

TURN YOUR WEBSITE  
**INTO A LEAD  
GENERATION  
MACHINE**



# Your Website Is Your Greatest Marketing Asset

Today's buyer has virtually unlimited access to information. They have the power to find and discover products at their own pace, and direct their own paths to purchase.

They do this mostly online. This means that your website has become your single most important marketing asset.

People perform more than 100 billion Internet searches each month. **94 percent of business buyers do some form of online research.** It's a fine opportunity for you to understand what customers are looking for online through search, and tune your website to gather the buyer intelligence that lays the groundwork for engagement.

The better you know your buyer, the better you can shape your site to serve up targeted messages and tailored offers that will invite anonymous website visitors to become known prospects: **In other words, you can leverage your website to generate leads.**

In the past, the average corporate website functioned rather like a cross between a billboard and a catalog. It informed customers about a brand, showcased products or services, and met corporate objectives. These initiatives are now tied to a larger picture: an overall brand experience that has to fulfill the needs of different types of buyers at varying stages in the buying journey.

Regardless of how you reach out to potential buyers, the truly interested will come to your website to identify themselves and interact with you and your content. This engagement delivers essential actionable intelligence that you can use to tailor how you market to different segments of prospects. You don't want to miss out because your website isn't set up to capture and respond to that information.

**This eBook will teach you what you need to know to use your website to attract potential buyers – and to stop missing out on opportunities to connect with your audience.**



- KISSMETRICS

# 1. Reach Buyers With Powerful Content

Content marketing isn't a trend. The term is new, but the practice is old. The classic example is John Deere's Furrow Magazine, established in 1895 and still published today, which helped farmers educate themselves about agricultural problems and solutions. It established John Deere as a trustworthy, helpful resource. It also indirectly sold (and still sells) plenty of equipment. The basic premise of using content to win and keep customers has not changed.

## What does your potential customer want?

Content marketing is all about offering people something that they value, that they connect with your brand. In the best case, it also encourages their engagement and interaction with you. What that "something" is depends on your audience, your company, and your product. You can use traditional products such as magazines, white papers, eBooks, or webinars; you can use newer tactics such as interactive games; you can hold events or use billboards or write messages in the sky – whatever works for your audience. In whichever channels they prefer.

## Quality content makes your website more powerful.

Whether people find you by searching specifically for your brand or searching more generally for a solution to a problem, the content on your website determines much of how they perceive your company and your product or service. Content that educates, informs, or entertains helps visitors to get to know you and encourages them to begin a relationship with your company. It can also nurture existing customer relationships.

Experiment with different structures for your web content: Longer or shorter copy; more or fewer images; more or less white space. Also try different formats for complementary media: podcasts, video, white papers, eBooks, infographics, and so on. Use internal links to help people find more of what they're looking for on your site. (This is helpful for SEO as well.)

**...in a real lead generation website, every page has a distinct purpose.**

**- JIM STENGEL**

Former Global Marketing Officer, Procter & Gamble

## TIP:



Add testimonials to your web pages when and where you can. They offer powerful evidence in support of your offers, and third-party validation for your company.

## 2. SEO: Get Found and Get Known

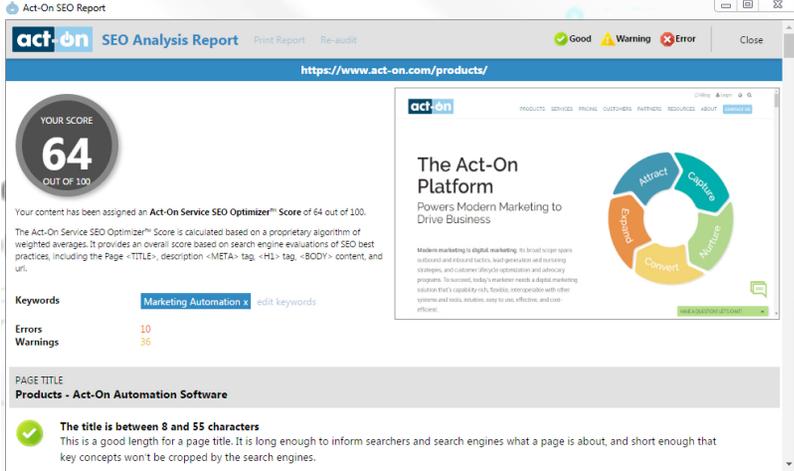
When a potential buyer looking for your product or service does a search, you hope your most relevant web page will show up on the search engine results page (SERP). It's very good to be on the first page (only 5% of searchers go on to the second page) and it would be especially nice to be the first listing on the first page (which will draw about 33% of the total clicks on the page, says forbes.com).

