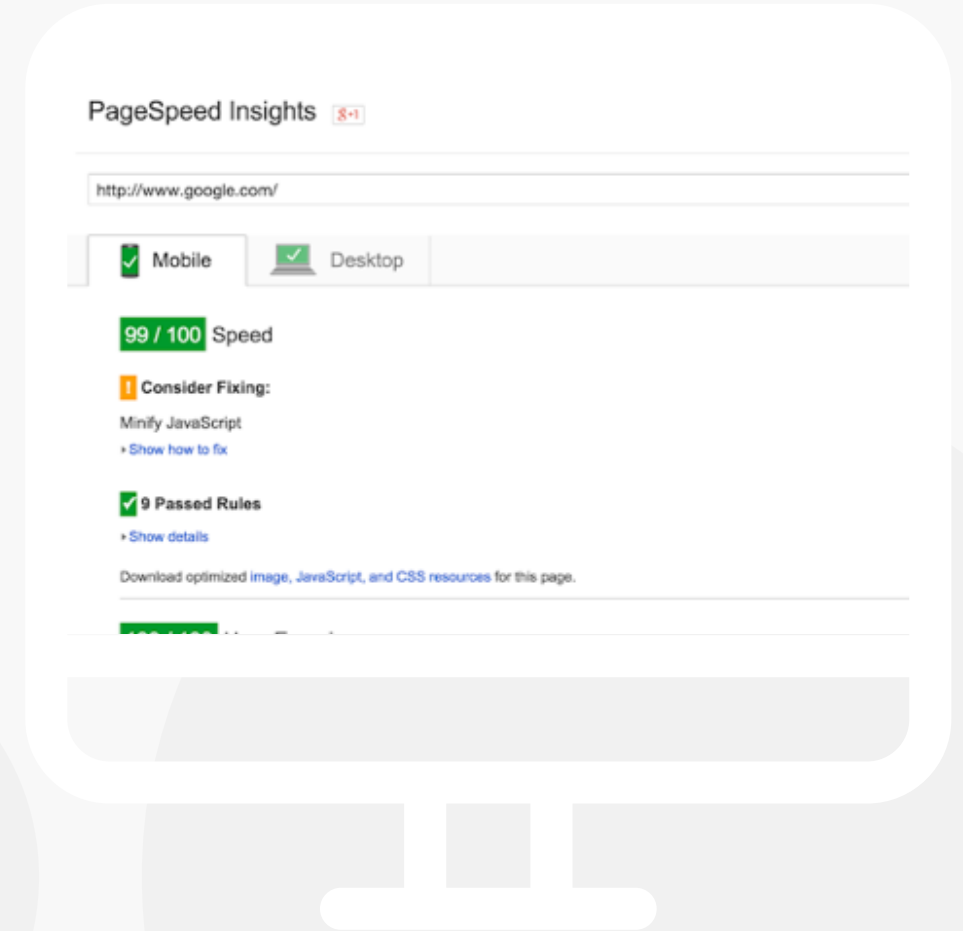
It's a **mobile first** world. Create an awesome responsive website.  
Think about the user experience.



# Page Speed Testing Tools

Try these:

- GTmetrix
- PageSpeed Insights





# Do visitors see what you sell?

People don't buy from the homepage.



