

5

WAYS TO GET YOUR WEBSITE GENERATING LEADS.



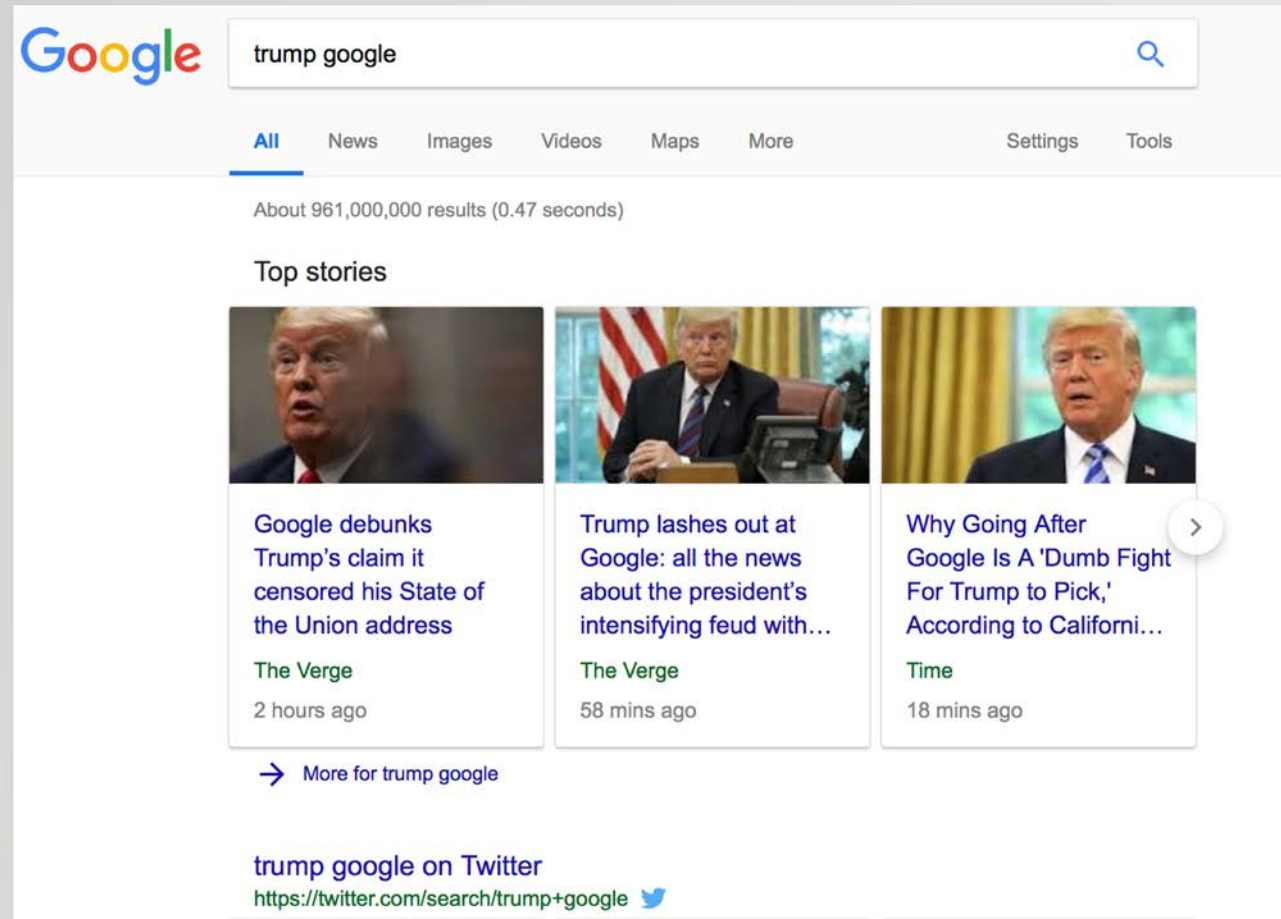
TODAY'S AGENDA

- Introduction
- Frame the content
- 5 Ways to Get More Web Leads
- Summary

Before we begin. . .

TODAY'S AGENDA

This happened. . .



