

HOW TO

# Transform Your Website to Win Leads





# Is Your Website Generating Leads 24/7?

Your website is your most powerful marketing and sales asset. In fact, many say that **your website is your best salesperson**. It's working 24/7, it's fully self-service, and it provides a brand experience for anyone with an internet connection.

Is it optimized to generate leads 24/7? If not, you may be **leaving valuable money** on the table.

In this eBook, you'll learn **how to transform your website to win leads**, and close more deals.

## What You'll Learn

- **How to** Optimize Your Website for Lead Generation
- Best Practices to Ensure **Effective On-Site Engagement**
- Guidelines for **Capturing Reviews**
- Ways to Implement **Rapid Lead Response**

# What is Website Optimization?

Website optimization is all about making strategic improvements to your website that help you **attract, engage, and convert more leads**. More than **70% of customers** research a company online before purchasing.

Have you ever visited a website, only to struggle to find the information you're looking for? Or dealt with slow-loading pages? Website optimization helps prevent and **avoid these errors**.

To transform your website, you'll need to focus on improving organic visibility through **search engine optimization**, and improving conversions through high-quality **user experience design**.

Don't worry if SEO or UX/UI are new to you. This eBook will guide you through the basics.

Ready to generate leads 24/7? Here are **5 tips to transform your website**.

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## Why Listen to Us?

Calldrip is a global leader in lead response and call-tracking software. More importantly, we're deeply committed to helping our customers grow.

# 10K+

*users around the world.*

# 1M+

*leads distributed annually.*

# <1 min.

*average lead response time.*

# 6M+

*Connected calls per year.*

# 99.9%

*up-time.*



# HOW TO TRANSFORM YOUR WEBSITE TO WIN LEADS

## Tip 1: Enhance Your Local SEO

Approximately 50% of searches have local intent; that is, the searcher is looking for a vendor in their proximity. Is your digital presence designed to **capture that traffic**?

One of the simplest ways to ensure that you'll show up when local people search for services you offer is by **setting up Google My Business**.

This free service from Google allows you to add your business information to their directory, and show up in **local searches**. (If you've ever searched a business and seen a pane on the right side with a photo, opening hours, and other basics, you've seen a Google My Business result.)

To set up Google My Business, simply visit [business.google.com](https://business.google.com) and register your company. After a few days, you'll be able to adjust opening hours, add your logo, description, and phone number, capture reviews, and even add photos. Make sure that your **name, address, and photo** are consistent across your entire digital presence.

**46% of searches have local intent.** If you're not optimizing your site for local SEO, you could be missing out on valuable opportunities.





## Tip 2: Implement Conversational Tools for Lead Response

Improving website conversions is really the art of **ensuring that prospects have an exceptional experience** while on your site. But even the best websites aren't perfect.

What happens when a lead visits your site, but can't find what they're looking for? Is it easy for them to get in touch with you?

Conversational tools like chat bots and chat-to-call widgets make it simple for your leads to **get in touch when they need help**.

While a chat bot may work for some inquiries, remember that many prospects **prefer to have a live conversation with a real human** via chat, call, or text.

**79% of consumers prefer live chat, because it offers an instant response.**

These tools are typically very affordable, and offer you a perfect opportunity to engage and delight your prospects at the **peak moment of interest**: when they're already shopping.

# HOW TO TRANSFORM YOUR WEBSITE TO WIN LEADS

## Tip 3: Clarify Action for the Visitors

On-site optimization ensures that visitors have a seamless experience and **can find information** they're looking for. This comes down to good design: beautiful layout, useful white space, clear copy, and functionality.

Another important element of **on-site optimization** is what marketers call "conversion optimization."

**Conversion optimization** is the process of encouraging visitors to take action on your site - actions like signing up for a demo, sharing their email address, or reading a blog.

How do you do that? By **clarifying the action for visitors**.

Think about the primary action you want visitors to take, and make sure that action is **clearly and prominently communicated** via a button or clear link to a landing page. Ensure that the **value of this action** is clearly communicated. Make sure that it's not competing with other buttons or links for attention.

# .05 seconds

that's how long it takes users to form an opinion about your website.