# Drive visitors to product pages

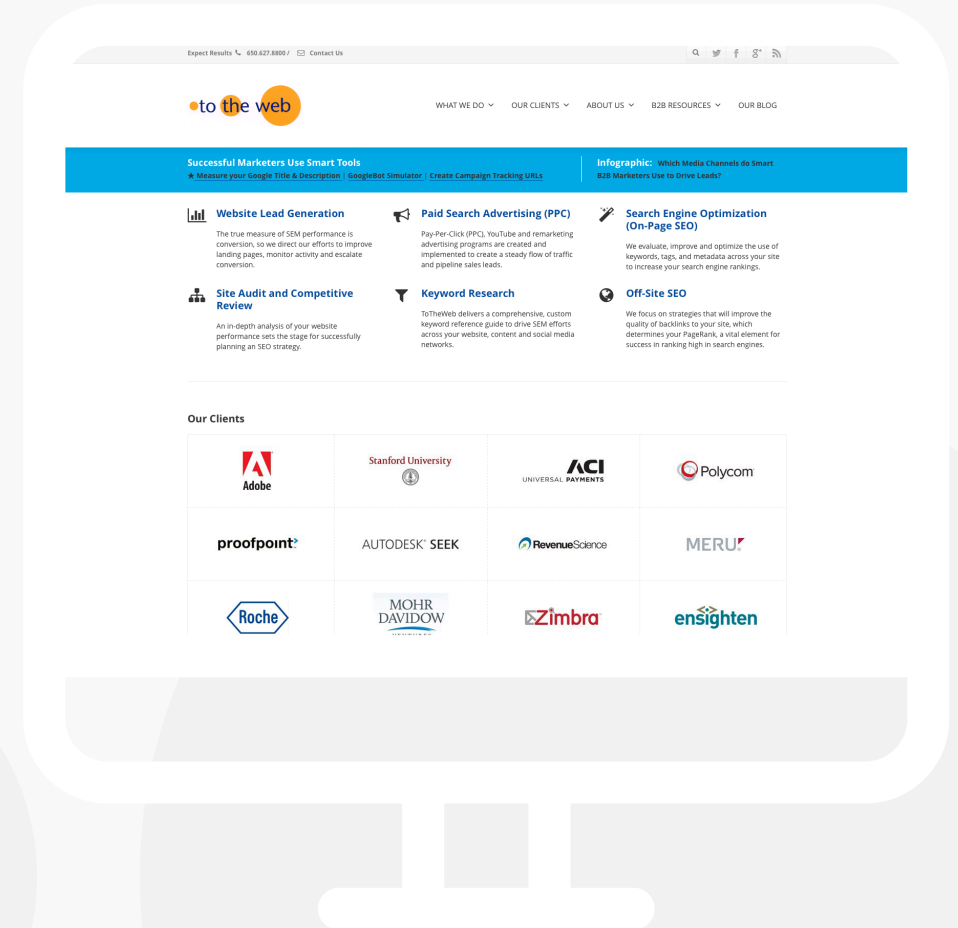
- Your home page needs to serve as a launch pad to products pages
- Analyze and test alternative approaches with copy, offers and design changes



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# Drive Products Page Views

Prospects need to learn about your products and services **first** before they will request a demo or fill out a contact us page.



# Bounce Rate

What is it?

The percentage of single-page visits to the homepage.



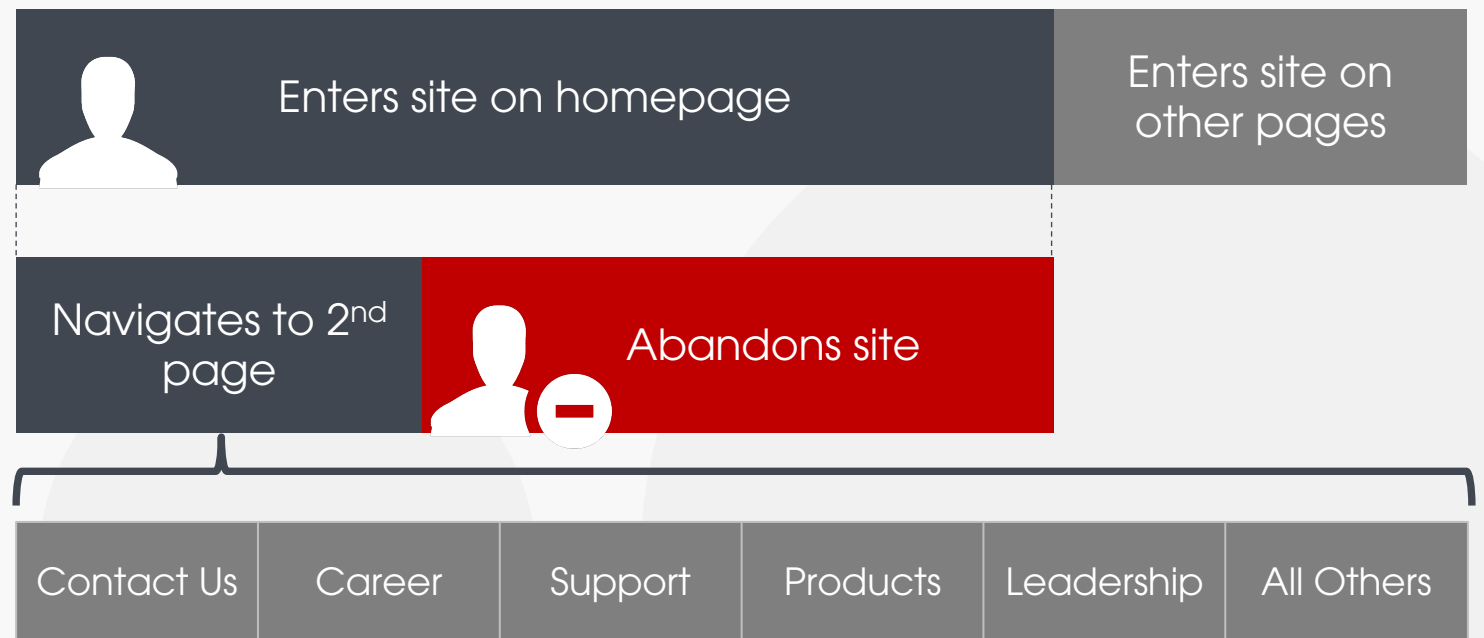
# Is your home page a bouncer?

