



## Exponential Lead Generation Strategies – Transcript

### Episode 2: Exponential Website Traffic Strategies

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Hi, this is Will Swayne from internet lead generation consultancy [Marketing Results](#) and welcome to the second episode of Exponential Lead Generation Strategies. In this episode, we'll explore some of the **most effective website traffic strategies for business lead generation**.

Website traffic generation is about much more than just getting visitors to your website. You need qualified visitors who can potentially either influence or make buying decisions, and for this reason, traffic strategies for business lead generation differ considerably from other types of traffic generation.

There are techniques that can drive hundreds or thousands of visitors a month from social networking sites for example. But if you're selling high-end software to business executives or carpet cleaning services to busy professionals, it's unlikely your target customer is going to be among the traffic you generate via these methods. There's also the problem of the rapidly changing internet landscape.

Traffic generation techniques are constantly evolving based on the search engine algorithm of the day. When key players like Google change the way they rent websites or serve paid advertising, traffic generation strategies can change overnight. So, in this video we'll focus on evergreen traffic generation concepts and strategies that are likely to keep working for the foreseeable future. For each strategy, I'll talk about some of the key distinctions that make the difference between average and outstanding performance. Let's quickly preview the traffic strategies that we'll cover in this video.

- **Pay Per Click Advertising**, or paying for every visitor that comes to your website
- **Local Search**, advertising on the internet in a local market
- **Search Engine Optimisation, SEO**, this is getting your site ranked well in the search engines for free traffic terms
- **Blogging**, or publishing a kind of online journal

- ▶ **Social Networking and Web 2.0**, this is utilizing sites such as Myspace, Facebook and many other different sites to mobilize communities and get people to come to your website
- ▶ **Offline Traffic Generation**, or using offline media such as print, radio, TV, and other methods to generate traffic to your website, and
- ▶ **Name Capture and Follow-up**, this is getting the details of people on your website and then following up with them on a sequential basis to get them coming back again and again

## Pay Per Click Advertising

Pay per click advertising is services such as Google Adwords, Yahoo Search Marketing, or NineMSN Search Marketing. Paid search is one of my favorite techniques for business lead generation because it's instant, it's accountable and it's effective. The first thing you want to do is to actually **optimise page search spend** and the first way to do this is to make sure you install conversion tracking so you know where your expenditure is leading to desired actions, for example, an acquired sale, and where your budget is under-performing.

A feature that allows you to do this is called **conversion tracking** and if you don't know what this is you can easily search on Google for something like "Google Adwords Conversion Tracking" and a page should come up showing you how to install that. Once you have that installed, you can start to see the difference in the results between different keywords, different ads, and different landing pages. The first tip for Google Adwords or paid search is to:

1. **Test Lots of Different Keywords:** Don't just test one or two; you should be testing hundreds or sometimes even thousands of very specific key phrases. You're looking to work out which key phrases are effective at generating enquiries and which key phrases are just spending your money without having an effect. Once you have conversion tracking installed that will allow you to tell the difference.
2. **Test multiple ads:** Google Adwords, for example, allows you to test different ads for getting people to your website and you'll quickly see that some ads are much more effective at generating traffic than others. In a recent example in the finance industry, we worked with a client and we actually found that one specific ad was able to generate traffic and conversions at a 30% lower cost than any of the other ads they were running. So when you're actually running five figures worth of advertising every month, a 30% savings can be rather welcome.

3. **Break up Your Pay Per Click Account into Tightly Targeted Ad Groups:** An ad group is one or more ads that are triggered by a group of keywords. So you want all those keywords to be tightly targeted. I'll give you an example. Let's say you're a mortgage broker and you're marketing mortgage refinance as one of your products. You could have an A group called mortgage refinance and the ads are triggered by keywords such as "refinance mortgage" and close variations of that. Then, the ad that comes up has the words "refinance" and "mortgage" in it, and it's closely targeted to that type of customer. Then the landing page you actually send people when they click on the ad to is all about refinancing mortgages.

What you're trying to do here is to basically minimize the resistance or the friction between your ad, the keyword, and your website so that you get as many people as possible coming through and inquiring for specific services. So what you want to have is many small rivulets of traffic that are leading into your website and creating a torrential river of revenue for you. When you implement these strategies, you can actually increase the performance and return on investment of your Google Adwords or other pay per click accounts by orders of magnitude. So, we're talking two times, three times, five times, even ten times the results just by following these strategies.

