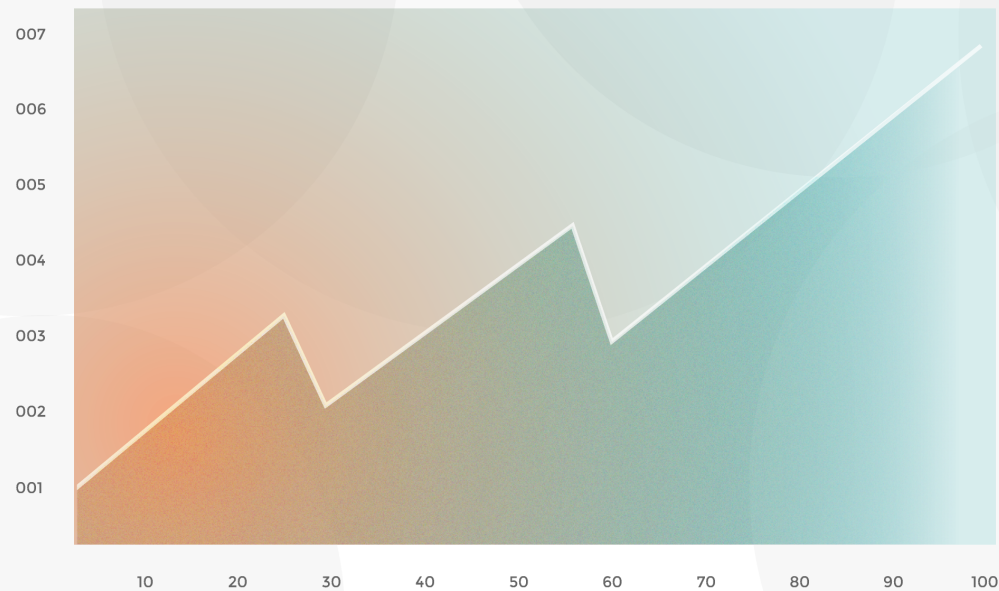


25 Website MUST HAVES

for Driving Traffic, Leads & Sales



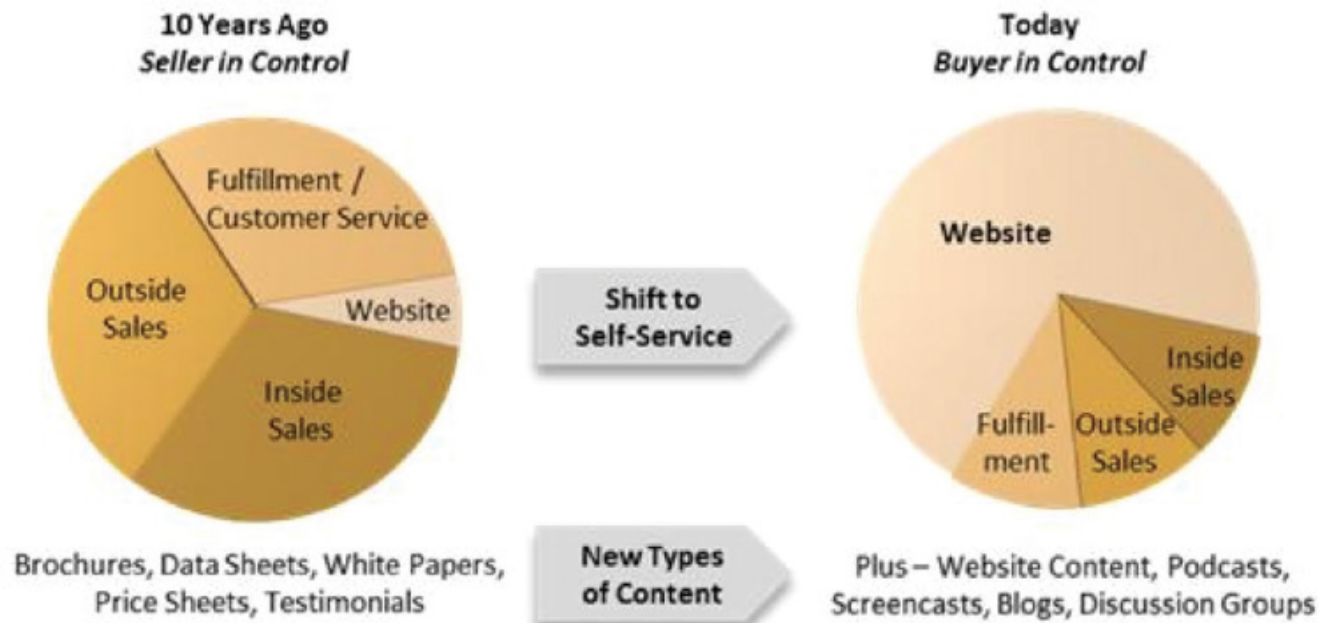
a publication by **Launch Brigade**

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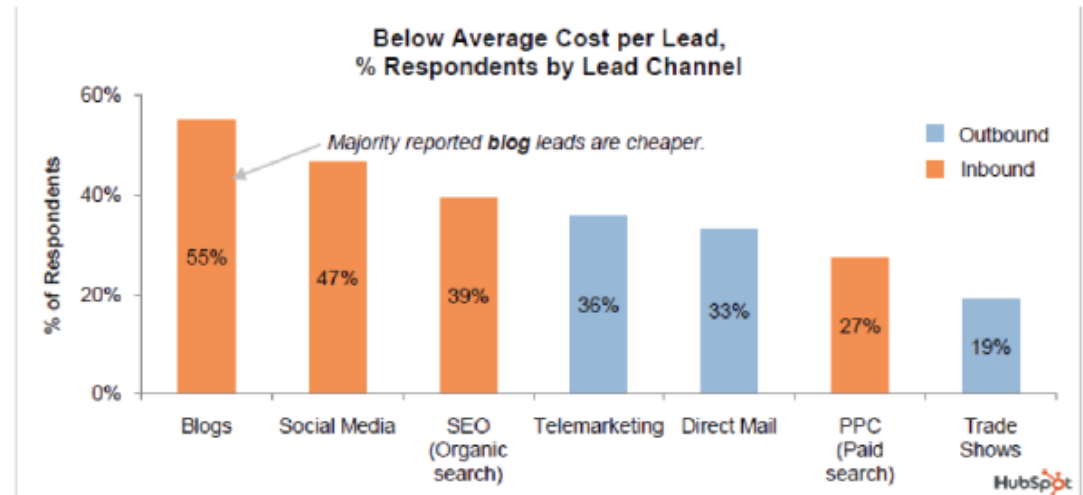
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Today, the web is social and interactive. It's not static like most websites tend to be. As such, a website can no longer sustain as its own island. We now need to consider integrating search, social media, content, blogging, and more with our websites.

Buyer behavior is quickly changing. Today's buyer wishes to consume information when they want and how they want and often without the involvement of a sales person. And more importantly, they want to be educated and not sold to. As you can see from the following chart, websites and inbound marketing content (such as podcasts, blogging and social media) have become a crucial factor in the buying cycle.



In most cases, traffic from blogs, social media, organic and paid search end up converting into leads or sales on your main website. Without a website acting as an online basecamp, it would be difficult to attract new business to one source.



To learn more about a particular must-have, you'll find additional resources at the bottom of each topic. Definitely take advantage of these if you're looking to master inbound marketing.

Building Inbound Links

Every website has the goal of reaching the #1 position in search engines. But because there is only one top spot per keyword/ key phrase, not everyone can make it. So what gets a first place ranking? Off-page search engine optimization (SEO) is one of the most important factors to increasing your ranking results. Off-Page SEO is about building inbound links, essentially getting other quality websites to link back to you. Search engines call this “authority” or “link juice.” The more inbound links you have, the more important your site must be, thus the higher you’ll rank.



- **Submit your website to online directories.** This is an easy way to start.
- **Create high-quality, educational or entertaining content.** If people like your content, they will naturally want to link to it.
- **Study the link profile of your competitors.** Moz offers a helpful and free tool for this: www.opensiteexplorer.org
