

# WEBSITE AND SEO FOR LEAD GENERATION



# WEBSITE AND SEO FOR LEAD GENERATION

## WEBSITE FORMS



When it comes to converting leads and making lasting impressions, your website is where the magic happens.

KISSmetrics, an analytics and testing company, puts it best on their blog: “Your leads are only as good as the website that produces them”.

They also provided these two compelling stats:

- You have 0-8 seconds to persuade your audience with your headline and landing page.
- Approximately 96% of visitors that come to your website are not ready to buy (but they may be willing to provide contact information in exchange for valuable content).

So how can you optimize your site for lead generation? Let’s take a look.

### Using Website Forms

You can’t convert leads unless they fill out a form. A good lead capture form might ask for only first name, last name, email address, company, and job function. You can add more or fewer fields depending on your needs, but always err on the shorter side—with forms, less is more.

### Why Short Forms Perform Better

When it comes to conversion rates, short forms outperform long forms. It’s common sense—people don’t want to waste time filling in information. But to prove our point, Marketo decided to perform an A/B test of short forms vs. long forms. We tested three form lengths—one with five fields, one with seven, and one with nine. The shortest form asked for name, work email, job function, and company.

The medium-sized form also asked for number of employees and industry; the longest form also asked for a work phone number, and which CRM system they used.

The results? As you’ll see, the shortest form performed significantly better than the longer forms:

#### Short (5 Fields)

Conversion: **13.4%**  
Cost per: **\$31.24**

First Name:	*	<input type="text"/>
Last Name:	*	<input type="text"/>
Work Email:	*	<input type="text"/>
Company:	*	<input type="text"/>
Job Function:	*	<input type="text" value="Choose One"/>

#### Medium (7 Fields)

Conversion: **12%**  
Cost per: **\$34.94**

First Name:	*	<input type="text"/>
Last Name:	*	<input type="text"/>
Work Email:	*	<input type="text"/>
Company:	*	<input type="text"/>
Job Function:	*	<input type="text" value="Select"/>
# Employees:	*	<input type="text" value="Select"/>
Industry:	*	<input type="text" value="Advertising"/>

#### Long (9 Fields)

Conversion: **10%**  
Cost per: **\$41.90**

First Name:	*	<input type="text"/>
Last Name:	*	<input type="text"/>
Work Email:	*	<input type="text"/>
Work Phone:	*	<input type="text"/>
Company:	*	<input type="text"/>
Job Function:	*	<input type="text" value="Select"/>
# Employees:	*	<input type="text" value="Select"/>
CRM System:	*	<input type="text" value="Select"/>
Industry:	*	<input type="text" value="Advertising"/>

