

A large, light gray, stylized number '5' with a thick, rounded, and slightly irregular font style, positioned on the left side of the image.

WAYS TO GET YOUR WEBSITE GENERATING LEADS.

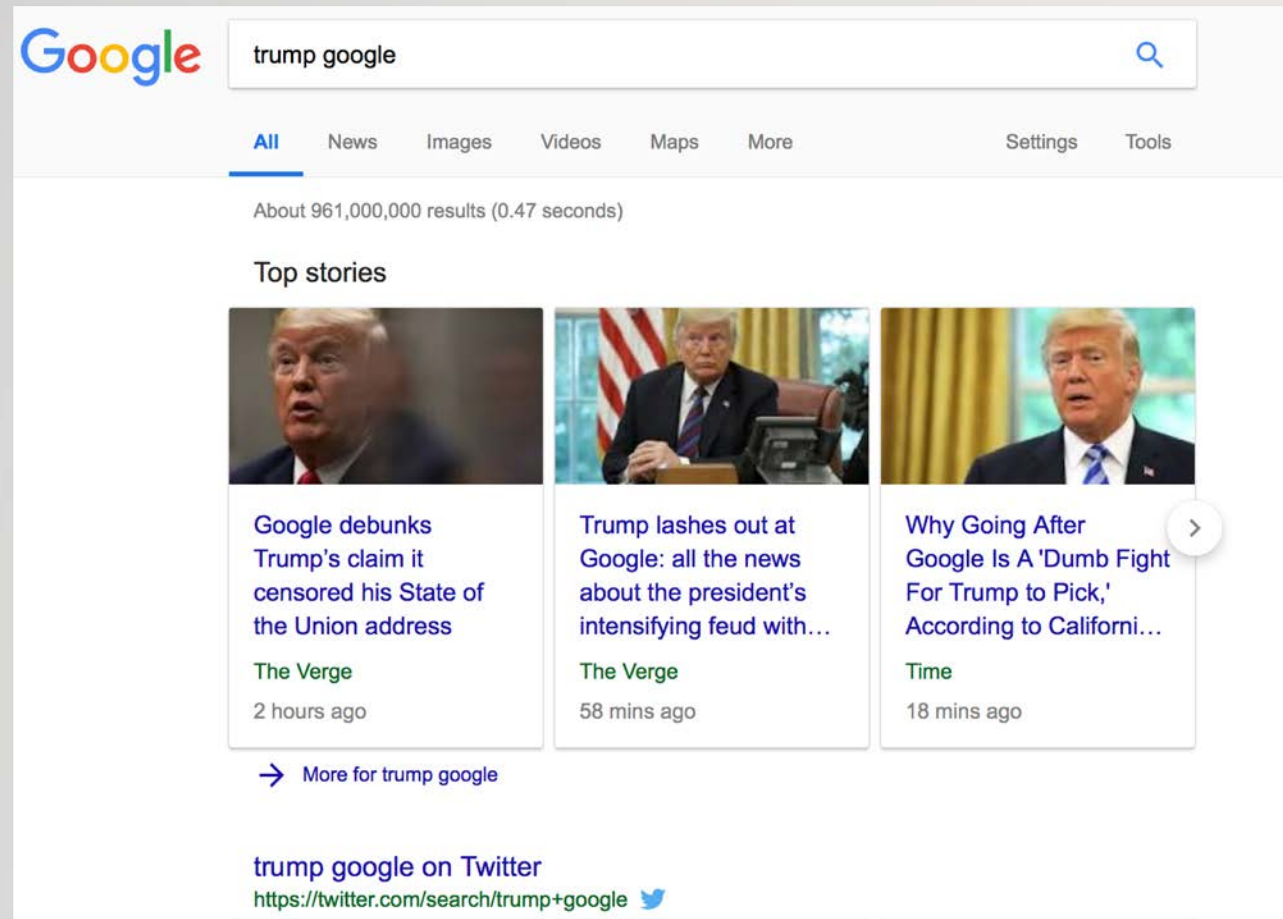
TODAY'S AGENDA

- Introduction
- Frame the content
- 5 Ways to Get More Web Leads
- Summary

Before we begin. . .

