Tactical Deep Dive into your Website

to the web

Agenda

#1 Google Analytics

#2 Google Search Console

#3 Screaming Frog Crawl

#4 9 Ways to Drive Traffic

#5 Where to Start

Google Analytics & Search Console

The **first place** to start to improve your site's performance.

Follow along in your own analytics account.

Google Analytics | Acquisition > All Traffic > Channels

#1

How do visitors find your website?

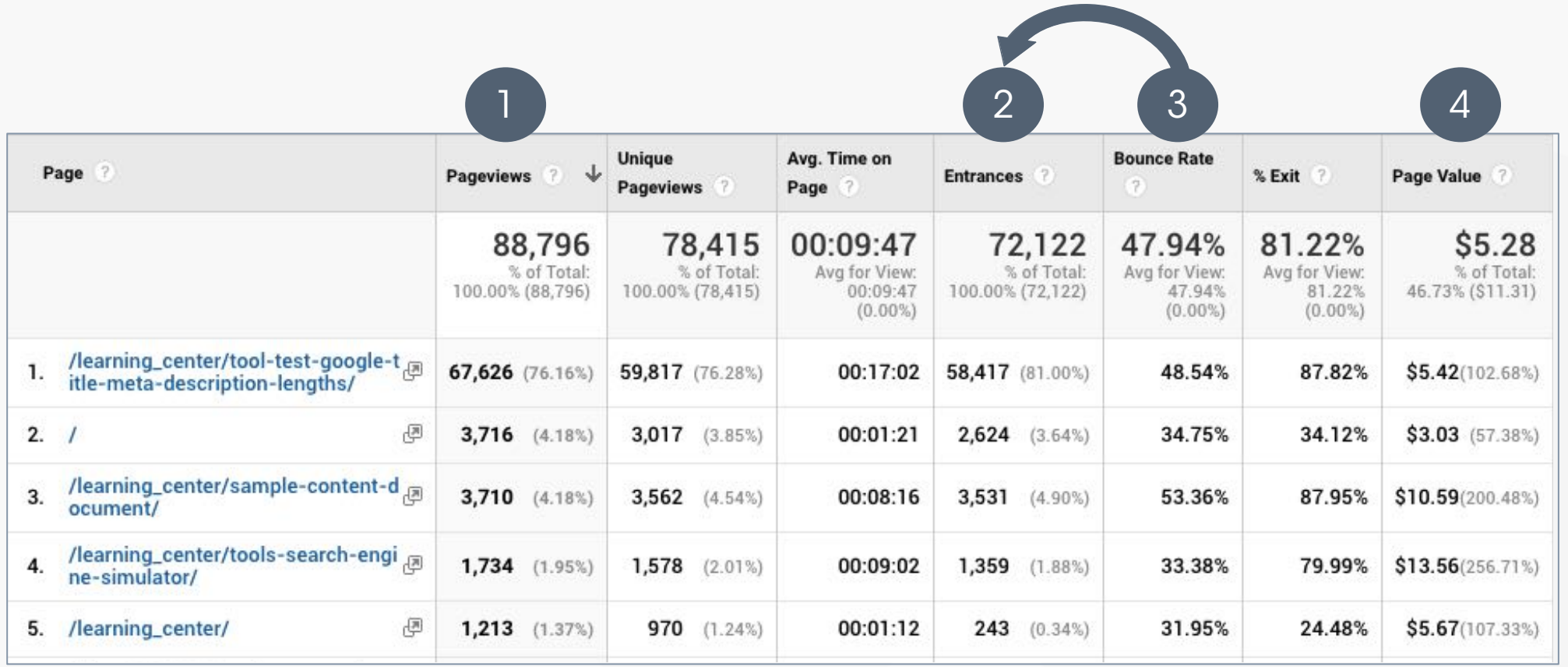
1 2 3

Default Channel Grouping	Acquisition			Behavior			Conversions All Goals		
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	75,195 % of Total: 100.00% (75,195)	49.37% Avg for View: 49.25% (0.25%)	37,123 % of Total: 100.25% (37,031)	47.94% Avg for View: 47.94% (0.00%)	1.18 Avg for View: 1.18 (0.00%)	00:02:46 Avg for View: 00:02:46 (0.00%)	27.15% Avg for View: 27.15% (0.00%)	20,417 % of Total: 100.00% (20,417)	$468,150.00 % of Total: 100.00% ($468,150.00)
1. Organic Search	41,092 (54.65%)	62.08%	25,508 (68.71%)	47.79%	1.18	00:02:27	34.08%	14,003 (68.59%)	$320,810.00 (68.53%)
2. Direct	29,539 (39.28%)	31.96%	9,440 (25.43%)	47.71%	1.15	00:03:08	18.05%	5,331 (26.11%)	$122,695.00 (26.21%)
3. Referral	3,622 (4.82%)	47.54%	1,722 (4.64%)	49.42%	1.33	00:03:32	26.59%	963 (4.72%)	$21,920.00 (4.68%)
4. Social	699 (0.93%)	50.64%	354 (0.95%)	56.37%	1.42	00:02:22	15.16%	106 (0.52%)	$2,495.00 (0.53%)
5. Email	122 (0.16%)	25.41%	31 (0.08%)	43.44%	2.53	00:05:07	8.20%	10 (0.05%)	$175.00 (0.04%)

Google Analytics | Behavior > Site Content > All Pages

#2

What content do visitors consume?



Page	Pageviews	Unique Pageviews	Avg. Time on Page	Entrances	Bounce Rate	% Exit	Page Value
	88,796 % of Total: 100.00% (88,796)	78,415 % of Total: 100.00% (78,415)	00:09:47 Avg for View: 00:09:47 (0.00%)	72,122 % of Total: 100.00% (72,122)	47.94% Avg for View: 47.94% (0.00%)	81.22% Avg for View: 81.22% (0.00%)	$5.28 % of Total: 46.73% ($11.31)
1. /learning_center/tool-test-google-title-meta-description-lengths/	67,626 (76.16%)	59,817 (76.28%)	00:17:02	58,417 (81.00%)	48.54%	87.82%	$5.42 (102.68%)
2. /	3,716 (4.18%)	3,017 (3.85%)	00:01:21	2,624 (3.64%)	34.75%	34.12%	$3.03 (57.38%)
3. /learning_center/sample-content-document/	3,710 (4.18%)	3,562 (4.54%)	00:08:16	3,531 (4.90%)	53.36%	87.95%	$10.59 (200.48%)
4. /learning_center/tools-search-engine-simulator/	1,734 (1.95%)	1,578 (2.01%)	00:09:02	1,359 (1.88%)	33.38%	79.99%	$13.56 (256.71%)
5. /learning_center/	1,213 (1.37%)	970 (1.24%)	00:01:12	243 (0.34%)	31.95%	24.48%	$5.67 (107.33%)

Analytics | Acquisition > Search Console > Landing Page

#3

How does **Google organic** traffic perform by page?*

(available for 90 days only)

1 2 3 4

Landing Page	Acquisition (Google Search Console)				Behavior (Google Analytics)		Conversions (All Goals)		
	Impressions	Clicks	CTR	Average Position	Sessions	Bounce Rate	Pages / Session	Goal Completions	Goal Value	Goal Conversion Rate
	670,436 % of Total: 100.00% (670,436)	17,468 % of Total: 100.00% (17,468)	2.61% Avg for View: 2.61% (0.00%)	44 Avg for View: 44 (0.00%)	40,725 % of Total: 54.16% (75,195)	47.82% Avg for View: 47.94% (-0.27%)	1.18 Avg for View: 1.18 (-0.23%)	13,848 % of Total: 67.83% (20,417)	$317,110.00 % of Total: 67.74% ($468,150.00)	34.00% Avg for View: 27.15% (25.23%)
1. /learning_center/tool-test-google-title-meta-description-lengths/	329,938 (49.21%)	13,152 (75.29%)	3.99%	40	31,015 (76.16%)	47.86%	1.15	10,192 (73.60%)	$231,690.00 (73.06%)	32.86%
2. /learning_center/search-engine-marketing-tools/	62,260 (9.29%)	120 (0.69%)	0.19%	27	331 (0.81%)	84.59%	1.08	4 (0.03%)	$65.00 (0.02%)	1.21%
3. /blog/2016/03/build-your-own-seo-reporting-dashboard-for-clients-management/	53,231 (7.94%)	68 (0.39%)	0.13%	48	136 (0.33%)	84.56%	1.21	4 (0.03%)	$50.00 (0.02%)	2.94%
4. /learning_center/tools-search-engine-simulator/	22,916 (3.42%)	712 (4.08%)	3.11%	30	1,176 (2.89%)	32.65%	1.20	750 (5.42%)	$17,150.00 (5.41%)	63.78%
5. /blog/2017/01/is-your-site-suffering-from-the-most-common-technical-seo-problems/	17,967 (2.68%)	100 (0.57%)	0.56%	57	162 (0.40%)	80.25%	1.27	2 (0.01%)	$0.00 (0.00%)	1.23%

* This report available when Google Search Console is connected to Google Analytics

Google Analytics | Conversions > Goals> Goal URLs

#4

Are visitors taking the **actions** you want them to?