Marketo’s A/B test on conversion rates for short forms vs. long forms

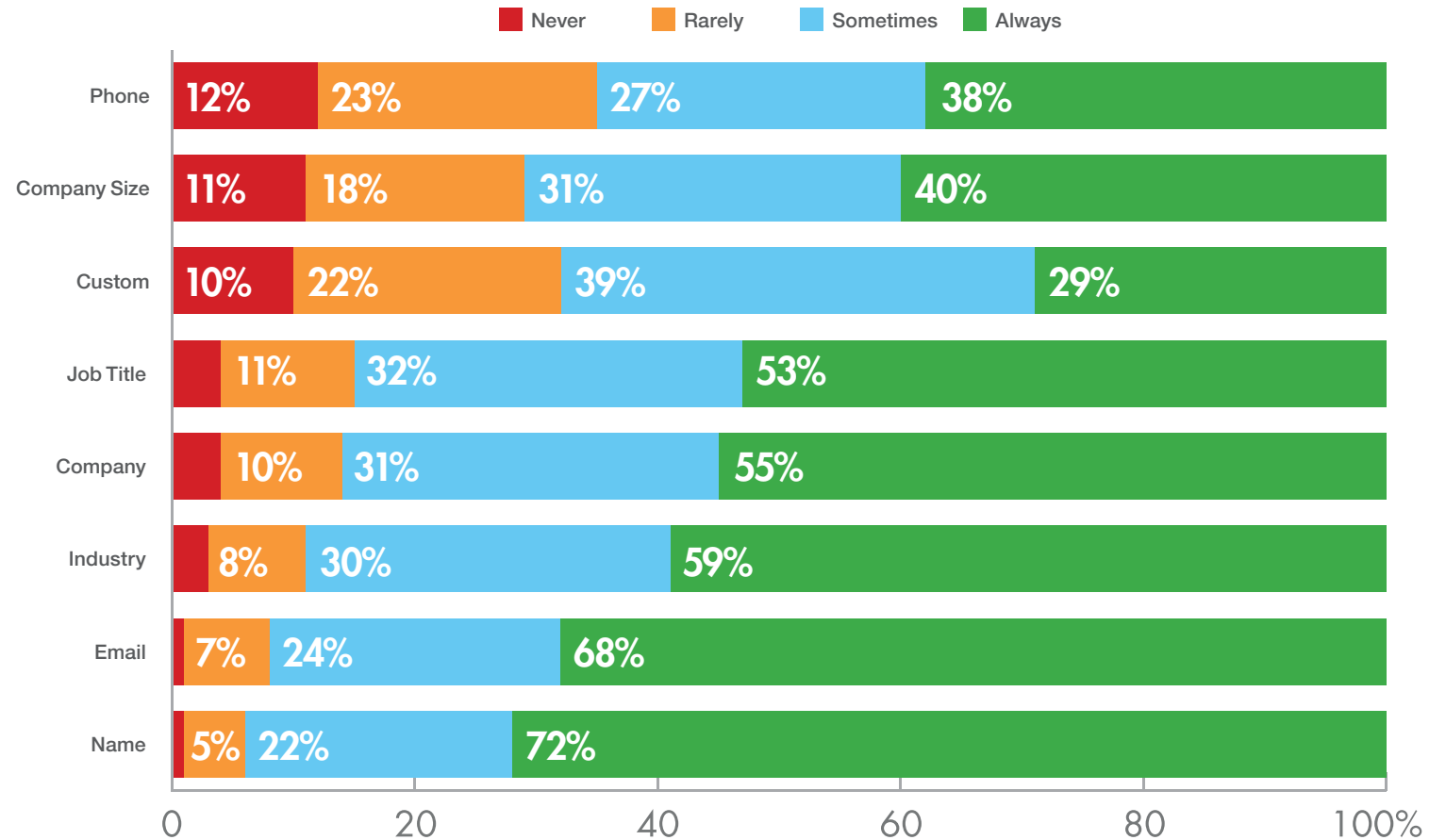
# WEBSITE AND SEO FOR LEAD GENERATION

## WEBSITE FORMS

Although you may want a long form to feed your CRM, you'll be sacrificing leads in exchange for more data. And, as explained on the following page, you can still get additional data using other methods.

Another factor to keep in mind: the more information you ask for, the less likely people are to tell the truth. Take a look at this graph from MarketingSherpa, which highlights problems with self-submitted data. The more detailed information a lead fills out, the more likely he or she is to lie.

### Do Tech Buyers Provide Accurate Information During Registration?



marketingsherpa  
powered by BECUBES

Source: MarketingSherpa and KnowledgeStorm. Connecting Through Content Phase III. August 2007. Methodology: N=2,700

# WEBSITE AND SEO FOR LEAD GENERATION

## WEBSITE FORMS

### Filling in the Blanks

Short forms may get you more (and more truthful) responses, but they might not provide the data you need to effectively segment leads in your marketing automation tool. A potential solution is to use progressive profiling. Progressive profiling—which is often supported by your marketing automation platform—allows you to collect information and build qualification over time. Each time a person fills out a form on your site, the progressive form asks for more information.

If you don't have the ability to use progressive profiling, carefully determine what you need on a form, as opposed to what you want—again, keep it short and sweet.

Another solution is to use data augmentation services, Marketo's Real-Time Personalization Platform, powered by Insightera, which can help you "clean" and augment your data. You may only have five fields on your form, but these services can fill in the blanks.

### Extra-Intelligent Forms

The majority of Marketo's content assets are ungated, meaning there is no form fill-out required. On occasion, however, we create "Premium" content—this is content we use to directly gather lead data. Typically, this is Middle-of-Funnel content, like an analyst report, buyer's guide, or one of our flagship Definitive Guides. These are always marked by a lock icon—consistency is key.

That said, we don't need to put a form in front of visitors who are already in our database. To avoid repeat fill-outs, our intelligent forms consult the Marketo API, determining whether we already have contact information for a visitor. If we don't, they need to fill out a form before downloading a premium asset; if we do have contact information, we simply greet them, and allow them to download the asset with a single click.

The image shows two side-by-side examples of Marketo forms for a 'Definitive Guide: 130k views'. Both forms feature a lock icon in the top left corner and a banner image with the text 'THE DEFINITIVE GUIDE TO MARKETING AUTOMATION' and a cartoon character. The left form, titled 'Unknown Visitor', contains a form with five fields: 'First Name:', 'Last Name:', 'Work Email:', 'Job Function:' (with a dropdown menu showing 'Select'), and 'Company:'. Below the fields is a large orange 'Download Guide' button and a note: 'All fields are required. Your privacy is important to us.' The right form, titled 'Known Visitor', displays a personalized greeting 'Hello Davis!' and a large orange 'Download Guide' button. Below the button is the text 'Not Davls? Register Now!'.

Marketo's intelligent forms distinguish known from unknown visitors.

# WEBSITE AND SEO FOR LEAD GENERATION

## WEBSITE FORMS



### **Social and Landing Page Forms**

Consider adding social sharing buttons to your web page forms. This increases the chance that a lead will engage with your content by sharing your landing page, and can expose your content to a wider audience. Many marketing automation platforms offer built-in functionality to add social sharing capabilities to landing pages.

Place your social share buttons in a prominent location and choose the social channels you include wisely—for simplicity's sake, consider including only the most popular ones.

## REGISTER NOW!

*Live Webinar on October 30, 2013 @ 10 AM PT / 1 PM ET*

**First Name:** \*

**Last Name:** \*




**Work Email:** \*

**Job Function:** \*

**Company:** \*

**REGISTER NOW**

\* Required. Webinar access will be emailed to you. Registrant information may be shared with partners. We value your privacy.

0 **SHARE**   

Social Share Buttons



# WEBSITE AND SEO FOR LEAD GENERATION

## WEBSITE CALLS-TO-ACTION (CTAS)

The bread and butter of your website lead generation campaign is the call-to-action (CTA). Your website can be a powerful lead generation tool—get creative, and start converting.

### Collecting Website Leads

We've already described the qualities of a call-to-action (CTA) in our section on content marketing, but here's how they should function on your website.

On the Marketo website, our most important CTAs are our free trial, our four minute demo, and our invitation to "Contact Us". Notice that the button colors stand out, and the CTAs are very clear. The viewer knows exactly what to do. We also pin our most important CTAs to the screen, so no matter where a viewer scrolls, the CTAs follow.

