

10

WEBSITE MUST-HAVES  
TO DRIVE TRAFFIC & GENERATE SALES

## *What are some key tactics that will drive traffic to your website and generate sales?*

Your company's growth and prosperity hinge upon your ability to attract new prospects and generate sales. Achieving these two goals requires a commitment to developing a captivating website that will help your company stand out and resonate in the minds of prospective customers. Failure to focus on driving traffic to your website can hinder your growth and cause your company to get lost in a sea of online competitors.

Driving traffic to your website requires a strategic, multi-faceted approach. Your website development campaign should reflect an understanding that no two prospects are exactly alike, and offer a host of irresistible opportunities to engage with your brand. The following pages contain ten must-haves to drive traffic to your website and increase your sales.

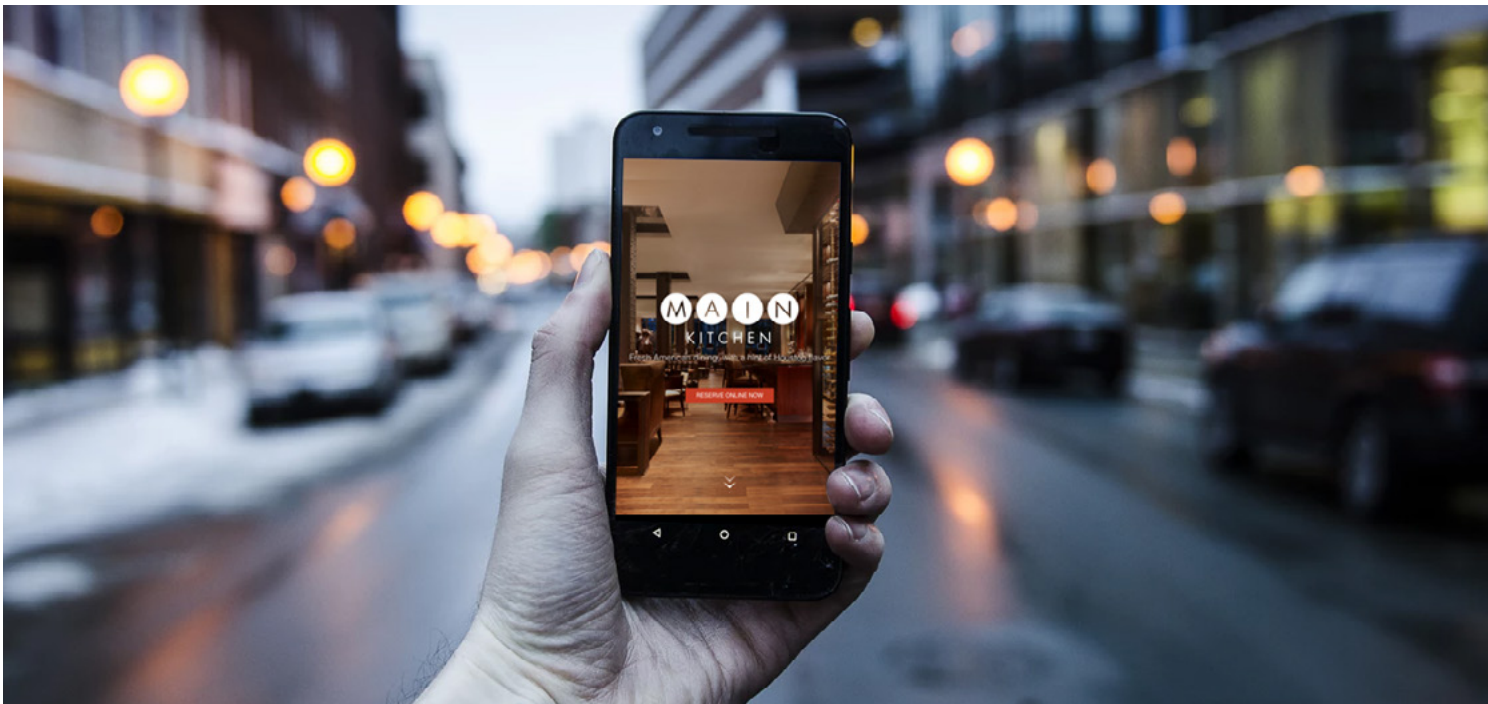


# TABLE OF CONTENTS

1   <b>MOBILE-FRIENDLY WEBSITE DESIGN</b> . . . . .	4
2   <b>CUSTOM WEBSITE</b> . . . . .	5
3   <b>LIVE CHAT</b> . . . . .	6
4   <b>ON-SITE SEO</b> . . . . .	7
5   <b>TESTIMONIALS</b> . . . . .	8
6   <b>STELLAR CONTENT MARKETING</b> . . . . .	9
7   <b>GATED CONTENT</b> . . . . .	10
8   <b>COMPELLING CALLS-TO-ACTION</b> . . . . .	11
9   <b>NURTURE LEADS</b> . . . . .	12
10  <b>ANALYZE, TEST, &amp; REFINE</b> . . . . .	13

# 1 | MOBILE-FRIENDLY WEBSITE DESIGN

*Research shows that 57 percent of mobile users will abandon your website if it takes more than 3 seconds to load and 30 percent will abandon a purchase transaction if the shopping cart isn't optimized for mobile devices. - Ian Mills, Co-founder and CEO of Magicdust*

