



Q&A with A&J Presents:

# FROM SEARCH TO SALE

How to Acquire Leads from  
SEO and See Them  
Through to ROI

**1**BOLDSTEP

# Welcome!

- Ground Rules
- Introductions
- Our Why
- Presentation
- Q & A and Discussion

# Ground Rules

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1. You're muted so use chat, or unmute yourself to ask questions.
2. Be respectful. When you're not muted everyone can hear and see you.
3. If we don't get to your question you'll be able to email us and we'll send an answer.
4. We will end early or right on time.

# 1 Bold Step

Jennifer Jurgens,  
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We believe that everything can be more efficient; but especially the sales and marketing process. So we apply LEAN principles to create systems, order, and accountability to generate demand, increase sales, and prove return on marketing investment.

We believe that marketing is measurable, and therefore manageable, **VALUE-ADD (and not OVERHEAD).**



# Lance Beaudry

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Lance is the Co-Founder and Visionary of [Avalanche Creative](#).

Lance has a degree from GVSU in Social Studies and Psychology for Secondary Education but has never been a high school teacher. He has always been entrepreneurial and for all of his endeavors, he needed a website. He built websites for whatever wild business/money-making scheme he had and then eventually, he decided he might as well sell those. That got him into monetizing them with SEO. He has been building websites for 15 years and has really focused on SEO and inbound strategies for the last 4 years.

He's been featured on OptinMonster for a client campaign where he converted thousands of website visitors in a matter of weeks. He is also a volunteer mentor at SpringGR.



## Why Q & A with A & J?

Ask Questions, get FREE Answers. YES!

We all have a little Zoom fatigue so let's make this interactive. YES!

# SEO by Definition

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SEO stands for Search Engine Optimization, which is the practice of increasing the *quantity* and *quality* of traffic to your website through *organic search engine results*.

What it takes:

1. Strategy
2. On-site, Off-site & Technical Optimizations
3. Content



# SEO & Other Channels

- Content is commonality.
- Never set it and forget it.
- Promote for longer than you create.

## Our Step by Step SEO Process [SEO SOP]



Author: Lance Beaudry | Updated on October 17, 2020

This guide shows you how to create an evidence-based, highly executable plan for attracting and converting website traffic through search engine optimization. It is a step by step workflow that will help your organization mitigate risk, remove unknowns, and determine exactly what you need to do in order to attract and convert ideal customers.

### Related Resources



#### Service

Get help from our team.



#### PDF

Download our SEO Process.



#### Email

Get weekly SEO & content tips.



#### Learn

Join our marketing group.

### 👉 Create Your Own SEO Process

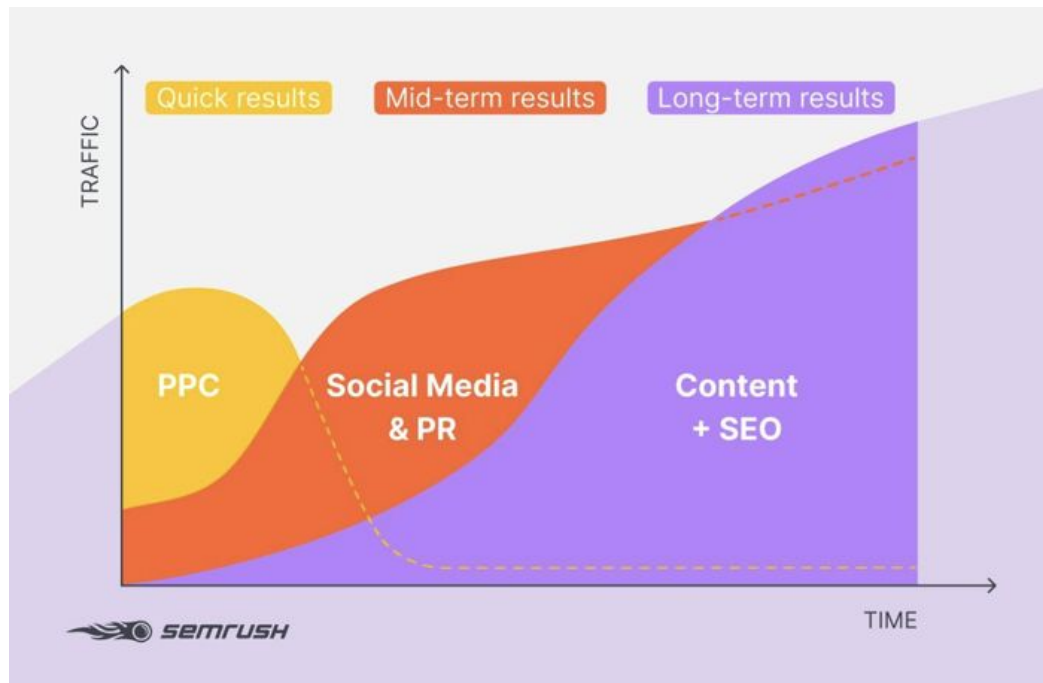
Join our weekly email and learn how to create and execute an evidence-based SEO process.

