Need More Leads?

How to Build Websites and Landing Pages That Consistently Capture Internet Leads

If you are reading this book, there is a good chance that you have heard (possibly even a nauseating number of times) that if you want to win online, "content is king."

CONTENT IS NOT KING IF YOUR GOAL IS CAPTURING AND CONVERTING LEADS—DESIGN, BEING PURPOSEFUL AND LANDING PAGES ARE KING

When building your website or landing pages (or changing and improving the ones you may already have), a "conversion-first" approach to design and user experience is a must. Simply put: Great design builds trust and trust is and always has been why people buy things, online and off. As Zig Ziglar once said, "If people like you, they'll listen to you. But if they trust you, they'll do business with you."

In this chapter, I will cover the best ways to capture quality Internet leads using a website and landing pages. In the real world, before you invite anyone over for dinner you clean your house. Online is no different. Before we can send traffic to our website we need to make sure it will convert. Sadly, I see far too many companies that have a website so poorly designed that they are even willing to admit they wouldn't hire themselves based on it.

Because almost every business already has a website, I will start with that. But not before I mention that a critical component of

cracking The Conversion Code is to understand that for online lead generation and conversion, landing pages are a much better option than websites.

Ideally, a company will be using both. But if you are reading this and you *really* need leads as quickly as possible, landing pages are the better choice.

How to Build a Website That Builds Trust and Captures Leads

Recent research[1] (which I discovered thanks to Social Triggers founder Derek Halpern, who was a guest on our podcast) conducted by Elizabeth Sillence, Pam Briggs, and Lesley Fishwick, entitled "Trust and Mistrust of Online Health Sites," proves that design online = trust and sales. Here is an excerpt from their study and what they learned:

> *Do different design and information content factors influence trust and mistrust of online health sites? Fifteen women faced with a risky health decision were observed while searching the Internet for information and advice over four consecutive weeks. Women at various stages of menopause participated in the study (41–60+ years, mean age 49). All the women were interested in finding out more about the menopause and all used the Internet at least once a week, although they had different degrees of confidence with respect to being online.*
>
> *Participants discussed their first impressions of a website. There were two factors that led them to reject or mistrust a website quickly. The overwhelming majority of comments related to the design of the website.*

Ninety-four percent cited design and only 6 percent cited content in relation to "the number of times a factor was mentioned as a percentage of the total number of comments about rejection." So maybe content isn't king after all. . . .

Here were some of the women's first impressions and remarks about website design (or lack thereof):

> "I found the screen too busy. I couldn't quite latch onto anything straight away" *(female, 66 years old)*.
> "It's so clinical, so pasty, lots of white lots of pale blue obviously trying to be gentle on the eye" *(female, 48 years old)*.

"The banners, when they are trying to sell you something or click down here for your free whatever, you just get turned off" *(female, 49 years old)*.
"One of them I didn't like the color of. I couldn't wait to get out. It was an insipid green backdrop it just put me off reading it" *(female, 53 years old)*.
"There was just nothing I liked about it at all. I didn't like the colors, the text, the layout" *(female, 52 years old)*.

This honest, harsh feedback from the participants reminded me of the famous David Ogilvy quote: "The consumer isn't a moron; she is your wife."

If you are going to capture and convert quality Internet leads, you need to gain their trust. Start with their list of critiques and look at your current website to see what you are "guilty" of.

The principles of good web design hold true across demographics. Code Academy, an online interactive program that offers free coding classes (and likely represents a totally different demographic than the aforementioned study), offered eerily similar advice[2] to the women in the health site study.

In September 2015, even the U.S. government crafted design standards for all of its sites moving forward.[3] If middle-aged women, coders, and politicians all agree about the importance of good web design, doesn't it seem foolish to ignore them and not make some changes to your site?

Here's a combination of design principles that showed up on lists from the aforementioned Baby Boomers, Brainiacs, and Bureaucrats. I have also added my interpretation as to why these principles matter so much.