To get those kinds of results, you have to:

- Have great content that fulfills the searcher's intent and expectations.
- Optimize your most important web pages for search. Search engine optimization (SEO) is complicated, and it's good to have a professional on staff or a consultant you trust to help in certain areas, such as link profiles and schema. That said, there's a lot that the average marketer can do to enhance SEO.

### The "fine art of being found" has many factors.

The number-one most important thing is to have content that meets the reader's expectations. In addition, well-chosen keywords used in natural language patterns, bolstered by synonyms and rich semantic context, are important. So are crisp headings that help guide the reader through the text, and images with alt-text tags. Your metadata (page title, description, and so on) needs to be the right length and say the right things. All these factors (and many more), used well, can help you compete in the SERP rankings.



The screenshot displays the Act-On SEO Audit Tool interface. At the top, it shows the URL <https://www.act-on.com/products/>. A large circular gauge indicates a "YOUR SCORE" of 64 out of 100. Below the score, it states: "Your content has been assigned an Act-On Service SEO Optimizer™ Score of 64 out of 100. The Act-On Service SEO Optimizer™ Score is calculated based on a proprietary algorithm of weighted averages. It provides an overall score based on search engine evaluations of SEO best practices, including the Page <TITLE>, description <META> tag, <H1> tag, <BODY> content, and url." A table shows "Keywords" for "Marketing Automation" with 10 errors and 36 warnings. A "PAGE TITLE" section highlights "Products - Act-On Automation Software" with a green checkmark and a note: "The title is between 8 and 55 characters. This is a good length for a page title. It is long enough to inform searchers and search engines what a page is about, and short enough that key concepts won't be cropped by the search engines." On the right, a preview of the website shows the "The Act-On Platform" header and a circular diagram with stages: Attract, Capture, Nurture, and Convert.

*Act-On's SEO Audit Tool can be used for web and landing pages.*

### LEARN MORE



For in-depth guidance on SEO essentials, see Act-On's eBook: [SEO 101: The Basics and Beyond](#)

# 3. Draw Buyers to Landing Pages

According to [MarketingSherpa](#), **44%** of clicks for B2B companies are directed to a home page rather than a specific landing page. That's the result of marketers setting their links up this way, and it's a huge missed opportunity. The people who click in are probably not interested in your company per se; they're much more likely to be looking for ways to accomplish a goal or solve a problem. Help them discover how they can get what they want (with your products or services).

Think of your home page as a store entrance. It's a visual menu of content, which highlights key areas that might interest people most. It's a starting point. In the context of search, online ads, or email, the last thing you want to do when someone raises their hand to indicate a specific interest is to direct them to the front door. You want to take them inside, as quickly as possible, and show them the exact shelf and product they need. Use landing pages to direct them to the exact piece of content that will solve their problem, meet their need, or answer their question.

But – how can you make sure that the landing pages to which you're directing traffic are optimized for converting leads? Here's the answer: You test your landing pages.

A/B testing is the preferred method for testing which elements perform the best for landing pages (and emails, too). You can test layout, headlines, calls to action, buttons, forms, and more. Isolate each variable and test one thing at a time. A/B testing will incrementally improve your results so that you get the maximum conversion rate on your page.

## TIP:



Make contacting your company easy and obvious. Include a phone number; it indicates accessibility and fosters trust.

## LEARN MORE



To see a testing scenario, turn to page 11.

[Appendix: Testing Landing Page Conversion](#)

# 4. Direct Attention With Calls to Action

A call to action (**CTA**) is the offer made via a button, image, or phrase that lets the reader take that critical next step with you – whatever that step may be. The CTA's purpose often is to offer something of value (e.g., a white paper, video, survey, webinar, etc.) in trade for the reader providing their contact information. That makes CTAs a critical component of lead generation and list-building.