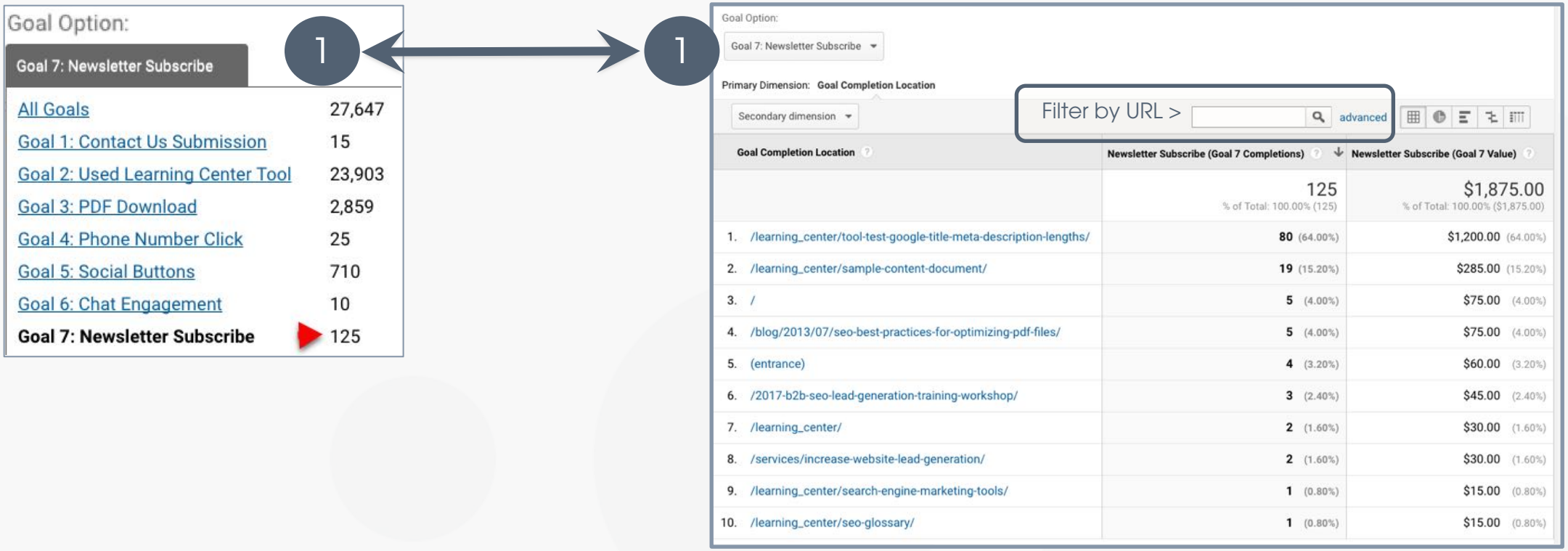


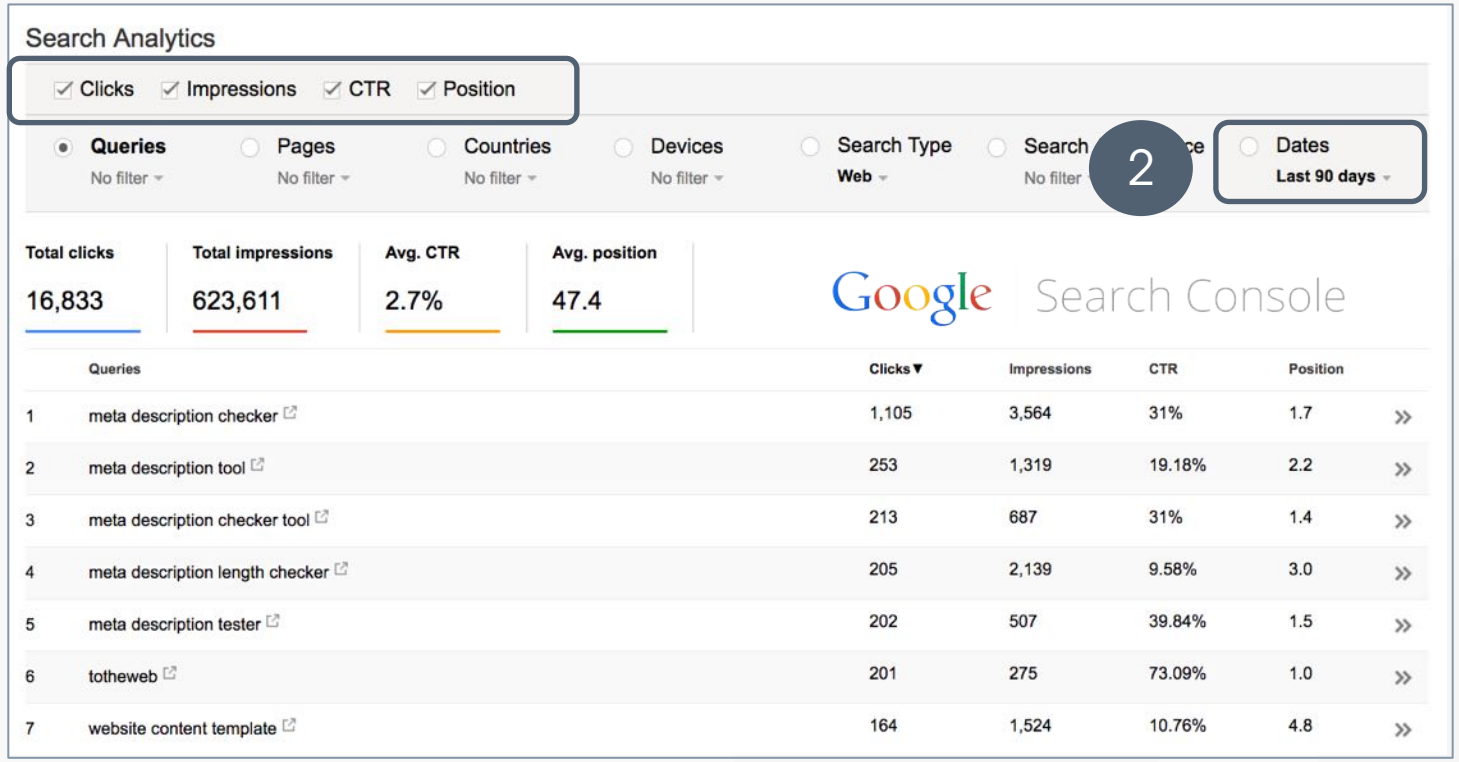
Chart on right shows pages and their impact on a specific goal completion.

Google Search Console (GSC)

#5

How does Google Organic perform for **pages & queries?**

1

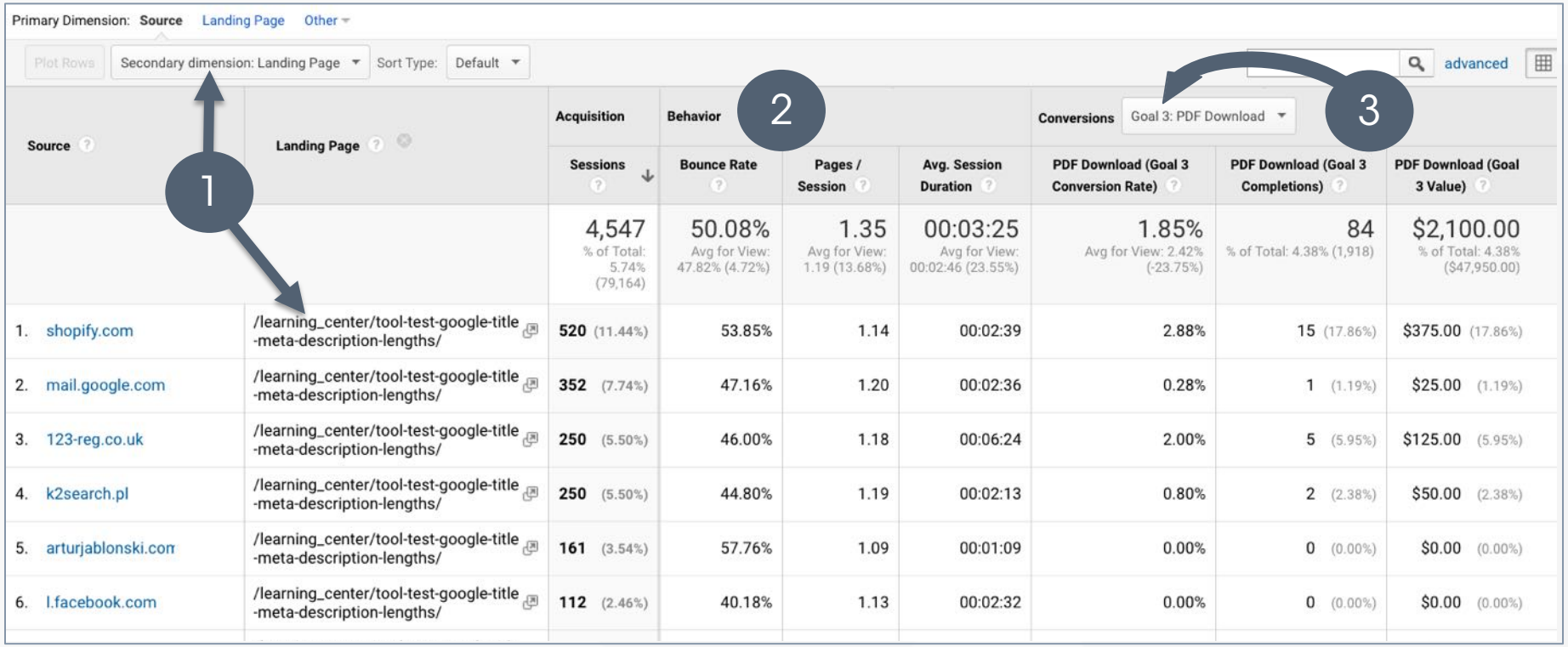


Data is available for 90 days and then it disappears.

Learn how to collect this data for long-term review.
https://goo.gl/Tm5txA

Google Analytics | Acquisition > All Traffic> Referrals > Landing Page

Is your **Referral/Social** activity producing the **results** you want?