The image is a screenshot of a Google search results page for the query "trump google". The search bar at the top shows the query and a magnifying glass icon. Below the search bar are navigation tabs for "All", "News", "Images", "Videos", "Maps", and "More", along with "Settings" and "Tools". The results section indicates "About 961,000,000 results (0.47 seconds)". Under the heading "Top stories", there are three article cards. Each card features a small image of Donald Trump, a headline, the source name, and the time since publication. A right-pointing arrow is visible between the second and third cards. At the bottom of the search results, there is a link for "trump google on Twitter" with the URL "https://twitter.com/search/trump+google".


Google


trump google


All News Images Videos Maps More Settings Tools

About 961,000,000 results (0.47 seconds)

Top stories

 Google debunks Trump's claim it censored his State of the Union address
The Verge
2 hours ago

 Trump lashes out at Google: all the news about the president's intensifying feud with...
The Verge
58 mins ago

 Why Going After Google Is A 'Dumb Fight For Trump to Pick,' According to Californi...
Time
18 mins ago

→ More for trump google

trump google on Twitter
<https://twitter.com/search/trump+google>

SOCIAL TRAFFIC DROP

Social:
Suspends
User Activity



Search:
Continues
User Activity



SEARCH SYNTAX CHANGES



Coming Soon to a college campus near you.



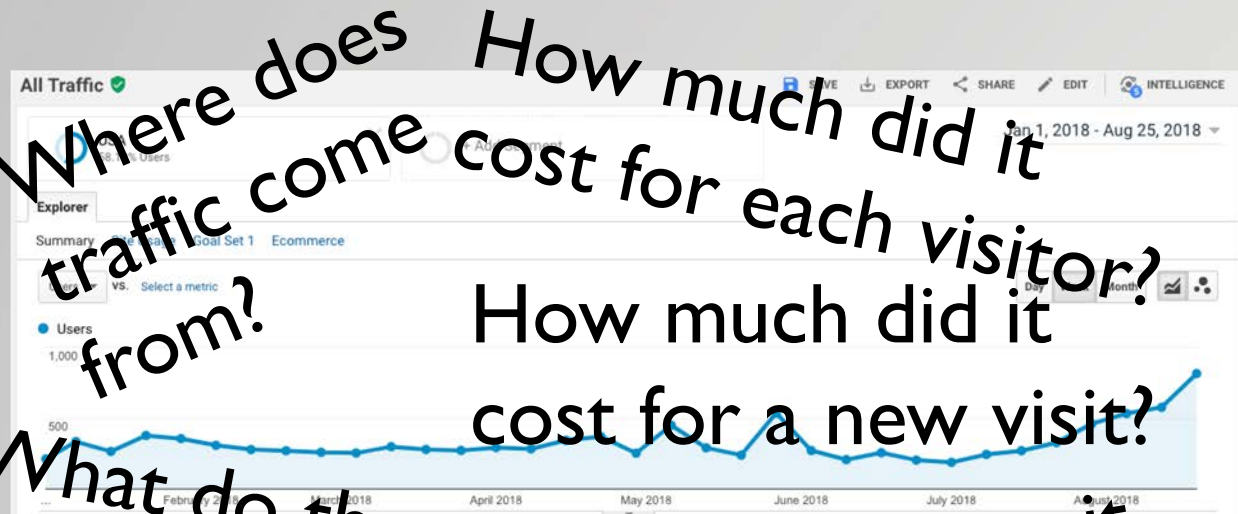
The robots are teaching us how to talk to robots. NLP.

THE WAY

5 WAYS

- TRACK IT
- SEARCH CONSOLE MAGIC
- KEYWORDS - THE NO GUESS METHOD
- MATCH CONTENT TO PROCESS
- INSTANTLY USEFUL CONTENT

WAY 1 - TRACK IT



What do they do on your site?
How many take the actions you want?
How much was it for each action they took?
How would you know if they converted?