- **Write guest posts for other blogs.** This is a win-win for both parties. And make sure you write guest posts for high-quality multi-author blogs.
- **Research link building opportunities with other websites,** but always check the authority of the websites that you are trying to get links from. There are many tools online that allow you to check domain or page authority, including HubSpot's link grader tool.
- **Never borrow, beg, barter, bribe, or buy links as this may cause your website to be removed from search results**

On-page Search Engine Optimization (SEO)



While off-page SEO is hugely important, we can't forget about on-page SEO. This consists of placing your most important keywords within the content elements of your actual pages. These on-page elements include Headlines, Sub-headlines, Body Content, Image Tags, and Links.

It's very common that businesses either do too little on-page optimization, or too much.

- **Pick a primary keyword for each page** and focus on optimizing that page for that word. If you oversaturate a page with too many keywords on one page, the page will lose its importance and authority because search engines won't have a clear idea of what the page is about. This is very common on homepages in particular, where too many keywords are used.

- Place your primary keywords in your headline and sub-headline. These areas of content have greater weight to search engines.
- Include the keywords in the body content but don't use them out of context. Make sure they are relevant with the rest of your content, and are placed in a natural way.
- Include keywords in the file name of images (e.g. mykeyword.jpg) or use them in the ALT tag.
- Include the keywords in the page URL and keep the URL simple.
- And lastly, write for humans first, search engines second. Always prepare your content for your audience and then look to optimize it for search. Content written in the other order won't read naturally, and your visitors will recognize it.

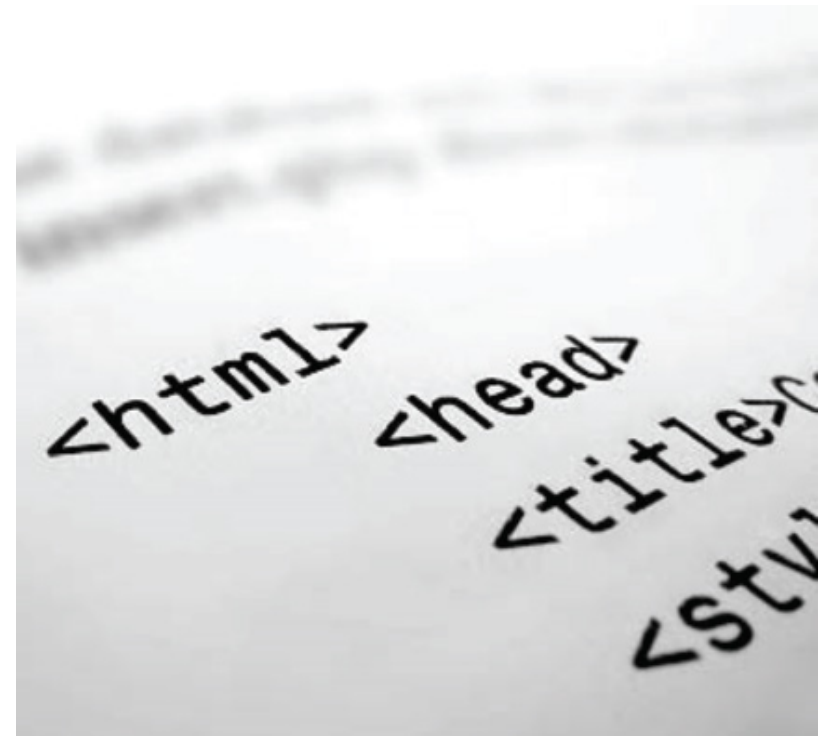


Meta Tags

While writing these might not sound so fun, it is a definite must-have SEO technique. A Meta Tag is a line of code that is contained in the background of a web page. Search engines look at meta tags to learn more about what the content of the page.