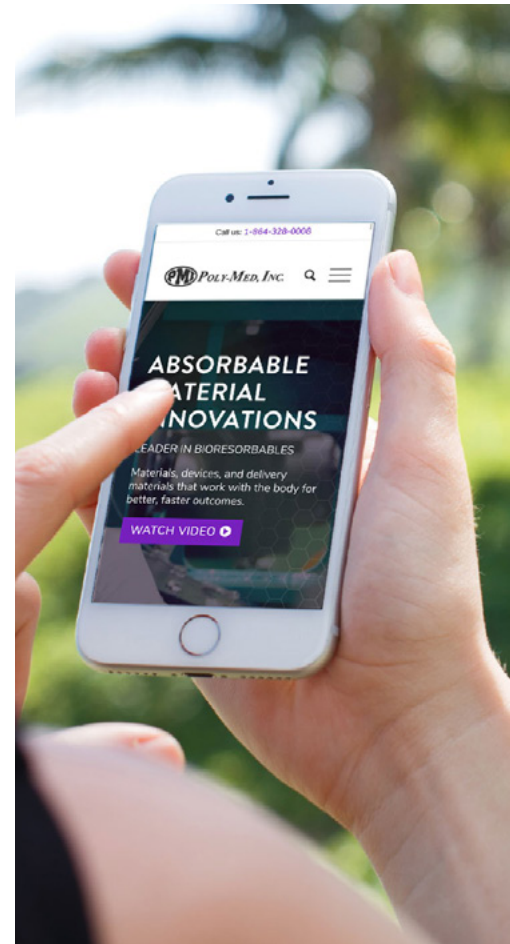
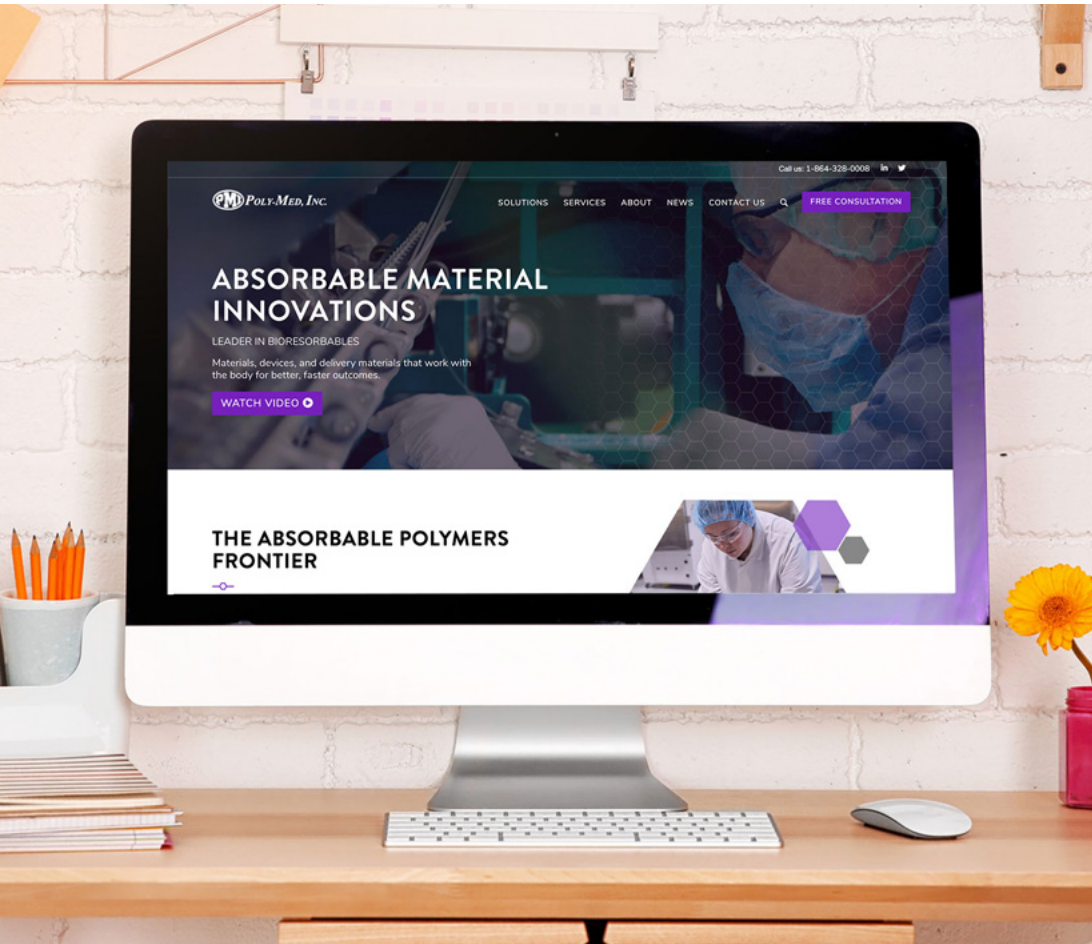


Failure to design a website that is responsive and mobile-friendly can actually cause customers to abandon your website. You can reduce your website bounce rate and increase your leads by testing your website pages on a regular basis to ensure that they are mobile-friendly and take no longer than two seconds to load.



## 2 | CUSTOM WEBSITE

When it comes to quality lead generation, you should avoid any cookie-cutter website templates and instead invest in a custom website. By investing in a website designed and developed by a professional, you can ensure that your website will work for you by generating leads in addition to looking great. Having a professionally designed website also increases trust and customer confidence levels.