>50% bounce = needs work



# Bounce rate problem

Too many visitors abandon the site from the home page.



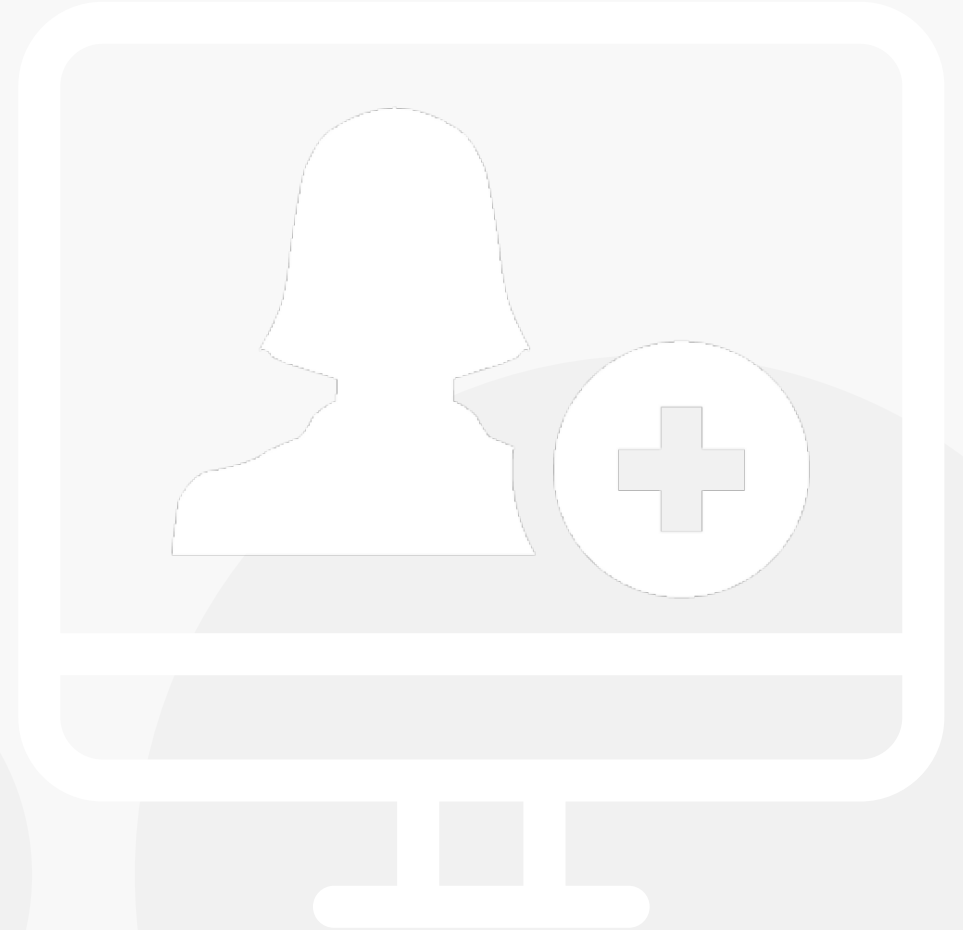
# Click-throughs

- Examine **traffic sources** to key product pages
- Set a **baseline** to evaluate changes against, and
- **Test** alternative approaches.



# Understand User Experience

What's getting clicks? Google Analytics will not visualize this data but heat mapping will.





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# Heat Mapping

Reveals what's clicked.  
Use it!

Crazy Egg Heat Maps



# User Experience Optimization

- Improve high-value landing pages and conversion paths
- Experiment with new offers, and
- **Test– find what works – repeat.**



Do you know  
where your  
customers  
come from?



# What traffic sources are driving conversions?

Your analytics needs to have **goal-tracking** enabled.



