

# 6

# SIMPLE STEPS TO BETTER LANDING PAGES



# TODAY'S AGENDA

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- Defining Terms
- News of Note
- Six Simple Steps
- Wrap Up
- Handouts

...anything you're hoping I cover?

# NEWS OF NOTE

GDRP, but state by state by state...



How is your permission based list marketing game?

# THE STEPS

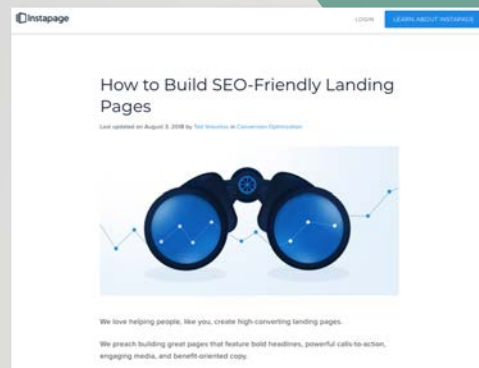
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## 6

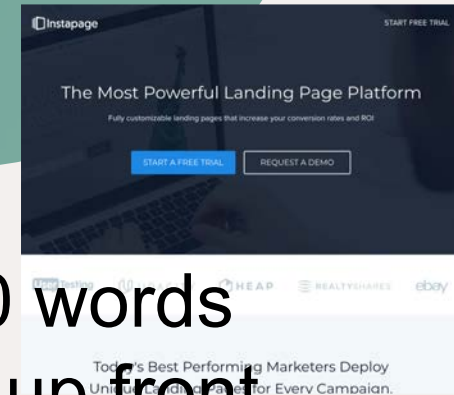
### SIMPLE STEPS

- CHOOSE, BUT CHOOSE WISELY
- 3 PARTS
- SPEED RACER
- UPCYCLE THE OLD STUFF
- SHOULD WE?
- SPY ON THE SMART RICH KID

# STEP 1 – CHOOSE, BUT CHOOSE WISELY

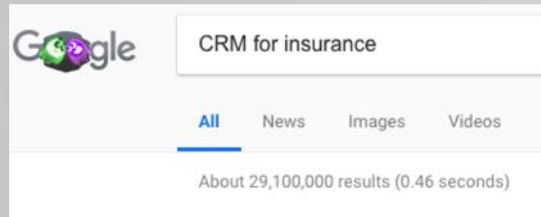


2500 words  
CTA at bottom (book)



>300 words  
CTA up front

# STEP 1 – CHOOSE, BUT CHOOSE WISELY



**salesforce** Run and grow your business with the world's #1 CRM solution.

**What is CRM?**  
The definition of CRM is customer relationship management. In a nutshell, CRM lets you store and manage prospect and customer information, like contact info, accounts, leads, and sales opportunities, in one central location. You'll discover that it's not just a fancy contact list. Ultimately, a CRM solution is a game-changing piece of technology for every industry under the sun – from retail and manufacturing, to real estate, construction, and many more.

As a result, CRM can help you:

- Increase leads
- Close more deals, faster
- Drive customer loyalty and satisfaction

Salesforce gives you all you need to work smarter and faster, and help you keep your customers happy.

Small business CRM from Salesforce

Sign up to watch free demo videos.  
Please complete all fields.

First name

Last name

Job title

Email

Phone

Company

Employees

United States

By registering I confirm that I have read and agree to the [Privacy Statement](#).

**Watch it in action >**

Customers using Salesforce report:



**Bitrix24** FEATURES PRICING PARTNERS APPS BLOG SUPPORT

Free CRM for insurance agents

Free

Bitrix24 is #1 free CRM for insurance industry. We understand that selling insurance is hard, really hard, especially in the age of the Internet, when comparing prices is very easy. Your insurance broker margin is razor thin, so you don't want to be paying hundreds of dollars for a CRM system that may or may not work for you. Chances are, you want your insurance CRM to have to do everything – email nurturing and drip marketing, phone calls, scheduling, prospecting, lead qualification, quotes, invoices, helpdesk and product catalog. You want to see your current sales and have projections for the near future. You probably want to understand your sales funnel, see which marketing channels bring most leads and identify weak spots in your sales process.

Yes, Bitrix24 does all of that and yes, it really is free, if your insurance agency has 12 employees or less. You can manage your personal sales with Bitrix24 or you can manage your entire company, since Bitrix24 comes with over 35 free tools that span beyond simple client management. Better yet, with free mobile apps, you can take our CRM with you anywhere you go. Register now or check out [videos](#) and [CRM manual](#) for quick start.