## Local Search

Local search is basically targeted internet advertising but just in your local area. If you have a business that works well or used to work well in the Yellow Pages, then local search could be a highly effective method for you and there are a number of services that deliver local search services. One of the best is **Google Local**. It's basically one part of Google Adwords and what it allows you to do is advertise on local keywords such as "pest control Melbourne", and when someone searches for that type of term, a map will actually appear in Google with various drawing pins on the map that lead to your address, your website and your services.

One of the things with local search is that in Google, especially, it's extremely prominent. The local result is much more prominent than the normal results, so if you do advertise in a local area, I recommend that you research and get into local search on Google.

There are also other types of services that provide local search services like **Yellow Pages Online, City Search and True Local**; these can all be profitable, incremental, traffic sources. What you need to do is to make sure you test the results and the conversion of each of these different methods, to ensure that you're allocating your marketing spend in the best way.

# Search Engine Optimisation

Search engine Optimisation is ranking your website well in the free path of the search engines such as Google, Yahoo and NineMSN. In Australia, Google dominates the Australian search market and it has over 80% market share. Our tests also revealed that Google searches almost always convert into inquiries or sales much more often than searches by other major search engines. So in other words, Google generates more high quality search traffic. That's a pretty good reason to focus your search engine strategy on Google.

Once you rank well on Google you normally find that you rank pretty well on the others anyway. I'll talk you through a three step process for doing search engine optimisation. Obviously, it's a fairly complex topic and companies spend thousands of dollars for getting this done for them. It all comes down to a pretty much core three-step strategy.

## Step 1: Keyword Research

You need to establish which keywords and phrases are relevant to your product or services so you can focus your SEO efforts accordingly. For many businesses that serve a local area, keyword research is normally straight forward. The most profitable keywords or phrases are likely to be in the form **Your Industry + Your Location**. For example: "Plumbers Melbourne", "IT Support Sydney", "Accountants Perth". There are also a range of keywords and search tools, including a free tool; [inventory.overture.com](http://inventory.overture.com) and also more sophisticated pay tools such as [wordtracker.com](http://wordtracker.com) and [keyworddiscovery.com](http://keyworddiscovery.com).

## Step 2: On page Optimisation

Optimise your website content. You've probably heard that achieving high search engine rankings is all about making sure the right keywords appear on your web pages. Although this is part of the story, it's certainly an important part of the puzzle and we call this on page optimisation. Here are some of the most important on page optimisation tips.

1. **Include a Keyword Rich Title on Your Page.** The title is the label that appears in the blue bar at the top of your web browser. It also appears as the title of your webpage in Google's organic search results. The title should be short, concise, keyword-rich and you should put the most important keywords at the front. Take the example of a print shop located in Surry Hills, in Sydney. A good tile for them might be: Digital Printer Sydney - Colour Digital Printing Surry Hills Sydney. As you can tell its pretty keyword rich, there's a little bit of repetition there, not too much and it doesn't sound too weird.

2. **Have a Keyword Rich Description.** This is properly called the **Meta Description Tag**. It is the part of your website code that describes the content on the page. Your descriptions should be keyword rich and written in complete sentences. For our digital printer, the description could read: Digital Printer in Surry Hills, Sydney. Providing Competitive Color Digital Printing and Binding Services. Print Business Cards, Flyers, Brochures and Menus, Postcards, and More...
3. **Look at Your Headings.** Search engines place great importance on headings because they seem to find important page content. Ensuring that your headings and subheadings are keyword rich is a good start. For example, Full Color Digital Printing Services in Sydney
4. **Address Your Page Content.** You should ensure that you have at least one keyword rich paragraph of text on each page. Keywords used in your headings may be repeated again in your content. Try to use a mix of related key phrases. For example, Digital Printing, On Demand Printing, 60 minute Print Service rather than the same phrase over and over again.
5. **Look At Links.** Links are another important indicator of page content. You should avoid generic words and links such as, "Find out more" or "Click here". Instead, use keyword rich link text such as, "View our complete range of digital printing services", with "digital printing services" as a link.