Primary Dimension: Source Landing Page Other

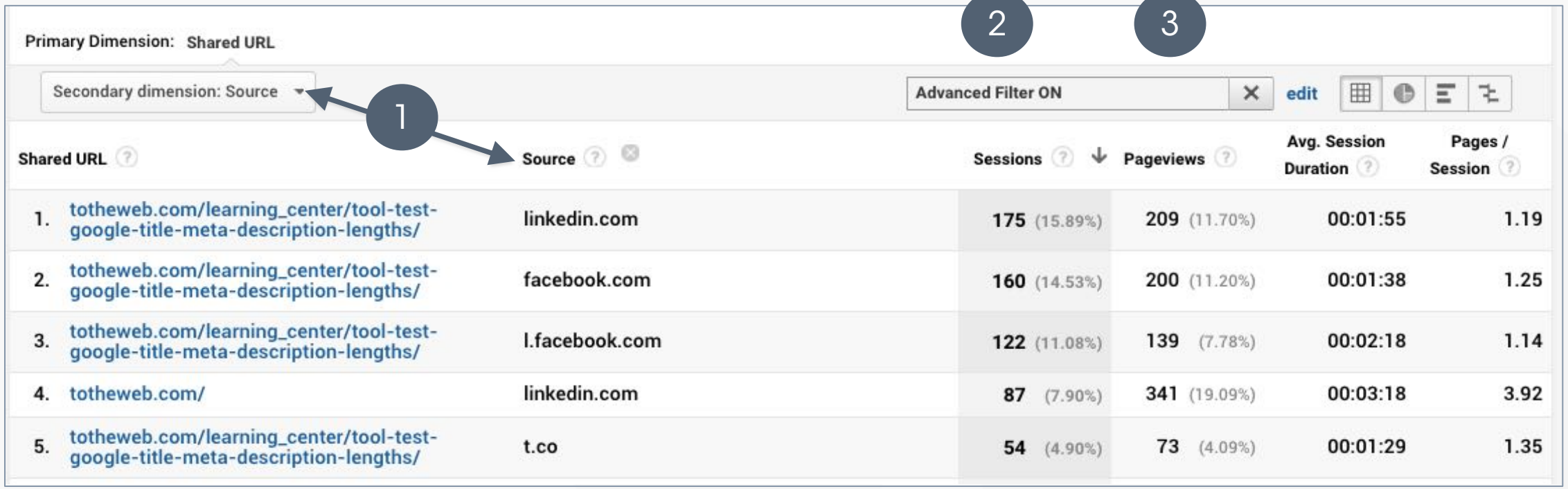
Plot Rows | Secondary dimension: Landing Page | Sort Type: Default | advanced

Source	Landing Page	Acquisition: Sessions	Behavior: Bounce Rate	Behavior: Pages / Session	Behavior: Avg. Session Duration	Conversions: Goal 3: PDF Download: PDF Download (Goal 3 Conversion Rate)	Conversions: Goal 3: PDF Download: PDF Download (Goal 3 Completions)	Conversions: Goal 3: PDF Download: PDF Download (Goal 3 Value)
		4,547 % of Total: 5.74% (79,164)	50.08% Avg for View: 47.82% (4.72%)	1.35 Avg for View: 1.19 (13.68%)	00:03:25 Avg for View: 00:02:46 (23.55%)	1.85% Avg for View: 2.42% (-23.75%)	84 % of Total: 4.38% (1,918)	$2,100.00 % of Total: 4.38% ($47,950.00)
1. shopify.com	/learning_center/tool-test-google-title-meta-description-lengths/	520 (11.44%)	53.85%	1.14	00:02:39	2.88%	15 (17.86%)	$375.00 (17.86%)
2. mail.google.com	/learning_center/tool-test-google-title-meta-description-lengths/	352 (7.74%)	47.16%	1.20	00:02:36	0.28%	1 (1.19%)	$25.00 (1.19%)
3. 123-reg.co.uk	/learning_center/tool-test-google-title-meta-description-lengths/	250 (5.50%)	46.00%	1.18	00:06:24	2.00%	5 (5.95%)	$125.00 (5.95%)
4. k2search.pl	/learning_center/tool-test-google-title-meta-description-lengths/	250 (5.50%)	44.80%	1.19	00:02:13	0.80%	2 (2.38%)	$50.00 (2.38%)
5. arturjablonski.com	/learning_center/tool-test-google-title-meta-description-lengths/	161 (3.54%)	57.76%	1.09	00:01:09	0.00%	0 (0.00%)	$0.00 (0.00%)
6. l.facebook.com	/learning_center/tool-test-google-title-meta-description-lengths/	112 (2.46%)	40.18%	1.13	00:02:32	0.00%	0 (0.00%)	$0.00 (0.00%)

Google Analytics | Acquisition > Social > Landing Page

Is **Social** activity driving sufficient traffic for the effort?

Or, go to Behavior > Landing Pages, add "Source" as Secondary Dimension to see all sources driving traffic to landing pages.



Shared URL	Source	Sessions	Pageviews	Avg. Session Duration	Pages / Session
1. totheweb.com/learning_center/tool-test-google-title-meta-description-lengths/	linkedin.com	175 (15.89%)	209 (11.70%)	00:01:55	1.19
2. totheweb.com/learning_center/tool-test-google-title-meta-description-lengths/	facebook.com	160 (14.53%)	200 (11.20%)	00:01:38	1.25
3. totheweb.com/learning_center/tool-test-google-title-meta-description-lengths/	l.facebook.com	122 (11.08%)	139 (7.78%)	00:02:18	1.14
4. totheweb.com/	linkedin.com	87 (7.90%)	341 (19.09%)	00:03:18	3.92
5. totheweb.com/learning_center/tool-test-google-title-meta-description-lengths/	t.co	54 (4.90%)	73 (4.09%)	00:01:29	1.35

Read: [Stop All Social Media Activity (Organic) | Solve For A Profitable Reality]

Try this…

- Identify your top 10 performing pages based on page views this year. Where is traffic coming from?
- What do you see in your analytics that is a concern on these pages?
- What content did you expect to receive higher page views but didn't?

See what Googlebot Sees

Crawl your Site

Use Screaming Frog to crawl your site the way Google does.

You can use this to prioritize content to improve, to review meta data, 404 errors, etc.

Remove Low Value Pages

Ensure each Google-indexed page contains original, rich content—with relevant keywords.

See tab #1 of your Screaming Frog Crawl data.

Block Pages

NOINDEX: A meta robots NOINDEX element is usually a superior way to block pages as they continue to be crawled but will NOT appear in the SERPs. <meta name="robots" content="noindex">

CANONICAL: For pages with Query Strings and similar content, 301 redirect or use the canonical tag.

ROBOTS.TXT: Useful for directories you do not want crawlers to index. Note: crawlers can ignore robots.txt. Disallow simply suggests crawlers not go to a location. Google can still show a blocked URL if it thinks it is relevant to the query.

Understanding the Crawl + Keyword-to-Page Mapping

ScreamingFrog Excel

URL	TOPIC + Primary Keyword	Related Keywords	Title Tag	Description Tag	Headings <H1>	Headings<H2>
Homepage	enterprise email	enterprise software and other phrases	Test the Security of Your Email Software	This is the best enterprise software to test the security of your software.	Enterprise Software	Security Software Testing
http://www.sample.com/security	email filter	software block	Software Filtering blocks Spam Intrusions	Get the most of your software blocking software	Software Blockers	Software Filter Block 99% of all Spam Intrusions
http://www.sample.com/security-2	Email security software	security testing software	Test the Security of Your Software	Sample Description Tag Content	Prevent Phishing Attacks	What's the Business Cost of a Phishing Attack?

9

Quick Wins to Instantly Boost Leads to your Website

Quick Win #1

Improve your Homepage

Is **your** homepage a bouncer?

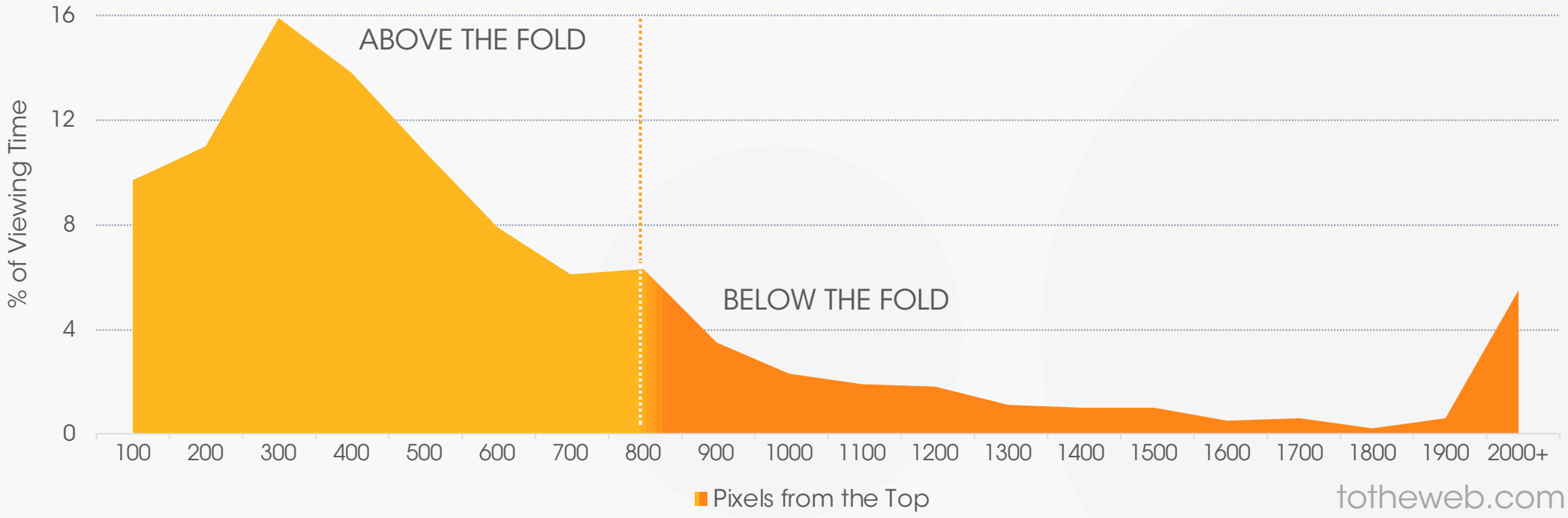
If more than **50%** of your homepage visitors immediately leave…

You have a problem.