You can use CTAs in email, social media, ads, and on your website. In order to create the perfect call to action, you need to know exactly what you want your audience to do. It doesn't have to be a hard sell like "buy now," but it does have to clearly state exactly what your audience should do next.

CTAs most often take the form of buttons, banners, images, and text. Test various placements and colors; testing is the only way to know for sure what your audience will respond to. Use just one focused CTA per page. You can put it in different forms (text, buttons, images, etc.) and in different locations (top of page, bottom of page), but make sure they are consistent with each other and make the same offer.

<p><b>For example, if you want them to:</b></p> <p><b>...you might want to say something like:</b></p>	 <b>Buy something</b>	 <b>Sign up for something</b>	 <b>Visit a landing page, view a video, or download something</b>	 <b>Meet with someone</b>	 <b>Visit your store</b>
	Buy Shop Find Order See more like this Purchase Add to cart	Sign up Join now Subscribe Become a member Discover the benefits of joining Take part	Check out Check it out Discover Get Find Download Uncover Learn Explore Learn Read all about it Take a tour See it in action Watch now Want more?	Talk to us Ready to meet? Request a meeting Get more information	Come and see us Find a location near you Try it yourself Visit us today Shop in person

# 5. Capture People's Data With Forms

Your online forms are the one place on your website where you can capture contact data that a prospect willingly provides. You can get permission to interact with a potential customer, and gain information and insight into their needs. Form-related actions you can do:

- Collect prospect data during event registration or survey sign-up.
- Add a form to a landing page and drive traffic there using links in emails, social media, and ads.
- Set customer-facing automated trigger responses to form fills, such as confirmations, thank-yous, and download links; set internal responses such as alerts to the sales team.

**Proper form creation can have a huge impact on conversion rates. Here are a few best practices:**

- Make the value proposition clear. Let the reader know what's in it for them, and use a heading and sub-heading to help describe the benefits of filling it out.
- Make sure that your form fields are clear about what information goes in them. If someone is confused at any point, they likely won't complete the form, or may enter bogus information.
- Put your form above the fold so it can be seen and filled out without scrolling.
- Shorter forms are usually better, but it's good to experiment with form lengths. The more fields, the fewer people who will sign up – but they may be better qualified.

**As with every other aspect of lead generation: test, test, test.**

**3 Tips For Becoming a CONTENT MARKETING SUPERSTAR**

- 1** Plan, Manage, & Measure  
Follow these six steps to create your content marketing plan
- 2** Create Content Like a Publisher  
Learn how to implement a structured publishing program
- 3** Develop Content Your Audience Will Love

You're almost there! Just one more step to become a Content Marketing Superstar

**Form 1 (Shorter):** First Name\*, Last Name\*, E-mail address\*, Phone\*, Company\*, Country\*, SUBMIT

**Form 2 (Longer):** First Name, Last Name, Email, Company Name, Website, Job Title, City, State, Country, Comments, Submit

**Which form would you rather fill out?**

# 6. Identify Website Visitors

Most website analytics programs, such as Google Analytics, look at aggregate data, website performance, and trends over time – all valuable information about your website, pages, and traffic patterns.

Website visitor tracking is very different; it reports on individuals – giving you actionable intelligence about unique potential buyers.

## Website visitor tracking shows you:

- Who is visiting your website
- Why they're on your site (inferred from their trackable behaviors)
- Indications of what their issues, interests, and/or pain points are
- Where they may be in the buying process

If the visitor is in your database, their tracked behaviors are recorded in their activity history. You can set alerts so that you (or a sales rep) know when a specific person or company visits your site – and even when they visit a specific page. This can help you gauge where a prospect is in the sales cycle, and also when an existing customer is becoming ready for an upsell.

## Identify the anonymous visitor

If the visitor is anonymous (i.e., not in your database), the tracked behaviors are still noted. If the visitor later provides contact data, that previously tracked history will attach to the new contact, showing behavioral history and giving that lead immediate context. If someone behaves like a very hot prospect but hasn't provided contact information, you still have options. Act-On integrates with data systems that do reverse IP look-up. That means you may be able to see which company an IP address is linked to, and research a list of staff to find the likely prospect.