The screenshot shows the Marketo website interface. At the top, there is a navigation bar with links for LOGIN, BLOG, CONTACT, a phone number (+1.877.260.6586), AMERICAS, and a search bar. Below this is a secondary navigation bar with links for Products & Solutions, Customer Success, Resources, and About. A sidebar on the left lists various applications and solutions, with 'Marketing Automation' highlighted. The main content area features the headline 'MARKETING AUTOMATION SOFTWARE' and 'Easy. Powerful. Complete.' Below this, there is a paragraph of text and a video thumbnail. At the bottom of the main content area, there are three prominent CTAs: 'FREE TRIAL' (orange), '4 MIN DEMO' (blue), and 'CONTACT US' (purple). An orange arrow points to the '4 MIN DEMO' button.

Marketo's pinned CTAs

# WEBSITE AND SEO FOR LEAD GENERATION

## WEBSITE CALLS-TO-ACTION (CTAS)



### Contact Us

If a lead wants to contact your company directly, make it as easy as possible. There is nothing more frustrating than failing to find a company's contact information or contact form. At Marketo, we display our phone number in our header, embed a "Contact Sales" form in our product pages, and display a "Contact Us" button (which links to a landing page) on every page of our site.

Our "Contact Sales" embedded form asks leads for their first names, last names, work emails, phone numbers, companies, and the number of employees at their companies. We also leave a field for comments and questions.

### Contact Sales

Comments:

First Name:

Last Name:

Work Email:

Phone Number:

Company:


# Employees:

Your privacy is important to us.

Marketo's "Contact Sales" embedded form

If you click on a "Contact Us" button anywhere else on our site, you get sent to a landing page. We actually use longer forms there, because we want these leads to be qualified—meaning they really want to contact us.

This landing page collects lead information, includes a customer quote, and has a few additional CTAs, in case the lead is interested in watching a pre-recorded demo, signing up for a live demo, or visiting the resource library.

1.877.260.6586 Live Chat

## CONTACT US

A Marketo sales representative will contact you. For product support please go to [support.marketo.com](http://support.marketo.com)

**First Name:** \*

**Last Name:** \*

**Work Email:** \*

**Phone Number:** \*

**Company:** \*

**Job Function:** \*

**# Employees:** \*

**Who Are You?:** \*

Comments:

\* Required. Your privacy is important to us.

### Ask the Marketo Experts

- Need help getting started?
- Interested in a personalized demo?
- Want more detailed pricing information?
- Want to speak to Marketo users like you?

Just tell us a bit about you and let us know how we can help.

*"At the end of the day its about growing sales... We've seen sales increased by over 150% in just 9 months."*

Billy Boyle, Co-Founder, Owlstone

Not ready to talk to an expert yet?

- Watch a recorded demo and see Marketo in action.
- Sign-up for a live demo including a Q&A session.
- Visit our Resource Library and check out our definitive guides, success kits and webinars.

Marketing Software. Easy. Powerful. Complete.

© Copyright 2013. Marketo, Inc All rights reserved. [Legal](#) | [Privacy](#)



Marketo's "Contact Us" landing page.

# WEBSITE AND SEO FOR LEAD GENERATION

# WEBSITE CALLS-TO-ACTION (CTAS)



## Asset Download

Another common way to generate leads on your website is through your content asset downloads. If your content marketing strategy is aligned with your lead generation efforts, you should already have assets that will interest your website visitors. And that means you can ask for lead information in exchange!

There are many theories about putting a form in front of content assets (known as “gating”). You can gate all of your assets, only gate your Middle-of-Funnel or premium assets, or you can ask a lead to fill out one form to access your entire library. There is no right or wrong way to do this, but at Marketo, we only gate our Middle-of-Funnel or premium assets (like third-party research reports, or our Definitive Guides).

## Chat

Consider using a chat service to collect leads on your site. Like a “Contact Us” CTA, chats are great for leads who have a question, but don’t want to pick up the phone. Chat services (like LivePerson) enable a lead to enter his or her contact information and chat with an educated representative.

We use a chat feature on our product and pricing pages. On both pages the chat only pops up after a viewer has spent a certain number of minutes on the page.

The initial chat pop-up asks if the viewer has any questions. Once a visitor clicks on the CTA, indicating they want to chat, they are brought to a lead capture form asking for his or her first name, last name, and email address. He or she is then routed to a representative who can answer any questions.



Not now, Close

Marketo Live Chat

Chat Window

<https://server.iad.liveperson.net/hc/30158072/?cmd=file&fil...>

Live Chat by LIVEPERSON

To help us serve you better, please provide some information before we begin your chat.

First Name \*

Last Name \*

Email Address \*

How may I help you?

This live chat is  
 McAfee SECURE  
TESTED 10-DEC

Required items indicated with \*.

Start Chat

Chat lead capture form



# WEBSITE AND SEO FOR LEAD GENERATION

## WEBSITE CALLS-TO-ACTION (CTAS)

### Free Benchmark, Grader, or Survey

Depending on your product or service offering, you might consider offering your website visitors a value-add in the form of a benchmark, grader, or survey tool. For our *Definitive Guide to Engaging Email*, we teamed up with SnapApp to create a widget, which asked our visitors a series of questions about email marketing engagement.

We scored each survey taker, and included a CTA to “Learn More”. The CTA routed each respondent to a landing page where they could input their lead information.

If you are offering a value-add that helps visitors gauge their own effectiveness, you are more apt to collect quality lead information.

**Marketo**  
**HOW ENGAGING IS YOUR EMAIL?**

**Question 1:**  
When you send an email – which approach do you take?

- A** I send it to everyone in the database – the more the merrier (and my numbers might go up)!
- B** I segment my lists – slicing and dicing is the way to go.
- C** I use triggers, segmentation, and personalization – personal and targeted is more like a real conversation.