TODAY'S AGENDA

This happened. . .



SOCIAL TRAFFIC DROP

Social:
Suspends
User Activity

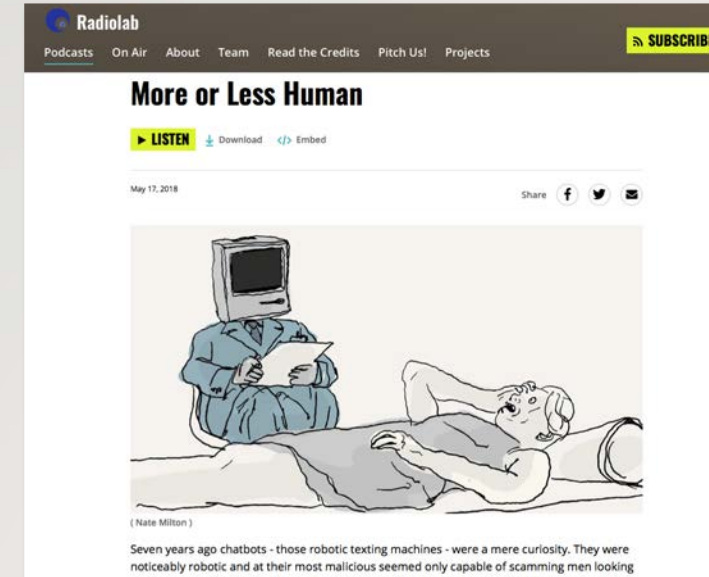


Search:
Continues
User Activity

SEARCH SYNTAX CHANGES



Coming Soon to a college campus near you.



The robots are teaching us how to talk to robots. NLP.