One Column. Having a one-column layout allows for a "one page, one purpose" approach. Two- and three-column website designs can feel cluttered, complex, and busy. Plus, it's much easier to make a one-column layout responsive for mobile devices, which is where more than 50% of your traffic and leads will come from. If you are going to use a platform like Wordpress or Squarespace to build your website, be sure to look for one-column themes.

Social Proof. "They are great" is the new "We are great." When you display the feedback of your happiest customers, and not just your own marketing messages, you will find that the quantity and quality of your leads from your website will increase.

Using actual reviews from Yelp, Google, or Facebook and recommendations from LinkedIn is ideal. Remember, your leads can instantly identify and already trust those logos much more so than yours. It amazes me how many business owners have GREAT reviews online, but they don't actually showcase those reviews on their own website in a beautiful way.

In fact, "88% of consumers say they trust online reviews as much as personal recommendations."[4]

More Contrast. The fewer colors you use, the more the colors you do use will "pop." Whitespace is highly underrated. A well-designed website should get people to the parts of it that make you money, fast. Increase your contrast by taking a "less is more" approach: Use colors only when critical—like in your calls to action. This will get the people visiting your site clicking on the pages, buttons, and links you want them to the most.

Fewer Form Fields. We have only eight seconds to capture someone's attention online, so you cannot ask for a ton of information on your website contact forms. Stick to the basics of name, phone number, and email when possible. You can also use a "log in with Facebook or Google" button above or below the form fields so they can complete the form without any keystrokes at all.

I have also found it to be VERY helpful to have a backup option like "Or you can call/text 555-5555 or email Hello@Curaytor.com" anytime you have a contact form. The bottom line is that if someone is willing to fill out a form on your website to be contacted they might also prefer to simply contact you right then. If it takes someone more than a moment or two to locate your phone number and your email address on your website, fix that ASAP.

Keeping Focus. More choices = fewer decisions made. You really want to limit the number of calls to action on any given page to one, when you can. If one page of your website asks me to join your newsletter, follow you on Twitter, *and* download your e-book, I probably won't do any of them. Remember, one page = one purpose. The only page of your site that will likely need multiple CTAs (calls to action) is your homepage. For all other pages, keep them laser focused on one primary goal.

Larger Targets. This one is particularly important to lead capture. Code Academy cited Fitt's Law, which says, "the time required to move and interact with a target area is a function of the distance and size

of the target. The closer and larger the target, the faster the action." To state it simply: the size of and distance between the form fields on your website forms and landing pages matter. Make sure your forms are not too small and also not too spaced out.

Design for Edge Cases.   Many of your website's visitors will be coming back to visit for a second, third, or even hundredth time. But some of your website visitors will be visiting for the first time, especially after I help you crack the Facebook ads code and start sending new leads there each and every day. It is also safe to say that many online consumers do not want to call a company they find on the Internet. But for the "edge cases" who do, shouldn't your phone number be easy to find? The bottom line is that even the best-built websites do not capture every visitor who stops by. Just make sure it captures every serious buyer who visits. And make sure the visitors who are the "edge case" (don't visit often and are unfamiliar with you and your brand) feel as welcome as the visitors who return often.

If you are planning on building a new website, let the information found in those consumer insights and design principles be your guide. That doesn't go just for those of you who are trying to DIY (do it yourself)—believe me, I've been there. Platforms like WordPress and Squarespace make building beautiful websites, and then adding extras, a snap and inexpensive. But there is a real cost to trying to design and build websites yourself. Even when you download a "theme" that looks great, there will still be a lot of work to do to set it up properly.

Years ago, I spent hours and hours obsessing and working on a website called Tech Savvy Agent that I started and ran with my good friend Steve Pacinelli. We spent *hours* and many sleepless nights designing, building, and customizing it.

It was *terrible*. Our idea of being creative was going completely against common sense and web standards, like using a black background with teal text. Thank God our content was great and the web design bar was still so low then or no one would have put up with the gaudiness.

When we finally went with a professional web designer, things exploded. We reinvested what we got out of our first DIY site and hired a developer/designer (Ken Granger) to create a custom WordPress site for us for $5,000. We launched our first professionally designed site in May 2010. Up to that point, we'd never achieved more than 1,000 page views in one day. All of a sudden, we had navigation aids, bright/contrasting colors, and so forth. The results were instant and dramatic.