**DID YOU KNOW!** "Segmented email campaigns produce 30% more opens than undifferentiated messages." — Monetate's Intelligent Email Marketing that Drives Conversions (2012)

Next

Marketo's email survey, accompanying The Definitive Guide to Engaging Email

**Marketo**  
**HOW ENGAGING IS YOUR EMAIL?**

**Your Result:**  
**20**  
(Max Score: 24)

Awesome! Your email marketing is leveraging a solid understanding of how to communicate with today's buyers. But the biggest room in the world is the room for improvement.

Check out our Definitive Guide to Engaging Email Marketing for more tips and to find out what specific areas you could improve in.

Share your Results!

**NEW**  
**THE DEFINITIVE GUIDE TO ENGAGING EMAIL MARKETING**

**LEARN MORE**

Marketo's email survey results and CTA

# WEBSITE AND SEO FOR LEAD GENERATION

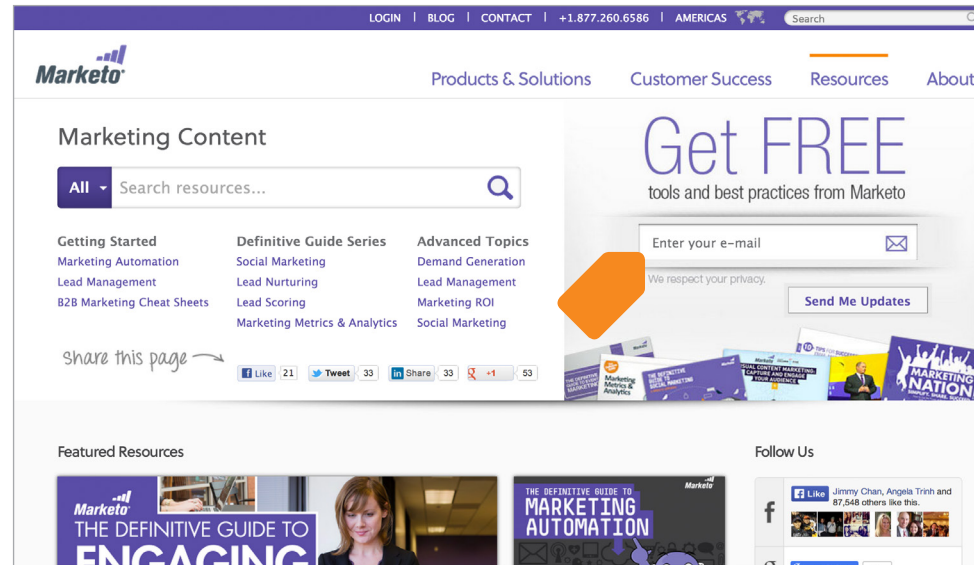
## WEBSITE CALLS-TO-ACTION (CTAS)



### Subscriptions

Another way to generate leads on your website is to offer a subscription to your blog, email program, or resource center. In exchange for a lead's email address, you will send your blog digest, newest assets, or other valuable offers.

We've placed a subscription request form in our resources section, where it gets prime real estate at the top of the page. The form offers free tools and best practices for visitors in exchange for their email addresses. We also let our visitors know that we respect their privacy, and make it clear that if they fill out the form, we will send them updates.



Marketo's subscription request form

### Contest

A contest is another way to generate lead information. Host a contest on your homepage to entice visitors to share their information. Everyone loves a chance to win something! Contests can also promote social sharing—just make sure you include social sharing buttons.

**One note: before running a contest, consult your attorney to make sure it follows legal guidelines.**



# WEBSITE AND SEO FOR LEAD GENERATION

## BLOG OPT-INS



Your blog is one of the best places on your website to generate leads. While your blog's primary purpose is as a source of thought leadership and expertise for your target audience, your blog can also help you achieve measurable goals—especially when it comes to lead generation.

You can do this by using blog opt-ins, or subscriptions, as conversion points on your website. When your audience subscribes to your blog, they can either receive an email digest or an RSS feed of posts. In return, you can add their information to your lead database.

### The Lightbox

Pop-ups can be irritating, but they can also be very effective—they're certainly worth testing. Lightbox opt-ins can appear after a certain amount of time has been spent on the page, or you can present one to visitors as they navigate your site. On Marketo's blog, we decided to present a lightbox opt-in to non-subscribers once every six months. After that, our subscriber numbers skyrocketed.

### Sidebar

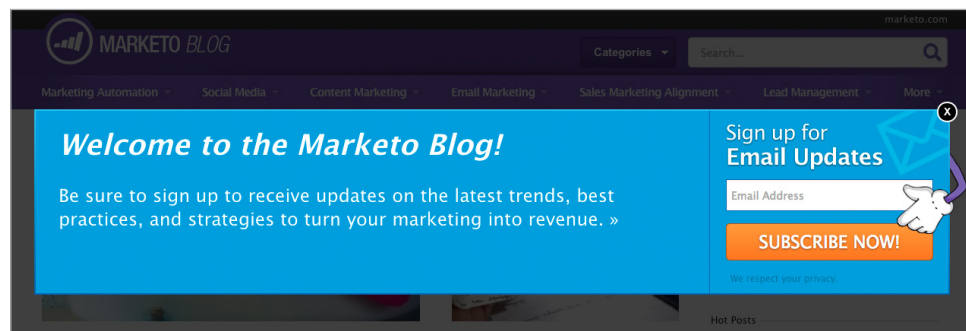
An opt-in form in a sidebar can be very effective. If you "pin it"—anchor the opt-in on users' screens as they scroll down the page—it's never out of sight (or out of mind). At Marketo, we use a sidebar opt-in for our blog.