	Users	New Users	Sessions	Bounce Rate	Avg. Session Duration	List Services (Goal 1 Conversion Rate)	List Services (Goal 1 Completions)	List Services (Goal 1 Value)
USA	9,855	9,747	10,725	46.35%	7.82	00:02:33	26.78%	3,943
1. (none)	4,241 (40.02%)	4,188 (42.74%)	4,037 (41.00%)	45.16%	00:02:39	12.52%	756 (19.17%)	\$0.00 (0.00%)
2. organic	3,400 (32.86%)	3,355 (34.41%)	3,999 (39.95%)	42.87%	8.43	00:03:07	29.78%	297 (32.74%)
3. (none)	1,762 (16.63%)	1,157 (11.82%)	2,383 (23.27%)	23.27%	6.08	00:02:25	29.96%	714 (18.11%)
4. cpc	1,193 (11.26%)	1,187 (12.13%)	1,306 (12.67%)	93.44%	00:00:08	90.51%	1,182 (29.98%)	\$0.00 (0.00%)

How much did it cost for a customer?

You can manage what you can measure.

WAY 2 - SEARCH CONSOLE MAGIC

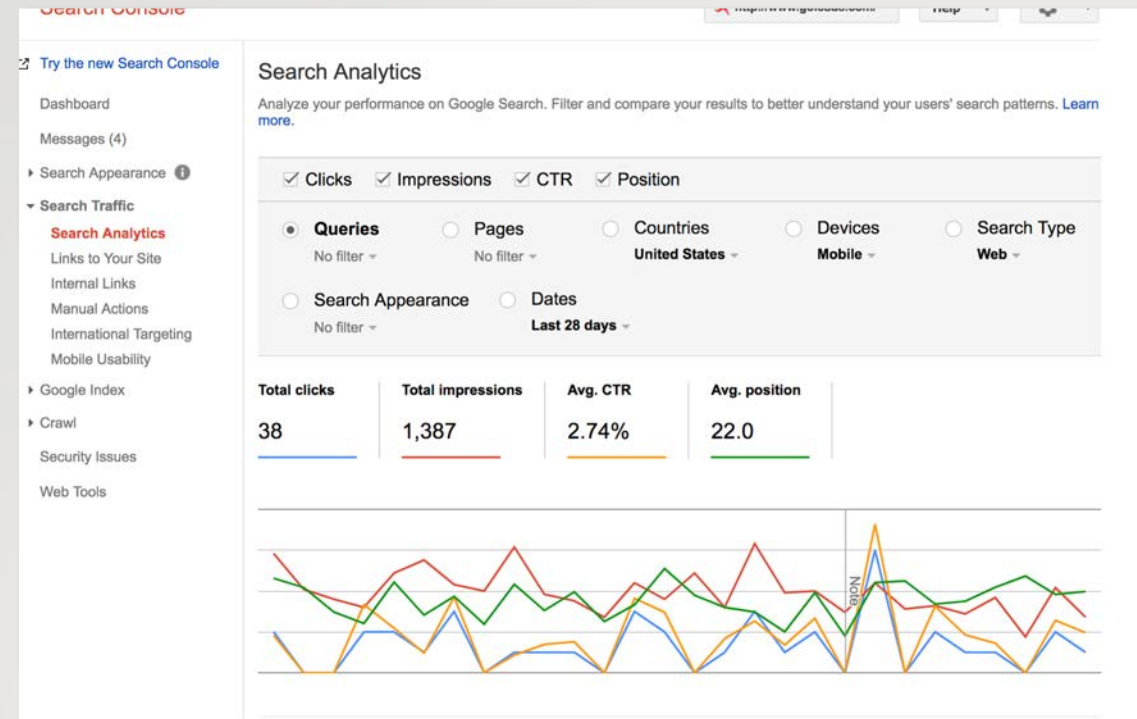
Google clarifies Search Console query report data changes from August 19th

After much confusion, Google has issued a statement clarifying the changes made to the query reports in Google Search Console.

Barry Schwartz on August 29, 2018 at 7:55 am



Yeah, this just happened too.