\* Please note that the information may have changed since the publication. For current prices and features please visit [Bitrix24 pricing page](#).

**Basic features**

- Free unlimited users
- Free 50B online storage
- Free email
- Free call center
- Free custom fields
- Free quotes & invoices
- Free product or service catalog
- Free mobile CRM
- Free and free integrations
- Free helpdesk

**Free Fully Featured CRM With No Limits**

- Leads/Contacts/Companies/Deals
- Quotes and Invoices
- Import & Export
- Custom fields and taxes
- Learn more

**Fully customizable**

- Custom fields
- Sales automation
- Custom access right settings
- Mail to CRM
- Call to CRM
- Learn more

**Free contact center**

- Email marketing
- Custom email templates
- Mail merge for individual emails
- Phone call recording
- Instant Messaging
- Internal collaboration
- Helpdesk & Tickets
- Learn more

**Powerful reports**

- Custom reports
- Sales pipeline
- Exported sales
- Lead activity reports
- Lead sources (marketing channels)
- Learn more

**More than just CRM**

- Tasks inside CRM
- Account management
- Sales agent management (HR)
- File transfer (collaboration)
- Employee engagement
- Learn more

Bitrix24 CRM manual is available [here](#). If you are interested in buying self-hosted editions of Bitrix24, which come with API, LMS and source code, you can easily customize and integrated with other tools, please download a trial version [here](#).

4,000,000+ organizations are already using **START FREE**

Free CRM for insurance agents

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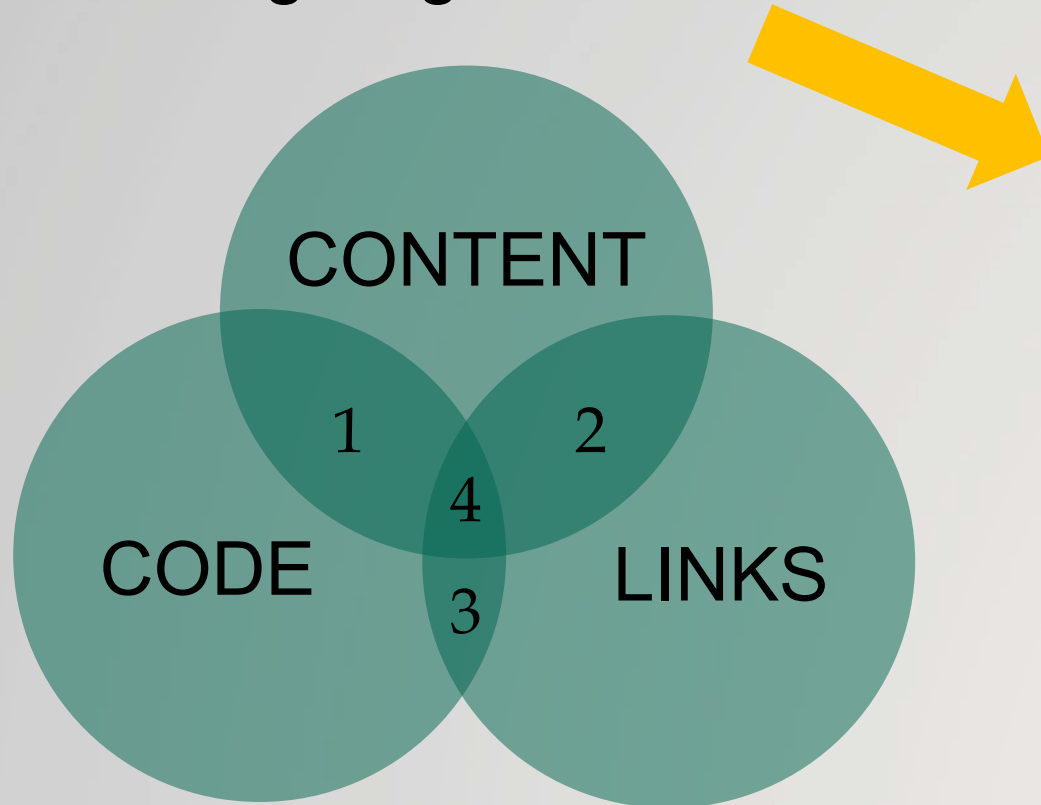
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## STEP 2 - 3 PARTS