B2B Screen Resolutions

SOURCE NN/g

1024 x 768 pixels or higher.



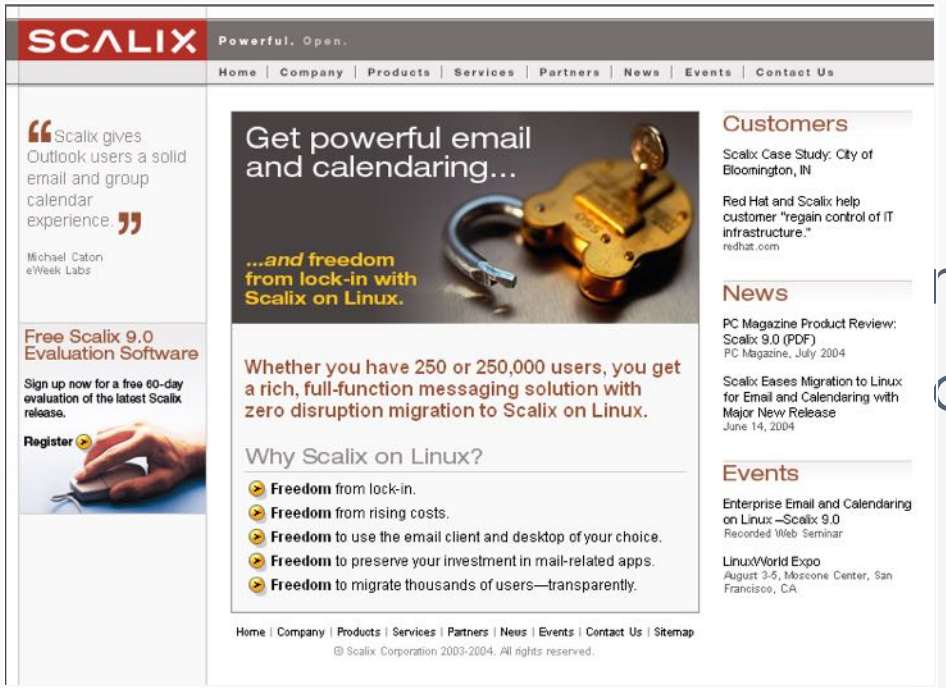
Drive buyers to Services pages

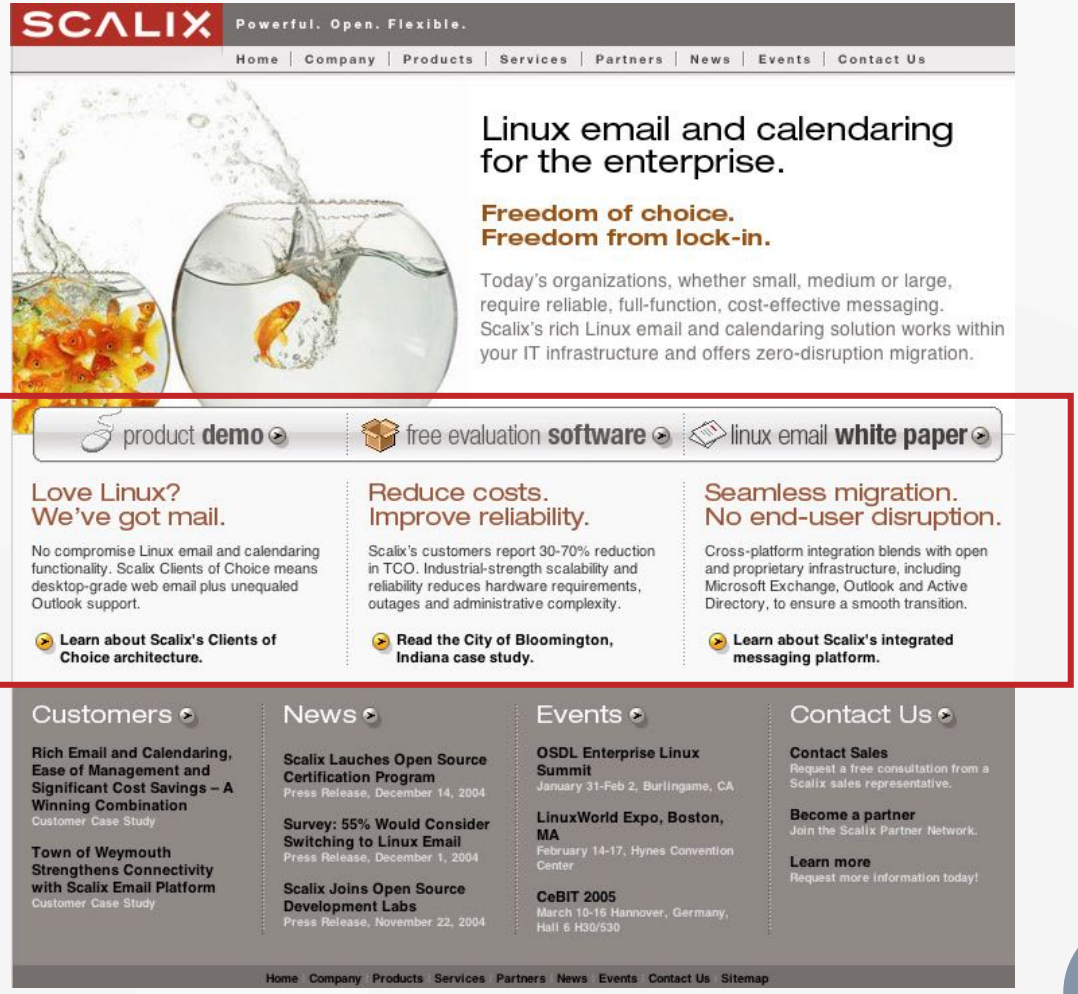
More Products views = more leads.
Your homepage should serve as a launch pad to product pages.