Back in the day, websites abused meta tags to increase their rankings by including far too many keywords. Nowadays, search engines are smarter and give more weight to inbound links and page content for ranking instead.

If you're not a web guru, most website editors and content management systems enable you to easily edit meta tags without coding knowledge. If you don't have an editor, you can simply open a web page file (ending in .htm, .html, .asp or .php) in Notepad or a plain text editor and the meta tags will be found near the top of the document.



Here is an example of what meta tags look like in an HTML document:

- Title: The title of the page seen at the top of a web browser, also the main headline displayed in search engine results.

```
<title>HubSpot Inbound Marketing Software</title>
```

- Description: A concise description of the page.

```
<meta name="Description" content="Stop pushing. Start attracting. Stop interrupting. Start engaging. HubSpot's  
Inbound Marketing Software...">
```

How the Title and
Description tags are
displayed in search
engine results

▶ HubSpot Inbound Marketing Software
www.hubspot.com/ +1
It's time to reshape the way we think about marketing. Stop pushing. Start attracting.
Stop interrupting. Start engaging. **HubSpot's Inbound Marketing Software ...**

- Keywords: Words that identify what the page is about. They are much less important than they used to be, but keyword optimization is still something you should consider.

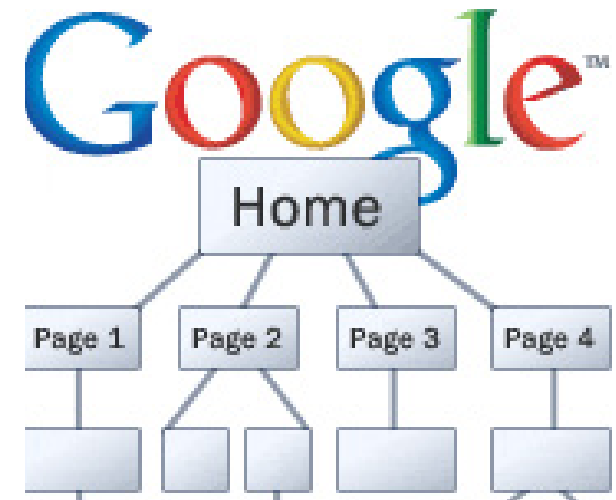
XML Sitemaps

The general incentive behind an XML sitemap is to help search engine crawlers (or “spiders”) sift through your pages more efficiently. An XML sitemap is simply an .xml file containing a listing of all your pages and when they were updated. It’s a lot like a subway map. It shows the structure of your website and where your pages reside.

Creating a sitemap is easy. You can find sitemap generators online that will create the .xml file for you. Once you get the .xml file, add it to your website (e.g. www.website.com/sitemap.xml).

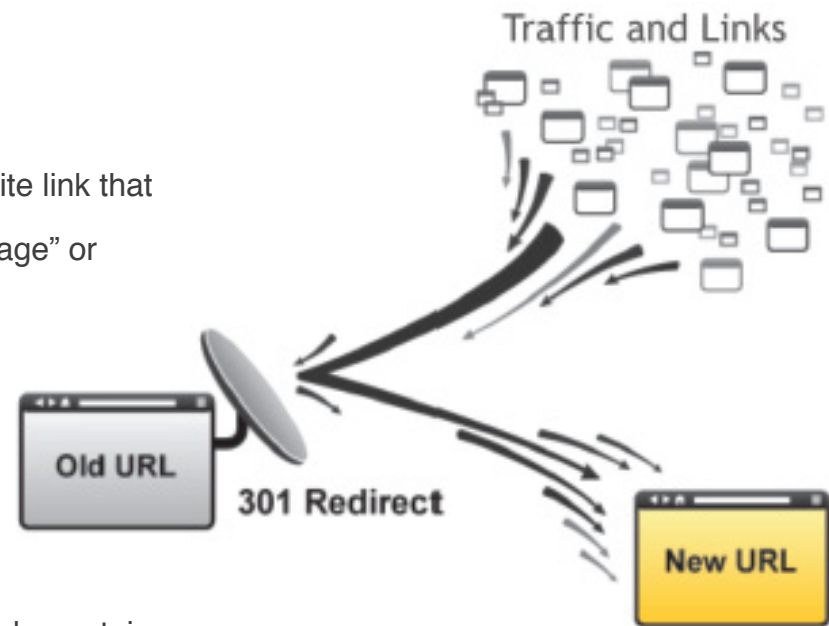
If your website is updated regularly, make it a good practice to update your .xml file at least once a month so search engines have the freshest data.

While adding an XML sitemap may not be the deciding factor in improving your SEO, it will certainly help.



301 Redirects

We've all experienced a time when we clicked on a website link that ended up being broken. Typically, you'll see a "404 message" or "Page Not Found." A lot of times this is caused when a page is moved to a new URL and the old link hasn't been directed to the new page. Think about the lost opportunity when your customers or potential buyers want information that they can't locate. If you choose to move a page on your website, make certain that you use a permanent 301 Redirect, a method used to change an old URL to a new one.



