

# SGDMA Online Marketing Mastery

Never Struggle To Get New Customers, Clients, Or Patients- Ever Again!



## Take Action Tips!

Here are some tips to implement that will help you increase your website conversions:

- Make sure that your phone number is displayed somewhere in the top of your site, on all pages. Research has shown that the right hand side gets the best results.
- Make it absolutely simple for the visitor of your website to take whatever action is it you want them to take. Make that action very obvious.
- Make sure your site is very authentic. It should contain pictures of you, your staff, your building, your product/service, your location etc. This is HUGE when it comes to conversions.
- Leverage any authority that you have. Make sure visitors to your site see any awards you have won and professional organizations that you belong to

## How To Convert More Website Visitors Into Customers, Clients, Patients, or Leads

Everything we have talked about up to this point has to do with getting your business found, and getting your business exposed to people who are searching for the product or service you offer.

However, once people find you online, and they visit your website, it's important that you get them to take the action that you want them to. If you never get people to take the action you want them to when they get to your website, there really is no point in even trying to be found.

Getting people to take the action you want them to take is referred to as conversions. All of the traffic that you get to visit your site must do whatever it is you want them to do.

Do you want them to pick up the phone and call you, do you want them to request more information, do you want them to schedule an appointment, download a brochure- what is it you want them to do?

Based on that, that is how you set up your website.

# March

It always seems impossible until it is done.

-- *Nelson Mandela*

You can't cross the sea merely by standing and staring at the water

-- *Rabindranath Tagore*

We may encounter many defeats but we must not be defeated.

-- *Maya Angelou*



"Did you see a cocktail napkin with our entire marketing campaign on it?"

## Here's 4 strategies that will skyrocket your website conversions!

So let me share with you some ideas and best practices when it comes to creating a highly converting website.

Now this may seem obvious but the first and most important variable for conversion is to make sure that your phone number is clearly displayed somewhere in the top of the site, and research has shown preferably on the right hand side.

The next thing you want to do is make sure there is some obvious method for the person to take the action that you want them to take.

Do you want them to call you, schedule an appointment, download information, etc? You need to make it EASY for the visitor of your website to do whatever it is you want them to do. Make it so the website visitors attention is drawn to nothing more than that action you want them to take.

Another HUGE Conversion element that most people are missing is what I call authenticity. Authenticity means there are real pictures of you, your staff, your building, your products, your location etc on your site. All of these things establish authenticity which is a very key factor in optimizing conversions.

You also want to leverage any

authority you have. Meaning you want to list any awards you may have won or organizations that you belong to. At the very minimum you want to leverage testimonials.

So if you belong to the Better Business Bureau, or Angie's List, or any other organization like that, you want to make sure that you plaster those symbols on your website where they display very prominently

In my next newsletter I'm going to share with you how to leverage the Google "map pack" (the 3 businesses that show up first in Google before the organic listings)

Don't forget to take advantage of our free custom video analysis that will show you how to attract more customers, client's or patients for your business. Just go to [TheSpectorGroupDma.com](http://TheSpectorGroupDma.com) and click on the yellow "Get Started" button.

### WATCH



### Most Digital Marketing Agencies Stink!!

Yep I said it- Most digital marketing agencies stink! Why? Because anybody can wake up one day and decide they are in the digital marketing business. There is a very low barrier to entry. I'm personally tired of the number of agencies that give our industry a "black eye." No minimum training requirements, no background checks, no continuing education, and no licensing requirements, UNLESS you are dealing with a member of the National Association of Responsible Digital Marketers (NARDM). Look for the symbol before deciding to work with any agency.



"What if we don't change at all ... and something magical just happens?"

## Daryl Spector Founder, Spector Group Digital Media

Never again will you struggle to get new customers, clients, or patients  
– Guaranteed!

[www.TheSpectorGroupDMA.com](http://www.TheSpectorGroupDMA.com)