The screenshot displays the Act-On Website Prospector interface. At the top, it shows summary statistics: ANONYMOUS PROSPECTS (2,269), KNOWN PROSPECTS (1,347), COMPANIES (1,153), BOUNCE RATE (36.67%), and PAGES PER VISITOR (4.99). Below this is a search bar and a 'Sort on' dropdown set to 'Visit Time - Newest to Oldest'. The main content area is titled '1347 Results' and features a world map on the left showing geographic distribution. The right side contains a table of results with columns for Name, Email, Visits, and Last activity. The table lists several entries, including Mirabella Niemiec, Winfield Gadbois, Will Taylor, Penny Scott, Philip Mcstay, Rick Patterson, Jennifer Collins, and Filbert Dimichele. Each entry includes the company name and location.

Name	Email	Visits	Last
Mirabella Niemiec	mirabella.niemiec@keyinvoice.com	1	a few seconds ago
Winfield Gadbois	winfield.gadbois@oihonavaga.com.br	2	a minute ago
Will Taylor	wtaylor@actomatic.com	3	4 minutes ago
Penny Scott	penny.scott@bbindustries.net	1	13 minutes ago
Philip Mcstay	philip.mcstay@arts.ac.uk	5	15 minutes ago
Rick Patterson	rickpatterson@greenwork.com	3	18 minutes ago
Jennifer Collins	jcollins@aocorp.com	3	21 minutes ago
Filbert Dimichele	filbert.dimichele@dnsmadeeasy.com	2	21 minutes ago

# 7. Generate More New Leads

Once your website is optimized so that prospects are finding you, and your well-crafted content is pulling in the people who genuinely have need or desire for your product or service, it's time to turn those visitors into leads.

## Give people on your website a way to identify themselves and indicate their level of interest

The people who fill out a "contact me" form on your site want to talk to a sales rep – right now. That's an obvious hot opportunity, and you should have a mechanism in place that gets them onto sales' priority list immediately. Of the rest of your visitors, many are just tire-kickers. But others are interested ... just not ready to talk to sales yet. This group is doing research. They may move into the consideration phase eventually and should do well in some kind of nurturing program – but first you have to get their contact information. This is where your landing pages and forms come into play – this is where you capture the leads you generate.

Offer people content with value, such as a webinar, white paper, eBook, quiz, survey, podcast, video, infographic, or anything else that's interesting, educational, or entertaining. If they care enough about the topic, they'll fill out a form to trade their contact information for it. And if they care that much, they are likely to be better prospects than any list you can buy.

## Use multiple channels to drive traffic to your website

Launch a coordinated social campaign across every channel you have a presence in. Send an email campaign through a third party. Run pay-per-click ads. Hold a contest on your website and use traditional media (billboards, television, radio, direct mail, newspapers, magazines, etc.) to let the world know. The point is to be proactive, and help people discover your website.

## When people raise those hands, segment them.

Segmenting people into like groups lets you target your marketing messages more tightly. You may know from the first interaction how to sort them; if you don't, then keep track of what they do on your website to help zero in on their specific interests. This will make your communications with them more personal, and more productive.

### TIP:



Take visitors to a "Thank you" page after they provide their contact information. Back that up with a "Thank you" email that lets them confirm they've opted in. This lets you know that their email address is valid.

# 8. Use Act-On to Generate Leads

**Landing page creation and testing:** Act-On's intuitive tools let you create a landing page quickly, with no knowledge of HTML. You can easily turn an email into a landing page, helping assure consistency across channels. And you can test landing page elements and calls to action, with the ability to push a page live as soon as it's a clear winner.

**Website visitor tracking:** Website visitor tracking captures buyer behaviors and actions, and records them in individual contact and lead activity histories. These activities can be scored, to help identify prospects with a higher probability of moving to the next stage of the buying process. Salespeople can set alerts to get real-time notifications when prospects or customers visit your site (or even a key page), making it possible to engage when prospects are actively concerned with your products or services.

**Campaign results and conversions:** Marketing automation reports on campaign results and conversions help marketing become accountable for a portion of sales revenue. Form creation and database integration: Forms can be created quickly and easily. When they're filled out, the data is automatically entered into the marketing database, segmented if possible, and automatically synced with a CRM database if specified criteria are met. Trigger emails can automatically respond to form submittals, letting a lead know they're acknowledged and offering further relevant information.