### Header or Footer

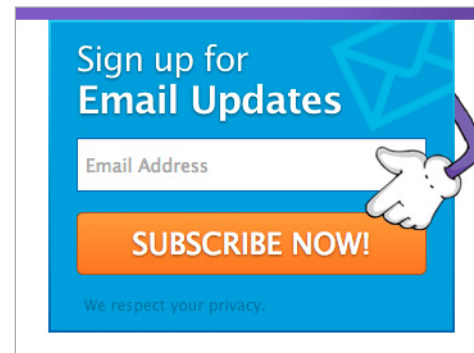
If someone wants to sign up for your blog, the header is often the first place they look. Your footer is also a logical place to put an opt-in form. In fact, even if you have an opt-in elsewhere on your blog, you might also include one in your footer.

### Within Your Content

If your blog is popular, consider adding your opt-in form at the end of each blog post or article. If a visitor has taken the time to read a post, you already have a certain level of buy-in, so it's an appropriate time and place to ask for more!



Lightbox opt-in offer on Marketo's blog



Marketo sidebar opt-in

# WEBSITE AND SEO FOR LEAD GENERATION

## WEBSITE USABILITY



It doesn't matter how many CTAs, amazing content pieces, or contests you run—if a prospect is confused by your website's layout, there's a good chance he or she will “bounce” (leave your website) instead of converting.

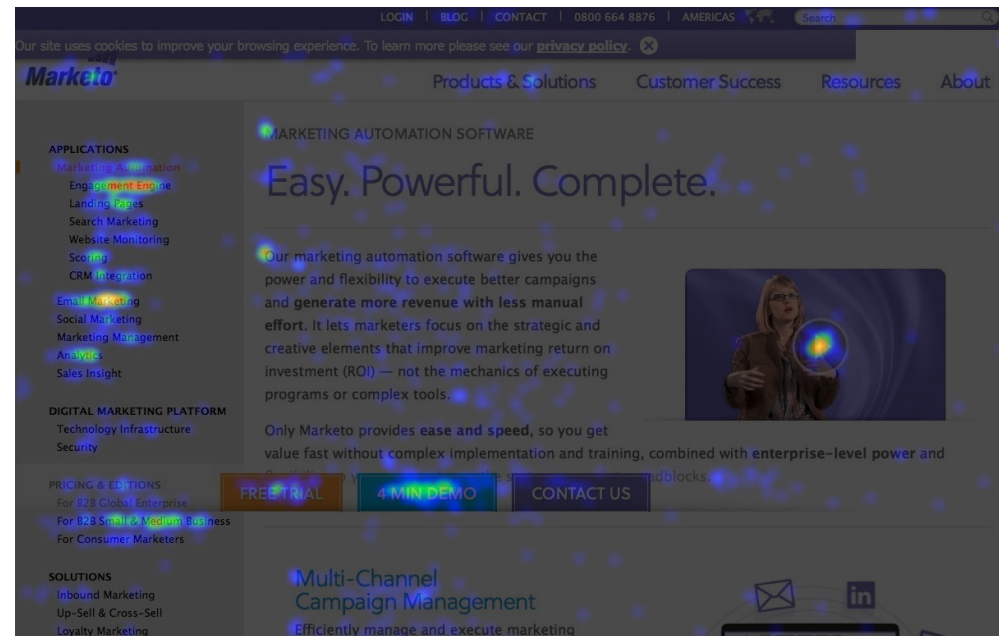
Help your readers understand what you do and where they can find the information they need. Here are the factors that make your website effortless to navigate:

### Website Scannability

Structure your homepage and each interior page to be easily skimmed. Most visitors will not read all of your content, so make the most important items stand out. Your most essential content should be at the top of your page, followed by any additional details, and the bottom should contain related information. Bulleted lists and bolded headings can also draw your leads to the most important information.

You can implement a heat mapping tool, such as Crazy Egg, to get a better visualization of where people click, how they scroll, and how they interact with your site. This simplifies later decisions about where to put your copy and CTAs.

Here's an example from the Marketo website (the lighter areas indicate more clicks and hovers):



A heat mapping screenshot, provided by Crazy Egg

# WEBSITE AND SEO FOR LEAD GENERATION

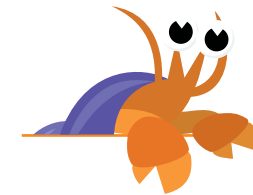
## WEBSITE USABILITY



### Clear Conversion Paths

To create intuitive conversion paths, you need to get into the head of your target personas. Who are they? What resonates with them? As they search for the right information, what paths will they want to take?

On Marketo's homepage, our main navigation options are "Products and Solutions" (product information and Marketo offerings), "Customer Success" (customer testimonials and stories), "Resources" (content assets and thought leadership), and "About" (all about our business). It's clear which option leads to information about our product suite, and which leads to downloads of our ebooks.



### Resource Center

Content is a critical part of lead generation, so your website should be rich with awesome assets. That said, we know that not everyone has a wealth of content resources at their fingertips. Try to offer a few well-placed pieces that suit the interests of your prospects.

As Manya Chylinski wrote on the Content Marketing Institute's blog, a solid resource center helps your customers and company because:

- It enables customers and prospects to easily find the information they seek.
- It encourages serendipitous discovery of content.
- It increases the "stickiness" of your website.



