



Hudson Fusion

# A Beginner's Guide to Building a Lead-Generating Website



# Your website should be your most important marketing tool.

It's an always-on-the-clock member of your sales team and the first point of contact you'll make with 90% of your customers. It's your business card, your showroom, and your single most important sales pitch. In other words, your website is where you get a massive chunk of the selling work done – before your leads have ever spoken to a single salesperson.

So that means it needs to be doing its job well.

Done right, your website is a powerful selling tool, attracting qualified traffic, giving them the information they need to move down the sales funnel, and providing them the opportunity to do exactly that without going anywhere; the stickier your site, the more conversions it will generate, turning unknown visitors into known, qualified leads.

And those translate into business.

In this short ebook, we'll be talking about how you can get started building a website optimized to **attract, capture, and convert leads** with just a few simple steps:

- **Identify Your Audience**
- **Identify Their Challenges**
- **Develop Your Message**
- **Boobytrap Your Website**

**The key point is to make sure you understand your audience, their needs, and how to reach them.** Once you've done that, you've done 90% of the work. We'll close by talking about how you can put the right pieces in place to make sure that, once you've gotten their attention, they're able to take action right then and there.

In other words, we're going to show you how you can be certain that your website is doing its job well.

## 1. Identify Your Audience

This is one of the hardest parts, but it doesn't need to be. Who are you after? Who do you already do business with? Who doesn't do business with you even though you really want them to? Anybody on the face of the earth whose business would help you get your business to where you want it to be and who you specifically want this website to target – that's your audience.

It's important to make a few distinctions here. Your audience is not:

- Literally everybody.
- Just the kind of people you already do business with.
- Anybody with any passing interest in your business.
- People googling for literally anything (you laugh, but we've seen this; there is such a thing as casting too wide a net).
- Necessarily all of your buyer personas.

The last one needs reiterating. Your audience doesn't need to be all of your buyer personas. You need to focus. Pick one persona, two at most, and make sure you're developing your website around that persona. You absolutely cannot be all things to all people, and you want to make sure you're keeping your site oriented properly so as to reach the customers who are the most valuable to your business strategy.

Without a dedicated, focused website, you're not going to be able to make sure you're appealing to the audience that can help you grow your business. An unfocused site simply isn't going to offer a powerful message.



## 2. Identify Their Problems & Questions

Once you've decided you're going to go after a specific market segment – for example, women in their thirties and forties who are bean bag chair enthusiasts, or men over fifty who own yachts – you need to start drilling down and thinking through why they need your services at all.

Let's go with "men with yachts."

If you offer a yacht-cleaning service, well, it might seem pretty self-evident why "men with yachts" would need your help. Yachts, presumably, need cleaning. Who wants a dirty yacht? But the thing is that different people think about their problems in different ways, and have different processes by which they make purchasing decisions. So while the product or service remains the same, getting them there is different.

So let's think about our yacht-cleaning business. Why might men who own yachts want our business? Well, one, a dirty yacht is more prone to hull damage. A dirty yacht is one that's less reliable. It's probably less attractive. It probably doesn't look as impressive or convey wealth or influence the same way. In fact, it probably looks pretty shabby, and makes you feel like you come off a little shabby, too.

So, cleaning that yacht has all these other meanings to it, which are probably more emotionally compelling than simply "we are very good at cleaning yachts."

And it keeps going. You know what yacht-owning dudes are worried about, so you can think through what else they might be wondering; do barnacles cause hull damage? How do I stop paint from chipping? Should I hire a maintenance crew? How do I hire a maintenance crew? Heck, how do I hire a pilot? What registrations do I need? Where can I berth it? And on and on and on and on.

These are all things your ideal clients are googling for – and you want to make sure you're the answer. Populate your website with content that answers these questions. Because of how Google prioritizes search results (focusing on high quality content that addresses and satisfies the intent of the search query over simple keyword matching), you want to provide answers to the kinds of real-life questions your customers are asking. That's how you can be certain you're showing up in the right Google searches.

