PRACTICALONLINEMARKETING.COM

7 THINGS YOU CAN DO TO GET MORE INQUIRIES FROM YOUR WEBSITE

TURN YOUR WEBSITE VISITORS INTO INQUIRIES & SALES

VISIT ONLINE AT PRACTICALONLINEMARKETING.COM

LEARN THE INTERNET MARKETING TECHNIQUES THE PROFESSIONALS USE

#1

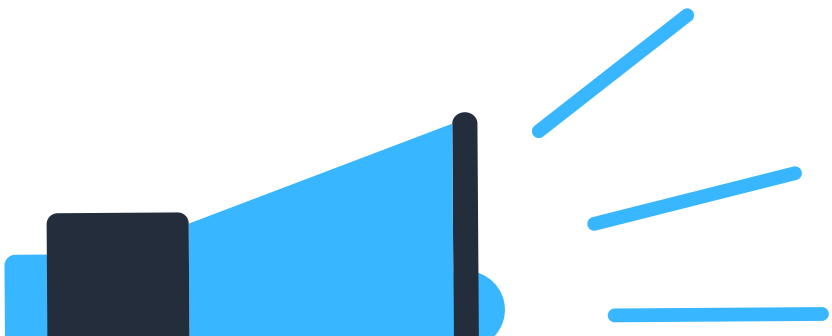
DESIGN & OPTIMIZE FOR CONVERSION

It doesn't make a lot of sense putting time, effort, and money into your website if it isn't ready to catch visitor traffic and CONVERT it into inquiries and sales.

There are dozens of variables that go into a successful website, but if you want more inquiries and sales two of the key components are your (1) MARKETING MESSAGE and (2) CALL-TO-ACTION.

ACTION: Maybe it's time to hire an Internet marketing expert to get an objective "outsider" review your website and Internet marketing.

Want More Traffic, More Inquiries, and More Sales from Your Website?
Contact: Chris Jaeger (978) 325-2983
PracticalOnlineMarketing.com



#2

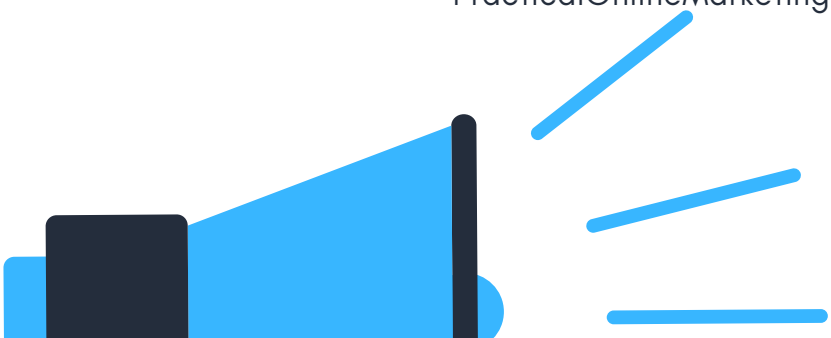
REVIEW YOUR MARKETING MESSAGE

After initial impression, the marketing copy found on your home page, and throughout your website, will be the single most determining factor when converting visitors into inquiries.

When people visit your website they almost always are seeking a SOLUTION TO A PROBLEM. Does your marketing copy immediately and clearly communicate that YOU HAVE the solution to their problem?

ACTION: What is the problem people are most likely to have when looking for your products and services? Review your marketing copy for unique value proposition (UVP), WIIFM (what's in it for me), and social proof. Funnel everything into a call-to-action. Make it TOO easy to make an online inquiry at your website.