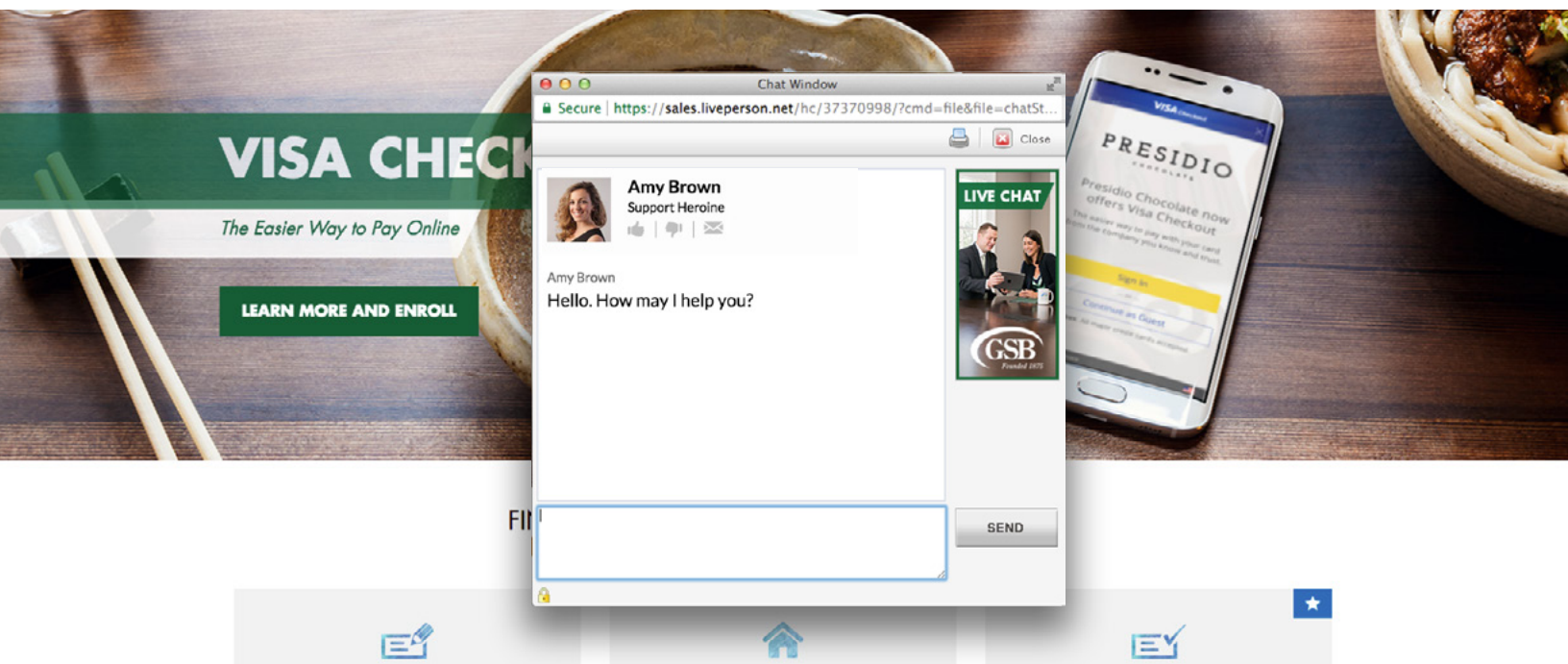


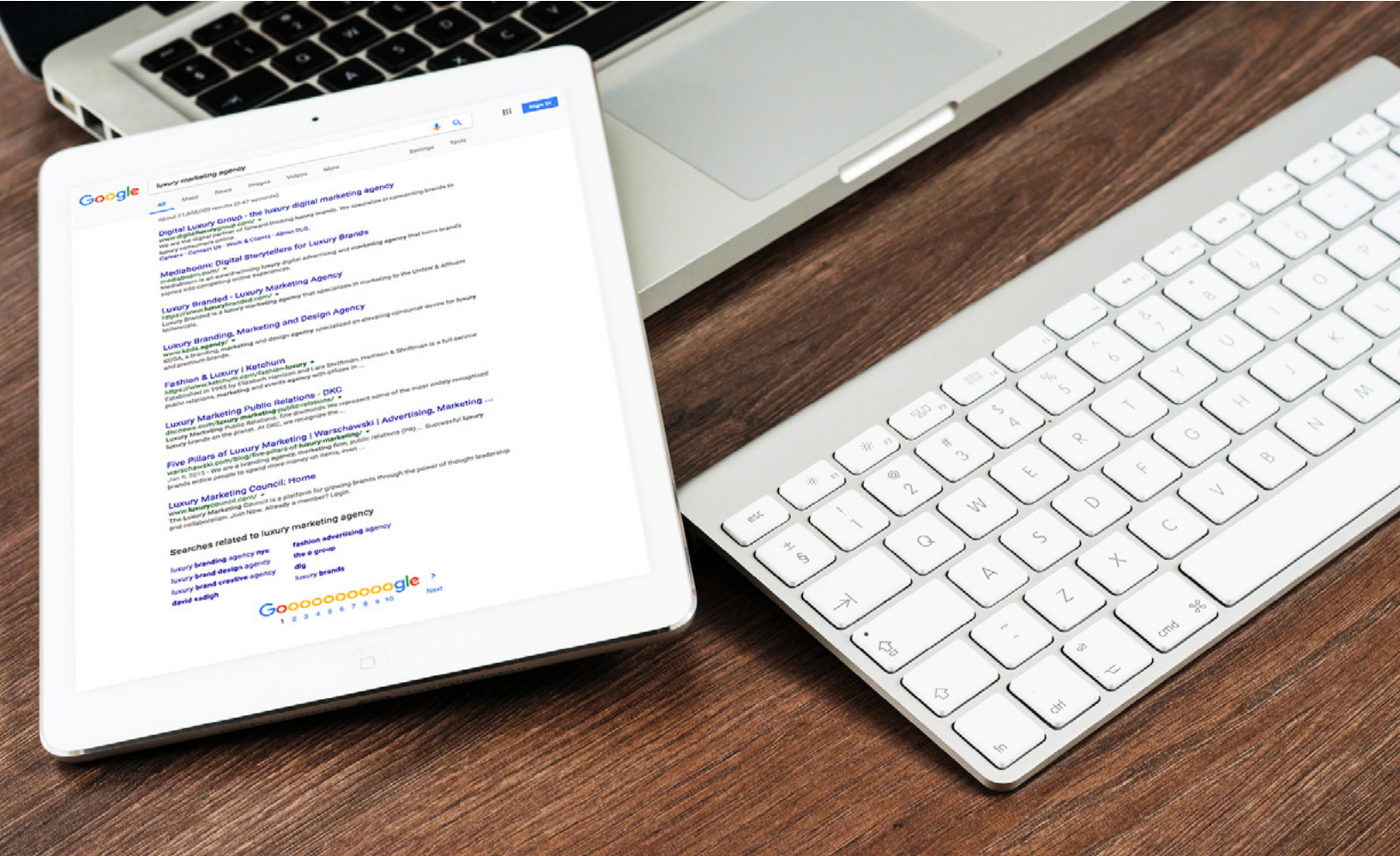
## 3 | LIVE CHAT

Adding live chat to your website is an effective way to generate leads and maximize sales, regardless of the nature of your business. Customer service research shows 92% of customers are satisfied with live chat, a rate of satisfaction that is higher than other forms of communication such as e-mail, phone calls, web form completion, or social media messaging. Live chat is popular with customers because it offers the following advantages:

**92%**  
of customers are  
satisfied with live chat

- Live chat offers instant gratification to prospects seeking immediate support
- Prospects who are unable to contact you by phone can easily utilize live chat
- Live chat is an effective means of engaging customers who prefer to type rather than talk





## 4 | ON-PAGE SEO

Google and other search engines are becoming more sophisticated every day. Ensuring that your website pages are relevant to a prospect's search is vital to improving your search engine rankings and yielding a positive user experience with your brand. As you look to optimize your website, start by reviewing meta descriptions, title tags, url structures and more. When optimized correctly, these different elements will increase your on-site SEO by allowing search engines to crawl and understand the content and structure of your website.

## 5 | TESTIMONIALS

*Testimonials are powerful, essential and free marketing tools that have always been important. Today they are vital. Any business that has a legion of raving fans who are prepared to come out and not only share their experience but also recommend that others use this business, has a huge competitive advantage.*

*- Andrew Griffiths, Serial Entrepreneur and Author*



You should never underestimate the power of effective testimonials. Featuring testimonials on your website can help solidify your business as a legitimate force in your industry and can convince a new customer to invest in your products or services.