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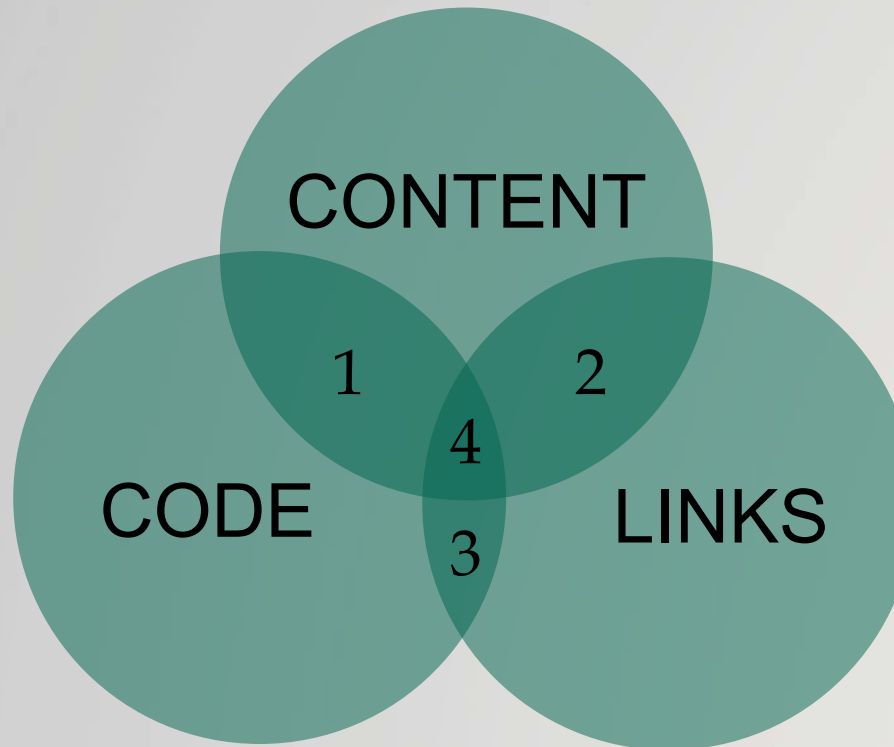
### SEO Landing Pages



1. Good for Long Tail Terms
2. Misses Opps
3. Misses Conversions
4. Best for Competitive High-Traffic Terms

# STEP 2 - 3 PARTS

## SEO Landing Pages



The screenshot shows the Google Search Console interface for the domain <https://leadgencompass.com/>. The main section is titled "Links" and is divided into "External links" (Total 7) and "Internal links" (Total 404).

**External links**

- Top linked pages**

<a href="https://leadgencompass.com/">https://leadgencompass.com/</a>	7
---	---
- Top linking sites**

<a href="https://usfarmdata.com">usfarmdata.com</a>	5
<a href="https://goleads.com">goleads.com</a>	2
- Top linking text**

marketing tools	
-----------------	--

**Internal links**

- Top linked pages**

<a href="https://leadgencompass.com/">https://leadgencompass.com/</a>	146
<a href="https://leadgencompass.com/contact/">https://leadgencompass.com/contact/</a>	112
<a href="https://leadgencompass.com/news/">https://leadgencompass.com/news/</a>	43
<a href="https://leadgencompass.com/website-redesign-services/">https://leadgencompass.com/website-redesign-services/</a>	24
<a href="https://leadgencompass.com/get-started-lead-generation/">https://leadgencompass.com/get-started-lead-generation/</a>	22
<a href="https://leadgencompass.com/lead-generation-case-studies/">https://leadgencompass.com/lead-generation-case-studies/</a>	22
<a href="https://leadgencompass.com/sales-marketing-jobs-employment-omaha-nebraska/">https://leadgencompass.com/sales-marketing-jobs-employment-omaha-nebraska/</a>	18
<a href="https://leadgencompass.com/pricing/">https://leadgencompass.com/pricing/</a>	17



# STEP 3 – SPEED RACER

## PPC Landing Pages

PageSpeed Tools > Insights

HOME GUIDES REFERENCE SUPPORT

PageSpeed Insights

https://leadgencompass.com/ ANALYZE

Mobile Desktop

Page Speed: Unavailable

Optimization: Good (81 / 100)

PSI is currently showing a single-page report. Chrome User Experience Report [does not have sufficient real-world speed data](#) for this page, but PSI was still able to analyze this page to identify potential optimizations that may improve the speed of this page. Please investigate the recommendations below. [Learn more.](#)