**Marketing database access:** Form data can be delivered to the marketing database, and attributes and actions can be scored. Salespeople can access entries in the marketing database (right from their CRM dashboard) to see demographic and behavioral data. This provides intelligence the sales rep uses to take the next step – including knowing what topics will foster a warm conversation and when the customer is ready to buy.

**Inbound marketing:** SEO Audit can improve your website's findability. And, Act-On can track AdWords conversions, providing intelligence and guidance for media buys, budget establishment, and keyword optimization for organic search.

## TRY A DEMO



Want more information about how Act-On can help you generate more leads? We'd be delighted to show you what Act-On's marketing automation solution can do for your website and your business.

## CONTACT US



Contact us today for a personalized, one-to-one demo that addresses your unique marketing goals

# 9. In Conclusion

The 2015 B2B Lead Generation Report discovered that “Generating high quality leads is still the top issue for 59 percent of marketers.” Those numbers have remained steady.

1

Until this decade, lead generation was a two-part function. B2B marketers used advertising, direct mail, and other means to create awareness of the brand. Salespeople, typically inside people working with telephone and one-to-one emails, would prospect for leads. Websites were often static.

2

As buyers increasingly turned to the web, rather than vendors, to educate themselves, the company website has become the company’s way to catch attention and generate interest — and generate leads. Act-On can help.

3

The lead generation process now begins earlier, with a prospect’s initial interest, and the sales funnel has become the buyer’s journey. **Your website is the key to facilitating that journey — from the first step to the closed deal.**

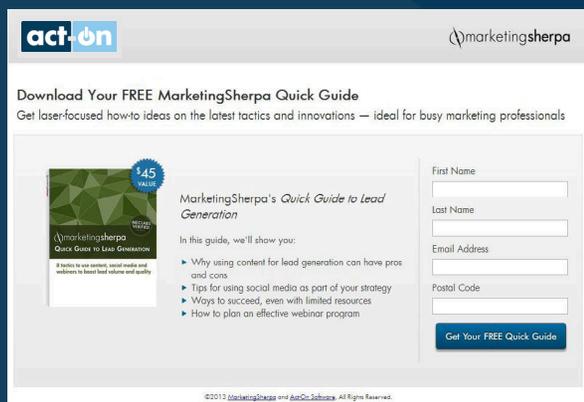
**We found that firms that have implemented marketing automation contribute 44% of the sales pipeline via marketing programs versus the 34% contribution from firms that had not implemented marketing automation.**

**- LORI WIZDO**

Forrester Research, in The Forrester Wave™: Lead-To-Revenue Management Platform Vendors, Q1 2014

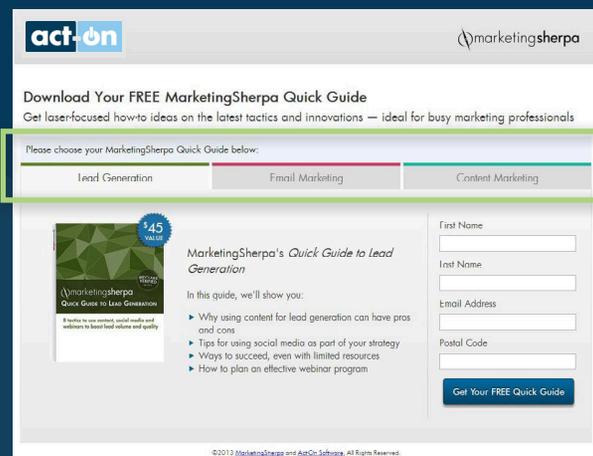
# Appendix: Testing Landing Page Conversion