Check your site across all screen sizes: http://quirktools.com/screenfly/

Big Benefits

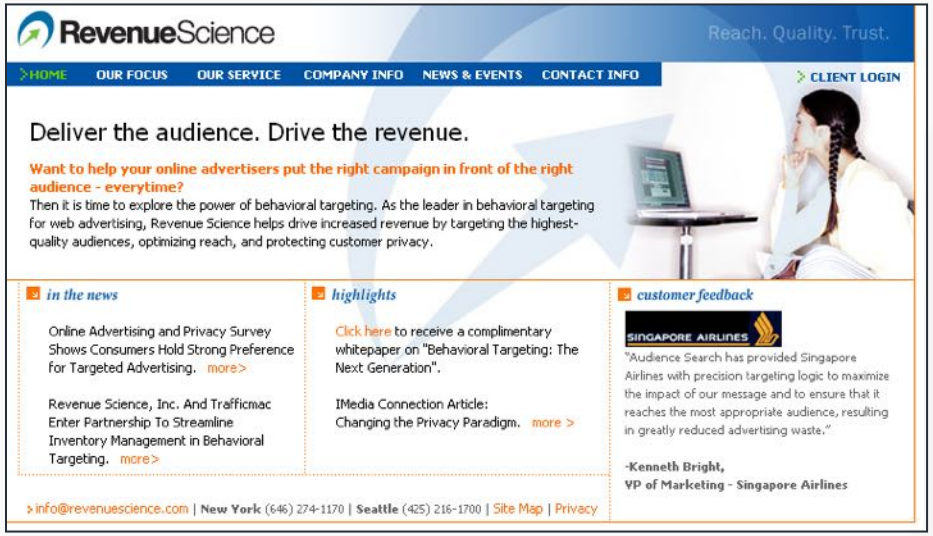
Before



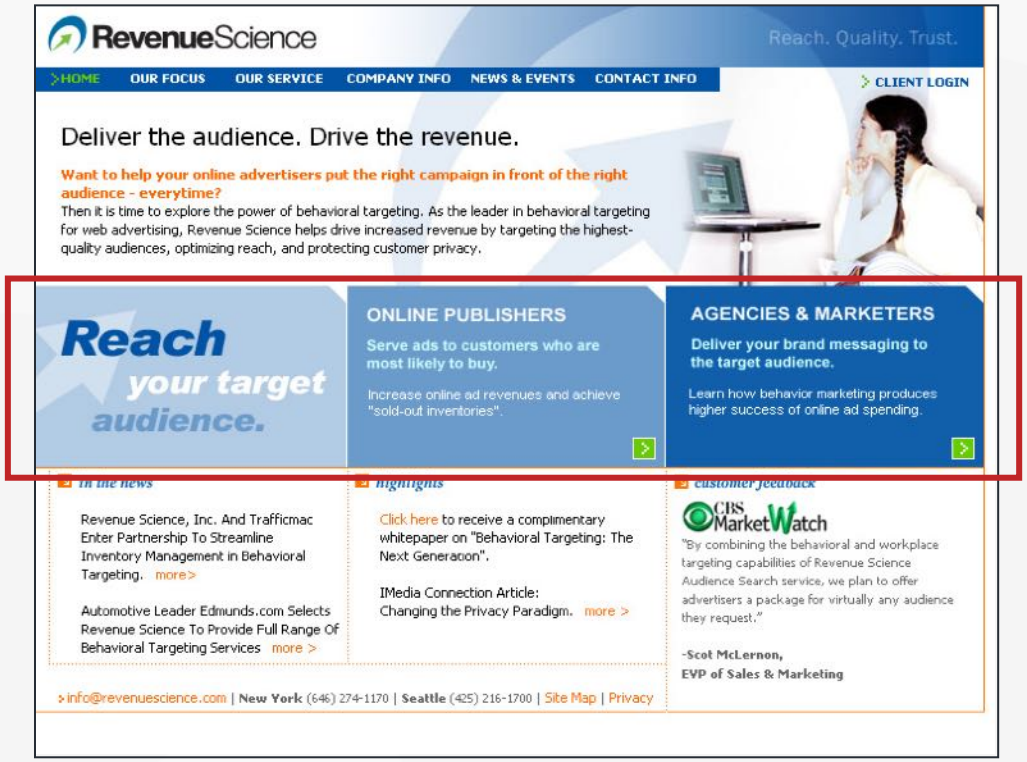


Guide Your Prospects

Before



Provide a clear path to guide primary audiences.



Work Effort

On-Going testing of graphical elements for homepage

- Content: Typically in-house support.
- Graphics: Expect to start at $125+

One-Time fee to use CrazyEgg:

- Free version
- Paid version starts at $108/annum

Quick Win # 2

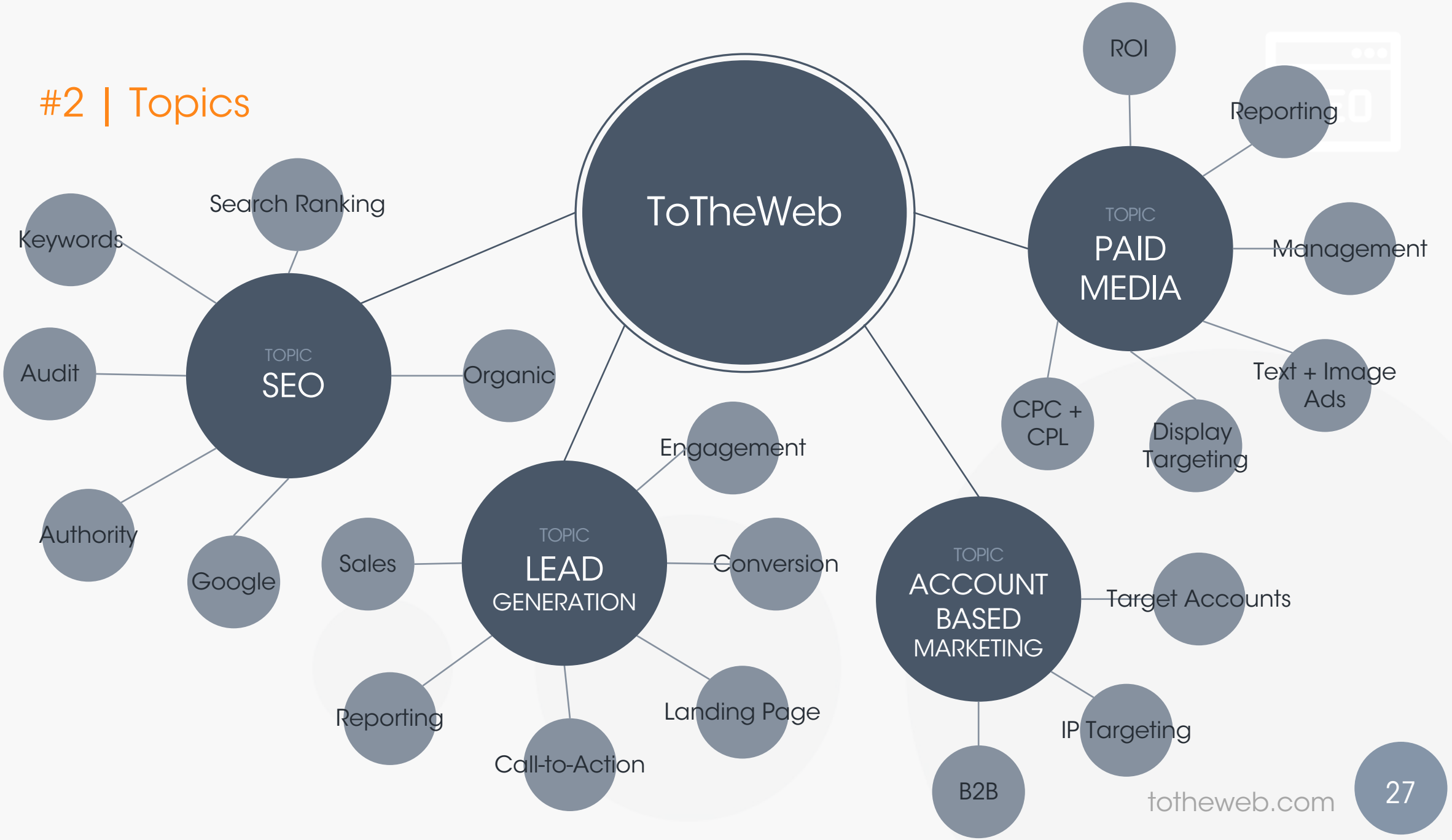
Keywords, Keywords,
Keywords.

Start every piece of content using the keywords for which you want the page to rank.

The Right Way to Add Keywords to Content

Include the primary keywords as a core page theme along with its modifiers and related synonyms, in a natural manner within the content.

#2 | Topics


ToTheWeb
TOPIC
SEO
Search Ranking
Keywords
Audit
Organic
Authority
Google
TOPIC
PAID
MEDIA
ROI
Reporting
Management
Text + Image
Ads
Display
Targeting
CPC +
CPL
TOPIC
LEAD
GENERATION
Engagement
Sales
Conversion
Reporting
Call-to-Action
Landing Page
TOPIC
ACCOUNT
BASED
MARKETING
Target Accounts
IP Targeting
B2B

How will you use your keywords?

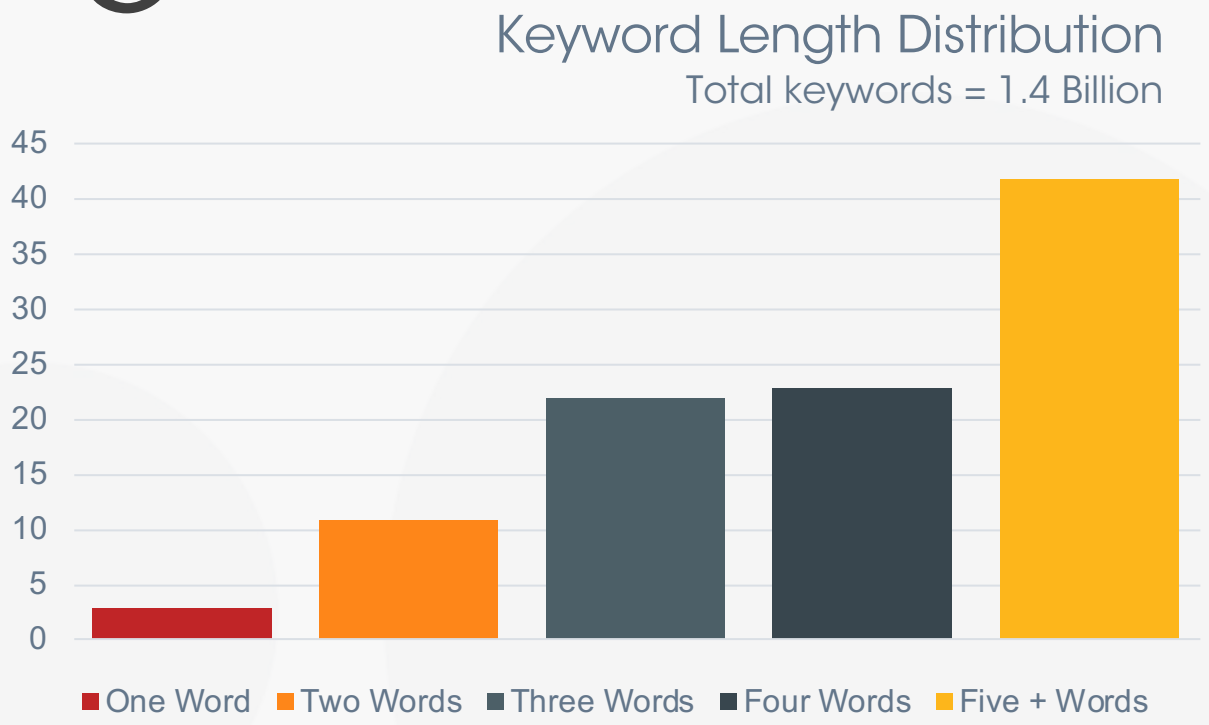
- As a central focus of a page
- Title tags and Meta descriptions
- Body copy, headings and in <H> tags
- Within file names
- Internal links to another page on your site
- Within image Alt text.

TIP
Store the optimized keywords in the Meta Keyword Tag on each page - for convenience

Take advantage of long-tail keywords

to drive visitors looking specifically for what you offer.

SOURCE ahrefs



Keyword Selection
How do you find the keywords?

