Extreme Vision Now

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

FabiPC

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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.

Awesome 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.

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.

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.

Lead Capture Systems

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.

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.

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.

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

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.

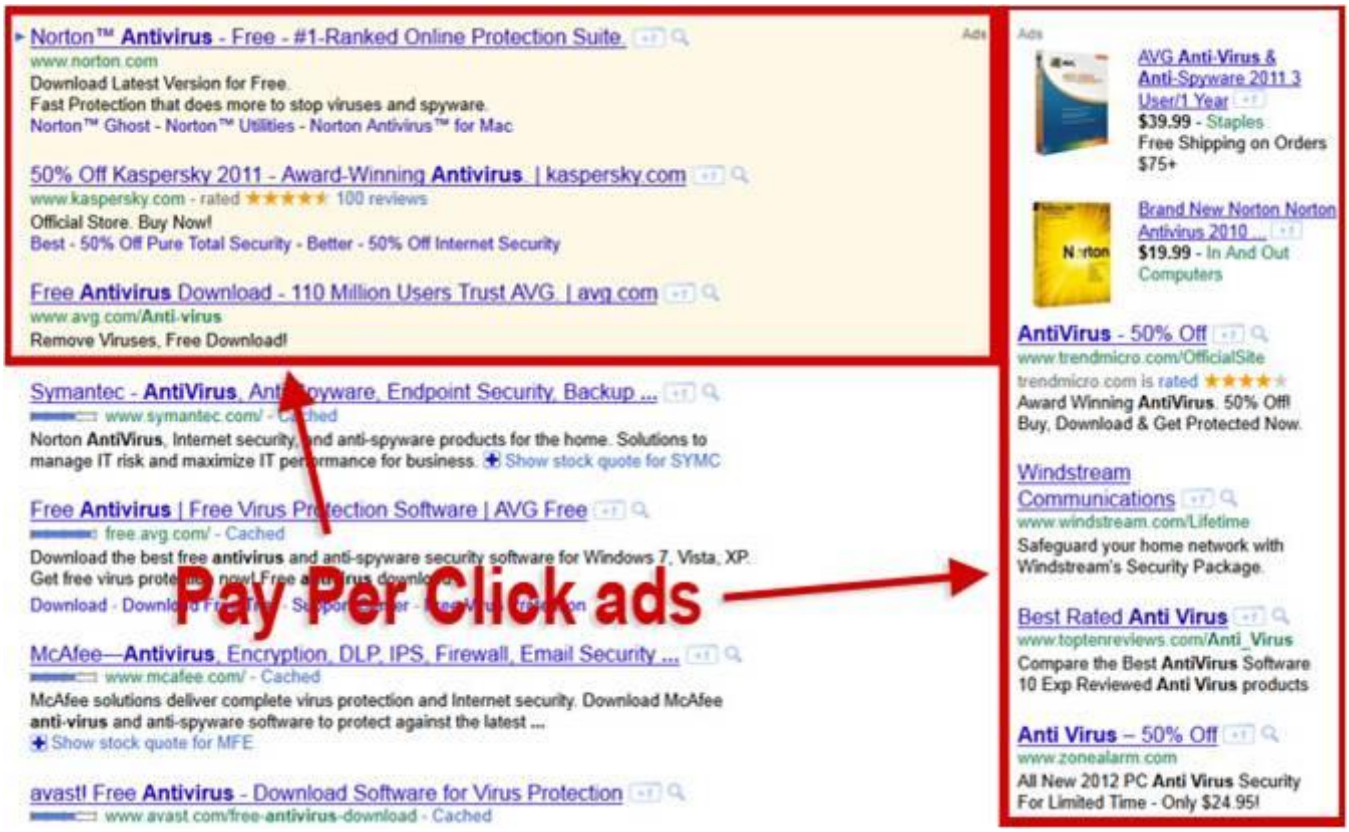
Step 3 – Lead Generate to get clients faster

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.