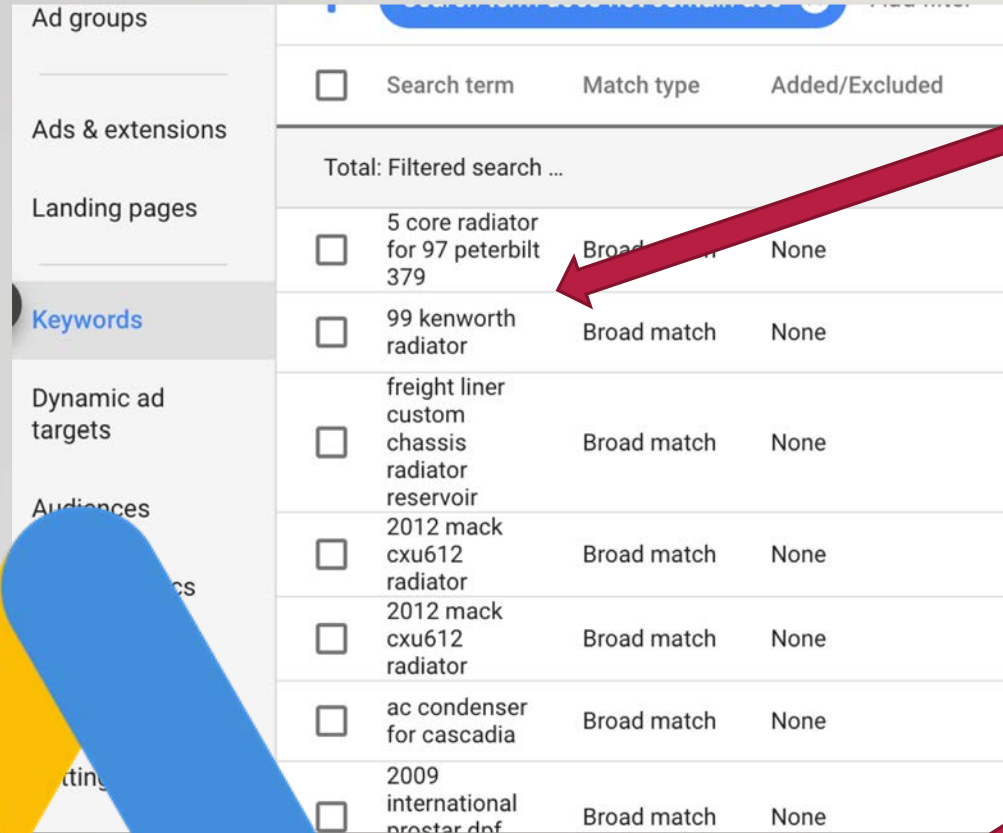


It's still great...but that user intent detail may be hiding.

WAY 3 - KEYWORD RESEARCH - THE NO GUESS METHOD

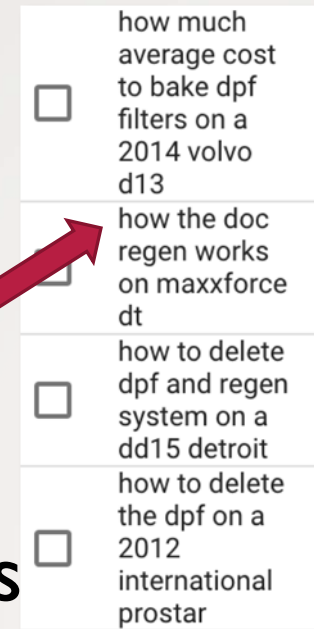
Invest in keyword research

(and get some impressions and clicks too)



<input type="checkbox"/>	Search term	Match type	Added/Excluded
Total: Filtered search ...			
<input type="checkbox"/>	5 core radiator for 97 peterbilt 379	Broad match	None
<input type="checkbox"/>	99 kenworth radiator	Broad match	None
<input type="checkbox"/>	freight liner custom chassis radiator reservoir	Broad match	None
<input type="checkbox"/>	2012 mack cxu612 radiator	Broad match	None
<input type="checkbox"/>	2012 mack cxu612 radiator	Broad match	None
<input type="checkbox"/>	ac condenser for cascadia	Broad match	None
<input type="checkbox"/>	2009 international prostar dpf	Broad match	None

Actual search phrases from real people (misspellings, “hey Google” etc)