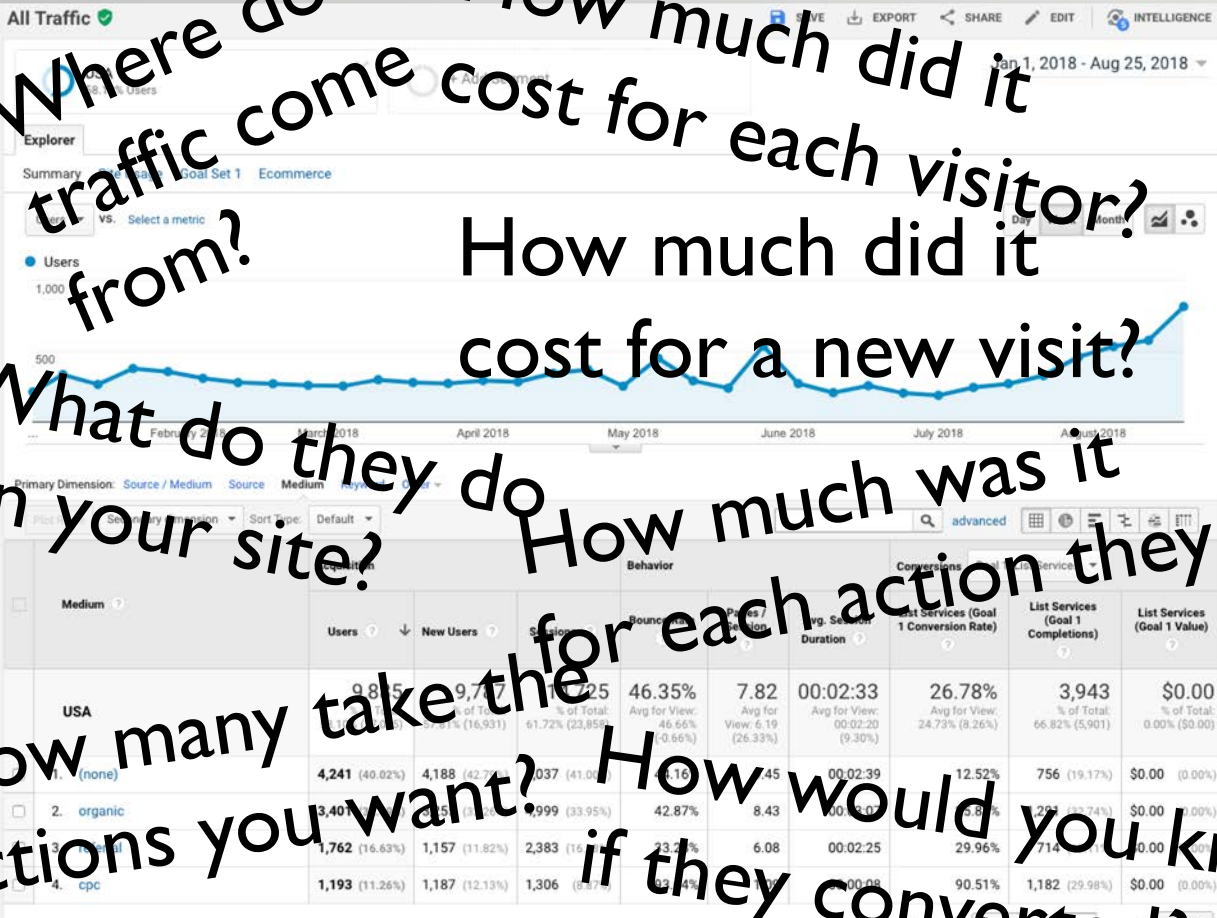
5 WAYS

- TRACK IT
- SEARCH CONSOLE MAGIC
- KEYWORDS - THE NO GUESS METHOD
- MATCH CONTENT TO PROCESS
- INSTANTLY USEFUL CONTENT

WAY 1 - TRACK IT

Where does traffic come from?
How much did it cost for each visitor?
How much did it cost for a new visit?
What do they do on your site?
How much was it for each action they took?
How many take the actions you want?
How would you know if they converted?

How much did it cost for a customer?



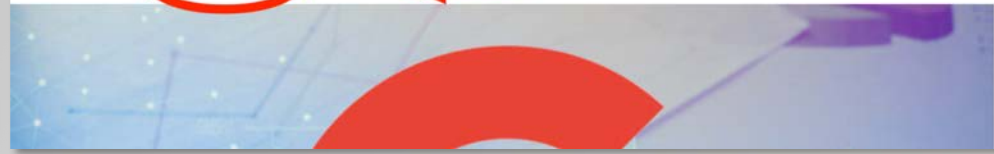
You can manage what you can measure.

WAY 2 - SEARCH CONSOLE MAGIC

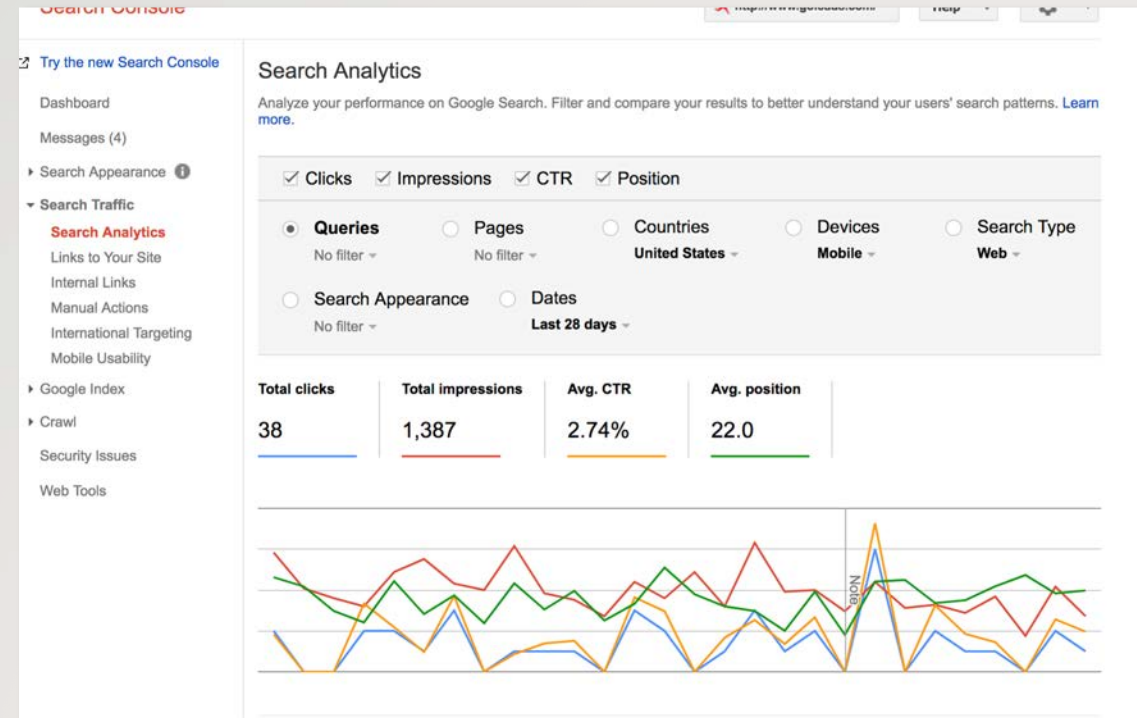
Google clarifies Search Console query report data changes from August 19th