In addition to keeping visitors happy when navigating your website, permanent 301 redirects are also important for SEO. When a user can't find a new page, nor can a search engine, and you'll lose any SEO status the old page once had. To keep the SEO juice following to new pages, set up a 301 redirect for pages that have been moved so search engines know where to find them.

Part 2: Design & Usability

Now that you're generating some good traffic by getting found online, your next focus is getting that traffic to stay on your website. It depends on the industry, but most websites have a 30-60% bounce rate on average. This means a large majority of web traffic entering your website leaves without navigating to any other pages. And many times they may never come back. The following section offers several tips on how to improve the user experience and decrease your bounce rate.

The First Impression

Your website represents who you are and what you offer. When people see it for the first time, they'll probably ask themselves:

- Is this site credible?
- Is it trustworthy?
- Is this a professional company?
- Is this company stable?
- Does this site make me feel welcome?
- Am I in the right place?



It's important to ask yourself these questions when designing your website. While a website's design does not entirely determine how well the site performs, design does play an important role in making a good first impression.

An in-depth study from the Stanford University and Consumer Web Watch, "How Do People Evaluate A Website's Credibility? Results from a Large Study," found that a website's design was more important than credibility indicators such having a privacy policy, awards or certifications. P-44 Technologies does a great job at summarizing this study (continue to next page...)

“Visitors first evaluate a site’s overall design, including its use of multimedia. Beau Brendler, director of Consumer Web Watch noted: “While consumers say they judge on substance, these studies demonstrate that consumers judge on aesthetics, and get distracted by bells and whistles.” So, after spending all this time developing great, valuable content that visitors can’t find anywhere else on the Web, does this mean nothing matters but a cool color scheme and fancy flash animation? Fortunately, it doesn’t. The Stanford study noted specifically that while a site’s design is the first indicator of quality, it isn’t the only one: “...the visual design may be the first test of a site’s credibility. If it fails on this criterion, Web users are likely to abandon the site and seek other sources of information and services.”

Tips for a great website design:

- **Proper use of colors:** Use colors to draw attention to select elements on your website. Don’t try to make everything stand out as the result will be just the opposite - nothing will stand out. Avoid a chaotic mix of colors on your website and instead pick two to four colors for your template and marketing materials.
- **Animations, gadgets and media:** *Avoid anything unnecessary.* Only use media and animations to help support content and information.

- **Layout:** Create a clear navigation structure (refer to Navigation on page 21) and organize page elements in a grid fashion (as opposed to randomly scattered). Also, don't be afraid of white space, and avoid clutter!
- **Typography:** Make sure your website is legible. Use fonts, font sizes and font colors that are easy to read. For easier page scanning, use bullet lists, section headers, and short paragraphs. If your site is English language-based, make sure information flows from left to right and top to bottom.

While design is important, don't forget that your visitors are ultimately interested in the content that your website offers. A well-designed website might convince visitors to take a closer look but they won't look twice if the content isn't useful and well organized.

Maintain Consistency

It's best to keep elements on your site fairly consistent from page-to-page. Your site should have a good flow and reinforce your branding. This means you need to have a distinct color palette, set of fonts, and layout structure. Navigation should remain in the same location of your layout throughout your website.

For layout structure, typically three page layouts exist for most websites: one for the homepage, one for content pages and one for form pages. For example, your homepage will have a different layout than a landing page. Keep the elements in these layouts constant. This will help help your visitors navigate through your site smoothly.

Using the Right Images

Images can be powerful elements on a website, but they should be used wisely.

For example, consider stock photography. Stock images are seen everywhere because they are easily accessible and inexpensive. But are they good to use?