The first day with our new site, we had three times as many page views as we had ever gotten in a single day! Better yet, because we continued to crank out great content, we were able to maintain that traffic day over day for quite a while. As soon as I saw that 3,000 page views in a day was possible, I immediately set my sights on a bigger goal: 100,000 page views in one month. I knew we had a real shot at it, and I believed we could do it in the first 12 months with the new, professionally designed site.

Imagine my surprise when we achieved that goal in the first 30 days that we tried to. Once we surrounded our great content with great design, we were on track for over a million page views a year! The ugly duckling had officially become a swan. Don't underestimate the value of hiring a professional who does great design when building your website and landing pages.

If you're updating your website out of the dark ages, do yourself a favor: Hire a professional. Have them build you a website that doesn't just look good for this year, but be willing to pay to keep it updated for years to come. Design standards change, fast. Give the list of design principles in this chapter to your designer (or use them yourself if you insist on the DIY approach) and make sure your new site adheres to them. The upside of doing so can be swift and drastic.

HOW TO QUICKLY AND INEXPENSIVELY TURN A WEBSITE INTO A LEAD-GENERATING MACHINE

Building a well-designed new website can be a daunting, lengthy, and expensive task. The good news is there are some hacks for turning (almost) any website into a lead-generating machine, instantly. Remember, we do not want to start sending traffic to our website until we have a well-oiled mousetrap with fresh cheese set.

There are some proven tactics and website add-ons that will start to increase the overall percentage of your visits-to-leads captured (often called the conversion rate). Everyone seems to have their own personal preference for the amount of proactive calls to action on a site. As the ladies in the research pointed out, you do not want to overwhelm people. As the 49-year-old woman noted, *"The banners, when they are trying to sell you something or click down here for your free whatever, you just get turned off."*

It's not that banners or pop-ups or "house ads" don't work and should not be a part of your website. In fact, they are critical pieces of cracking The Conversion Code. But if you do have to annoy or trick a lead to capture their information, you will have a much harder time

converting them into a conversation by email or into becoming a customer over the phone. First impressions matter.

Our goal is to be there for those who want to buy now or speak with someone in sales, but while ALSO capturing the information of and keeping track of those who will buy later.

Here are some proven ways to capture leads on your website, without being (too) annoying. Be sure to also apply solid design principles to these elements when adding them to your site:

- "Alert" box (Intercom, Kissmetrics Engage, and HelloBar all offer this)
- Live Chat (Intercom, Zopim, and Olark are all great choices)
- Full-screen pop-up (that is well timed using exit intent or the visitors behavior) (Intercom, Kissmetrics Engage, OptinMonster)
- Contact information in the header or footer (be sure the phone number, email address, and physical address are clearly visible and clickable)
- A dedicated Contact page that you link to from your About page and Testimonials page and from the website navigation menu/header/footer. This page can have a form, but should also have any other way possible to contact you (like social media channels)
- An alternate "Call, Text, Live Chat or Email Us Instead" option on every contact form

SumoMe is a great option if you want to plug and play most of these features into your existing website, all at once. I especially like SumoMe's Welcome Mat, List Builder, and Scroll Box add ons. Thankfully, SumoMe, Kissmetrics, and Intercom all make adding these features as simple as installing a line or two of code into your site.

One of the best features of real-time, live chat in the modern era that few companies are taking advantage of is contextual messages and triggers. If someone visits a specific page of your site, or if they visit a certain number of pages or spend enough total time on your site, these tools can trigger a message that is uber-specific. As an example, if someone is on the Testimonials page of your website, the live chat pop-up or alert badge can read, "Thanks for reading our reviews, Chris. I always read reviews before I buy things too. If you have any questions let me know!" or if someone read several articles on your blog, a dynamic message could trigger and say, "High five! You just read four awesome articles, in a row. You may want to subscribe to our email newsletter for new blog posts." The possibilities are really endless. To keep it simple, just think about (a) What

triggers do you want to use? and (b) What messages/links/paths do you want to display when those triggers are activated by a visitor?

