



YOUR GUIDE TO WINNING THE ONLINE WAR

Step 1

2016 1



Step 2

2016 2



Step 3

2016 3





Create Content That Converts





Conversion-Focused Headlines

- Page headlines are mostly useful for converting casual browsers into potential customers, but search engines do take the headlines into consideration.
- Think of the headline as the title of a newspaper article.
- The headline is what will grab someone's attention and get him or her to read the first couple paragraphs.



Conversion-Focused Headlines

- If you have trouble coming up with headlines, look at newspapers and magazines for ideas.
 - For example, you can convert a magazine headline, such as: *What no one ever tells you about marriage* to *What no one ever tells you about buying a car*.



Conversion-Focused Headlines

The Best Headlines

- Magnetic Marketing Services published a great document about headlines, *350 of the Best Headlines Ever Written*. Below are some of their top winners:
 - *Advice To Wives Whose Husbands Don't Save Money — by A Wife*
 - *Banking Secrets That Banks Don't Want Published*
 - *Confessions Of A Disbarred Lawyer*
 - *Suppose This Happened On Your Wedding Day!*
 - *Is the Life Of A Child Worth \$1 To You?*
 - **Get the full list of headlines by visiting: 24-7-sales.com/resources/350headlines.pdf**





Repurpose Content That Converts

Repurpose Content That Converts

- Create a blog series based on your report or book
- On the flip side, create a book or report based on some of your most popular articles
- Post a key point from your content to your Facebook page and start a discussion



Types of Content That Converts

Write Content That Converts

- Evergreen content
 - Establish topic relevance
- Brand content
 - Establish expertise
- Industry content
 - Establish authority



Extend the Life of Your Conversion-Focused Content

How do you plan to extend the content lifecycle?

- Create a follow-up piece of content
- Promote with a contest
- Ask experts opinion to write new content
- Host a chat about the topic
- Social
- Guest blog



»Source: Lisa Weinberger with Bankrate.com





Avoid a BIG Content Mistake

**You are not writing for Google! You are writing
for your perfect clients.**





Professional Videos For Top Content





Professional Videos For Top Content

- #1 reason to create the best video you can afford?

TRUST



Professional Videos For Top Content

- Opportunity for clients to see and hear you
- Answer questions with video
- Dramatically changes “bounce rate”
- 30 seconds to 2 minutes max!
- Become a storyteller
- Game changer



Mobile Search is Exploding





Mobile Search is Exploding

At LEAST

50%

of all local searches
are being performed
on smartphones



Mobile Search is Exploding

- Better user experience
 - Increase load speed
 - Enhanced for smaller screens and touch controls
- Potential clients are only ONE CLICK AWAY
- Integration with Social Media
- Improves your SEO performance



Apps for iPhone, iPad, Android





Apps for iPhone, iPad, Android

- Brands your law practice
 - Creates greater visibility which strengthens your brand
- Access to a tremendously growing market
 - Average user has 88 apps!
- Engages your prospects
 - As long as you provide helpful tools and information



Apps for iPhone, iPad, Android

- Keeps you in your clients' minds
 - Competition is fierce, your past, present and future clients are constantly being seduced
 - Every time they grab their phone or tablet, you will be there!
- It's just REALLY COOL
 - How many lawyers have one?
 - Stand out from the crowd



Apps for iPhone, iPad, Android

- App Ideas:
 - Call 911
 - Locate the nearest hospital
 - Capture details about the accident with a form that the victim fills out
 - Store videos and pictures of the accident scene
 - Offer resources and tips for people who are injured
 - Capture recorded details about the accident, so all the victim has to do is talk
 - Call a cab or tow truck
 - Call YOU for help!



MUST HAVE Compelling Offers





MUST HAVE Compelling Offers

- They are enticing and hard to resist
 - Who doesn't like FREE?
- Best offers are books, reports, DVDs, CDs or mobile apps
- Important to be relevant and answer the questions your perfect client asks
- Explains a solution to a problem
- Provides a benefit to the person ordering



MUST HAVE Compelling Offers

- Need to be designed well
- Cover and title is CRITICAL!
- Have a perceived value



Be Ready For The Intake Surge!





Be Ready For The Intake Surge!

- Don't freak out when it starts to work—that's the point of all this marketing!
- Make sure you have the following in place:
 - Be available 24/7
 - Make sure someone is around!
 - Immediate lead notification
 - Built in follow-up campaign
 - Track your calls



Measure & Improve Conversion





Measure & Improve Conversion

- If you are not taking the extra steps to improve your conversion, you are wasting money on your Internet marketing efforts
- Shooting a target wearing a blindfold
- You should always be monitoring your:
 - Top content
 - Top traffic sources
 - Keywords used



Measure & Improve Conversion

- What to do about high bounce rate pages:
 - Revise the page title
 - Examine the keywords visitors are using
 - Review the content
 - Does it make sense? Are there typos?
 - Add a video to the page that answers the question
 - Reformat the page to make it more attractive
 - Add links to other pages of your website above the fold
 - Include a call-to-action (free offer!)



We Can Help You!

You don't have to try to do all the work yourself. We have content and SEO plans designed to help you attract and convert your perfect clients!

Call or email me with questions.