1. Start by analyzing the keywords visitors are using now to find your site. (GSC)
2. Identify similar keywords and concepts and their search volume. (many tools)

Quick Win #2 | Distribution of Search by Word Length

Start by selecting keywords based on:

- Language your customers use
  - Words customers talk about when describing a problem.
- Topical relevance: Keywords associated with your topic that typically co-exist on top-ranking pages.
- User intent – are visitors likely to convert?
- Search volume and competition – do buyers type or speak these words in Google?
- Related phrases: variations and synonyms

Work Effort

One-Time writing effort to insert keywords into content:

- Typically in-house support.
- Keyword research can easily be done in-house

One-Time fee to update website content:

- Low cost programmer or in-house resource
- Hire external resources from Upwork.com.

Quick Win #3

Super-charge blog content

Only **1 in 5** pieces of content is ever consumed by real people.

Blogs can be the fastest way to expand your digital footprint

YOUR NEXT BLOG...

THIS?

OR THIS?

How to Measure the effectiveness of your blog efforts.

Use Data – Don't Guess

Quick Win #3 | Create Awesome Blog Content

Evaluate your most effective post and determine what is contributing to its success:

- Go to Analytics and find your top blog. Look at the traffic graph for longevity trends and then traffic by source, bounce, goals.
- Go to Search Console and review the keywords driving traffic plus the CTR + ranking position for the post.
- Use our free Google page simulator to see how search engines see your page.

Quick Win #3 | Create Awesome Blog Content

Numbers supercharge measurement and help identify missed opportunities – track in **Google Search Console**

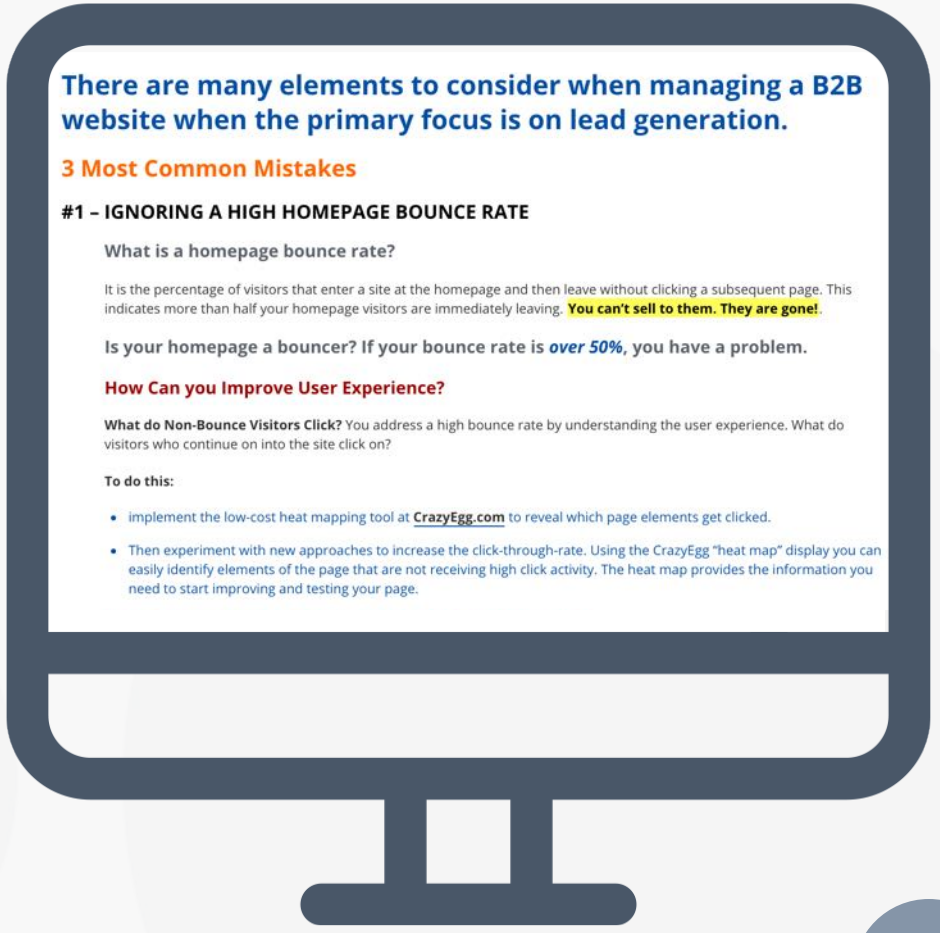
URLS	Clicks	Impressions	CTR	Position
https://totheweb.com/learning_center/tool-test-google-title-meta-description-lengths/	7630	145,872	5.23%	24
https://totheweb.com/learning_center/sample-content-document/	1621	12,939	12.53%	8
https://totheweb.com/blog/2013/07/seo-best-practices-for-optimizing-pdf-files/	535	13,532	3.95%	29
https://totheweb.com/learning_center/tools-search-engine-simulator/	495	13,961	3.55%	14
https://totheweb.com/pdfs/ToTheWeb-Keyword-Optimization-Guide.pdf	205	3,543	5.79%	58
https://totheweb.com/	204	3,265	6.25%	8
https://totheweb.com/learning_center/search-engine-marketing-tools/	80	53,920	0.15%	21

Missed opportunity – high impressions – low clicks & click-through-rate

People **Don't Read** Word-For Word

They quickly scan a page.

Adapt your blog to the way people read content.



What **should** people do next?

- Blogs have **high bounce rates** - 75% and higher - correct for this outcome.
- Include an obvious call-to-action **related** to the post.

Finding Topics

Use BuzzSumo to identify topics that have been popular in the past in terms of sharing.

Search for popular posts your competitors have written.

A **Free** version is available.

Identify questions where there is an opportunity for you to write the best answer.

Then, **create the most** authoritative and comprehensive answer you can.

The data shows that **on average** long-form content performs better.

Narrate blog posts

For $19/post create blog podcasts – and then take all the podcasts and create an iTunes channel.

Build visibility across platforms

Turn one blog into multiple assets

- Slideshare
- LinkedIn post
- Podcast + iTunes
- Infographic
- Guest post

Quick Win #3 | Create Awesome Blog Content

Checklist for blog review – use the data.

- ✓ Is the post in-depth, valuable and unique? Does it focus on the challenges you solve? Will it have a long shelf life? Why is it relevant now?
- ✓ If you were Google, what phrases would you associate with the post?
- ✓ Is the post easy to read and scan? Does it use bullet points and graphics? Does it break up long paragraphs and use sub-headings that contain keywords?
- ✓ Does it include a strong CTA that people will see? Is it easy to share?
- ✓ Can it be repurposed? Does it lend itself to creating a podcast/slide deck, LinkedIn post, infographic, or video?

Work Effort

Writing & Editorial Support

- In-House – 4-16 hours for in-depth posts.

Images

- Stock images - $100 or use in-house services.

Website Integration

- Usually done in-house through a template.
- Technical stuff – cost depends on effort

GURU TIP
Include email list sign-ups as a conversion goal in Google Analytics.

Quick Win

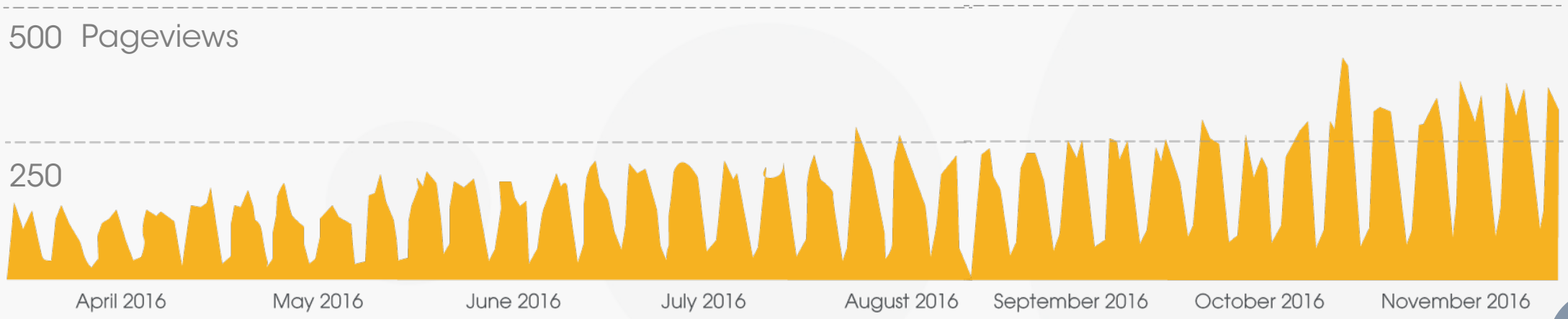
Create a Lead Magnet

4

Quick Win #4: Create a Lead Magnet to Attract Buyers

ToTheWeb created a free search optimization tool. This tool is driving a continuing stream of high-quality visitors at no cost, year after year.

This tool drove 85,000 visitors since Jan 1. A checklist (in MS Word) drove 4,800.



Attract Buyers. Excite your visitors by offering something they value → give it away for free!

Quick Win #4: Create a Lead Magnet to Attract Buyers

- Solve one big problem: make your tool **easy to use and understand**. Complicated, multi-page ROI tools don't work
- Provide **instant results** solving one specific problem – preferably one that people need regularly
- Use this tool as a **content offering** for a remarketing campaign.

GURU TIP
Tools that solve a problem are more likely to be shared on social media and generate links.

What is a Good Example of a B2B Lead Magnet?