These behavior-based website "messages" (which can also be extended to email marketing messages covered on page 66) personalize the experience for the visitor and give them every opportunity to connect in a relevant, semi-automated-for-you way, without being too creepy or annoying.

For a more traditional "live chat," Olark and Zopim both make great tools that can easily be integrated into nearly any existing website in just a few minutes. Think of your website like a retail store. If you follow The Conversion Code, thousands of people are going to walk in each month. By having someone available in case they are not "just browsing," you truly provide an appreciated service to the serious buyers who want more help, but may not quite be ready to fill out a form or call you.

The key to all of these real-time messaging tools is to *be available*. You may not be able to be on 24/7, but remember: Just like it is critical to call an Internet lead immediately, the same is true for live chat. The nice thing is that once you have this installed on your site, you will get a push alert each time someone engages with the automated, customized chat tool. Make sure that on each and every
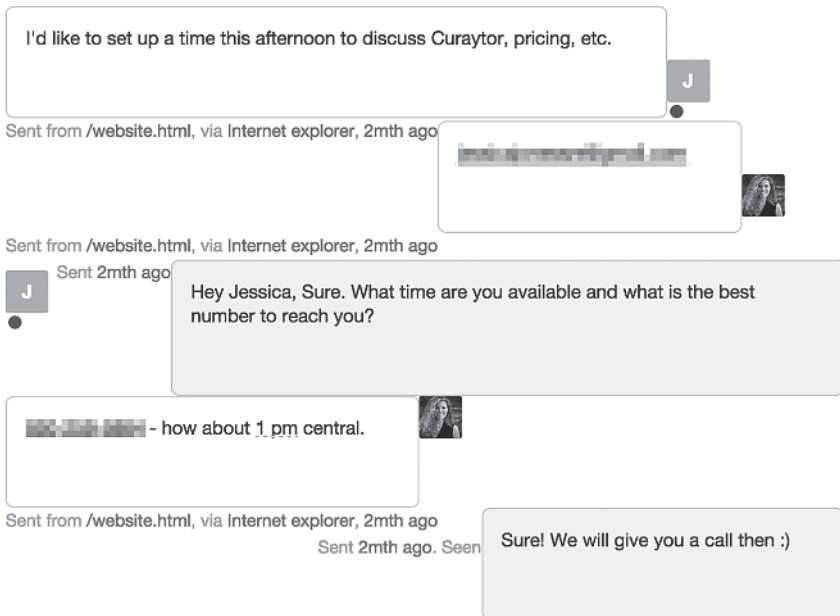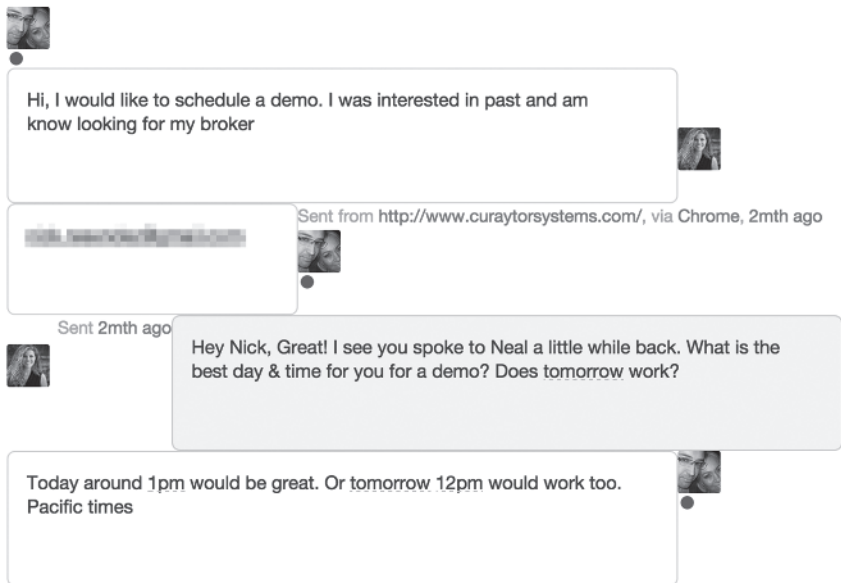

Figure 1.1

Figure 1.2

chat your purpose is to be helpful, but also to *get their information* (name, email, phone number). They will want to use the chat to get a quick response; you want to use the chat to book an appointment or get them on the phone as quickly as possible.