Marketo's homepage, with our four main navigation menus

# WEBSITE AND SEO FOR LEAD GENERATION

## CHECKLIST: USING YOUR WEBSITE FOR LEAD GENERATION

### Homepage

- Highlight the latest/hottest content
- Use eye-catching visuals
- Write catchy copy
- Include ways for people to opt-in to content

### Website Content

- Use attention-grabbing headlines
- Tie customer needs to solution benefits
- Make calls-to-action clear and prominent
- Use consistent voice
- Write clear and concise copy
- Copy edit for typos and grammatical mistakes
- Keep paragraphs short
- Use easy-to-read font
- Make content scannable
- Use compelling imagery (little or no stock imagery)

### Landing Pages

- Include your logo
- Write a great headline
- Focus on a single call-to-action
- Entice readers to respond to your offer
- Use plenty of bullet points
- Feature relevant visual(s)
- Include a short form to capture leads
- Display a "Thank You" page pointing to a related offer

### Product/Service Pages

- Use strong calls-to-action on each product page
- Make contact information clear on the page
- List pricing information (if applicable)
- Address customer pain points

### Resources Page

- Organize your content logically
- Make your content easily accessible, with one click
- Include visual thumbnails of each asset
- Make sure each page is optimized for SEO

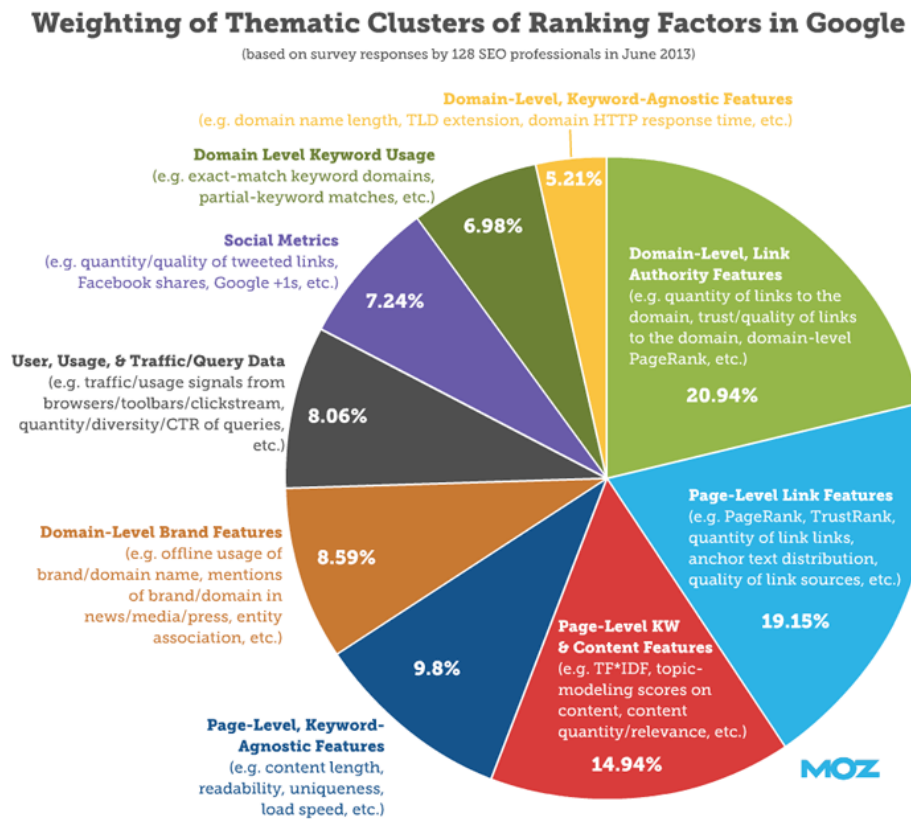
# WEBSITE AND SEO FOR LEAD GENERATION

# SEARCH ENGINE OPTIMIZATION (SEO)



Your prospects are searching for what you sell—but will they find you? Search marketing is about getting found by prospects through search results and converting them into opportunities. The higher you rank in organic searches, the more people will find you.

So how do you achieve good rankings? In June 2013, inbound marketing company Moz surveyed 128 SEO professionals to determine the impact of broad algorithmic elements in Google search. As you can see from this pie chart, Google considers many elements of a webpage when determining rank.

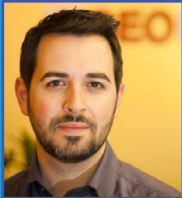


## The Google Crawler

Your site's rank in Google search results depends on all of the factors displayed on Moz's pie chart, but also on Googlebot, which crawls the web and (according to Google) "discovers new and updated pages to be added to the Google index". Googlebot uses a sophisticated algorithm to determine which sites to crawl, how often, and how many pages to index from each site. And what does Googlebot look for? A site with lots of great content and well-formatted media.

Results of Moz's June 2013 survey of SEO professionals

# SEARCH ENGINE OPTIMIZATION (SEO)



## The Top 3 Tactics for Quality SEO Traffic

By Rand Fishkin, CEO, Moz

All marketers need a cogent, nimble, long-term strategy for their marketing as a whole, and knowing how SEO fits in is the key. Lots of individual tactics work temporarily—sometimes for years, even—but the engines continue to evolve, new results types emerge, and users change their behavior. Organizations possessing clear strategy can shift their tactical approaches and continue to reach the audience they need with the message that converts best.

### 1. Be the exception.

If everyone in your field (or your search results) is earning their rankings, links, and attention one way, try to find a new path. Imitation is the best way to stay one step behind. Innovation is the way to leap ahead.

### 2. Better content > more content.

Don't be fooled into thinking that you need to produce something every day or every week. Sometimes, long projects that produce immensely valuable, hard to imitate materials are much more valuable.

### 3. Your snippets are as important as your rankings.

Don't get more obsessed with moving up the rankings than you are with crafting the best message in the search results. Your titles, meta descriptions, URLs, publication dates, and more all influence how likely you are to earn a click. Often, winning the click-through battle will earn you higher spots in the rankings over time.