## Step-3: Off Page Optimisation

Off-page optimisation, or linking strategies, is the third and final stage. Every incoming link to your website is considered by Google as a vote for your website content by other websites. The reason why many businesses SEO efforts fail is that they focus exclusively on using keywords on web pages but they lack a linking strategy. Here are a few tips to start pushing your site up the ranks through linking strategies:

1. **Encourage Keywords inside Your Incoming Link.** For example, if you arrange for a client or supplier to link to your website, you want to ask them to use keywords such as: "cheap digital printing services" in a link rather than your company name, or "Click here".
2. **List Your Sites on Authority Directories.** Listing your website on website directories which are well regarded by search engines can help to improve your rankings. Most of these so-called authority directories charge a fee for listing. A fact that serves to keep out lower quality websites. Three of the most important authority directories are: Yahoo.com.au, botw.org and business.com. Please note that I'm not talking

about email scams that offer to submit your site to 34 million directories for \$49. You should only bother submitting your website to directories that are well regarded by search engines.

Another way to generate leads is to **comment in blogs, forums, and online communities**. By being active and relevant online communities and leaving comments on blogs and forums, you can create a network of links back to your site. While many of these incoming links are discounted by search engines, they do create hundreds of pathways for potential clients to find your website.

One of the questions that I'm often asked is "Should I do both pay per click advertising and search engine optimisation, even though I'm already ranking well in the free search engines?" Well, my answer to this is normally "Yes", for a couple of reasons.

The first reason is that, if you're doing pay per click at the same time in ranking well in the free search engines, your website gets to occupy more spaces on the page of search engine results. So what you find is that, by occupying more spaces, you do get incremental traffic and incremental conversions. Yes, you have to pay for it, but it works itself out at the end. The second good reason to maintain both pay per click and search engine optimisation is that search engine optimisation allows you to rank well potentially for certain phrases. But, it's actually very hard to rank very well for multitude of phrases at the same time. With pay per click, you can actually specify which phrases you want to appear for in the search engines. Pay per click gives you a lot more breadth in the search engines and allows you to generate incremental conversions and create incremental profit.

## Blogging

Blogs, as you know, are a little bit like online journals that list all the post in reverse chronological order. One of the key benefits to having a blog on your website is to establish preeminence in your market or become a thought leader. A lot of blogs have become prominent in their market and many people in related areas or unrelated areas actually start linking into your blog and feeding off your information. It's like a pyramid with people underneath you, all looking to you for guidance and thought leadership in a market. It could be extremely powerful, but it does require effort, a strategy and a long term vision.

A more tactical way, but also a good way to use blogs is for **Long Tail SEO**. Long Tail SEO basically means that search engine optimisation that's based around a lot of more specific search terms that a lot of users are using. What you might not know is that only a small fraction of searches on Google are actually what you might consider the major keywords in your market.

Let's say you're a plumber in Melbourne. Yes, a lot of people are searching for "plumbers Melbourne", and if I had to optimise that website that's probably the keyword that I would target first. But a lot of people are searching for "cheap plumbers Toorak" or "fix broken tap" and many different terms like that. Those are what we call Long Tail Terms. When you have a blog, you can actually post multiple posts on your blog over a period of time, even 100 or 200 posts that all address different issues and topics based around your core subject.

What this means is that you start ranking well in search engines for dozens or potentially hundreds of these long tail search terms and that generates a tonne of additional traffic to your website, which, over time, can really add up. So, how do you generate all this content assuming you have a blog? Well, there are a few options:

1. **Get Someone To Write It For You.** You can find writers on Guru.com or Elance.com and you could also find freelance writers to write blog post on topics that you either specify or instruct them to look up for you. If you're looking to become a thought leader, the problem with this might be that the actual content that they're developing is not the peak content that you need to put out there in order to be considered a thought leader. So, you might need to put in your own time to do that, or you might have to edit the post of other people in order to produce the content
2. **Recycle Content.** Recycle other contents such as newsletter articles, brochure content, other email documentation, or other types of contents that exists in your organization but are not published widely. By doing this basically you're leveraging existing content to reach a wider audience and basically get more bang for your buck for the content you've already generated.

Blogging can be very effective, but it's also requires a long-term vision and sticking with it for a period of time. Some of the best results is on blogging can be located at [becomeablogger.com](http://becomeablogger.com), which is a series of how to videos. It's pretty entry level, but it's pretty comprehensive on how to get started blogging. Another great resource is [entrepreneurs-journey.com](http://entrepreneurs-journey.com) by Yaro Starak, and Yaro is one of Australia's, if not the world's, most famous experts on blogging as a business tool.

## Social Networking and Web 2.0

Social Networking and Web2.0: these are basically buzz words that you probably see around in magazines and newspapers all the time at the moment. A social networking site is basically a site that is aimed at building a community of people who share interest and activities or who are interested in exploring the interests and activities of others. Some of the most common social and networking sites that you might of heard of are: Myspace, Facebook, and LinkedIn.