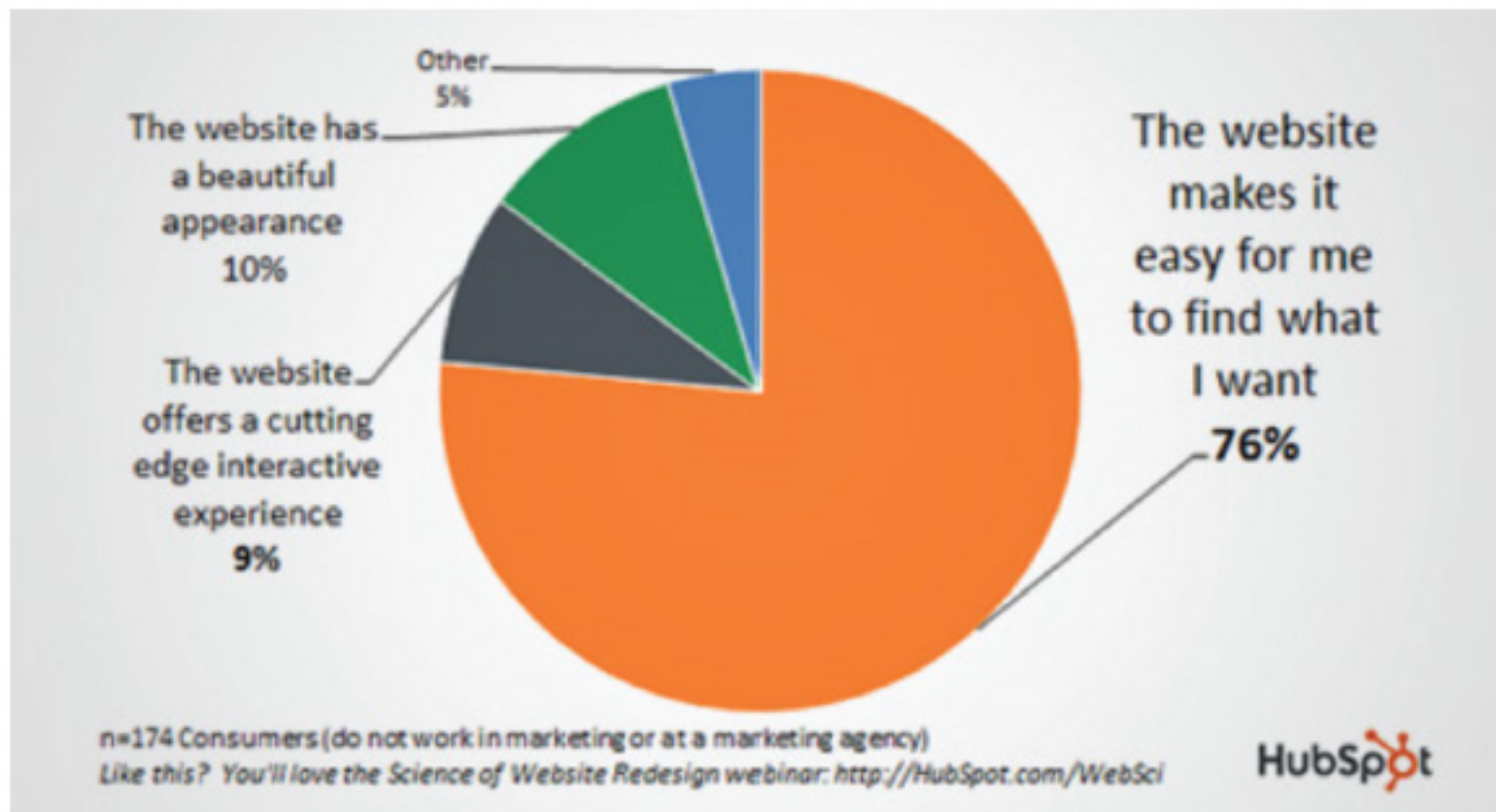
In our experience, photos of real people out-perform stock photos. Why? Because stock images tend to be generic. Spending the time and money on photos that show you and your business (your team, your real work environment) is a worthwhile investment.

Choose meaningful images for your site. Every image is transmitting a subconscious message to your audience.



Navigation

Perhaps one of the biggest factors to keep visitors on your website is having a good, solid navigation system that supports all search preferences. In fact, more than three-quarters of survey respondents from a HubSpot study say that the most important element in website design is ease in finding information.



If people can't find what they are looking for, they will give up and leave. Important factors in a site's navigation include:

- Keep the structure of your primary navigation simple (and near the top of your page).
- Use breadcrumbs on every page (except for the homepage) so people are aware of their navigation trail.
- Include a Search box near the top of your site so visitors can search by keywords.
- Don't offer too many navigation options on a page.
- Don't dig too deep – in most cases it's best to keep your navigation to no more than three levels deep.
- Include links within your page copy and make it clear where those links go to. This is also great for SEO!

The overall rule with a proper navigation structure is simple: don't require visitors to have to think about where they need to go and how to get there. Make it easy for them.

Video and Animation

Moving images can grab someone's attention. More websites are making use of video and moving images these days. Too much movement, however, can be distracting. And it's even more true when someone is viewing your site on a mobile device. Many people simply don't want to be bothered with unexpected noises and animations. Use animations sparingly, and only if they add something meaningful to your content.

When in doubt, consider whether your website would convey the same message without moving images and whether you are really adding value by using videos, HTML5 animation, etc.

Responsive/Mobile-Friendly Design

Make sure that anyone visiting your website can view it no matter what browser or application they are using. In order to gain significant traffic, your site needs to be compatible with multiple browsers and devices. With growth in mobile phones and tablet devices, people are surfing the internet more than ever before. Make sure to get some of those views by allowing everyone to view your site, no matter what kind of system they run or which browser they use.



Messaging

Below are four basic questions to ask yourself regarding the content of your website:

- Will people know what my company does within seconds?
- Will they understand what page they're on and what it's about?
- Will they know what to do next?
- Why should they buy/subscribe/download from my company's website instead of from someone else?

Ideally, you want your visitors to know the answers to these questions. It should be obvious what your site is about, and why they should take action. Consider the following tips to help you deliver the right message:

- **Create a few headlines and sub-headline ideas** for your most important pages. To combat question #4 (why should I buy from you?) use a powerful value proposition and steer clear from cliches, and corporate speak.
- **Make sure to include clear call-to-actions and next steps.** Include links in your body copy, next step links at the end of the copy and calls-to-action wherever appropriate. Include a little direction and you'll be glad you did.
- **Test your copy.** For the most accurate indication of a winning headline, use A/B testing to determine which variation drives the most conversions. You can use tools like HubSpot's A/B Testing Tools, or Google's Website Optimizer.

Educate and Offer Value

Even though the purpose of a corporate website is to provide information about your products and services, not everyone is ready to buy when they first visit your site. Keep in mind, your visitors will wonder, 'What's in it for me?' You'll want your website to offer as much value to your visitors as possible.

- **Offer more than just product content.** Provide eBooks, whitepapers, videos, and other forms of content that is educational. This will nurture prospects through your marketing and sales funnel until they are ready to buy, plus, they will feel they are receiving valuable information along the way and not just a sales pitch.
- **In product-specific content, write as if you are speaking directly to your audience.** Use words like “you,” and “we.” Be transparent. Make yourself sound human. Use the same tone-of-voice with your audience as you would face-to-face with them..
- **Write your product content so they can feel you are helping them solve their problems.** Avoid “we are the best” speak and instead use “this is how we help you...”

