



## Case Study: Generating Leads Online



“I thought they had a very good understanding of our industry, but **she was an expert on general marketing. Her broad-base marketing knowledge really added quality to the website.**”

“**In less than a week the website moved from nowhere on Google to page five.** A testament that proper key words and good content to support them does drive Google rankings.”

“My traffic **statistics show that many searchers keep coming back to the site (a good indication of value).** It makes me look like the **most helpful, knowledgeable, and ‘on top of things’ agent in town** (which is true!). I am proud to show it to prospective buyers and sellers“

### The Challenge

For businesses that need to use online content marketing to inform prospects and clients without selling, the challenge is developing a website layout and content that generates leads by encouraging visitors to participate.

### The Solution

Getting It Write, Inc has provided assistance to a wide range of clients in developing a website that has:

1. **A clean layout and simple navigation** - Eliminating over-crowded web pages and ensuring that the path through the website is clear and easy to follow is critical. Pages are laid out with short, compelling content that gives a clear “next step” to the visitor.
2. **Calls to action that encourage visitors’ participation** - Contact information is placed where it is easy to see and “calls to action” are integrated to drive leads.
3. **Content that illustrates expertise without selling** - In the real estate industry, for example, it’s one thing to say “I know the local area well”. But, incorporating community pages and blog posts that contain relevant and interesting information illustrates the agent’s local knowledge.
4. **Content that attracts search engines and people** - Seamlessly integrating keyword phrases and properly defining page meta tags makes web pages easy for people to read, but attracts search engines at the same time.
5. **Benefit-oriented Information about the company** - Website “About” pages often focus on the company’s history. Visitors need to know why they should contact the company. Customer-focused, benefit-oriented descriptions of the benefits that clients receive from the company will encourage visitors to make contact.

### The Result

Clients establish a better understanding of what it takes to create an effective website. They often gain more in-depth understanding of the strengths that differentiate the company in the marketplace, and how to explain those strengths to their prospects.

Without being overbearing, calls to action encourage site visitors to take action. Client websites contain information that their site visitors find useful and that keeps them coming back. The websites are also very user- and SEO-friendly at the same time.