Here is an example of an actual live chat that led to a conversion. Be sure to pay close attention to how our team doesn't benefit dump about what we do when we have a hot, live chat lead. Instead, they focus on booking them for an appointment with sales and getting their phone number (see Figure 1.1).

Figure 1.2 shows another example of just how hot live chat leads can be.

I have found that live chat leads are some of the *best* leads. If you have not been getting them until now, enjoy. If you have had live chat installed, but were not using it the right way, you will find that using these best practices will consistently get you quality appointments for your sales team. You want a lead on your calendar, not on your website! Live chat makes that transition from marketing to sales seamless.

LANDING PAGES ARE THE NEW BLACK

In 2003, the IT department at Microsoft invented landing pages in response to poor online sales of their flagship business product, Office.

The reason landing pages are so effective for online lead generation is simple: They have only ONE purpose. Compare that to your website or blog, which may have dozens of navigation options or categories to choose from, and you can see why professional marketers use landing pages when money is on the line and ROI is a must.

Here is how Wikipedia defines a landing page (and why we should all thank Microsoft's IT guys for inventing them):

> *A landing page, sometimes known as a "lead capture page," is a single web page that appears in response to clicking on a search engine–optimized search result or an online advertisement. The landing page will usually display directed sales copy that is a logical extension of the advertisement, search result or link. Landing pages are often linked to from social media, email campaigns or search engine marketing campaigns in order to enhance the effectiveness of the advertisements.*
>
> *The general goal of a landing page is to convert site visitors into sales or leads.*
>
> *If the goal is to obtain a lead, the landing page will include some method for the visitor to get into contact, usually a phone number, or an inquiry form.*

Here is the part of that blurb *The Conversion Code* laser focuses on and what can get you leads and appointments today: "Landing pages are often linked to from social media, email campaigns."

Unlike website traffic that Google can bring you through SEO and SEM, where the "preview" of the ad or link is very text-based, social media and email marketing allow you to be very visual and descriptive about what you sell BEFORE the user clicks, which can drastically increase the conversion rate of the landing page you send them to.

I will go much deeper on Facebook ad and email marketing landing page strategies on pages 48 and 18.

But before you start sending people to your landing pages, just like we did with your website's design and user experience, we need to clean up the landing pages you may already have. More likely, you need to start over and build new, optimized landing pages that capture the names, phone numbers, and email addresses of leads day in and day out. Here's how.

There are many proven best practices regarding landing page design that I will cover ahead. Keep in mind that even if you have no design or technical skill whatsoever, there are some very cool

companies like LeadPages, Instapage, or Unbounce that let you build inexpensive (or free) landing pages in just a few easy clicks. Be sure to search their existing themes by keyword like "real estate" to find pre-built, industry-centric designs.

Even SumoMe (which I mentioned earlier as a suite of great website plug-ins) built something called WelcomeMat, which is basically a landing page that sits on top of a blog post or the page of your website someone is on (pushing the content "below the fold"). This technology turns virtually every page of a website into a landing page, instantly. Bottom line? All the bells and whistles in the world on a website won't convert better than a singular focused, well-designed landing page will.

MICROWAVE MARKETING MENTALITY

People used to sit through two-minute commercials, and believe it or not, couldn't fast-forward them. They listened to the radio and if an ad came on, they could only change the station to another one with more ads. Today thanks to our phones, watches, and social media addiction, our attention is everywhere, which means it's nowhere for very long. In fact, recent studies say you have eight seconds to capture someone's attention before they move on to the next thing. That's four less seconds than in the year 2,000 and one second less than a goldfish's attention span!