[Learn More](#)



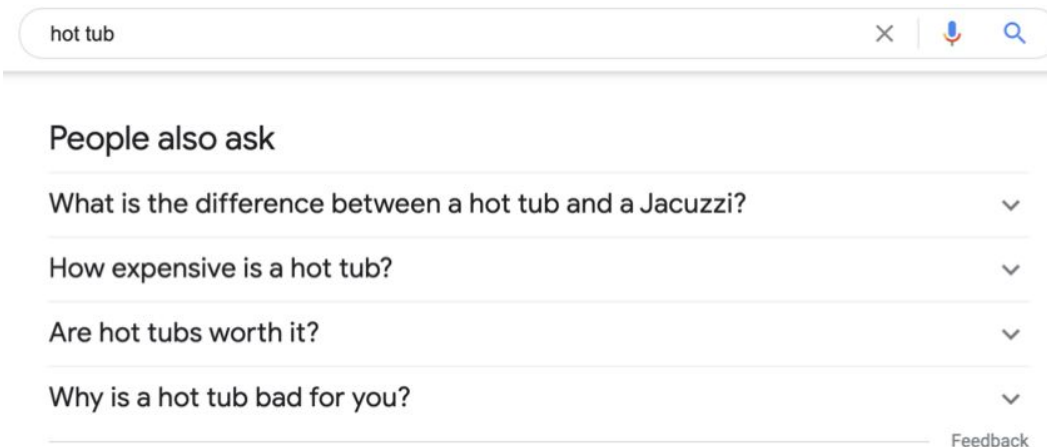
# Customer Acquisition Cost (CAC) Reduction

- SEO has a compound effect.
- When it's working, your ROI should increase.
- Reach customers early.



# Search “Empathy” Optimization

- Spend time on the SERPs.
- Look at the questions & answers that are provided.
- Be honest and don't be afraid.



# Results

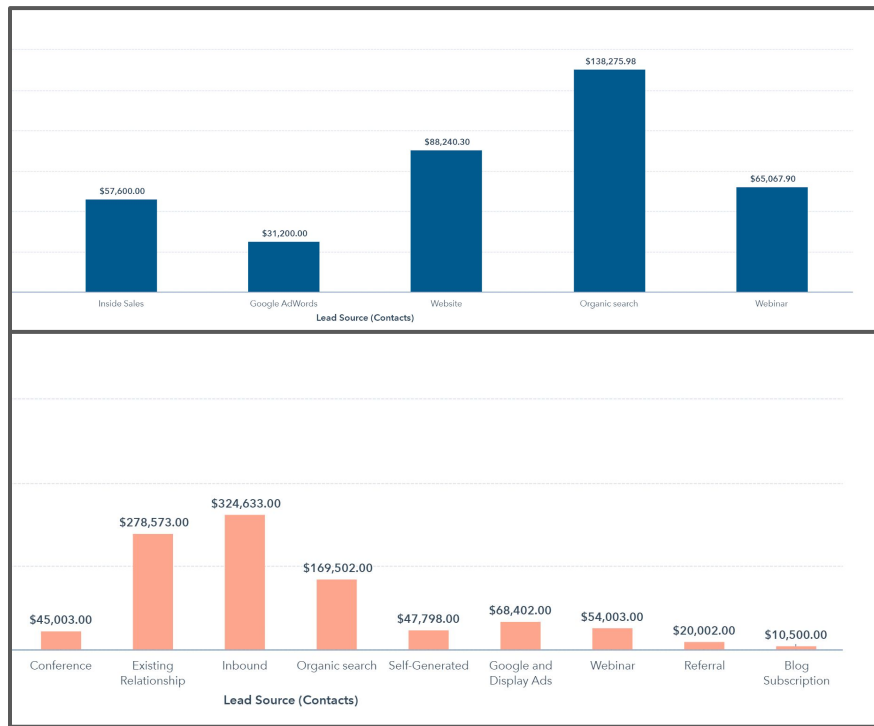
A	B	C	D	E	F	G	H	I
SEO Investment	Landing Page	Entrances	Goal Completions	Conversion Rate	Close Rate	Deal Value	Revenue	ROI
\$2,000	/service-page-1	5847	263	4.50%	10%	\$2,500	\$65,750	3,188%
\$2,000	/how-to-guide	3244	91	2.81%	10%	\$2,500	\$22,750	1,038%
\$2,000	/resource-guide	469	74	15.78%	10%	\$2,500	\$18,500	825%
\$2,000	/services/specific-service-page	579	48	8.29%	10%	\$2,500	\$12,000	500%
\$2,000	/location-page-1	191	25	13.09%	10%	\$2,500	\$6,250	213%
\$2,000	/products/product-1	5526	22	0.40%	10%	\$2,500	\$5,500	175%

How to get more qualified traffic, which generates leads,  
and positions your brand as an authority.



# Proving ROI for SEO

1. Use Analytics, Source info, etc.
2. Create Lead Source, Campaign, or Source Fields in MA or CRM
3. Tag Contacts, Deals, with Source Information
4. Compare Conversion Data, with Systems if not Integrated
5. Report on Opportunities and Closed Won



# Q & A

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**How does CRM play a role in tracking the opportunity through the sale?**

**And**

**I'm most interested in learning how you report ROI for SEO efforts.**



# Q & A

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**It seems that the topics our industry covers have relatively low search volume. How do I align what people are searching for with what we offer to drive more people to our site organically?**



# Q & A

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**What are the things that a new business owner should be looking for when selecting a marketing and or SEO partner?**





## Q & A

**What suggestions do you have for a company looking to expand its customer awareness in a specific geographic location (southeastern United States) in a specific industry (steel tanks and pressure vessels) where just having a website puts you ahead of about 25% of the competition?**

# Q & A

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**I have a long sales cycle - should I focus on search to "first call"? Is my "sale" from the standpoint of my website really getting potential customers to become warm leads?**



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## Q & A



## Next Steps...

1. Take our Survey.
2. Comment on the video or blog when we post it.
3. If you found it valuable, share it with others.

# Thank You!

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Save the Date for our next webinar on

Thursday, March 18, 2021

**Optimizing Video for Demand Generation**

*(Video killed the marketing star)*