After much confusion, Google has issued a statement clarifying the changes made to the query reports in Google Search Console.

Barry Schwartz on August 29, 2018 at 7:55 am



Yeah, this just happened too.

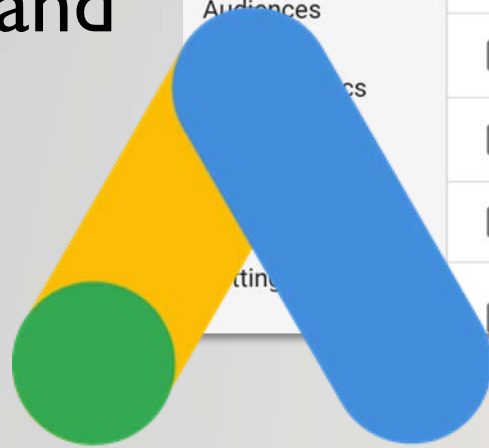


It's still great...but that user intent detail may be hiding.

WAY 3 - KEYWORD RESEARCH - THE NO GUESS METHOD

Invest in keyword research

(and get some impressions and clicks too)



Ad groups		
Ads & extensions		
Landing pages		
Keywords		
Dynamic ad targets		
Audiences		
Total: Filtered search ...		
<input type="checkbox"/>	Search term	Match type
Added/Excluded		
<input type="checkbox"/>	5 core radiator for 97 peterbilt 379	Broad match
<input type="checkbox"/>	99 kenworth radiator	Broad match
<input type="checkbox"/>	freight liner custom chassis radiator reservoir	Broad match
<input type="checkbox"/>	2012 mack cxu612 radiator	Broad match
<input type="checkbox"/>	2012 mack cxu612 radiator	Broad match
<input type="checkbox"/>	ac condenser for cascadia	Broad match
<input type="checkbox"/>	2009 international prostar dpf	Broad match