Quick Win #4: Create a Lead Magnet to Attract Buyers

- Templates, Worksheets, planners.
- Assessments and evaluations
- Online course/tutorial – by video – offering a 30-day free trial
- Checklists, toolkits, samples and cheat sheets
- Educational podcasts
- Best practice guides and benchmark reports
- Resource lists
- Software trials

Examples of Tools

Useful: Hubspot Website Grader

- https://website.grader.com/

Frequent-Use Tool: ToTheWeb Title & Meta Tag Check

- https://totheweb.com/learning_center/tool-test-google-title-meta-description-lengths/

Re-Usable Sample: Bid Sketch Sample Proposal

- https://www.bidsketch.com/

Worksheet: Blog Tracking Customizable Template by ToTheWeb:

- https://goo.gl/Tnzz5k

Work Effort

One-Time project to create the tool:

- Simple tool - estimate $500 - $2,500
- Use Upwork to locate programmers.

One-Time fee to integrate into site:

- Medium cost depending on complexity – or done in-house.

GURU TIP
Simple tools that solve a problem are more likely to be shared on social media.

Quick Win #5

Grow your Email List

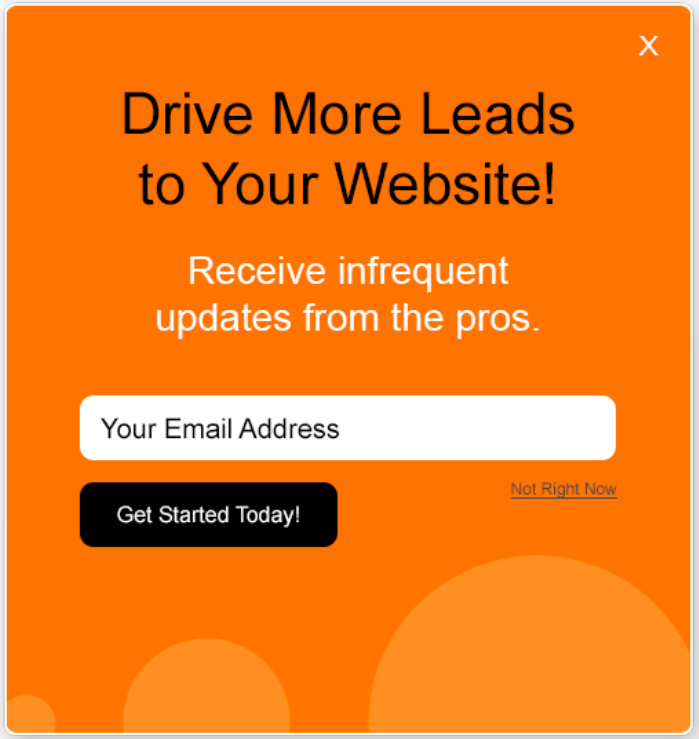
Get serious on organically growing email marketing lists

Email conversion rates are higher than from other B2B marketing channels.

Quick Win #5: Grow Your Email List

Add a scroll-triggered email sign-up form on key pages of your site.

- Run a remarketing campaign and drive visitors back to an irresistible offer that is only available providing an email
- Request an email in exchange for selected, high-value content (ebooks, guides, etc.) that you will email to them
- Provide awesome tools in exchange for offering full access when prospects provide their email.



Work Effort

One-Time project to design pop-up:

- Estimate free to $150.

One-Time fee to license or program pop-up:

- 3rd Party SumoMe ListBuilder plugin: $350/year
- Or, in-house support.

GURU TIP
Include email list sign-ups as a conversion goal in Google Analytics.

Quick Win

6

Help a Reporter
Look Like an Expert

Help a Reporter Out (HARO) offers a fast way to gain online exposure as an expert

GURU TIP
Journalists need your story. You get exposure and inbound links.

HARO connects journalists with expert sources (you) to meet journalists' deadlines

When your content gets published it builds links back to your site – and Google notices!

Quick Win #6: Help a Reporter – Look Like an Expert

Think of HARO as offering **FREE advertising** for your business in exchange for a rather small effort.

- To quickly answer journalist requests, pull content from your website and then lightly edit based on journalists' questions.
- The more effort you put into responding, the more often your content will be published.

GURU TIP
Create a cheat sheet of re-usable content and links to your photo & bio for quick follow-up.

Quick Win #6: Help a Reporter – Look Like an Expert

- HARO requests are time-sensitive. To be considered, respond within hours of receiving the journalist's request. To support this time crunch, create a cheat sheet of content answers to draw from
- It builds inbound links: Every article ToTheWeb provided to a journalist that was published online linked back to our site from the publisher's site – at no additional cost!

Work Effort

Monthly 3rd party charges:

- $19/month
- Or go with the free version.

Monthly Maintenance:

- Allocate 15 min a day for marketing staff to respond to enquiries

GURU TIP
Start a contest with co-works to award those who get the most content published by HARO.

Quick Win #7

Surveys help create content

Gather data with Google's low-cost survey tool.

Collect data fast for a blog, article or an Infographic.

Surveys are a fast way to gather data for content creation.

With Google Survey, get 500 survey responses in less than 48 hours for under $100. Try it now!

You supply the questions – Google provides the audience

Work Effort

Create the Survey

- Generally created by internal marketing staff.

Google Survey

- $50-$100 depending on number of responses needed.

GURU TIP
Test different audience groups for the same questions.

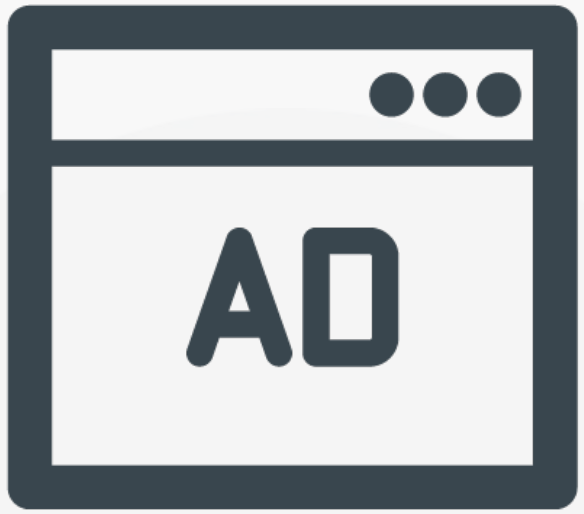
Quick Win #8

Launch a Google Remarketing Campaign

Quick Win #8: Launch a Google Remarketing Campaign

The perfect audience – a previous website visitor you can entice back with inexpensive ads that appear where buyers are reading

Bring them back!



They visited your site once - now you can bring buyers back to your newest content.

With remarketing, you can show ads to people who have visited your website or watched your YouTube channel.

It's very low-cost advertising.

Start with defining who you will target

Determine the Pages You Will Tag

Are these current visitors who visited high-value pages and never converted or did they only visit one select page?

GURU TIP
Remarketing is a marketer's low-cost way of driving high-converting traffic.

Quick Win #8: Launch a Google Remarketing Campaign

- **Tie Visitor Interests to Remarketing Content**: Separate out content to deliver to different types of visitors; a visitor on a product detail page about search engine marketing would not be remarketed with the same content as a visitor to a blog about pay-per-click advertising
- **Create Ads.** Static image ads work – but animated ads work better. Don't forget that you can easily test different messaging and ad styles
- **Establish the monthly budget.**

Work Effort

Text and Image Ad Design

- Text ads typically written using an in-house writer
- Images for responsive ads - $150+

Google Campaign Set-Up & Ongoing Fees

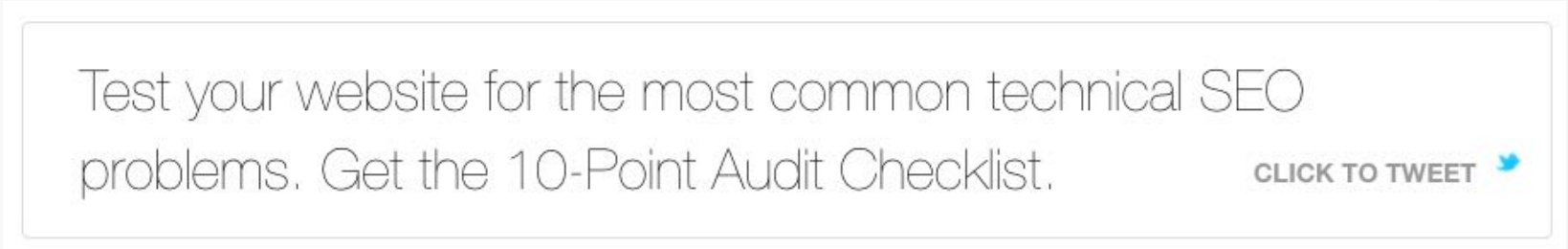
- Source an authorized Adwords consultant on Google or in Upwork.com
- Ad Fees: $100/mo + management fee

Quick Win #9

Improve your site with tools & resources.

Share it on Twitter!

WordPress plugin - craft your own message.

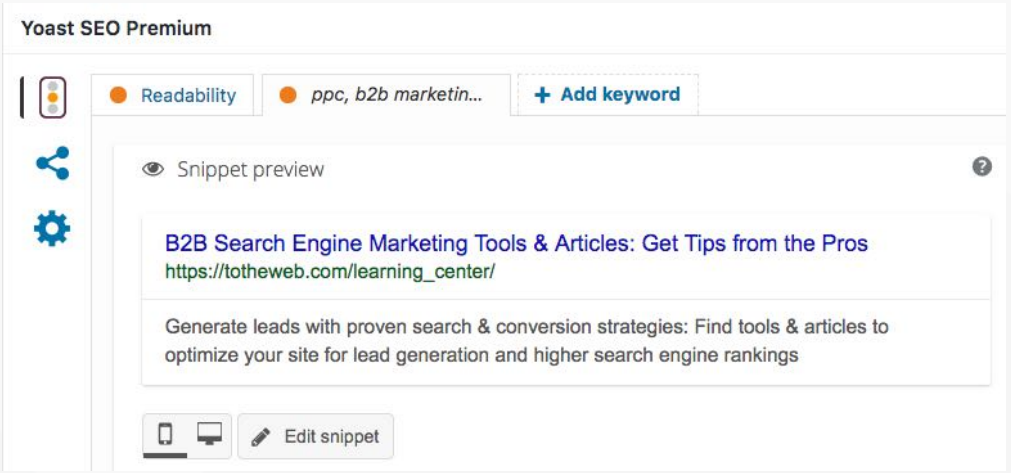


Free or make a donation:

https://wordpress.org/plugins/**better**-click-to-tweet/

SEO Optimization!