Because our brains process visuals 60,000 times faster than they do text, a critical component of cracking The Conversion Code is to understand that design, not words, builds trust online. Words matter, sure. In fact, copywriting should be an obsession for every business that wants to be successful using the Internet. Writing great WEB copy for Facebook ads, lead follow-up emails, Tweets, and so forth is a new skill set most are missing. But if you want an online consumer to actually read what you write, you actually need an "image is everything" mind-set.

From the takeaway-laden Silverpop report I referenced in "How to Crack The Conversion Code," which addresses this attention-span dilemma, I learned that "Members of Silverpop's Strategic Research Team first registered to receive emails from 150 companies throughout North America and the United Kingdom—40 B2B companies and 110 B2C." The team evaluated the quality and performance of the landing pages reached after users clicked on the main call to action in emails. This technique of getting existing leads to re-opt in, and thus prove they are still very engaged, through a new landing page sent by mass email is one every company should be using.

In the study, they evaluated for things like readable URLs, repetition in email and landing page copy, primary conversion goals, consistency and quality of design, placement of primary CTA, inclusion of navigation bars, use of forms, length of copy, use of subheadings, types and number of links, opt-in requests, and more. Here are the six key findings from the report:

1. "Successful landing pages grab attention quickly by matching the promotional copy in the email's call-to-action that yielded the click. Yet 45 percent of the landing pages evaluated failed to repeat the email's promotional copy in the headline."

2. "Catapulting a clicker to a Web site's home page generally fails to deliver on the promise inherent in the email's call-to-action. Yet 17 percent of email campaigns dumped recipients there."

3. "Recipients can be taken aback when they click on a link and end up on a landing page without the same look and feel as the email that captured their attention. But three out of 10 marketers risked confusing customers and prospects by sending them to landing pages not matching the email."

4. "Asking too many questions can lead prospective customers to become wary and frustrated enough that they abandon the process. Nevertheless, 45 percent of landing pages that included forms required more than 10 fields to be completed."

5. "While the presence of a navigation bar on a landing page can be a distraction that pulls visitors away from the primary conversion goal, nearly seven out of 10 landing pages included them."

6. "Professional writers know it's a lot harder to write short copy than long. Apparently some marketers are taking the easy way out, since 25 percent of the landing pages reviewed by Silverpop required scrolling through more than two screens of text."

Another great resource for landing page optimization advice came from the Kissmetrics blog in their post entitled "Anatomy of a Perfect Landing Page." And while they do start the post by admitting, "Although there is no exact formula to making a perfect landing page," the way they visualized and numbered the elements of a "perfect" page were spot on.

Here are the nine key elements Kissmetrics identified that make a perfect landing page (with my take on each):

1. **Headline**: Make it clear, concise, and "coupled." The headline of your landing page needs to be an extension of the ad, email, or link that brought them to it. If what brought them to the
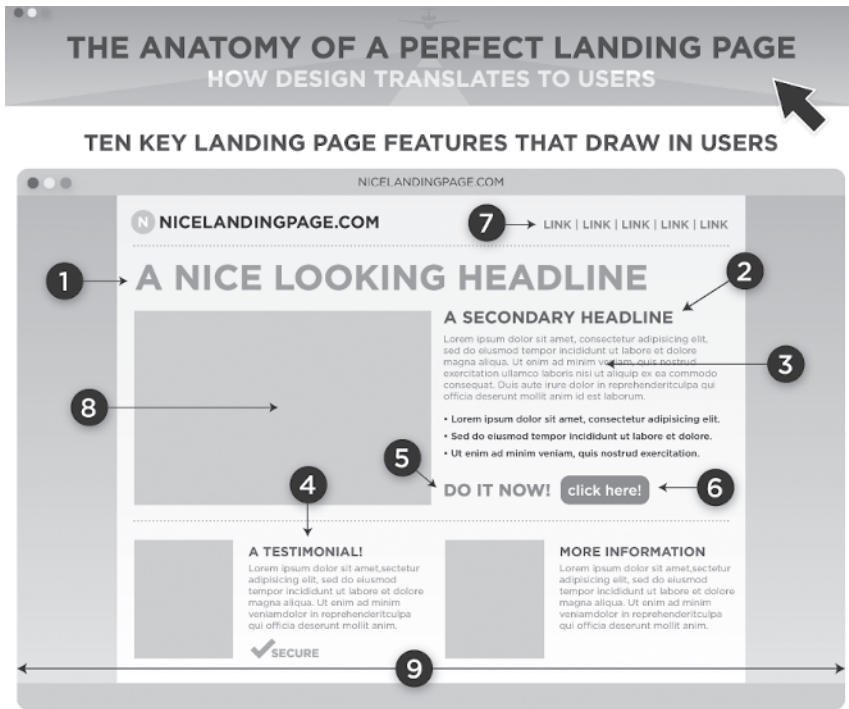
THE ANATOMY OF A PERFECT LANDING PAGE
HOW DESIGN TRANSLATES TO USERS