## Control



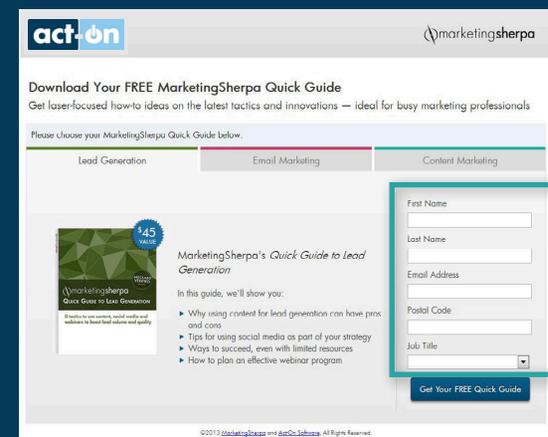
The control landing page features a single white paper offer. The headline reads "Download Your FREE MarketingSherpa Quick Guide" with a sub-headline "Get laser-focused how-to ideas on the latest tactics and innovations — ideal for busy marketing professionals". A graphic of the guide is shown with a "\$45 VALUE" badge. The form includes fields for First Name, Last Name, Email Address, and Postal Code, followed by a "Get Your FREE Quick Guide" button.

## Treatment 1: Hypothesis A



Treatment 1, Hypothesis A, offers a choice between three incentive options: Lead Generation, Email Marketing, and Content Marketing. A green box highlights the selection area. The form fields and "Get Your FREE Quick Guide" button are identical to the control.

## Treatment 2: Hypothesis B



Treatment 2, Hypothesis B, offers the same three incentive options as Treatment 1. A teal box highlights the form fields, which now include an additional "Job Title" dropdown menu. The "Get Your FREE Quick Guide" button is also highlighted.

Marketers sometimes go with a “gut feeling” that something will perform better, but running a test can surprise you. At a lead generation summit in 2013, Act-On partnered with MarketingSherpa to test a landing page conversion. This was a very interactive test, with conference attendees voting on some of the elements being tested in real time.

**Testing starts with a control.** The control for our test – seen at left – featured a single white paper. The reader needed to fill out four data fields to get the paper. We tested two other treatments: One made multiple offers; the other increased the number of fields in the form by one. These treatments stemmed from two hypotheses:

**Hypothesis A:** By offering prospects a choice between three incentive options, we will add to the perceived value of the offer and increase the Lead Gen rate.

**Hypothesis B:** By increasing the perceived value with the additional incentive options, we can collect more information without negatively impacting the overall Lead Gen rate.

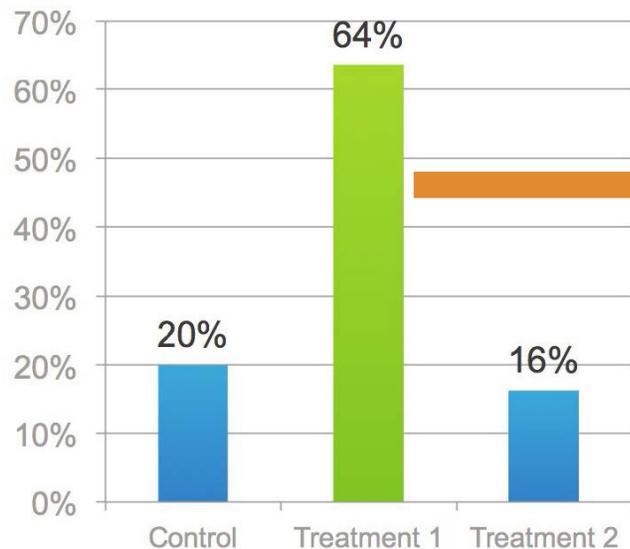
**The question we wanted to answer was:  
Which incentive approach is more effective for generating leads?**

# Appendix: Testing Landing Page Conversion (continued)

We asked the audience to predict which treatment would win. As you can see on this chart, the audience overwhelmingly believed Treatment 1 would be the winner.

## What do you think?

Predicted Winner



Landing Page Treatment 1

The screenshot shows a landing page for MarketingSherpa. At the top left is the 'act-on' logo, and at the top right is the 'marketingsherpa' logo. The main heading is 'Download Your FREE MarketingSherpa Quick Guide' with the subtext 'Get laser-focused how-to ideas on the latest tactics and innovations — ideal for busy marketing professionals'. Below this is a selection area with three tabs: 'Lead Generation' (selected), 'Email Marketing', and 'Content Marketing'. Under the 'Lead Generation' tab, there is a book cover for 'MarketingSherpa's Quick Guide to Lead Generation' with a '\$45 VALUE' badge. To the right of the book cover, it says 'In this guide, we'll show you:' followed by a list of three bullet points: 'Why using content for lead generation can have pros and cons', 'Tips for using social media as part of your strategy', and 'Ways to succeed, even with limited resources'. Below the list is another bullet point: 'How to plan an effective webinar program'. On the right side of the page, there is a form with fields for 'First Name', 'Last Name', 'Email Address', and 'Postal Code', and a 'Get Your FREE Quick Guide' button. At the bottom, there is a small copyright notice: '©2013 MarketingSherpa and Act-On Software. All Rights Reserved.'