Importance of Content Quality

Regularly publishing content on your website can help increase your website's visibility in search engines. However, when it comes to the quality vs quantity of content, quality almost always wins. Consider the following tips to keep your website visitors - and search engines - happy:

- **Offer unique content.** People love this and so do search engines.
- **Write for humans**, not search engines. People don't read like robots.
- **Provide value** and educational content that helps others.
- **Do your research when paying for content** that is written by third-party services. Some work well, others do not.
- **Keep content fresh.** Having news that's two years old still sitting on your home page may throw your visitors off.



- **Know your audience.** Providing content that is specific to your buyers makes it more relevant for them, and in turn, higher quality.
- **Include evidence when needed.** When stating facts, numbers, awards, testimonials, etc., back it up with a source and give credit when credit is due.
- **Know your subject well.** You probably don't want an auto mechanic writing about brain surgery. Accurate content equals quality.

Avoid Corporate Lingo

While maintaining a professional image is important, avoid using overly corporate language.

These are jargon terms and phrases that have been over-used and abused rendering them meaningless (you'll find them mostly in the high-tech and B2B industry). These words are meant to add more emphasis of a particular subject but instead they make your eyes roll.

Avoid these words on your website and other materials whenever possible:

- Next Generation
- Flexible
- Robust
- Scalable
- Easy to use
- Cutting edge
- Ground breaking
- Best of breed
- Mission critical
- And so on...

Be Clear and Not Clever

For years, advertising has tricked us into thinking that catchy and creative headlines and phrases work well at capturing our attention. While this technique may have worked in the past, it is not as effective anymore. Consumers have grown wary of advertising trickery, marketing cliques, and surreptitious methods of persuasion.

Wouldn't it be easier to get the point in our content instead of trying to persuade others?

If you focus your content on **being clear, not clever**, you will find that more people will place their trust in you. Be careful not to make things more complicated than they need to be. Use simple words that are easy to understand. Just be clear with what you want people to do on your site. You will be able to convert more website visitors into paying customers.

Blogging

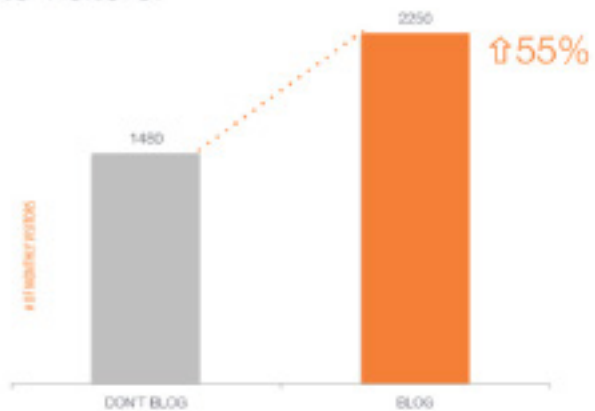
Blogging is without a doubt one of the most important assets to any inbound marketing strategy, and it's a perfect complement to your website.

Here are some reasons why you really need a blog:

- It creates fresh content and more pages of content, which is great for SEO.
- It helps establish you as an industry authority and thought leader.
- It helps drive more traffic and leads back to your website.
- It's a great channel to converse and engage with your potential customers, as well as your existing ones.
- It's a great way to get valuable inbound links.

Blogging isn't as difficult as you think. There are plenty of blogging tools you can use to get started. If the ability to create content regularly is your main concern, there are inexpensive blog writing services (called Content Marketplaces) like Zerys and WriterAccess that will help you get started.

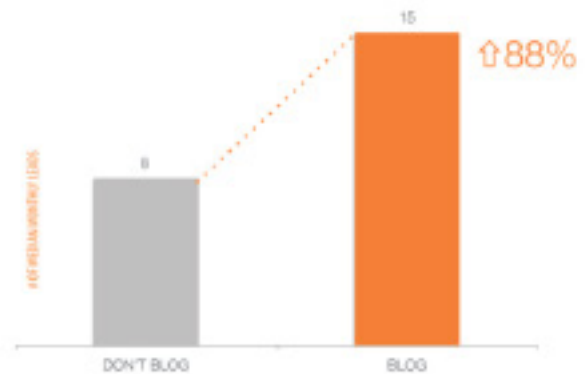
Companies that blog have
55% more
website visitors.



SOURCE: HUBSPOT, 2010



B2C companies that blog generate
88% more leads
per month than those
who do not.



SOURCE: HUBSPOT, STATE OF INBOUND MARKETING LEAD GENERATION REPORT, 2010



Make Content Shareable and Social

Social media websites have seen an exponential growth in the past decade and continue to grow larger every day. Oftentimes when people 'like' a post, product, or blog entry, their friends will also see this on social media channels.

Consider this type of network effect for your own website. Make it just as easy for people to share and socialize about your content and resources.

- **Add a sharing widget or plugin to every page on your site.** This will enable visitors to share your pages via all the major social networks.
- If you're on a blogging platform like Wordpress, there are plug-ins available that enable people to share your articles plus auto-publish content to your social networks like Twitter, LinkedIn and Facebook.

Use Multiple Forms of Content

Content is more than just the written word. Media and utilities are excellent forms of content that can turn a text-heavy site into something that satisfies the viewing preferences of multiple audiences.

Content takes place in the form of:

- Imagery (including infographics)
- Video
- Audio
- Online utility tools
- Games

Try using many different forms of content. It will help create a content-rich experience.