Want More Traffic, More Inquiries, and More Sales from Your Website?
Contact: Chris Jaeger (978) 325-2983
PracticalOnlineMarketing.com



#3

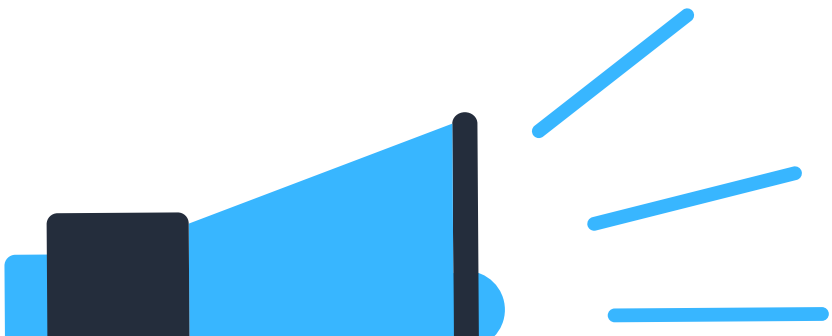
SOCIAL PROOF LEADS TO MORE INQUIRIES

Social Proof used throughout your website and Internet marketing is the tipping point that turns “lookers” into inquiries. The use of testimonials, reviews, case studies, pictures showing happy customers, and memberships in professional associations have been PROVEN TO IMPROVE CONVERSION.

Combine an optimized marketing message with social proof and you will turn more of your website visitors into inquiries and sales. I call it the GRAND SLAM of Internet marketing.

ACTION: Review the use of social proof throughout your website. I cannot overstate the importance of using social proof everywhere in your Internet marketing.

Want More Traffic, More Inquiries, and More Sales from Your Website?
Contact: Chris Jaeger (978) 325-2983
PracticalOnlineMarketing.com

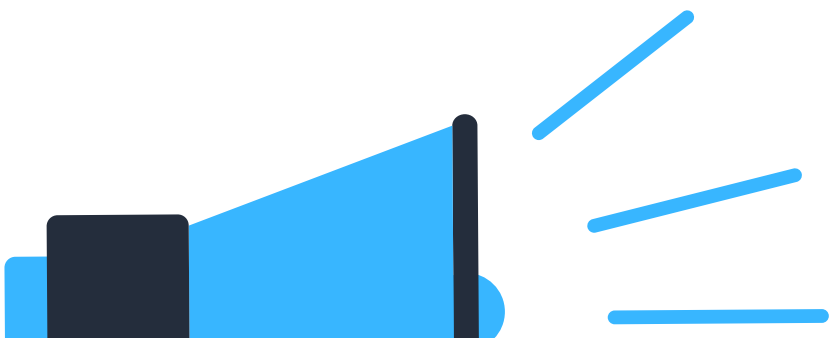


#4

PHOTOS & VIDEO

"A picture is worth 1000 words." Actually, the RIGHT picture is worth even more! Clean, crisp, fast-loading, colorful and engaging photos at your website communicate a powerful message, one that gets people's attention and leads to more inquiries! Video will be more important than ever before going forward.

Want More Traffic, More Inquiries, and More Sales from Your Website?
Contact: Chris Jaeger (978) 325-2983
PracticalOnlineMarketing.com



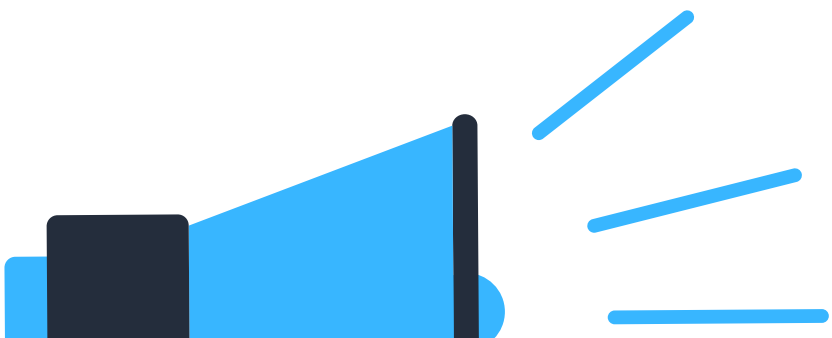
#5

USE SOCIAL MEDIA MORE EFFECTIVELY

Social media is a very powerful Internet marketing tool when used properly. Effective use of social media will increase brand awareness and drive more high-quality traffic to your website. Use social media channels like Facebook and Instagram MORE EFFECTIVELY IN THE NEXT 12 MONTHS to increase the overall online visibility for your business.

