

**Extreme X Vision**  
*Now*  
**1-800-835-0398**



**3 Simple Steps to Easily Get 10X more Granite Countertops Leads**

FabiPC

# 3 Simple Steps to Easily Get 10X more Granite Countertops Leads

## Contents

Step 1 – Make your website highly effective at converting visitors to leads.....	3
Marketing copywriting .....	3
Awesome Content .....	4
Headlines .....	5
Call to actions .....	6
Lead Capture Systems .....	7
Step 2 – Get your website and business ranked #1 in the Local Search Engines.....	8
Get your business found online.....	8
Search Engine Optimization .....	9
Keep adding Content & Engaging.....	10
Keep your rankings at #1 .....	11
Step 3 – Lead Generate to get clients faster .....	12
Social media advertising is highly effective .....	12
Pay Per Click advertising is expensive but give you fast results.....	13
Test, Track, and constantly Monitor your lead generation .....	14

# Granite Countertop Marketing Expert

- Internet Marketing & Web Design Expert
- 10+ Years Highly Successful Countertop Marketing
- Granite MASTER CERTIFICATION
- College Degrees in Marketing & Sales
- Dozens of Certifications: Google Adwords, Social Media Certified, Etc



**Jason Lee**  
Marketing Director



**Internet Marketing and Web Design for Local Business**

*Easiest Way to get more leads and Higher Profit!*

## 3 Simple Steps to Easily Get 10X more Granite Countertops Leads

Step 1 – Make your website highly effective at converting visitors to leads

### Marketing copywriting

Call out to your different types of visitors. Not everyone is at the same buying stage when they visit your website. Make sure you have options for all.

Speak to their needs, wants, and frustrations. They are looking for something. Call out to them based on those things.

**COPYWRITING**



## 3 Simple Steps to Easily Get 10X more Granite Countertops Leads

Awesome Content

# Content



Give you visitors valuable information. People are tired of worthless content that doesn't give them value by answer questions or teaching them something they want to know.

Establish yourself as an expert. So you're an expert by how much you know and how you can convey that information to them. No one like the doctor talk full of big words and terms they can't understand.

Make it easy for them to get the info they want. Don't beat around the bush. Say here it is exactly what you want to know. If it can't be explained in a concise way, then give them an option to learn more by a link to another page or consultation.

## 3 Simple Steps to Easily Get 10X more Granite Countertops Leads

### Headlines



Grab their attention. Call out to their need, wants, and frustrations. Don't say meaning less stuff about yourself or your company. They honestly don't care.

Give them a great promise to fulfill their needs. Promise them a solution to their problem. They want a new kitchen. Tell them you will give them their dream kitchen at an incredible price.

## 3 Simple Steps to Easily Get 10X more Granite Countertops Leads

### Call to actions



Convince them to take action. Even just by telling them to call or fill out a contract form can work. But even better is tell them why they should. Be logical they will listen.

Add scarcity to take action now. No one wants to miss out on something. Tell them the deal is ending, there is limited time, limited supplies, and they will be more inclined to do something now.

Give them options. They may not be ready to talk to you but they might want to be keep in the loop.

## 3 Simple Steps to Easily Get 10X more Granite Countertops Leads

### Lead Capture Systems

**Garcinia Cambogia** EXPERIENCE THE AMAZING BENEFITS!  
**100% PURE**

**Burn Fat**  
Quicker and more Efficiently

- LOSE FAT QUICKLY
- SUPPRESSES APPETITE
- 100% NATURAL
- NO SIDE EFFECTS

**CLAIM YOUR TRIAL BOTTLE**  
100% CERTIFIED GARCINIA CAMBOGIA EXTRACT CAPSULES

**RUSH MY ORDER!**

TELL US WHERE TO SEND YOUR **BOTTLE TODAY!**

Full Name:   
E-mail:   
Address:   
City:  Please Select... [v]  
State:  Please Select... [v]  
Country:  Please Select... [v]  
Zip Code:   
Telephone:

As seen on:

### What is Garcinia Cambogia

Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo.

Veritatis et quasi architecto beatae vitae dicta sunt explicabo. Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit, sed quia consequuntur magni dolores eos qui ratione voluptatem sequi nesciunt. Neque porro quisquam est, qui dolorem ipsum quia dolor sit amet, consectetur, adipisci velit, sed quia non numquam eius modi tempora incidunt ut labore et dolore magnam aliquam.

### Helps stop fat from being made

**Why choose**

There are many types of lead capture systems to bring you leads from your website. The more you have the better. Phone calls, emails, contact forms, newsletter signups, coupons, social media likes, are just a few.



## 3 Simple Steps to Easily Get 10X more Granite Countertops Leads

Step 2 – Get your website and business ranked #1 in the Local Search Engines



Get your business found online

Web presence is about being everywhere your customers are. Social media, video, Yelp, it doesn't matter. Be everywhere so they can find you from anywhere.

Local citations are super important. There is local website that list local businesses. The more the better. There is over 300 popular ones so don't think you done with just a few.

Industry and related sites. Besides the awesome value this adds in Google's eyes you could also get leads from them.

## 3 Simple Steps to Easily Get 10X more Granite Countertops Leads

### Search Engine Optimization



On-page optimization is the first step. Title tags, H1, H2, H3 to H6 tags, Keyword Density, LSI keywords, Images, Spelling & Grammar, Videos, Outbound links, inbound links, and html errors to name a few.

Off-page optimization is an ongoing process and takes time. Local citations, social media signals, industry backlinks, related backlinks, article backlinks, video backlinks, Press releases, networks, and on and on. The key is quality and consistency.