And that's how you attract exactly the right people to your website.

And now we're halfway there.

## 3. Develop Your Message

Ok. So you know who you're after and what they need to know. You know they're after answers to their questions and solutions to their problems.

Now it's a matter of giving that to them. But you have to do it the right way.

Here's the thing to remember: you've got between 5 and 10 seconds to convince them they aren't wasting their time before they leave. That means the absolute first thing you need to do is convince them that they need to stick around. And that means you need a message that tells them, in no uncertain terms, that you have the answer to the thing they were googling around for to begin with.

That means you have to be quick.

Let's return to our yacht-cleaner. What do we know about our ideal clients? They own yachts, for one; they're concerned with status and appearance; they aren't really super invested in the technical parts of yacht ownership, like maintenance. So if we want to sell to them, we need to make sure we hit the one pain point we can access: status.

So they open up your website and the first thing they see is "Keep Your Reputation Afloat."

Oooh.

Suddenly, the reader's eye has been caught! "Why, I'm worried about my reputation! I'm worried people will see my yacht and think less of me for it!" You've hit his pain point square between the eyes. He's already interested.

The rest of the homepage – and indeed, the rest of the website – needs to reinforce that message. Once you've got his attention, though, you need to immediately offer on your homepage something to back it up, something that says "you, sir, should absolutely poke around for a while." And you do that by promising a solution.

"Keep Your Reputation Afloat: Yacht Cleaning and Maintenance for the Discerning Boater."



## 4. Boobytrap Your Website

No, not literal traps. But kind of!

As your visitors, newly confident from your awesome homepage messaging, crawl your website like so many Google spiders, you want to give them plenty of opportunities to make spur-of-the-moment decisions to convert.

Think of it like impulse shopping. They place the candy right next to the register so you don't have time to think it over and decide that, no, that Twix probably isn't the smartest use of your money. You want to cover your website in Twix bars by the register, providing them with opportunity after opportunity to give you their email address and signal their interest in who you are and what you do.

And I mean it. Every webpage should include some opportunity for a visitor to take action; signing up for a newsletter, signaling interest in an ebook or whitepaper, asking for more information, entering a raffle – something. By putting calls-to-action (CTAs) all over the place, you're ensuring that they are confronted with the question "do I give these people my contact information in exchange for something of value" as often as you can, increasing the likelihood that something will stick.

You'll want to make sure these offers and forms are surrounded by plenty of white space so they don't get lost in the clutter, and feature clear, concise messaging and direction so people know exactly what to do and exactly what they'll get in exchange.

A key way to set and bait traps is by creating downloadable content offers; it's the easiest way to promise and deliver something valuable in exchange for their content offer, and it helps you gauge their relative readiness to make a purchase. If someone downloads "Six Ways to Make Your Yacht More Impressive," they're probably still relatively high in the sales funnel, but a download of "Getting Your Yacht Ready for Cleaning" would likely indicate someone very close to a purchase.

And once you know that, you can respond accordingly, reaching out with more information and resources to help them get to the point of purchase!

### What Now?

So now that you know the outline of what you need to do to make your website a lead-generating machine, you need to develop a plan to put it into place.

Building an effective marketing system and setting it loose requires dedication of time and resources – but it can't be neglected. If you don't have the resources in-house to do it yourself, let the marketing experts at Hudson Fusion do it for you.

Our team will develop and set in motion a customized marketing plan designed to turn your website into a lead-generating machine, and provide you with the tools to close those leads into sales.



**Hudson Fusion** is an innovative agency at the cutting edge of digital marketing. Our unique, hybrid methodology combines the best of inbound marketing with the best of traditional advertising and PR.

We deliver results-oriented custom plans tailor made to achieve your business goals. Our one-of-a-kind approach is focused on getting to know your business, understanding your market, and doing everything we can to make sure you're moving toward your goals.

From website design to social media strategy to staging trade shows, Hudson Fusion is your dedicated agency partner.