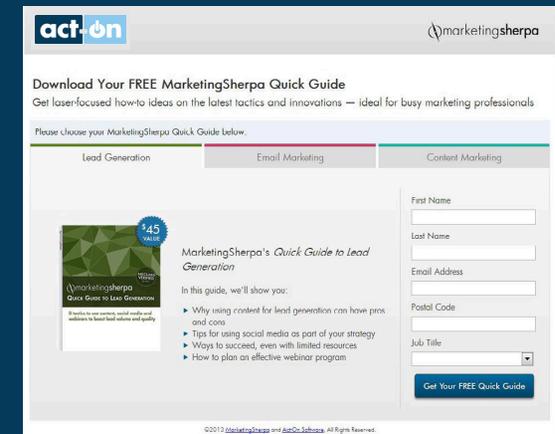
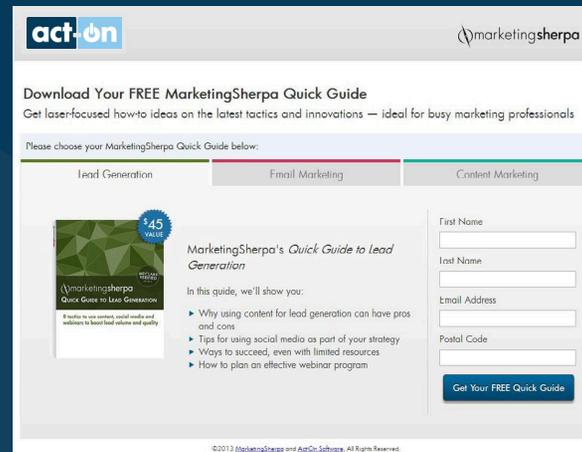
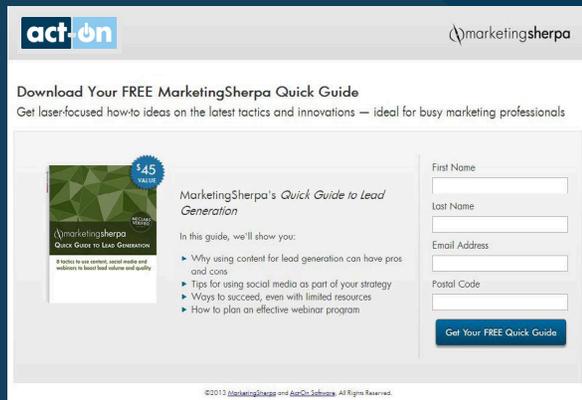
# Appendix: Testing Landing Page Conversion (continued)

In actuality, the control won out!

Control 

Treatment 1: Hypothesis A

Treatment 2: Hypothesis B



Landing Page Versions	Conversion Rate	Rel. Difference	Stat. Confidence
Control - Single Offer, Short Form	58%	-	-
Treatment 1 – Choice of Offer, Short Form	57%	-1.3%	31%
Treatment 2 – Choice of Offer, Long Form	51%	-11.9%	99%

For this specific test, with our target audience, we had three key learnings:

1. A choice of incentive does not increase perceived value
2. The perceived value does not outweigh the perceived cost
3. The additional Job Title field reduced the lead gen rate by 11%

# Acclaim for Act-On



See all of Act-On's  
awards & accolades...

## About Act-On Software

Act-On Software is a marketing automation company delivering innovation that empowers marketers to do the best work of their careers. Act-On is the only integrated workspace to address the needs of the customer experience, from brand awareness and demand generation, to retention and loyalty. With Act-On, marketers can drive better business outcomes and see higher customer lifetime value. The Act-On platform provides marketers with power they can actually use, without the need for a dedicated IT resource.

Connect with us to learn more