# Goals by Source

Source / Medium ?	Acquisition			Conversions
	Sessions ?	% New Sessions ?	New Users ?	Goal Conversion Rate ?
	65,719 % of Total: 100.00% (65,719)	88.69% Avg for View: 88.68% (0.01%)	58,284 % of Total: 88.68% (0.01%)	0.43% Avg for View: 0.43% (0.00%)
1. <a href="#">google / cpc</a>	60,622 (92.24%)	89.06%	57,637 (92.63%)	0.40%
2. <a href="#">bing / cpc</a>	323 (0.49%)	91.95%	297 (0.51%)	7.43%
3. <a href="#">(direct) / (none)</a>	2,577 (3.92%)	85.37%	2,200 (3.77%)	0.31%
4. <a href="#">adroll / cpc</a>	259 (0.39%)	72.97%	189 (0.32%)	2.32%
5. <a href="#">Email- / Email</a>	0 (0.00%)	0.00%	3 (0.01%)	0.00%
6. <a href="#">4webmasters.org / referral</a>	102 (0.16%)	96.08%	98 (0.17%)	0.00%
7. <a href="#">aol / organic</a>	4 (0.01%)	50.00%	2 (0.00%)	0.00%

# Conversion Optimization

- Identify and increase activity from high-performing channels, and
- Experiment with new approaches for low performing channels.



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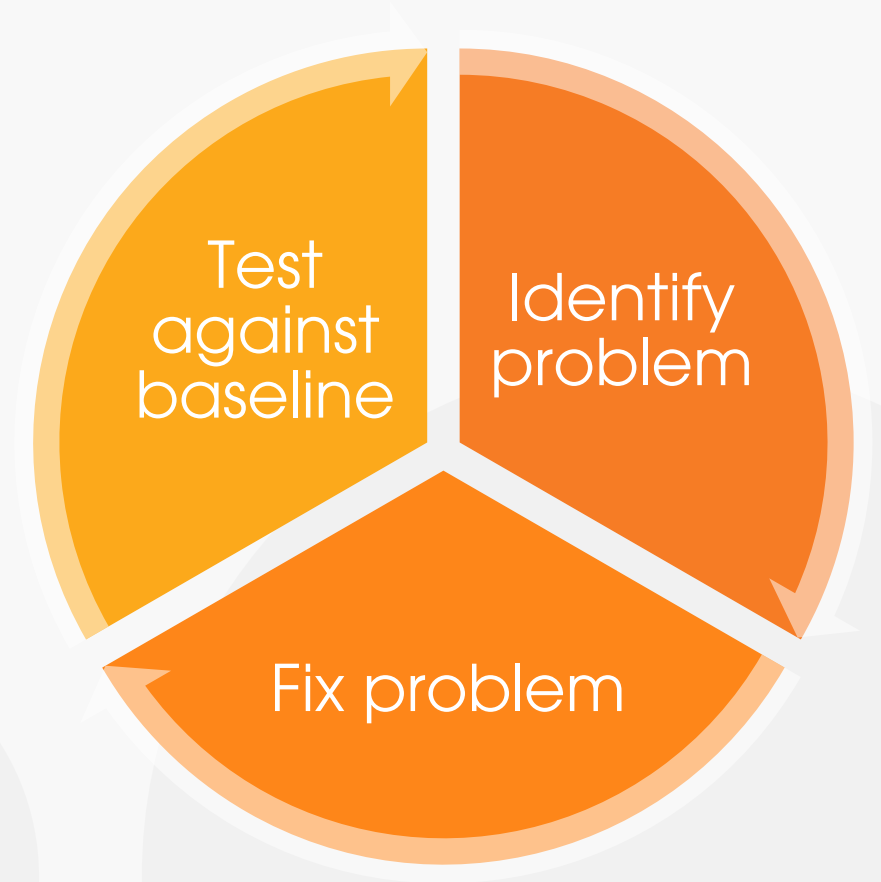
# Begin with a website audit

Is your website your  
best sales tool?



## Fast Track Lead Generation

- Identify what is and isn't working;
- Evaluate trends, set a baseline and establish KPI's to monitor regularly;
- Prioritize execution for changes.



Visit [ToTheWeb](https://totheweb.com) for a Competitive Review and Analysis



# Convert your visitors into leads

We work with B2B companies with lead generation challenges. Our search programs drive visitors to your site – but we don't stop there – we make sure your visitors convert into leads.

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**Questions?**

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