TEN KEY LANDING PAGE FEATURES THAT DRAW IN USERS

Figure 1.3

page was an offer to "Get Your Home's Value" or "Free eBook about Facebook Ads," you would basically want to repeat that as closely as you can with your headline. Remember, you have eight seconds (four seconds less than you had a decade ago) tops to keep their attention. Don't get too cute with the copy of the headline, or the rest of this list won't matter.

2. **Subheadline**: With the subheadline, we simply want to continue them down the path the headline started them on. If "Get Your Home's Value" or "Free eBook about Facebook Ads" were the headline, a good subheadline would be "Home Value Report Will Be 100% Accurate as of Today's Date" or "27 Facebook Ads You Can Run Today for More Leads."

3. **Description**: Make sure you triple-check all grammar, punctuation, and spelling (Grammarly can help with this if you know you screw up often). This holds true of ALL copy I will cover in this book. Landing page descriptions, Facebook ads (page 48), blog posts (page 21), emails and SMS messages (page 91) should all be looked at with a microscope before

being published and promoted. If you want someone to buy from you, or at least pick up the phone when you call, words matter. All of them. Just like when you sell over the phone you do not have the luxury of visual cues, online you might have *only* words. So use a scalpel with your copy, not an axe.

4. **Testimonial**: The goal here is to establish trust quickly. Using positive reviews (and a nice visual icon near the written testimonial) from well-known and trusted websites like Yelp, Facebook, or LinkedIn can really have an impact. This is not a new practice, but many companies are still touting their BBB (Better Business Bureau) credentials over their consumer-facing reviews. But even those old-school "verified by" or "trusted by" visual cues increase conversions. When eyeglass company AC Lens started using VeriSign, it saw a 41 percent increase in conversions. Always remember, trust is why we have always bought and why we will always buy things. Building digital trust is still building trust.

5. **Call to action**: When the visitor is ready, your call to action must be obvious, easy to find, the right color, and contain the right copy. Avoid words like "Register" or "Subscribe," and instead try things like "View Now," "Download," "Unlock," or "Get Instant Access." Mozilla, the makers of the popular Firefox browser, increased their conversions by 3.6 percent by simply changing the button copy from "Try Firefox 3" to "Download Now—Free."[5] The landing page tools I mentioned earlier, like LeadPages and Unbounce, also make A/B testing landing pages, buttons, colors, and copy very easy to do. Don't be afraid to try, test, and change your calls to action often, but once you find the ones that work best, run with them.

6. **Clickable button(s)**: A conversion button should stand out and be near/below the call to action, either accompanying the message or reiterating it word for word. Kissmetrics advises, "the button should be big, bright, and above where a user would have to scroll to it. Orange or yellow buttons for a CTA help to catch a viewer's eye." Again, there are no universal rules (meaning green buttons or red buttons can also work well), but this is a great foundation to follow.

7. **Remove links**: Landing pages have one purpose, so there really shouldn't be many (if any) links to other things. This will take the visitor away, defeating the purpose of getting them there to capture their information in the first place. Sometimes you do have to link back to your main website or even a Terms of

Service/Privacy Policy page to be in line with ad guidelines, but be extremely cautious about having links on your landing pages. Remember, this isn't your website. You do not need normal navigation options. You need leads!