# WEBSITE AND SEO FOR LEAD GENERATION

## AUTHENTIC CONTENT

Google is constantly optimizing to focus on quality content, as is evident in their recent release of Hummingbird. Named for its precision and speed, Hummingbird represents a big change in Google's approach to search.

In previous updates, Google focused on improving their indexing; next they concentrated on identifying spam. With Hummingbird, Google is trying to improve the other side of the search. They're trying to get better at listening—at finding out what users want to know.

This shift shouldn't come as a surprise to marketers. Google has announced a string of updates in the last few years, each one altering the best practices for SEO.

So how should marketers respond to Hummingbird? By focusing on relevant, high-quality content. Smart content marketing is one of the best ways to nurture relationships with your prospects and customers, but it requires a whole mix of techniques. Optimization is vital to that mix, but so is the constant creation of valuable materials. You need to drive traffic to your site, but you also need to keep your audience on the page.

If you're continuously creating the kind of content your audience is looking for, the new algorithm will help them find you. That's why Hummingbird is a win for your customers, and ultimately a win for you.

"Just because you get 'SEO traffic' doesn't mean it's good traffic! Be sure that your content appeals specifically to your target audience—avoid the temptation to write too much 'thin' content in order to 'go viral'. Instead, provide meaningful resources for buyers in each stage of your sales funnel."

– Nate Dame, CEO and Founder, SEOperks



Ask the Experts:

## What types of content works best for converting SEO traffic to leads?



"If you're targeting keywords that are conversion-likely (they have true purchase/signup/action intent), it pays to have pages that are both worthy of being shared and contain enough information to drive the conversion. Talk to your customers and to your evangelists (those who help your message spread), discover what makes both tick, then attempt to combine them."

– Rand Fishkin, CEO, Moz



# WEBSITE AND SEO FOR LEAD GENERATION

## AUTHENTIC CONTENT



### Power Content

At Marketo, we create “power content” to rank highly for certain terms, with the goal of making our resource pages a premiere educational source. Power content can be lengthy, but it’s always educational, catering to customer needs and Google’s ranking preferences.

For example, we wanted to rank for the phrase “marketing automation”, so we added power content to our marketing automation resources page. Notice the “Pull to read more” tab—this allows us to include lengthy copy, while keeping our resources above the fold.

Since launching our marketing automation power copy in February of 2013, we have seen a 114% total increase in organic site traffic to our resources page.

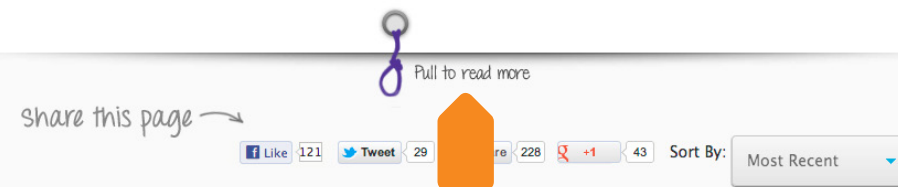
### Marketing Automation Success Center

Marketing automation is a category of technology that allows companies to streamline, automate, and measure marketing tasks and workflows, so they can increase operational efficiency and grow revenue faster.

#### WHAT IS MARKETING AUTOMATION?

IDC predicts that the overall market for automating marketing will grow from \$3.2 billion in 2010 to \$4.8 billion in 2015.

Three key trends have been driving companies to adopt the technology.

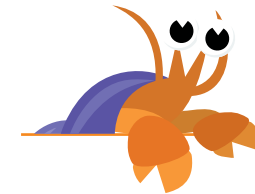


#### Marketing Automation Resources

 **Gartner Magic Quadrant for CRM Lead Management** (premium)  
[UPDATED FOR 2013] According to Gartner's Magic Quadrant on CRM Lead Management, "CRM lead management's contribution to revenue growth fuels investment and overall satisfaction levels."  
Report | 58k VIEWS | 179 SHARES

 **The Definitive Guide to Marketing Automation** (premium)  
Everything you have ever wanted to know about marketing automation jam packed in this 100 page guide! Let this be the ticket to more effective, efficient, and lucrative marketing.  
Definitive Guide | 130k VIEWS | 805 SHARES

Marketing automation power copy on Marketo's website keeps our ranking high.



### Power Copy Checklist

According to Nate Dame from SEOperks, your power copy should include the following:

- ✓ A definition of your main keyword, and the reason you're referring to it
- ✓ The reason the keyword is important to your site's visitors
- ✓ Between three and five additional headings with applicable content
- ✓ Data and statistics (if available)
- ✓ A quote from one or two experts on the topic
- ✓ Your company's relationship to the keyword
- ✓ A conclusion, with a call-to-action
- ✓ External resources and suggestions for further reading

# WEBSITE AND SEO FOR LEAD GENERATION

## KEYWORDS

When creating your SEO strategy, first determine your keywords—i.e. what you want to rank highly for—and then optimize for those terms.

This means that when someone searches for that term, you'll come up in the first results. Keywords should be chosen based on:

- Relevant business goals
- Traffic opportunity
- Competition

### Keyword Research

Try Google Adwords Keyword Planner to find new search terms. Before you implement your new keywords, research click-through-rate (CTR) estimates in Keyword Planner, so that you can determine conversion success over time. Tools like Google Webmaster can help you measure your results.

When researching keywords, ask yourself:

- How relevant is this keyword to my website, my products and services, and my content?
- If someone searches for this keyword, will he or she find my offerings useful?
- Do we have content to offer for this keyword or will we have to create content?
- Will traffic for this keyword deliver leads to our sales team?