# 84%

of customers trust  
online reviews

Some of the types of testimonials you can feature include video testimonials, product reviews, and quote testimonials. With 84% of customers trusting online reviews as they would a personal recommendation, you cannot afford to omit testimonials from your website.





## 6 | STELLAR CONTENT MARKETING

The path to increased traffic and lead generation is paved with effective content marketing. Content marketing is, in many ways, more effective than paid advertising, though the two can complement one another. What makes quality content so valuable is that it's not overtly promotional. Rather, it's made to actually serve readers/viewers/listeners. And, in so doing, it helps to build your credibility and authority.

If you're creating content to promote your business, though, you need a strategy. Here are some of the main guidelines to make your digital content effective and compelling.



### IDENTIFY YOUR GOALS

Are you trying to build an email list, increase brand awareness, get people to come to your storefront business, or sell products from your website? You may have one or more of these goals or others but it's important to clarify your objectives.

### TARGET YOUR AUDIENCE

Before you can create effective content, you need to identify your target audience. A buyer persona helps you create the kind of content your customers appreciate.

### CONNECTING AND TRACKING

Once you identify your audience, you need to create the kind of content that appeals to them. This includes subject matter, format, and style.

### BRANDING

Your content is distinctive and helps you brand yourself. Branding includes your style, voice, layout, colors, and using your logo.

### SHAREABLE CONTENT

With an endless stream of digital content, making yours stand out from the crowd will only help your brand in the long run.

# 7 | GATED CONTENT

Offering gated content is a proven way to generate leads by offering visitors helpful information in exchange for their contact details. Upon providing your company with a name, e-mail address, and organization name, a visitor to your page would be granted access to the valuable gated content that you are offering. Examples of gated content include the following:



WEBINARS



E-BOOKS



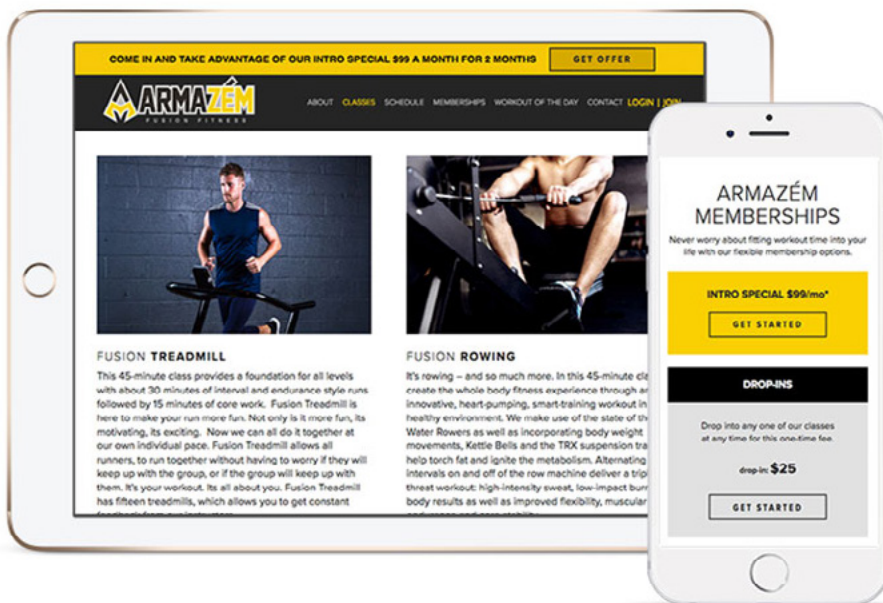
WHITEPAPERS



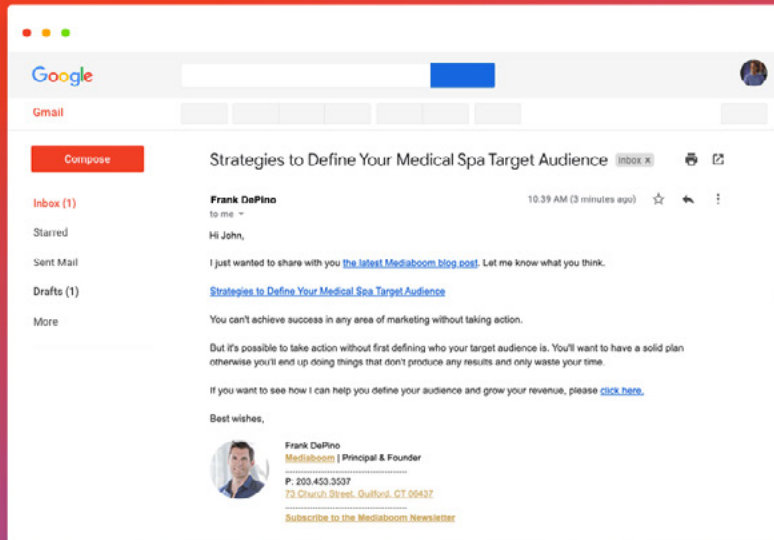
PRODUCT DEMONSTRATIONS

## 8 | COMPELLING CALLS-TO-ACTION

Creating a compelling call-to-action requires more than simply adding a "Buy Now" button to your website. Each call-to-action that you feature on your website should be strategically designed and properly positioned to convert as many leads as possible. Here are some tips to keep in mind as you add a call-to-action to your website:



- Put the spotlight on your calls to action by minimizing clutter on your website
- Entice visitors by using action words in your calls-to-action
- Be concise yet specific with your wording so readers know exactly what they will receive



## 9 | NURTURE LEADS

Once you receive a new lead, it is important to nurture your relationship to increase the chances of that lead becoming a sale. A great way to do this is with email marketing. By sending highly targeted messages to a list of subscribers, you can deliver the right message at exactly the right time, opening doors and starting conversations that will eventually lead to a sale.





## 10 | ANALYZE, TEST, & REFINE

Keeping these best practices in mind when creating your website is a great way to increase your chances of obtaining leads and ultimately sales. However, that is just the beginning. Having the right testing and analytics software in place will help you determine what's working and what isn't – with real-time data, historic timelines, trends, and conversion funnels.