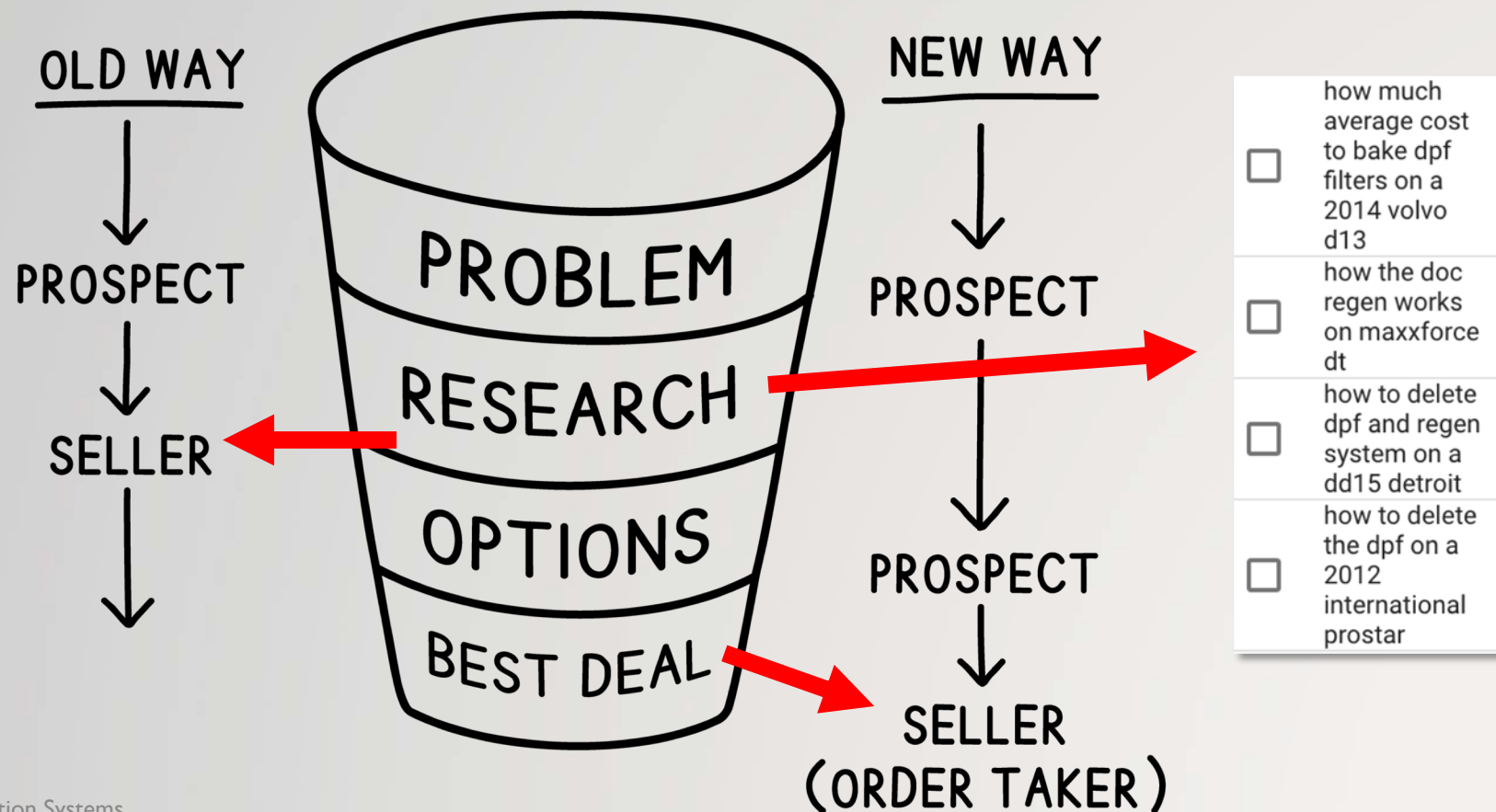
Actual search phrases from real people (misspellings, “hey Google” etc)

<input type="checkbox"/>	how much average cost to bake dpf filters on a 2014 volvo d13
<input type="checkbox"/>	how the doc regen works on maxxforce dt
<input type="checkbox"/>	how to delete dpf and regen system on a dd15 detroit
<input type="checkbox"/>	how to delete the dpf on a 2012 international prostar

early in decision process

WAY 4 - SEGMENT - CONTENT FOR STAGE IN CYCLE

It's no longer Buyer Beware...



WAY 4 - SEGMENT - CONTENT FOR STAGE IN CYCLE

It's no longer Buyer

OLD WAY



(ORDER TAKER)

WAY 5 - ACTIVELY MANAGE VISITORS - DRIFT


The image shows the top portion of the GoLeads website. The header includes the GoLeads logo, social media icons, a phone number (402-334-1824), and a 'Free Search!' button. Below the header is a navigation bar with links: Home, About, Email, Sales Leads, Products, Site Map, Contact, and Blog. The main content area features a large blue banner with the text 'Sales Leads and Mailing Lists' and a 'Free Search' button. A small chatbot icon with a red notification bubble is visible in the bottom right corner of the banner.