The screenshot displays the HubSpot website's content layout. At the top, a navigation bar includes links for 'HubSpot Originals', 'Marketing Update', 'How To Tips', 'Inbound Now', 'Webinars', 'Weekly Marketing Cast', and 'Inbound in Action'. Below this, a banner promotes a show with Karen & Mike, stating 'The old "HubSpot TV" is now called "Marketing Update"', with a 'Watch now! »' button and a photo of the hosts. The main content area features a video player titled 'What is HubSpot?' showing a cartoon character at a laptop. Below the video, the text reads 'New Technologies for Marketers Abound: Marketing Update' and 'Saturday, Oct 1, 2011'. To the right of the video, there are two subscription widgets. The first, titled 'Subscribe', encourages users to subscribe for updates and includes icons for RSS, Twitter, Facebook, and Buzz. The second, titled 'Subscribe by Email', has a text input field for an email address and a 'Subscribe' button.

HubSpot Originals Marketing Update How To Tips Inbound Now Webinars Weekly Marketing Cast Inbound in Action

Looking for the show with Karen & Mike?
The old "HubSpot TV" is now called "Marketing Update" [Watch now! »](#)

What is HubSpot?

New Technologies for Marketers Abound: Marketing Update
Saturday, Oct 1, 2011

Subscribe

Subscribe to find out when new videos are released and keep up to date with all the latest and greatest inbound marketing news!

RSS Twitter Facebook Buzz

Subscribe by Email

Your email:

[Subscribe](#)

Customer Proof

No matter what you're selling, potential buyers like to see confirmation that you've made other customers happy. Testimonials, customer reviews and case studies are powerful sources of content for moving prospects even closer to the final buying stages.

- **Provide authentic customer stories.**
- **Place real, brief and powerful testimonials on your site.**
 - Try to include real names and titles and use pictures of the person along with their testimonial if possible (if they already have a picture on LinkedIn, ask to use that). This adds authenticity. Not including a name makes a testimonial seem phony even if it's real.
 - Instead of randomly placing testimonials on any page, consider placing testimonials on certain topics on the pages relevant to them. For example, if you have a quote about your awesome customer service, place that on a service or support page. If you have one for your convenient return policy, place that somewhere in a shopping cart or pricing page.

- **The more proof you have the better.** Make it part of your strategy to collect case studies and testimonials when possible.
- **Leverage other online sites that provide reviews.** Use the sites you trust and don't just go with the flow. A review from a trusted source will weigh much more than lots of 5-star reviews from a source that is less reliable.



Part 4: Conversion

Now that you know what it takes to drive traffic and engage visitors with great content, the next step is to get your visitors to convert from a prospect into a lead. You don't want them leaving without providing some information or else you will lose the opportunity to nurture them until they are ready to buy. Here are some must-haves for increasing your website conversions.

Effective Calls-to-Action

The effect of a successful Call to Action (CTA) is to drive a visitor to take a desired action. CTAs are typically kept in clear sight on a page so visitors know where to take the next step. CTAs are the key to lead generation but they need to be done right to convert traffic into leads.

- **Make them bigger and bolder** than most other elements on the page, but don't overdo it.
- **Consider colors of the CTA**, whether it is a link, button or image. Make them look so good people will want to click on them.
- **Offer CTAs that provide value**, like guides, whitepapers, estimates, etc. Don't rely only on 'Contact Us' as your only CTA.
- **Make the CTA look clickable**. You can do this by making a button or adding a hover effect to an element.
- **Less is more**. Keep it simple and clear what is being offered.
- **Test when possible**. Try testing different colors (e.g. red versus green buttons), language, and placement to see which CTAs get more clicks and drive more leads (refer to the "Messaging" section above for A/B testing tools).

Good CTAs

Here are some good examples of calls-to-action:

The screenshot shows the FreshBooks website homepage. At the top, there's a navigation bar with links: Home, Tour, Signup, About, Add-ons, API, Blog, Support, and a Login button. A prominent green button labeled "Try it for Free" is in the top right corner. Below the navigation bar, the main headline reads "Focus on your work, not your paperwork" in large white text on a blue background. Underneath this, a sub-headline says "The fastest way to track time, organize expenses & invoice your clients". At the bottom of this section, there are two green buttons: "Try it for Free" and "or Take a Quick Tour". To the right of the text, there's a visual representation of a smartphone displaying the FreshBooks app interface and a printed invoice. The invoice includes a table with columns for Unit Cost, Quantity, and Line Total, and a summary section at the bottom.

Unit Cost	Quantity	Line Total
150.00	5	750.00
125.00	3	375.00
Subtotal		1,125.00
GST 5%		56.25
Total		1,181.25
Amount Paid		-1,181.25

Example 1: Freshbooks

Good CTAs


[About Us](#) | [The Software](#) | [Pricing](#) | [Case Studies](#) | [Marketing Resources](#) | [Free Trial](#)
[Login](#)
[Marketing Webinars](#)
[Marketing Hubs](#)
[Inbound Marketing Communities](#)
[Inbound Marketing University](#)
[Marketing Whitepapers & eBooks](#)
[Marketing Kits](#)
[Inbound Marketing Blog](#)
[Marketing Videos](#)
[Marketing Video Podcast](#)
[Marketing Tools](#)
[Marketing Studies & Reports](#)
[Marketing Examples](#)
[HubSpot Content Usage Guideline](#)

Marketing Resources

FEATURED KIT

The Modern Marketing Team Kit



FEATURED DATA

100 Awesome Charts and Graphs



FEATURED eBOOK

How to Monitor Social Media in 10 Minutes a Day



Collection of upcoming and archived internet marketing webinars on a variety of topics, from blogging, to search engine marketing, to press releases.