Over time it is crucial to:

1. Analyze how your website is performing with lead generation
2. Perform tests to better optimize your site for conversions
3. Refine your website on an ongoing basis

## *What is the best way to drive more traffic to your website and generate sales?*

The surest way to attract prospect and generate sales is to seek the guidance of an industry expert. By enlisting the support of a full-service digital marketing agency, you can rest assured that the ten strategies above will be implemented in a professional, results-driven manner.

I invite you to **schedule a free consultation** with me to learn how our team of marketing experts can help your business succeed through digital marketing.

Best wishes,



**Frank DePino**

**Mediaboom** | Principal & Founder

P: 203.453.3537

[fdepino@mediaboom.com](mailto:fdepino@mediaboom.com)

73 Church Street, Guilford, CT 06437



# THANK YOU

Mediaboom is a full-service digital agency comprised of creative, technical, and marketing professionals specializing in building leading brands online. Our services include everything from conception to production to analysis; from branding and identity, to websites, digital marketing, design, and content creation.

Some of our clients include: Four Seasons, JW Marriott, Musha Cay, Stihl, Jim Beam, Wyndam, Hyatt, Cleveland Clinic, Guess, and AriZona.

**MEDIABOOM**

**73 CHURCH STREET, GUILFORD, CT**

**[WWW.MEDIABOOM.COM](http://WWW.MEDIABOOM.COM)**

**[INFO@MEDIABOOM.COM](mailto:INFO@MEDIABOOM.COM)**

**203.453.3537**