This image shows a chatbot interface on the GoLeads website. A white speech bubble contains the text: 'Welcome to Goleads! Is this your first time to our site?'. To the right of the bubble is a green robot icon with a red notification bubble containing the number '2'. Below the bubble, the word 'Online' is written in large blue letters.

This image shows a chatbot interface on the GoLeads website. A white speech bubble contains the text: 'Does that count look right for your target market?'. To the right of the bubble is a green robot icon with a red notification bubble containing the number '2'. In the background, a search results page is visible, showing a 'Total Count: 1,354' and a 'Search Criteria' section with fields for State, City, County, Metro, Zip Code, Employee Size, and SIC Code. A red arrow points from the search results to the chatbot bubble.

This image shows a chatbot interface titled 'Go-Bot'. The chat history includes a timestamp 'AUG 17, 10:20 AM' and a message from 'Go-Bot' saying 'Good count!'. A user message asks 'Does that count look right for your target market?'. Below this are three response options: 'Yes. I want to talk to a human about it.', 'No, it doesn't look right.', and 'Looks right, but I don't want to talk to anyone.'. A red arrow points from the user message to the first response option. At the bottom, a message states 'The team is out right now, but they'll get back to you soon'.

WAY 5 - ACTIVELY MANAGE VISITORS - DRIFT



	A	B	C	D
1				
2	Business 2 Business Questions	Pricing Questions	Data Quality Questions	Consumer Qu
3	B2B leads but is there a way to filter out like mall shops, gas stations, and fast food chains?	Can I get the pricing breakdown?	Can you let me see a sample of what the list is like now?	Do you folks have a ringles What is the meaning of dat
4	can I pull by a zip code radius for business leads	Can your system accept prepaid Visa or Mastercards for payment?	does ur leads come with contact name?	DO YOU SALE SPANISH LEA EXPENSE
5	Do you have a list of Practicing Lawyers in USA all 50 states	Do you have a free trial.	Yes, i would like to sample some leads, i have 30 agents. And would like to see the quality of them	do your website valid US e
6	do you have new business list?	Hi, what do an email list start at?		Having trouble with that, n wellness
7	his business is selling office equipment	Hi. Our company would be interested in purchasing 100K leads in increments of appx. 33K (every two months) for \$0.03 per lead. Would this be possible with your company?		home based business inter
8	how does the business email work?	How much for a monthly membership?		I am in a network marketin to build a team

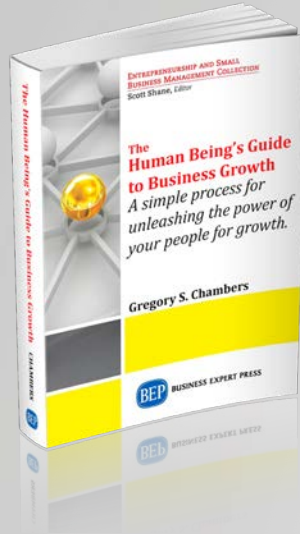
User Driven Fixes

SUMMARY

A large, stylized blue number '5' is positioned on the left side of the slide, serving as a visual separator for the summary list.

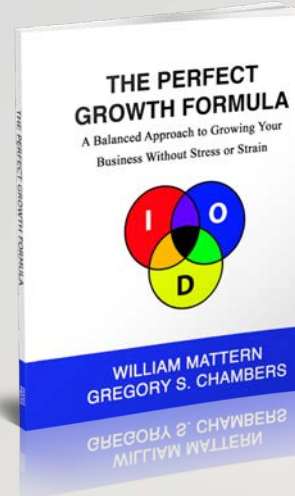
- TRACK GOALS - MANAGE SPEND
- SEARCH CONSOLE MAGIC
- KEYWORD RESEARCH - THE NO GUESS METHOD
- SEGMENT - CONTENT FOR STAGE IN CYCLE
- ACTIVELY MANAGE VISITORS - DRIFT

PARTING GIFTS



The Human Being's Guide to Business Growth

A simple process for unleashing the power of your people for growth



The Perfect Growth Formula

A Balanced Approach to Growing Your Business Without Stress or Strain



LeadGen Compass

Learn more and Sign up at leadgencompass.com

CONTACT A MARKETING COACH



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