How to Make Your Website a Lead Generating Machine

Any good marketer knows optimizing a website isn't easy - it requires resources, time and planning. But managing a well-designed website can gain the attention of wider audiences, ultimately bringing more qualified leads to your business. The key to website optimization is understanding how to utilize three key elements; a user-friendly design, valuable content and effective search engine optimization. Let's explore how these key elements can give your company a competitive edge by transforming your website into a lead generating machine.

- **Design Aesthetics**
  Visitors will judge a website within the first few seconds of viewing it. The simpler your website design, the better. Simple and straightforward navigation encourages visitors to click around your site, self-servicing to learn more. Incorporating a relevant color scheme and font is the next step. Make sure colors used are on brand, with no more than three used – any more than that and it will be overwhelming for the visitor. Also, ensure text is large, in a friendly font and easy to read. Although images are encouraged, make sure you don't have too many. That could lead to slow website load times and impatient visitors won't stick around. Most importantly, provide your audience with tools to spark communications. This can be done by implementing a call to action, which could be anything from a "Learn More" button or contact form.

- **Valuable Content**
  Once the visitor is on your website, you want to make sure the content provided is relevant based on their search intent. If they made it so far as to click through to your site, then keywords in your page title or meta descriptions jumped out to them. Therefore, you'll need to continue to offer the type of information they are interested in. People want their questions addressed or solved within the first 3 minutes of being on your website, so make sure your content is short, has a topic that gets to the point, includes keywords and provides them with valuable, re-markable content. Focus on educating your audiences versus promoting to them. Your buyers want to ensure you have a solution to their problem before they even know what the product is.

- **Search Engine Optimization**
The next step is to make sure the content your visitors are reading is fully optimized. From page title, URLs, page headers and even meta descriptions – these areas must include effective SEO tactics to encourage more visitors to your website. To properly optimize on page SEO, you will need to create a list of keywords, building your content around them. These should be words that your visitors are often searching for and ones that can be linked to internal pages of your website. If done efficiently, without cluttering and devaluing content, other sites are more likely to link back to yours, pushing additional audiences and boosting off page SEO. The goal is ultimately to creating a funnel of traffic to your website, keeping visitors linking to other pages for the information they need before eventually providing you with their information through a call to action.

Website optimization goes beyond technical jargon, but also includes creating a pleasant experience for the visitor that attracts, converts, closes and delights the buyers into promoters of your business. When it's time to update your current website, make sure you have a goal in mind. Figure out who your audience is and optimize your website to be the lead-generating machine it has the potential to be! For more information contact Square 9 Softworks today!

Digital Marketing Specialist, **Alyssa Anderson,** is the voice behind Square 9 Softworks's weekly blog articles. Committed to communicating today's common challenges in paper based processes, Alyssa provides in depth analysis into the document management industry and the solutions that accommodate the needs of end user communities. For additional information, please contact Alyssa at aanderson@square-9.com.