**Page Stats**

Statistics show that the median page on the internet

402-334-1824

LEAD GENERATION MADE EASY

LeadGen Compass Help Your Business Find More Leads and Get Better Results

**Our marketing solutions help your business generate more traffic, more calls, more leads, and more revenue.**

LeadGen Compass is a full-service database, internet marketing, and SEO company offering innovative lead generation solutions to small to mid-size companies. With 20 years experience in marketing databases, SEO, website conversion,

1. Be Consistent (TAHCO)
2. Focus on Outcomes
3. Strong CTA
4. "At a Glance" Rule
5. Test, test, test

*but if the page isn't fast,*



Search "Google Page Speed"

# STEP 4 – UPCYCLE THE OLD STUFF

1. Test term with PPC
2. Blog about it
3. Surround it
4. Watch Analytics
5. Old posts with no traffic?  
Upcycle them.
6. Write a book.



**MOZ** Products Blog About Learn SEO Moz Pro Moz Local Free SEO

Moz Pro How it works Solutions Pricing Start My Free 30-

## THE BEGINNERS GUIDE TO SEO

New to SEO? Need to polish up your knowledge? The Beginner's Guide to SEO has been read **over 3 million times** and provides comprehensive information you need to get on the road to professional quality Search Engine Optimization, or SEO.

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*In the wonderful world of SEO!*

The Beginner's Guide to Search Engine Optimization (SEO) is an in-depth tutorial on how search engines work. This guide covers the fundamental strategies that make your websites search engine-friendly. Download your copy of the world's most-read guide on SEO!

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**CHAPTER 1** How Search Engines Operate

**CHAPTER 2** How People Interact With Search Engines

**CHAPTER 3** Why Search Engine Marketing is Necessary

**CHAPTER 4** The Basics of Search Engine Friendly Design & Dev.

**CHAPTER 5** Keyword Research

**CHAPTER 6** How Usability, Experience, & Content Affect Rankings

**CHAPTER 7** Growing Popularity and Links

**CHAPTER 8** Search Engine Tools and Services

**CHAPTER 9** Myths & Misconceptions About Search Engines

**CHAPTER 10** Measuring and Tracking Success

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What is Search Engine Optimization (SEO)?

# STEP 5 - SHOULD WE?

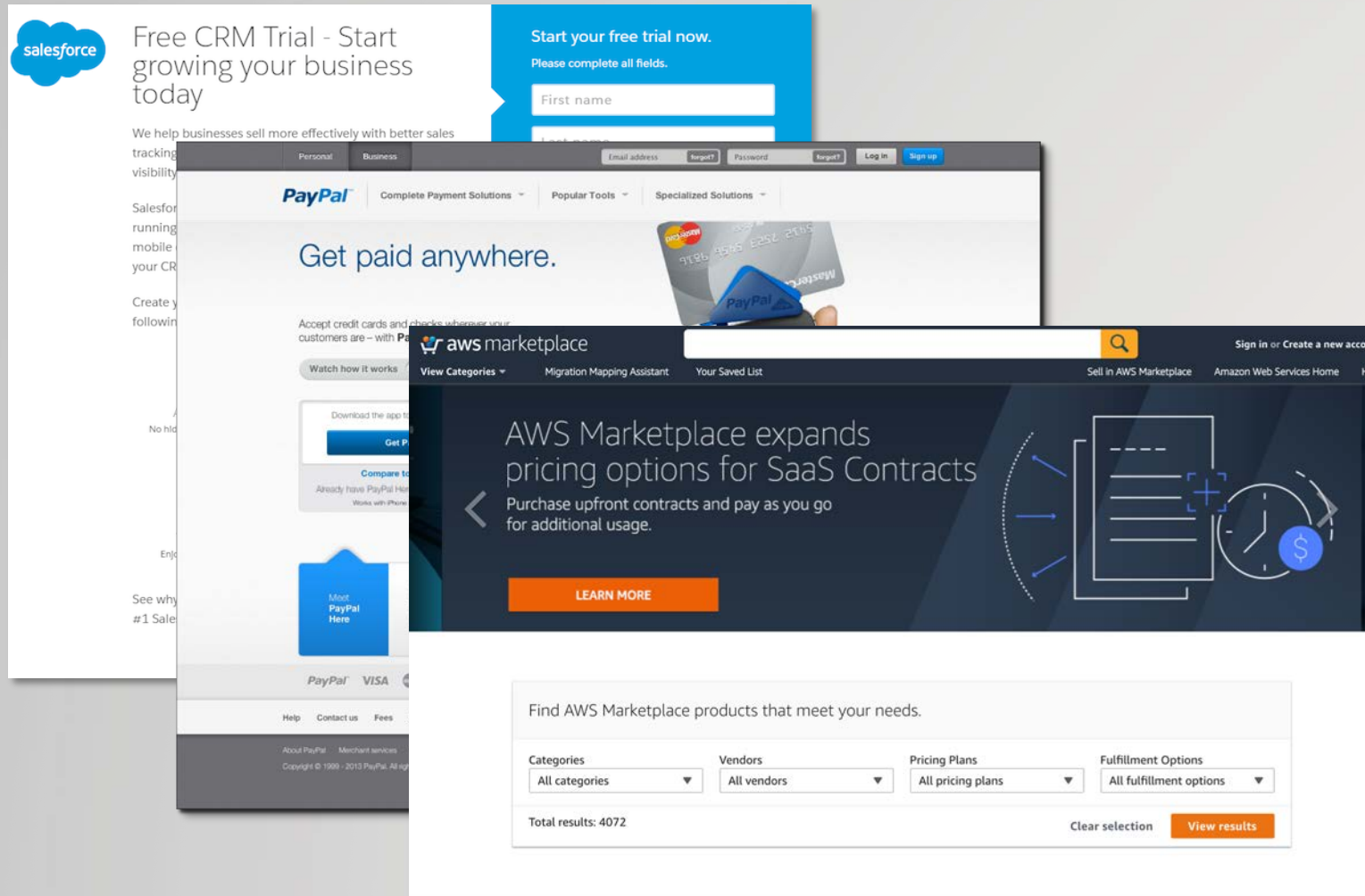
The collage consists of four overlapping screenshots:

- Top Left:** Salesforce Sales Cloud Overview Demo. A video player shows a computer monitor displaying various charts and graphs. Text above reads: "SALESFORCE SALES CLOUD OVERVIEW DEMO" and "What if selling were smarter, and faster? Sales Cloud lets you focus on what matters most: your customer."
- Top Middle:** Bloomingdale's website. A sidebar titled "NEXT STEPS" contains the text: "See all your options, and get a free trial." and a button "Editions & pricing >". The main content area shows "OUR BEST GIFTS" and "DESIGNERS WHAT'S NEW WOMEN SHOES".
- Top Right:** A white pop-up form with the headline "Can we send your inbox some love?". It offers "10% OFF YOUR NEXT ORDER" and includes a sign-up field and a "Submit" button.
- Bottom:** A Taft shoe advertisement. A red-bordered box highlights a call-to-action: "Want to save 10% on your first purchase?" with two buttons: "YES GET 10% CODE" and "NO THANKS, I PREFER FULL-PRICE".

Start with "A"



# STEP 6 – SPY ON THE SMART RICH KID



It's a shortcut  
It's not perfect  
Most of the time  
it's helpful

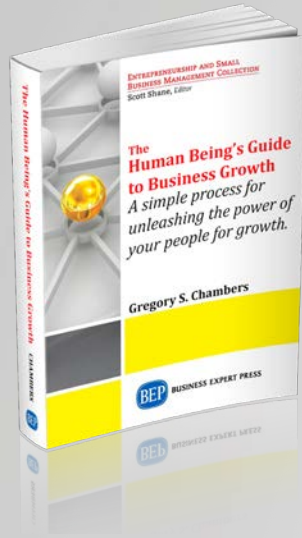


# STEPS

- CHOOSE, BUT CHOOSE WISELY - SEO, PPC, OR HYBRID
- 3 PARTS – CONTENT, TECH, LINK
- SPEED RACER – LOAD IT FAST
- UPCYCLE THE OLD STUFF
- SHOULD WE? – VIDEO, EMAIL COLLECTORS, EXIT PROMPTS
- SPY ON THE SMART RICH KID – BORROW LIBERALLY

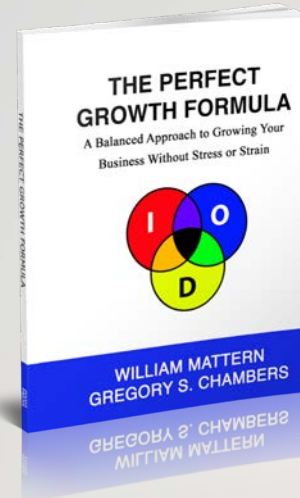
# PARTING GIFTS

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## **The Human Being's Guide to Business Growth**

A simple process for unleashing the power of your people for growth



## **The Perfect Growth Formula**

A Balanced Approach to Growing Your Business Without Stress or Strain



## **LeadGen Compass**

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# CONTACT A MARKETING COACH

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