The idea behind this in terms of traffic generation is that where there are people, there are traffic generation opportunities. The traffic generation strategies normally revolve around mobilizing a community of enthusiasts that exist within these social networking sites around your product and service area and then getting them to your website.

There are few problems that this present for business lead generation.

Firstly, the target audience is very often in the sub-30 age group. If your product or service is aimed at HR managers who tend to be aged 35-40+, pretty conservative and aren't necessarily trawling Myspace all the time, then you may not actually be able to generate very high-quality content by using this type of technique.

Secondly, social network users are notoriously resistant to being pitched to, so you need to be subtle and have a subtle entrée to your products offered, rather than just smashing them with your ad or your specific offer. You have to provide value and be a leader within the community. You also have to have the right product or service.

One of my colleagues Nick Schoonens has a blog called rczero.com; it's devoted to remote control enthusiasts; remote control cars, remote control planes and there's a monetization motto behind it which I won't go into. Nick has actually used social networks like Myspace very effectively to generate very significant amount of traffic to that site. That's because the audience on those social networking sites is exactly the same audience that are going to visit his blog and become a community on his blog as well, so there's a good match there.

Let's suppose that your service was rubbish removal. It's pretty hard to imagine setting up a community on Myspace all around rubbish removal and hope to get people to your site, because people frankly aren't interested in that unless they have a need for it right at that moment.

To summarize, in the business lead generation, or business traffic generation area, I think that social networking sites are less dollar productive than most of the other strategies we we're talking about today. If you had to decide, I would suggest focusing on other strategies first.

## Offline Traffic Generation

This is one of my favorites and it's often overlooked. Offline traffic generation means using offline means to promote your online presence. This could include ads in **print, radio, and TV media**. It works really well when you have a high average lead value because you need to offset the relatively high cost of many offline advertising methods. You can also use this strategy to augment your existing offline strategies.

For example, we worked with a client in the pest control area in Sydney and they have a print Yellow Pages ad, a full-page Yellow Pages ad. At the bottom of that ad, we've also put in an invitation to visit the website and download a free report on termite control. Basically, if users don't call the company just based on the ad, there's a second chance to actually get their contact details on the website and use that follow-up sequence to convert them, especially for a relatively expensive and complex service delivery, such as termite control.

So basically, the overview of the process we use is offline method is to:

1. **Generate Attention and Interest**, your aim is to drive traffic to your website with a carrot such as a free report or white paper. By doing this, you can capture their contact details and email address and then deliver the information and start to educate and qualify your audience using auto-responders and other types of strategies. When you do this you'll actually de-qualify the people who are not appropriate for your product and service, while making the people who are much more likely to inquire with you. So what you end up with are much more qualified inquiries and sales-ready leads.

If you operate a retail business, then you can capture names for your customer newsletter or some sort of offers that you deliver on an on-going basis. Borders Books and Music do this very well. I also noticed the other day that my local running shoes shop has an invitation to join their online newsletter printed onto every sales docket. It cost them almost nothing to do it, but it can add to the incremental number of leads that you generate on an ongoing basis. There are actually tonnes of opportunities to do this with all types of offline marketing.

## **Name Capture and Follow Up**

Name capture and follow up marketing basically means asking for your prospect's email and other contact details so that you can stay in touch with other relevant information. It's probably the most powerful technique in online lead generation. If you can capture the attention of prospects and follow up on an ongoing basis, you can generate so many more sales ready leads. Now, this is a conversion strategy as well, because when you follow up, you get a higher percentage of visitors converting into high-quality inquiries. It's also a traffic generation strategy because when you follow up like this, you get more prospects visiting your site more often.

## Conclusion

In closing, today we've looked at seven of the most important traffic generation strategies for business lead generation. They form the pillars of a strong website traffic generation strategy and I recommend that you engage multiple strategies to ensure that you're not dependent on one or two sources. In the next video in this series, we'll look at the most important traffic conversion strategies or how to convert a higher percentage of your traffic into leads and sales.

To find out more about how [Marketing Results](#) can help you generate more sales and sales leads online, head on over to [www.Marketing-Results.com.au](http://www.Marketing-Results.com.au). We have two main consulting streams: one's tailored to the needs of small and medium size businesses and the other's tailored to the needs of corporate clients.

I'm Will Swayne, and thanks for watching and see you on the next video.

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