

# How To Power Up Your Profits By Avoiding The Five Biggest Mistakes In Online Lead Generation

Effective industrial marketers use a combination of offline and online promotional techniques to create targeted website traffic. High performance industrial marketers send this traffic to carefully crafted landing pages specifically designed to maximize response.

A landing page is any page you send prospects to through promotional activities in order to prompt specific and immediate actions.

These actions vary widely but some examples are: more information, a literature request, a tip sheet, a special report, a white paper, an event registration, or even a contact us page. Your landing page could also be a specific page you've set up to sell something online.

You can dramatically increase the response rate on your landing pages by avoiding the following five mistakes.

### 1. Sending Visitors To Your Home Page

The single biggest mistake you can make in online lead generation is to send your prospects to your home page. Once they land on your home page there are far too many diversions to keep them from requesting further information, contacting your company, or performing any other specific action you'd like to see.

The sole purpose of your landing page is to “close the sale.” Whether your goal is to attract a general inquiry, generate a qualified sales lead, or sell a product, your landing page must have a laser like focus. Always direct your prospects to a highly focused landing page to improve your lead generation campaigns.

### 2. Confusing Your Visitors

Another mistake is to confuse your visitors by sending them to a landing page that appears to be unrelated to the promotion that got them there in the first place. Research indicates you have *eight seconds* to capture their attention. The last thing you want to do is confuse potential prospects and have them leave your site.

The key to avoiding visitor confusion is to make sure your landing page closely matches the creative in your promotional messages. For example, if you're using direct mail to drive visitors to a specific landing page make sure it incorporates some of the elements of your printed creative so that they'll know they've arrived at the right place.

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## 3. Not Measuring

There's an old saying that "If you're not measuring you're not marketing." This holds true for your landing pages. Unfortunately, by not measuring visitor behaviour many marketers have no idea what the conversion rates are among visitors, leads, and sales.

The first key metric to measure is your bounce rate. This is simply the percentage of visitors who arrive at any entry page (including your landing page) and then leave without going any further. By measuring your bounce rate you'll see how many visitors are leaving your landing page without performing the requested action.

There are many excellent tracking software tools available that make basic measurement a breeze. I recommend [www.indextools.com](http://www.indextools.com) as a great – and free – introductory package you can use to track your results.

What do you do to lower your bounce rate? The first step is to test your headline as it contributes 50% - 75% of the success of your page. The next step is to look at your offer. The best landing page design in the world won't convert if your offer isn't crystal clear, valuable, and motivational. Once you've improved your headline and optimized your offer you then need to work on copywriting, images, layout, and other key areas.

## 4. TMI – Too Much Information

Many companies go out of their way to make it very time consuming, difficult, and annoying to complete their online forms. This always shatters response rates.

The mathematical equation for landing pages can be written quite simply...

### **More Information Requested = Lower Response**

If you want to improve your response rates shorten your forms and only request the information that's absolutely necessary. Obviously if you want to mail information out you need a complete mailing address, but a fax number?

Remember, selling is a series of steps, so go easy during the preliminary stages and don't scare prospects away. There will be plenty of time later to get more information from those who willingly filled in your (mercifully short) landing page form.

Another way too much information sinks response rates is the way some marketers try to throw in everything but the kitchen sink on their landing pages. They seem to be unable to resist adding in information to brand the company. One example of this can be paragraphs of text about the company on the landing page. Another is using your landing page to perform additional market research. Don't do it.

Keep your landing pages tightly focused on the desired action to maximize your profits.

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## 5. Not Optimizing Your Design

Many marketers seem to have a policy of ignoring their landing pages and hoping for the best. While some may test a headline or two most seem happy to maintain the status quo. This can prove to be a very costly decision, and one you should avoid.

As an industrial marketing professional there are many design techniques you can use to maximize your online lead generation and sales results. It's important to find out as much as you can about these techniques and incorporate as many as possible into your designs.

There are literally dozens of ways to improve your landing page conversion rates. Here are some you can begin using today...

- Always use highly legible and easy to read text
- Your copy should be solely focused on getting action – nothing more
- Be sure to test long copy versus short copy
- Keep your key points at the top - they should be visible with no scrolling
- Don't put links on your landing page – keep it focused on closing the sale
- Make sure your submit button says something more persuasive than submit
- Remove your standard navigation bar from your landing pages
- Offer a free report or other unexpected incentive on your thank you pages

## So Why Do Conversion Rates Matter?

In the final analysis do conversion rates really matter? The holy grail of online marketing is developing lots of website traffic, right? After all, there's not much point in having your site if no one is visiting. Well, actually, no. While traffic is obviously important it should be equally obvious it's not enough.

Many manufacturing companies we consult with tell us they get plenty of qualified site visitors by relentlessly focusing on how to build traffic. Sadly, the vast majority of this hard won traffic visits these (expensive) industrial websites and promptly – disappears. This is discouraging, expensive, and ultimately unnecessary.

These are the same manufacturers that feel their entire website investment is nothing more than a vast waste of capital and resources. Some feel their websites will never produce a good ROI. While this is understandable it's also misguided.

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The main reason conversion rates matter couldn't be simpler: optimized landing page design offers the opportunity of generating additional revenue **without** any additional marketing cost.

For example, if your landing pages currently convert 10 visitors out of every 100 imagine what the bottom line of your business would look like if you began to convert 14 or even 20 visitors out of 100?

Improving the efficiency of your landing pages is one of the most cost effective ways to make your website investment pay. Take steps today to power up your profits.

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I hope you've enjoyed this short report on how to maximize the effectiveness of your online lead generation. By using these tips you'll get better conversion rates and improve the number of leads or sales being generated by your landing pages.

I personally wish you success in all of your marketing ventures,

Andrew Shedden  
President

## **Take The Next Step To Improved Online Lead Generation**

Broadfield Communications helps manufacturers increase sales by improving their marketing and communications.

To take the first step to increasing your online conversion rates contact us to set up an appointment for your free Conversion Consultation.

During this telephone consultation we'll spend some time getting to know more about you and your specific situation.

Book your free Conversion Consultation today by calling us toll free in Ontario at 800-353-4447 or fill in our contact form at:

[www.broadfieldcommunications.com/convert](http://www.broadfieldcommunications.com/convert)