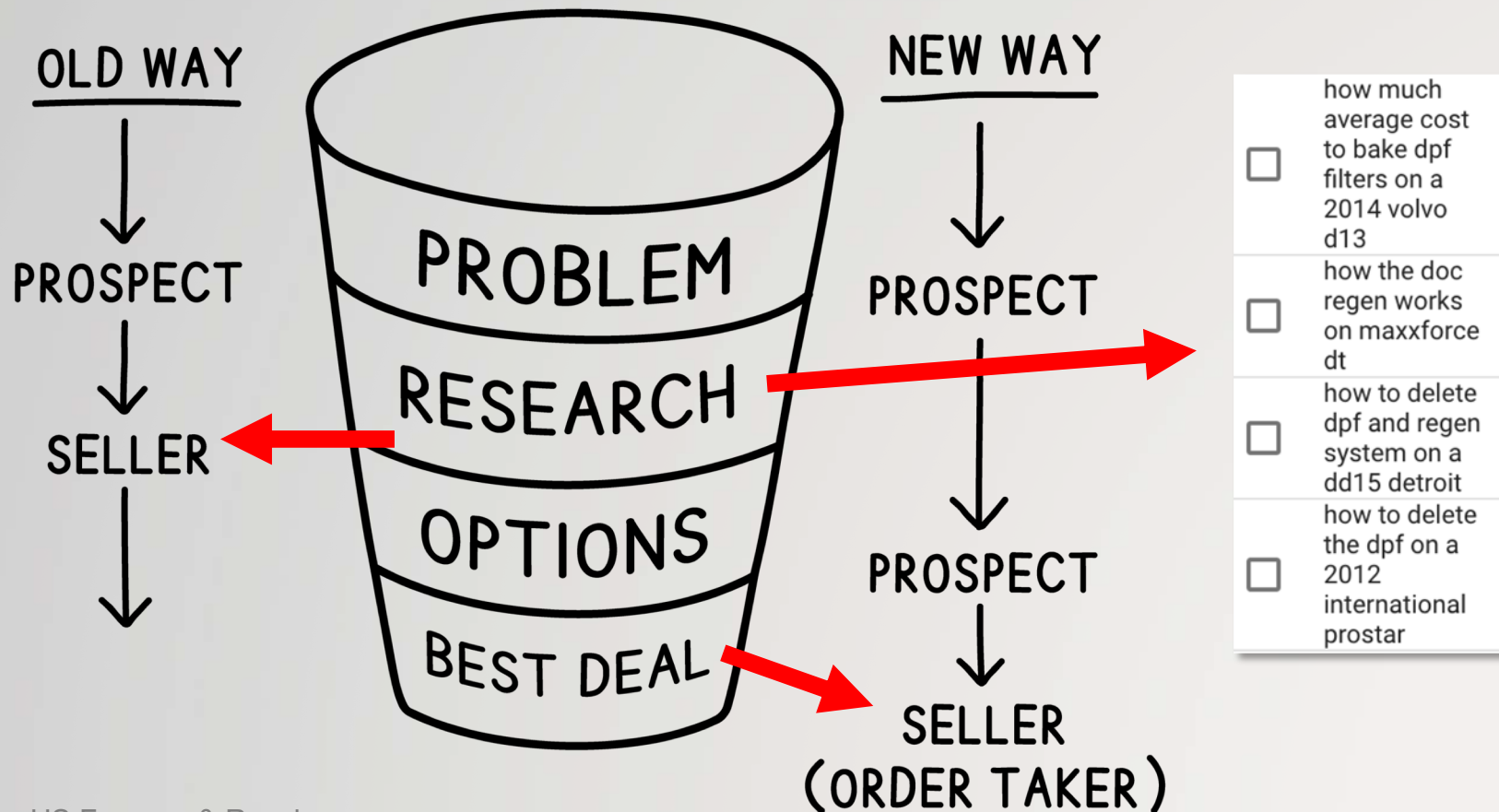


<input type="checkbox"/>	how much average cost to bake dpf filters on a 2014 volvo d13
<input type="checkbox"/>	how the doc regen works on maxxforce dt
<input type="checkbox"/>	how to delete dpf and regen system on a dd15 detroit
<input type="checkbox"/>	how to delete the dpf on a 2012 international prostar

early in decision process

WAY 4 - SEGMENT - CONTENT FOR STAGE IN CYCLE

It's no longer Buyer Beware...