8. **Image or video**: I am a fan of a "hero shot" versus a collage of pictures. Also, there is no need for more text on top of the image or video. This can clutter the design. Try thinking of your images or videos for your landing pages in this context, best described by my friend Matthew Shadbolt from the *New York Times*: If someone were scrolling through their Facebook newsfeed and saw your image, would it have stopping power? I'll further discuss the importance of images in Facebook ads (page 51) and blog posts (page 23), but they are just as important as an element for your landing pages (and website). If you need great stock photos that aren't supercheesy, try visiting the royalty-free, for-business-use sections of StockUp, Pexels, and ShutterStock.

9. **Stay above the fold**: Considering that many of the people visiting your landing pages will be on a mobile device (you have only eight seconds to keep their attention regardless of what device they are on) you really need to maximize what appears above the fold on your landing page. "Above the fold" just means what they can see and interact with, without scrolling down. There is a time and place for long-form landing pages that have a ton of sales copy (even multipage landing pages), but for the most part an "above the fold" mind-set is the one to have.

One of my favorite parts of LeadPages is that you can actually sort all of their landing pages by Conversion Rate. You are able to practically apply lessons that others learned without having to build an ineffective landing page yourself first. Take one of their highest-performing templates from your industry and quickly edit it to make it your own. This does not ensure that you will have success, but training wheels and "big data" can be truly helpful here. You will find that many of their top performers follow most, if not all, of these nine key elements.

If you want to spend a few hours learning more about how small changes in website design, landing pages, calls to action, buttons, images, and copywriting can impact lead conversion rates, I highly recommend that you check out WhichTestWon.com. They have hundreds of A/B tests you can learn from. You even get to, as the name implies, guess which variant won. You will be surprised at how often which test you think won actually lost!

GET THE MOST OUT OF YOUR WEBSITE AND LANDING PAGES BY RETARGETING THE VISITORS WHO DO NOT CONVERT

Even the best websites and landing pages with all the well-placed widgets in the world will not convert every visitor into a lead. Thankfully, you can "retarget" those who visit and do not convert. When I interviewed AdStage CEO Sahil Jain, he called it "tagging the shark." You can't get every shark on your hook and into a boat to observe, but you can at least tag most of them to observe over time. Retargeting online is very similar. Every visitor who does not become a lead can begin to immediately see your ads on Facebook, across the web, and in mobile apps. This can really turn your website into a relationship in a world where most websites have a one-night stand with their visitors. If they don't close them on the first try, they never call back. HUGE mistake.

In later chapters, we will discuss a plethora of strategies and tactics that will get free and paid traffic to your site. Many of the tips you already learned can get you a very high conversion rate, but it will almost never be higher than the rate of visitors who do not convert. Many of the landing pages you will build and use will capture less than 90 percent of the people who visit them. A Marketing Sherpa reader study revealed landing page conversion averages were between 5 and 11 percent when linking to a landing page for a free or paid offer via an email.[6] The conversion rate from Facebook and Google ads can be even lower. This is why following those who do not convert with more chances is a must. They showed intent by visiting your "store"—they just didn't complete a form or contact you. Retargeting allows you to move your ads in front of them in real time as they continue to "shop" online. If you have ever been on Amazon looking at a product only to see it in an ad in your Facebook Newsfeed shortly thereafter you have experienced retargeting.

You can also use a more advanced, pro tool like Driftrock so that your entire database and email list is also being "retargeted" in nearly real time. Imagine a real estate agent getting a lead from Zillow that automatically went into their CRM and then that lead seeing an ad for the real estate agent, or a comparable home, the next time they logged into Facebook or visited CNN.com.

Retargeting works by tracking cookies, pixels, phone numbers, or emails. We currently use the native Facebook tracking pixel for newsfeed, web, and mobile retargeting ads, and we have also used AdRoll for retargeting across the web. In Section Two, I go deeper on using retargeting as a lead follow-up and appointment-setting tool.

Now you know why I advised that you *purposefully* start The Conversion Code by cleaning up your online "home" (website and landing pages) before you invite over "company" (traffic and leads). With a website design that converts, landing pages that capture, and retargeting firing on all cylinders, I will now teach you how to write a perfect blog post that is optimized for search engines, social media, and lead generation.