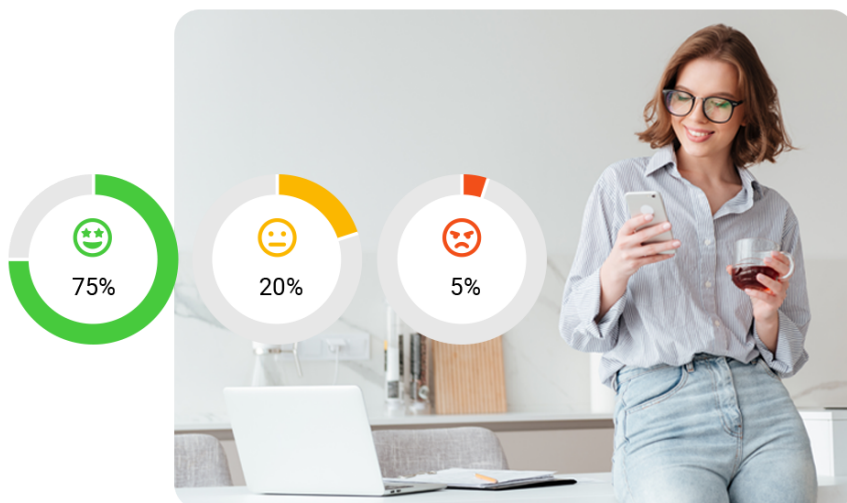
# HOW TO TRANSFORM YOUR WEBSITE TO WIN LEADS

## Tip 4: Capture Reviews

Reviews from happy customers and colleagues signal to potential prospects that **you can be trusted**. Reviews also account for around **10% of the ranking factors** that Google looks at when deciding **how to rank your site**.

How you rank matters; in fact, more than **60% of clicks** go to the **top 3 search results**!

Do you have a system for soliciting and publishing those reviews? If not, you're missing a valuable opportunity. Fortunately, quality tools exist to help **make this process seamless for you**.



Calldrip's review management software lets you **leverage the power of your customers - and Google** - to fuel your growth.

How? through a direct integration with Google My Business. We'll automatically request new reviews, directs them to top review sites, organizes and catalogs those reviews. [Learn more here.](#)



# HOW TO IMPROVE CALL TRACKING & MONITORING IN 6 STEPS

## Tip 5: Implement Rapid Lead Response

You're **100 times more likely** to actually connect with a lead if you call in five minutes versus in 30. The data is clear: rapid lead response helps you engage more prospects and close more deals.

When leads are on your site and get in touch, either via chat or through a form submission, are you **engaging them quickly**?

**Rapid lead response** is all about connecting with your potential customers at the **moment of peak interest**: when they first reach out to you.

Calldrip's rapid lead response tool, Engage, instantly converts leads on your site to a personal text conversation or phone call.



With Calldrip, we've decreased our response time and **increased our closing ratios dramatically.**"

- Zach M.



# How Calldrip Works

## 1. A SHOPPER SUBMITS AN INQUIRY

When a prospect fills out a form on your site, clicks on an ad, interacts with a chat widget or calls into your business, Calldrip instantly records the inquiry.

## 2. CALLD RIP CONNECTS THE LEAD TO YOUR SALES TEAM

Calldrip automatically kicks off a call or text to the right sales rep, based on your customized lead routing. When your sales rep responds, they get a message with the lead's basic details and reason for inquiring.

## 3. TALK TO OR TEXT THE PROSPECT WITHIN 30 SECONDS

Right after the inquiry submission, Calldrip connects you with the shopper. Within just a few seconds, your sales team will be having a personal conversation with the lead at the peak moment of interest. You'll probably start hearing "Wow, that was fast!"

# Respond to Leads in Seconds & WOW Your Customers

For sales-focused organizations, optimizing rapid lead response can be transformative.

If you're looking to quickly and confidently connect with your prospects at the peak moment of interest, consider Calldrip.

Our all-in-one rapid lead response tool includes:

- **Instant phone and text response** to all your leads
- **Web chat tool** with phone and text functionality
- Configurable **lead routing**
- Customizable **call tracking**
- **Advanced analytics**
- Built-in call scoring and **coaching tools**
- **Online review capture** and reputation management
- Dedicated, **best-in-class customer success** team for your account

At Calldrip, we're here for you every step of the way.

**Book a free 30-minute demo today!**

