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3 Simple Steps to Get 10X more Local Business Leads

FabiPC

3 Simple Steps to Easily Get 10X more Granite Countertops Leads

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3 Simple Steps to Easily Get 10X more Granite Countertops Leads

Local Business Marketing Expert

- Internet Marketing & Web Design Expert
- 10+ Years Highly Successful Local Business Marketing
- College Degrees in Marketing & Sales
- American Marketing Association & Marketing Profs Member
- Customer Acquisition Certification
- Internet Marketing Certification
- Digital Marketing Master Certification
- Facebook & Social Media Expert Certification
- + Dozens of other Certifications



Jason Lee
Marketing Director



Internet Marketing and Web Design for Local Business

Easiest Way to get more leads and Higher Profit!

Step 1 – Make your website highly effective at converting visitors to leads

Marketing copywriting

Call out to your different types of visitors. Not everyone is at the same buying stage when they visit your website. Make sure you have options for all.

Speak to their needs, wants, and frustrations. They are looking for something. Call out to

COPYWRITING



them based on those things.

Content



Awesome Content

Give you visitors valuable information. People are tired of worthless content that doesn't give them value by answer questions or teaching them something they want to know.

Establish yourself as an expert. So you're an expert by how much you know and how you can convey that information to them. No one like the doctor talk full of big words and terms they can't understand.

Make it easy for them to get the info they want. Don't beat around the bush. Say here it is exactly what you want to know. If it can't be explained in a concise way, then give them an option to learn more by a link to another page or consultation.

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Headlines

Grab their attention. Call out to their need, wants, and frustrations. Don't say meaning less stuff about yourself or your company. They honestly don't care.

Give them a great promise to fulfill their needs. Promise them a solution to their problem. They want a new kitchen. Tell them you will give them their dream kitchen at an incredible price.

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Call to actions



Convince them to take action. Even just by telling them to call or fill out a contract form can work. But even better is tell them why they should. Be logical they will listen.

Add scarcity to take action now. No one wants to miss out on something. Tell them the deal is ending, there is limited time, limited supplies, and they will be more inclined to do something now.

Give them options. They may not be ready to talk to you but they might want to be keep in the loop.

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Lead Capture Systems

Garcinia Cambogia EXPERIENCE THE AMAZING BENEFITS!
100% PURE

Burn Fat
Quicker and more Efficiently

- LOSE FAT QUICKLY
- SUPPRESSES APPETITE
- 100% NATURAL
- NO SIDE EFFECTS

CLAIM YOUR TRIAL BOTTLE
100% CERTIFIED GARCINIA CAMBOGIA EXTRACT CAPSULES

RUSH MY ORDER!

TELL US WHERE TO SEND YOUR **BOTTLE TODAY!**

Full Name:
E-mail:
Address:
City: Please Select...
State: Please Select...
Country: Please Select...
Zip Code:
Telephone:

As seen on: NBC CNN abc BBC facebook

What is Garcinia Cambogia

Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo.

Veritatis et quasi architecto beatae vitae dicta sunt explicabo. Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit, sed quia consequuntur magni dolores eos qui ratione voluptatem sequi nesciunt. Neque porro quisquam est, qui dolorem ipsum quia dolor sit amet, consectetur, adipisci velit, sed quia non numquam eius modi tempora incidunt ut labore et dolore magnam aliquam.

Helps stop fat from being made

Why choose

There are many types of lead capture systems to bring you leads from your website. The more you have the better. Phone calls, emails, contact forms, newsletter signups, coupons, social media likes, are just a few.

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Step 2 – Get your website and business ranked #1 in the Local Search Engines

Get your business found online

Web presence is about being everywhere your customers are. Social media, video, Yelp, it doesn't matter. Be everywhere so they can find you from anywhere.

Local citations are super important. There is local website that list local businesses. The more the better. There is over 300 popular ones so don't think you done with just a few.

Industry and related sites. Besides the awesome value this adds in Google's eyes you could also get leads from them.

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Search Engine Optimization

On-page optimization is the first step. Title tags, H1, H2, H3 to H6 tags, Keyword Density, LSI keywords, Images, Spelling & Grammar, Videos, Outbound links, inbound links, and html errors to name a few.