## 3 Simple Steps to Easily Get 10X more Granite Countertops Leads

Keep adding Content & Engaging



SEO optimized and keyword focused articles

Quality content that provide helpful information

Engage with your customers on social media

Always ask for positive reviews and respond to every review always

## 3 Simple Steps to Easily Get 10X more Granite Countertops Leads

Keep your rankings at #1



Keep the process going so your competitor don't over take you. The big mistake local business make that do get success with SEO is they stop when they Ranked #1. Your still on the race track so don't stop going forward.

Setup a plan to keep growing. Daily, weekly, monthly. The plan should include all the ranking factors at regular intervals.

## 3 Simple Steps to Easily Get 10X more Granite Countertops Leads

Step 3 – Lead Generate to get clients faster

Social media advertising is highly effective



Target your potential customers. This is a science so don't think you will have it all figured out reading a few articles. But once you get a good marketing system in place the results will be amazing.

Offer them quality tips and advice. Grow your social accounts, leads, and follows by giving them what they want. Don't oversell there are not there to be sold to.

## 3 Simple Steps to Easily Get 10X more Granite Countertops Leads

Pay Per Click advertising is expensive but give you fast results

The image shows a search engine results page for the keyword 'antivirus'. The main search results are on the left, and a sidebar of sponsored ads is on the right. A red box highlights the top search results, and another red box highlights the sidebar ads. A red arrow points from the text 'Pay Per Click ads' to the sidebar ads.

**Search Results (Left):**

- Norton™ Antivirus - Free - #1-Ranked Online Protection Suite** | norton.com  
Download Latest Version for Free.  
Fast Protection that does more to stop viruses and spyware.  
Norton™ Ghost - Norton™ Utilities - Norton Antivirus™ for Mac
- 50% Off Kaspersky 2011 - Award-Winning Antivirus** | kaspersky.com  
www.kaspersky.com - rated ★★★★★ 100 reviews  
Official Store. Buy Now!  
Best - 50% Off Pure Total Security - Better - 50% Off Internet Security
- Free Antivirus Download - 110 Million Users Trust AVG** | avg.com  
www.avg.com/Anti-virus  
Remove Viruses, Free Download!
- Symantec - AntiVirus, Anti-Spyware, Endpoint Security, Backup ...** | symantec.com/ - Cached  
Norton AntiVirus, Internet security, and anti-spyware products for the home. Solutions to manage IT risk and maximize IT performance for business. [Show stock quote for SYMC](#)
- Free Antivirus | Free Virus Protection Software | AVG Free** | free.avg.com/ - Cached  
Download the best free antivirus and anti-spyware security software for Windows 7, Vista, XP. Get free virus protection, now! Free antivirus download.  
Download - Download Free Antivirus - Support Center - Free Virus Protection
- McAfee—Antivirus, Encryption, DLP, IPS, Firewall, Email Security ...** | www.mcafee.com/ - Cached  
McAfee solutions deliver complete virus protection and Internet security. Download McAfee anti-virus and anti-spyware software to protect against the latest ...  
[Show stock quote for MFE](#)
- avast! Free Antivirus - Download Software for Virus Protection** | www.avast.com/free-antivirus-download - Cached

**Sidebar Ads (Right):**

- AVG Anti-Virus & Anti-Spyware 2011.3 User/1 Year** | \$39.99 - Staples  
Free Shipping on Orders \$75+
- Brand New Norton Norton Antivirus 2010 ...** | \$19.99 - In And Out Computers
- AntiVirus - 50% Off** | trendmicro.com/OfficialSite  
trendmicro.com is rated ★★★★★  
Award Winning AntiVirus. 50% Off! Buy, Download & Get Protected Now.
- Windstream Communications** | www.windstream.com/Lifetime  
Safeguard your home network with Windstream's Security Package.
- Best Rated Anti Virus** | www.toptenreviews.com/Anti\_Virus  
Compare the Best AntiVirus Software 10 Exp Reviewed Anti Virus products
- Anti Virus - 50% Off** | www.zonealarm.com  
All New 2012 PC Anti Virus Security For Limited Time - Only \$24.95!

Pay Per Click ads

Know what you're doing or your wasting money. PPC like Google AdWords is a turnkey lead generation system. However, it's not that easy to setup and manage. So make sure you have a Certified AdWords specialist to help they are well worth the extra coin.

Be specific and targeted always. Don't listen to the Google free help. They will want you to add all kinds of keywords and target basically everyone. Remember they get paid per click not per sale. So make sure your targeting your customers.

## 3 Simple Steps to Easily Get 10X more Granite Countertops Leads

Test, Track, and constantly Monitor your lead generation

**Check the rankings of spiegel.de**

The Ranking monitor can check the position of all pages and sub domains of your project domain spiegel.de on the first 5 result pages on Google, Bing and Yahoo in 57 countries. Use the toolbar above to view your rankings. [Show tour](#)

**Search engines:**

Search engine	Ranked pages	Ranked keywords	Total rankings	Average position	Page 1 rankings	Visibility score
Google	7	41	41	10.9	28	35.0%
Yahoo	8	33	33	10.3	25	28.6%
Bing	8	39	39	11.1	28	33.1%

**Key data:**

Calendar week	Ranked pages	Total rankings	Average position	Page 1 rankings	Visibility score
9 28 February 2012	11	113	10.8	81	32.2%

**Settings:**

- Checked **domain**: danesonline.com
- Checked **keywords**: 47 (ranked for 45)
- Checked **competitors**: 5

**Opportunities and alerts:**

- Opportunities**: 78
- Positive alerts**: 18
- Negative alerts**: 24

Don't waste money by thinking it's working. Set it and leave it doesn't apply to anything in marketing. You need to be always testing, tracking, and making improvements.

Test and improve everything. That goes for every piece in the marketing puzzle. Headlines, images, text, call to actions, the color of the boarder, I mean everything. Little changes can make a huge impact.