ACTION: Optimize your social media PROFILES and include links in your social media posts as an inbound traffic building strategy for your website. Posting interesting information and engaging pictures will organically grow your likes and followers. Use Facebook Insights and Instagram analytics to analyze results.

Want More Traffic, More Inquiries, and More Sales from Your Website?
Contact: Chris Jaeger (978) 325-2983
PracticalOnlineMarketing.com



#6

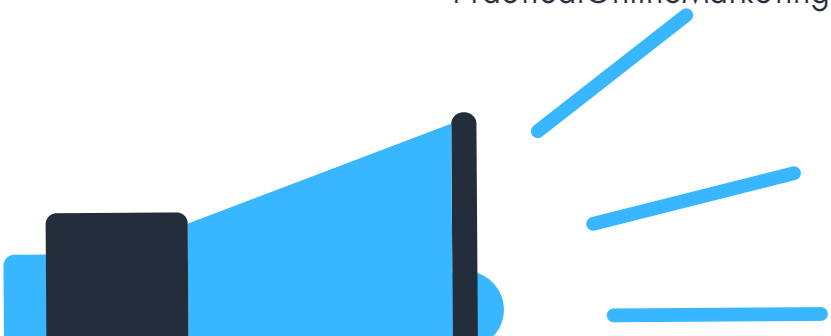
GET BETTER RANKED AT GOOGLE

Getting top ranked at Google takes some effort and time, but it also drives very high-quality traffic to your website. Think about it for a minute. Someone has a problem, they search for a solution at Google, they see your website on page one, they click through to your website. Frankly, you can't get a better website visitor.

Assuming your website is designed and optimized for conversion, top rankings at Google lead to more BRAND AWARENESS, MORE INQUIRIES, and MORE SALES. Inquiries from your website are almost always the best type of SALES LEADS you can get.

If those things aren't enough, top ranked websites at Google also enjoy a significant COMPETITIVE ADVANTAGE and a "prestige" factor.

Want More Traffic, More Inquiries, and More Sales from Your Website?
Contact: Chris Jaeger (978) 325-2983
PracticalOnlineMarketing.com

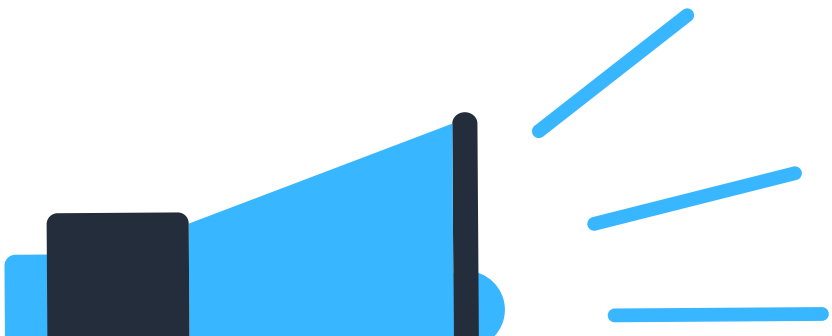


#7

INCREASE YOUR OVERALL ONLINE VISIBILITY

The Internet is very “noisy” today - and unfortunately it is getting worse.

It is more important than ever before to create a long-term Internet marketing strategy that is focused on increasing your overall online visibility.

This can be accomplished using search engine optimization (SEO), social media marketing, increasing your online “touchpoints,” and integrating your offline marketing with your Internet marketing.

Want More Traffic, More Inquiries, and More Sales from Your Website?
Contact: Chris Jaeger (978) 325-2983
PracticalOnlineMarketing.com