Off-page optimization is an ongoing process and takes time. Local citations, social media signals, industry backlinks, related backlinks, article backlinks, video backlinks, Press releases, networks, and on and on. The key is quality and consistency.

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Keep adding Content & Engaging

SEO optimized and keyword focused articles

Quality content that provide helpful information

Engage with your customers on social media

Always ask for positive reviews and respond to every review always

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Keep your rankings at #1



Keep the process going so your competitor don't over take you. The big mistake local business make that do get success with SEO is they stop when they Ranked #1. Your still on the race track so don't stop going forward.

Setup a plan to keep growing. Daily, weekly, monthly. The plan should include all the ranking factors at regular intervals.

Step 3 – Lead Generate to get clients faster

Social media advertising is highly effective



Target your potential customers. This is a science so don't think you will have it all figured out reading a few articles. But once you get a good marketing system in place the results will be amazing.

Offer them quality tips and advice. Grow your social accounts, leads, and follows by giving them what they want. Don't oversell there are not there to be sold to.

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Pay Per Click advertising is expensive but give you fast results

The image shows a search engine results page for antivirus software. A red box highlights the top three organic search results: Norton™ Antivirus, Kaspersky 2011, and AVG. To the right, there is a sidebar of sponsored ads for AVG, Norton, Trend Micro, Windstream, and ZoneAlarm. A red arrow points from the text 'Pay Per Click ads' to the sponsored ads section.

Pay Per Click ads

Know what you're doing or your wasting money. PPC like Google AdWords is a turnkey lead generation system. However, it's not that easy to setup and manage. So make sure you have a Certified AdWords specialist to help they are well worth the extra coin.

Be specific and targeted always. Don't listen to the Google free help. They will want you to add all kinds of keywords and target basically everyone. Remember they get paid per click not per sale. So make sure your targeting your customers.

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Test, Track, and constantly Monitor your lead generation

The screenshot displays the SEOprofiler interface for monitoring the rankings of spiegel.de. The top navigation bar includes 'Ranking monitor' (1), 'All keywords', 'Top pages', 'Opportunities', 'Alerts', 'Competitors', 'Export', 'PDF report', and 'Help'. The main content area is titled 'Check the rankings of spiegel.de' and includes a 'Show tour' link. Below this is a table of search engine rankings for Google, Yahoo, and Bing. The 'Key data' section shows a calendar week of 9 (28 February 2012), 11 ranked pages (+0), 113 total rankings (+2), an average position of 10.8 (+0.6), 81 page 1 rankings (-2), and a visibility score of 32.2% (+0.1%). The 'Settings' section (4) lists checked domain (danesonline.com), keywords (47), and competitors (5). The 'Opportunities and alerts' section shows 78 opportunities, 18 positive alerts, and 24 negative alerts.

Check the rankings of spiegel.de

The Ranking monitor can check the position of all pages and sub domains of your project domain spiegel.de on the first 5 result pages on Google, Bing and Yahoo in 57 countries. Use the toolbar above to view your rankings. [Show tour](#)

Search engines:

Search engine	Ranked pages	Ranked keywords	Total rankings	Average position	Page 1 rankings	Visibility score
Google	7 (+0)	41 (-1)	41 (-1)	10.9 (-0.7)	28 (-1)	35.0% (-0.2)
Yahoo	8 (+0)	33 (+1)	33 (+1)	10.3 (-0.2)	25 (+2)	28.6% (+1.0)
Bing	8 (+0)	39 (+2)	39 (+2)	11.1 (+2.9)	28 (-3)	33.1% (-0.6)

Key data:

Calendar week	Ranked pages	Total rankings	Average position	Page 1 rankings	Visibility score
9 28 February 2012	11 (+0)	113 (+2)	10.8 (+0.6)	81 (-2)	32.2% (+0.1%)

Settings:

- Checked domain: danesonline.com
- Checked keywords: 47 (ranked for 45)
- Checked competitors: 5

Opportunities and alerts:

- Opportunities: 78
- Positive alerts: 18
- Negative alerts: 24

Don't waste money by thinking it's working. Set it and leave it doesn't apply to anything in marketing. You need to be always testing, tracking, and making improvements.

Test and improve everything. That goes for every piece in the marketing puzzle. Headlines, images, text, call to actions, the color of the boarder, I mean everything. Little changes can make a huge impact.