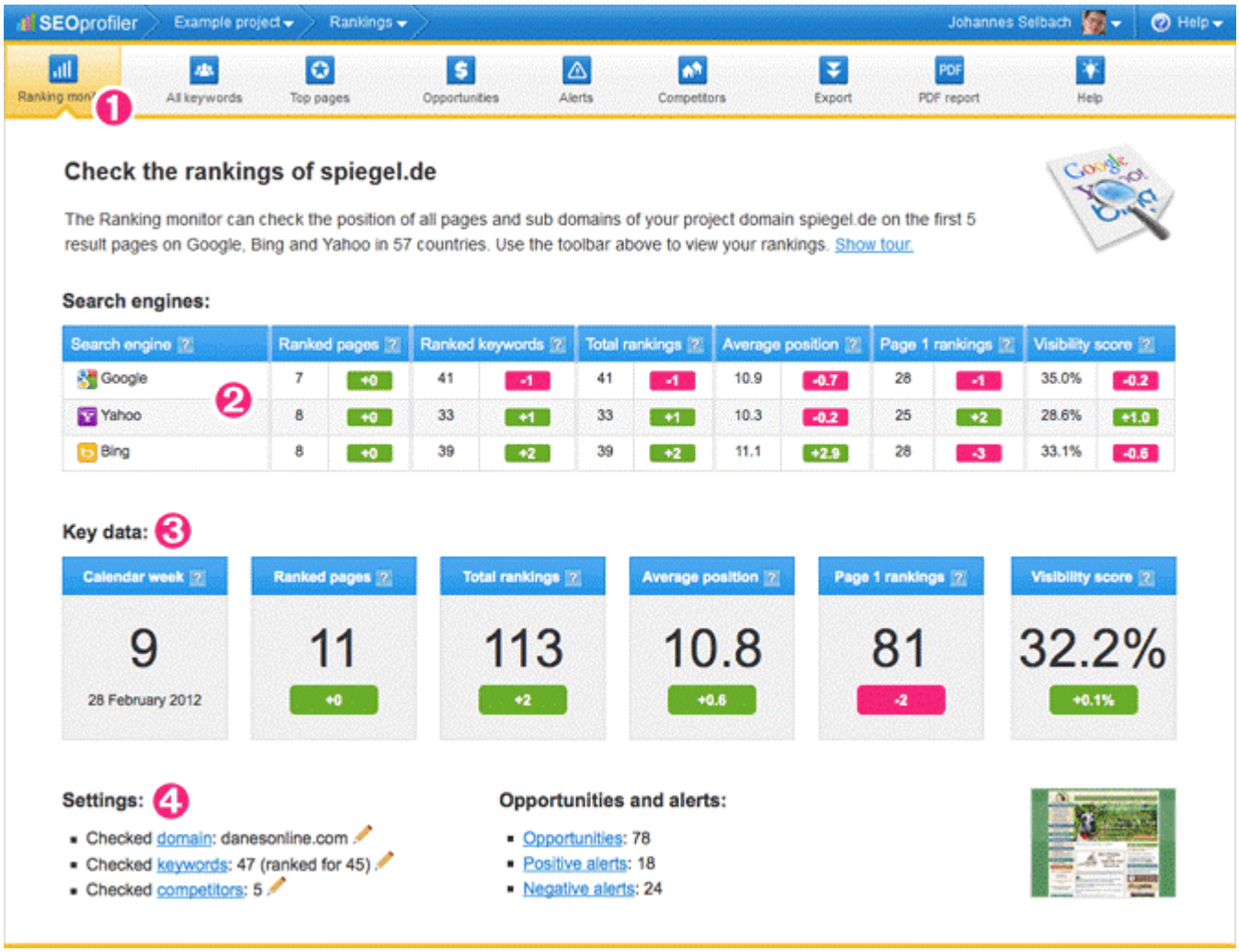
Pay Per Click advertising is expensive but give you fast results



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.

Test, Track, and constantly Monitor your lead generation



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.