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Capture Leads from Site Traffic by Cathey Lee

Article published on March 16th 2012 | Seo

Once you have started attracting visitors to your site, you need to know what to do with that traffic in order to capture leads. Capturing leads involves creating a compelling offer for your customers, creating a call-to-action to promote your offer, launching a landing page with a form for visitors to submit their information to obtain the offer, and then testing it out.

1. Decide on your offer

Your offer is going to be what catches the visitorâ€™s attention and creates that initial attraction. The offer gives the visitor a reason to fill out the form, allowing you to collect their information. Your offer should target the type of sales lead youâ€™re trying to attract.

An attractive offer could include research reports, how-to eBooks, slide downloads, webinars, a free trial, or a personal consultation.

2. Create Calls-To-Action

A Call-To-Action is a button or link on a website that grabâ€™s the visitorâ€™s attention and directs them a landing page where they fill out a form with contact information in order to receive whatâ€™s being offered.

When they submit the form, they are converted into a lead that you can then follow up with.

3. Create Landing Pages

Your landing pages are the pages that the Calls-To-Action send the visitorâ€™s to. This page has a form on it that asks for information in order to contact them. Questions such as name, email, company, and phone number should be on this form.

After they fill out the form they should then be directed to a thank-you page where they can access the offer stated in the Call-To-Action.

4. Test Out Different Offers

Having numerous Call-To-Actions on your website will help you understand what kinds of offers work to convert traffic into leads and which ones donâ€™t. You should have different kinds of Calls-To-Action, offers, and landing pages so that you know which ones attract the most leads.

Summary

- Come up with an offer that will attract your visitors

- Create a Call-To-Action button that will grab their attention

- Create a landing page with the necessary questions your visitors need to fill out

- See which combinations of offers and landing pages work best

If you follow these easy steps, you will be converting traffic into leads in no time and your website

will be equipped with the best offers!

Article Source:
http://www.articleside.com/seo-articles/capture-leads-from-site-traffic.htm - Article Side

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The above article has been taken from the blog of a Over Go Video regarding a capturing leads from normal site traffic

Article Keywords:
Inbound Marketing, SEO, Search Marketing

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