Available as WordPress plugin
- SEO optimization **reminder.**



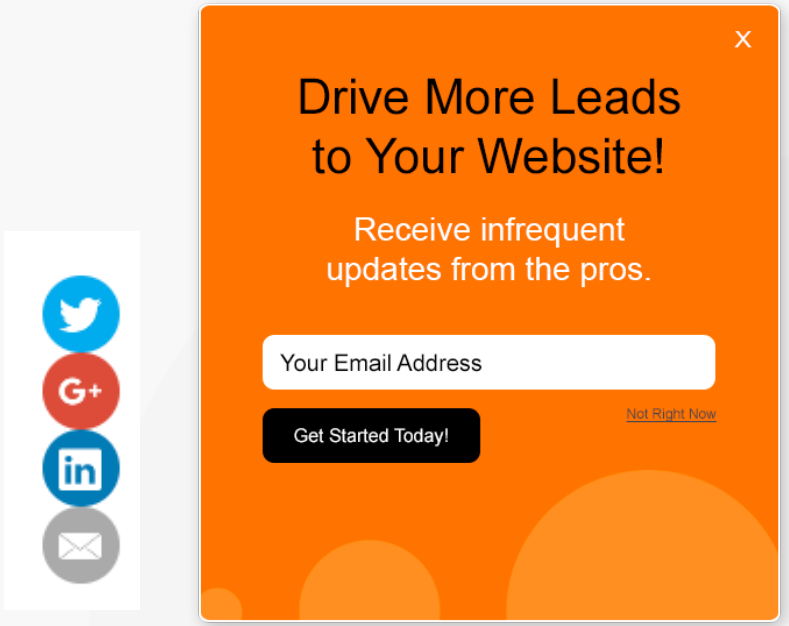
Free + paid:
https://yoast.com/wordpress/plugins/seo/

SumoMe

Available as WordPress plugin

- Email list builder
- SEO sharing buttons

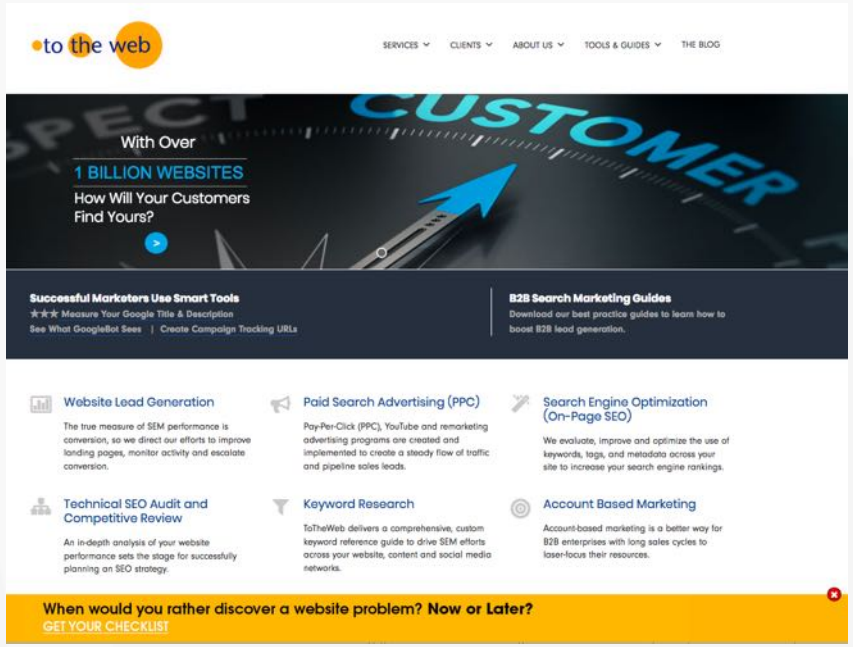
Free + paid:
https://sumo.com/pricing



Footer **Pop-Up** Banner

Available as Wordpress plugin

- Easy content promotion



Free?

https://wordpress.org/plugins/footer-pop-up-banner/

NARRATION by the Pros

- Easy way to create podcasts & iTunes channel
- 1 blog post narration = $19/ea

Podcast Available on iTunes

B2B marketing to the web

VOXSNAP.COM

My Sources + Tools

- **Research, General Work**: Omar Ahmed Rifayet
  - https://www.upwork.com/fl/omarahmedrifayet
- **Google Analytics Implementation**: hussainm@marketlytics.com ($700) or try Upwork.
- **Programmer Tool Creation + Wordpress**: https://www.upwork.com/fl/sreev
- **Improve Speed + Migrate to HTTPS**: CloudFlare.com
- **Minimize Image File Size (free):** http://compressjpeg.com/

Where to Start

It works better with a six-month optimization plan.

It starts with **great** content

- **Determine who your targeted audience is and where they can be found online,** preferably in large numbers.
- **Develop ideas for great content**, tools, and/or resources that your targeted audience would be interested in but which can't be found on tons of sites online.

It starts with **great** content

- **Build that content,** tools, and/or resources. Don't cut corners.
- **Notify those webmasters of sites in #1** to let them know your content/tools/resources exist and ask them to share with their readers if they find it useful/interesting. Even though I used email to notify, 10-15% of sites contacted linked to my site.

Starts with Keyword Research

Intelligent Keyword **Selection**

Identify topics and keywords for content optimization.

Prioritize Content

Prioritize content to optimize starting with the homepage and in the Products area. (use the Crawl file + Analytics)

Your goal is to **improve the level of engagement and interest** in these pages to reduce bounce rates. (Use data)

Use Crawl data: **identify content gaps.**

Create Awesome Blog Content

Write in-depth, technical posts focusing on the challenges you solve:

- Consider the topic and keywords for which you want to rank.
- Create content with a long shelf life.
- Use bullet points, graphics, break up long paragraphs and add sub-headings that contain keywords.
- Use BuzzSumo to find the best networks for your buyers.
- Make your posts easy to share.
- Include strong CTAs
- Repurpose, repurpose, repurpose

9 Quick Wins to Instantly Boost #B@B Website Lead Generation CLICK TO TWEET

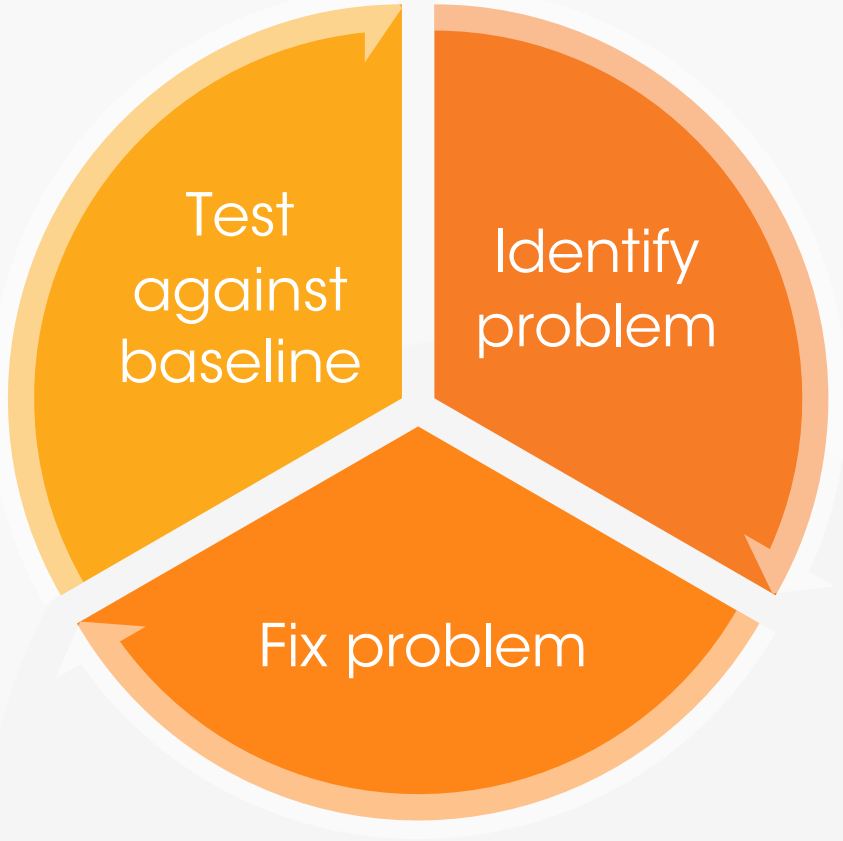
(use WP Plugin: Better Click to Tweet)

Identify your Success Metrics

Be clear about your objectives with each page, understand the data and get to work improving performance.

Fast Track Lead Generation

- Identify what is and isn't working;
- Evaluate trends, set a baseline and establish KPIs to monitor regularly;
- Prioritize execution for changes.
- Analyze and test alternative approaches with copy, offers and design changes.



Convert your Visitors into Leads

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with lead generation challenges.

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