WAY 4 - SEGMENT - CONTENT FOR STAGE IN CYCLE

It's no longer Buyer



The screenshot shows a Google search for "how to delete dpf and regen system on a dd15 detroit". The search results include a "SPECIAL REPORT" from Truck News, a "People also ask" section with questions like "Is it legal to delete DPF?", and a "Videos" section with three video thumbnails. On the right, there are sponsored ads for "DTC+AFT/RESET TOOL" and "Detroit Diesel 2007-2016". Red arrows point to the search result, the "People also ask" section, the "Videos" section, and the "More on Google" link.

(ORDER TAKER)



WAY 5 - ACTIVELY MANAGE VISITORS - DRIFT

GoLeads MARKETING SOLUTIONS
402-334-1824
Login Free Search!

Home | About | Email | Sales Leads | Products | Site Map | Contact | Blog

Sales Leads and Mailing Lists
If you're looking for a List of prospects to Call or Mail GoLeads has the Database!
Free Search

List Services | Email Marketing | Website Marketing | Plus | Premium | Creative Services

Welcome to Goleads! Is this your first time to our site?

Welcome to Goleads! Is this your first time to our site?

Online

List Services | Email Marketing | Website Marketing | Plus | Premium | Creative Services

Total Count: 1,354
Congratulations! Is this the list you want?

Revise | Email Us

Call Us Today 402-334-1824

Search Criteria

State: Georgia
City:
County:
Metro:
Zip Code:
Employee Size: 1000+, 500-999
SIC Code:

Does that count look right for your target market?

Does that count look right for your target market?

Go-Bot

AUG 17, 10:20 AM

Go-Bot

Good count!

Does that count look right for your target market?


Yes. I want to talk to a human about it.

No, it doesn't look right.

Looks right, but I don't want to talk to anyone.

The team is out right now, but they'll get back to you soon

WAY 5 - ACTIVELY MANAGE VISITORS - DRIFT



	A	B	C	D
1				
2	Business 2 Business Questions	Pricing Questions	Data Quality Questions	Consumer Qu
3	B2B leads but is there a way to filter out like mall shops, gas stations, and fast food chains?	Can I get the pricing breakdown?	Can you let me see a sample of what the list is like now?	Do you folks have a ringles What is the meaning of dat
4	can I pull by a zip code radius for business leads	Can your system accept prepaid Visa or Mastercards for payment?	does ur leads come with contact name?	DO YOU SALE SPANISH LEA EXPENSE
5	Do you have a list of Practicing Lawyers in USA all 50 states	Do you have a free trial.	Yes, i would like to sample some leads, i have 30 agents. And would like to see the quality of them	do your website valid US e
6	do you have new business list?	Hi, what do an email list start at?		Having trouble with that, n wellness
7	his business is selling office equipment	Hi. Our company would be interested in purchasing 100K leads in increments of appx. 33K (every two months) for \$0.03 per lead. Would this be possible with your company?		home based business inter
8	how does the business email work?	How much for a monthly membership?		I am in a network marketin to build a team

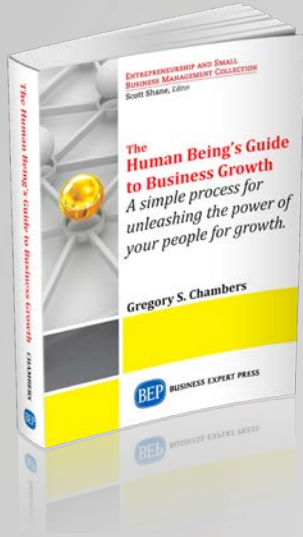
User Driven Fixes

SUMMARY

5

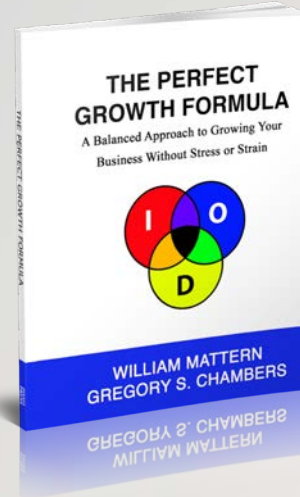
- TRACK GOALS - MANAGE SPEND
- SEARCH CONSOLE MAGIC
- KEYWORD RESEARCH - THE NO GUESS METHOD
- SEGMENT - CONTENT FOR STAGE IN CYCLE
- ACTIVELY MANAGE VISITORS - DRIFT

PARTING GIFTS



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



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