Inbound Marketing

Example 2: HubSpot

CTA Positioning

So you have Call-to-Actions. But how will people find them?

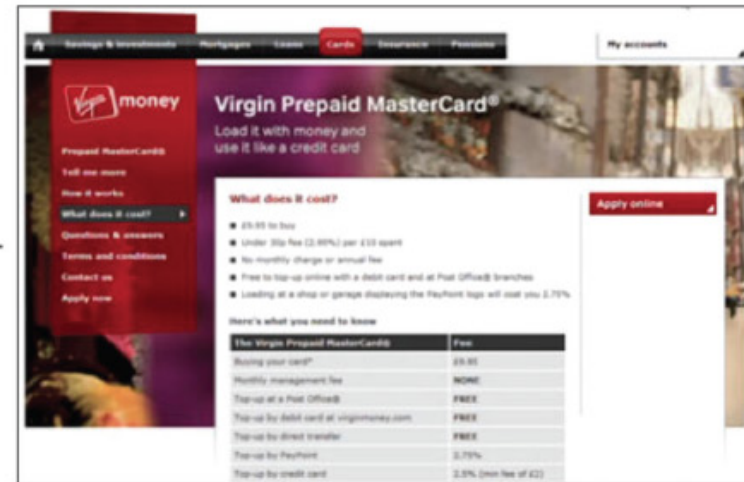
You want to think about where you will be placing your CTAs. You don't want to dump CTAs everywhere. That will give people too many options or not the right options at the right time.

Consider this:

- **Segment your top-of-the-funnel and middle-of-the-funnel offers.** Place top-of-funnel type offers (whitepapers, downloads) on top-level pages. Add middle-of-funnel offers (request a quote, trial, pricing) as the prospect is digging deeper and learning more about your offering.
- **Some studies suggest placing CTAs to the right of the page work better** but testing this will ultimately determine what's best for your website.



- versus -




The placement of your CTAs can impact conversion. The only way to know which options work best is to test!

- **Use thank-you pages for additional CTAs.** A thank-you page or message is what is seen right after someone completes a web form. Many times there is plenty of real estate to offer more downloads and CTAs. Once a prospect completes a form, don't stop there. Offer them additional downloads, however if possible, do so without requiring them to complete another form.
- **Test, test, test!** As indicated in the example above, it's unclear which version will drive the most conversions. Test different placements to know which one works best for your website.

Forms

Forms are important elements of your website. They help you engage your potential clients in a constructive way. Forms come in handy when it's time for people to sign-up, subscribe to your site or download an offer. Forms can be at various places on your site - for instance your home page, contact page, sidebar, footer or header areas.

You might be wondering how much or how little information you should require with a form. There is no magic answer when it comes to how many fields your form should contain but the best balance would be to collect only the information you really need.

A registration form titled "New to Twitter? Join today!" is displayed on a blue background. The form consists of three white input fields stacked vertically, labeled "Full name", "Email", and "Password". To the right of the "Password" field is a yellow button with the text "Sign up" in black.

The fewer fields you have in a form, the more likely you will receive more conversions. This is because with each new field you add to a form, it creates friction (more work for the visitor) and fewer conversions. A longer form looks like more work and sometimes it will be avoided all together. But on the other hand, the more fields you require, the better quality those leads might be. The best way to determine what works best is to test it.

Recommendations for landing page forms:

- **Only ask for the information you need** for you or your sales team. Also avoid asking for sensitive information that companies or consumers may not want to disclose.
- **Consider the value of the offer.** The more valuable an offer may be perceived, the more information you may be able to ask for in return. If it's a newsletter subscription, only ask for email address (and maybe first name, at most).
- **Reduce anxiety** - People are more resistant to give up their information these days, especially because of the increase in spam. Add a privacy message (or link to your privacy policy) that indicates their email will not be shared or sold.
- **Don't use the word "SUBMIT" on your form buttons!** No one wants to submit anything. Instead, try "download whitepaper," "Get your free eBook," or "Join our newsletter."
- **If advertising a downloadable offer as your CTA, fulfill the request instantly.** For example, if your form is for a whitepaper download, include a link to download that whitepaper on the very next page (typically called a "thank you" page). Another option is to send an auto-responder email containing a link to the offer but it's recommended it's given right away upon form submission so people don't have to dig in their email for your content.

Newsletters

Speaking of newsletters, you should definitely offer a newsletter subscription on your website. Not all CTAs need to be big offers. Newsletters or mailing lists are the perfect way to collect email addresses so you can nurture prospects over time to become leads. Just make sure it's easy for people to find your subscription form.



Social Design Newsletter

Sign up for the Social Design Newsletter, chock-full of social design issues like reputation, influence, behavior, community, and their relationship with design.

Email:

Name:

Subscribe

Conclusion

The internet has changed everything. Internet usage is growing rapidly and you need to be there when potential buyers come looking. A business website may be the most important factor in your inbound marketing strategy, but the integration of SEO, social media, blogging, content, and CTAs is what will ultimately drive traffic, leads, and sales.

Follow these guidelines and you will soon have a great website that generates traffic, leads and sales. But don't stop there. A website never truly stops growing. Keep learning and stay tuned for more updates.

Thanks for reading.

ABOUT US

Launch Brigade is a premier web design and development firm in the San Francisco Bay Area. Known for their attention to detail and unique mobile-friendly website designs, Launch Brigade also offers custom e-commerce solutions, web application development, and marketing services.



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