Consider scheduling a keyword brain-storming session with your team. You want to have a solid list of keywords—you could have 10, 50, or hundreds of words, depending on your business and goals.

Because your keywords will also be used in Pay-Per-Click and other online ad campaigns, think about the distinction between early and late stage keywords. You want your offers and copy to resonate with buyers at the right place in their buyer journeys.

Once you determine what keywords will resonate, check to see which websites already rank for that keyword. Next, look at the ads that your competitors are serving up. The more ads, the higher the value of your keywords—and the harder it will be to rise above the noise. Search volume can tell you how popular your keywords are. Make sure people actually search for your keywords, but the higher the keyword search volume, the more money your keywords will cost.

# WEBSITE AND SEO FOR LEAD GENERATION

# KEYWORDS

## Keyword Document

Once you've created a spreadsheet or document of keywords you want to rank for, grade their priority and list their target URL, making it easy for your whole team to use those keywords. At Marketo, we use a keyword document for our blog, so we know what to link to. Remember, Google doesn't like exact-match keywords, so look for phrases that relate to your target term. Just make sure that your keywords are used naturally—no keyword stuffing!

To avoid using exact keywords (which Google penalizes), try creating phrases that include your keywords. For example, instead of "revenue marketing", we use the phrase "how to tie marketing effort to revenue".



# WEBSITE AND SEO FOR LEAD GENERATION

## ON-PAGE SEO



In the past, on-page SEO consisted of meta tags, alt tags, encoding, title tags, canonical URLs, keyword stuffing, and more. But, as we've explained, SEO has changed with Google's updated algorithms.

### Page Title

Try to use one primary keyword in each page title tag. Page titles affect how Google ranks your page, but they can also make your site look more appealing in search results. A compelling page title that states exactly what a page is about can entice a user to click. A good practice is to put your primary keyword close to the beginning of the title, as opposed to the end.

About 42,300,000 results (0.23 seconds)


Ads related to **marketing automation** ⓘ

**Marketing Automation - What are the Must Have Features?**  
[www.marketo.com/](http://www.marketo.com/) ▼  
Download our eBook and Find Out!  
Marketo has 4,142 followers on Google+  
[Compare Automation Vendor - MA Buyer's Kit - Marketing Automation Demo](#)

**Marketing Automation - Pardot.com**  
[www.pardot.com/](http://www.pardot.com/) ▼  
Get an Unbiased Guide to Choosing B2B **Marketing Automation** Software

**Marketing Automation - eloqua.com**  
[www.eloqua.com/MarketingAutomation](http://www.eloqua.com/MarketingAutomation) ▼  
Download Overview of Eloqua's **Marketing Automation** Platform.

**Marketing automation - Wikipedia, the free encyclopedia**  
[en.wikipedia.org/wiki/Marketing\\_automation](http://en.wikipedia.org/wiki/Marketing_automation) ▼  
**Marketing automation** refers to software platforms designed for marketing departments and organizations to automate repetitive tasks. Marketing departments ...

**Marketing Automation Guides - Save Time Instantly with These ...**  
 [www.marketo.com/marketing-automation/](http://www.marketo.com/marketing-automation/) ▼  
by Jon Miller - in 423 Google+ circles  
Marketo has reinvented **marketing automation** for 2013, learn more with these ROI-based best practices, free eBooks and registration-free reports ready for ...

**Marketing Automation | Eloqua Best Practices**  
[www.eloqua.com/resources/best-practices/marketing-automation.html](http://www.eloqua.com/resources/best-practices/marketing-automation.html) ▼  
Our **marketing automation** software platform gives you a lead management tool which allows you to respond individually to each prospect in the buying process.

**Evolution of Marketing Automation - HubSpot**  
[www.hubspot.com/marketing-automation-information](http://www.hubspot.com/marketing-automation-information) ▼  
The promise of **marketing automation** has contributed to it having the fastest growth of any CRM-related segment in the last five years (Focus Research).

### Headline

Your headlines should support the keyword focus for the page. If a visitor clicks on your page title and expects a certain outcome, your H1 (or header) should deliver! There's some industry-wide debate about whether titles and H1s should match exactly, but make sure they are similar.



# WEBSITE AND SEO FOR LEAD GENERATION

## ON-PAGE SEO



### Images

Using images on your page can actually help you in rankings, because traffic can come from image-based search engines like Google Images. For high rankings, Moz suggests that your images have a title, filename, surrounding text, and alt attribute.

### Content

Make sure your content is educational and relevant to your readers. Keyword stuffing (or overloading a page with keywords specifically to improve SEO) is a big no-no, and Google has gotten wise to the practice. Moz suggests a test to ensure your keyword placement reads naturally: have a non-marketing friend read the page, and then ask if he or she thinks a term is suspiciously prominent. If he or she says yes, you should revise.

In blog posts, a good rule of thumb is to use your keyword two or three times per short post, or between four and six times for long ones.

### URLs

The structure of your URL is still important. URLs should be concise, but should also include your keywords. Your URLs should mimic the site page structure—for example, [marketo.com/content-marketing](http://marketo.com/content-marketing) is clearly a page about content marketing on the Marketo website.

### Load Time Averages

Slow load times hurt your Google rankings, even if you have great content. Why does Google care? They want to give their users easy-to-access information—not content that takes forever to load.



# WEBSITE AND SEO FOR LEAD GENERATION

## ON-PAGE SEO




### Authority and AuthorRank

Google Authority and AuthorRank take social signals and content authority into account, so that search engines can give smarter, more relevant results. Claim ownership of your content by linking it to your Google+ page.

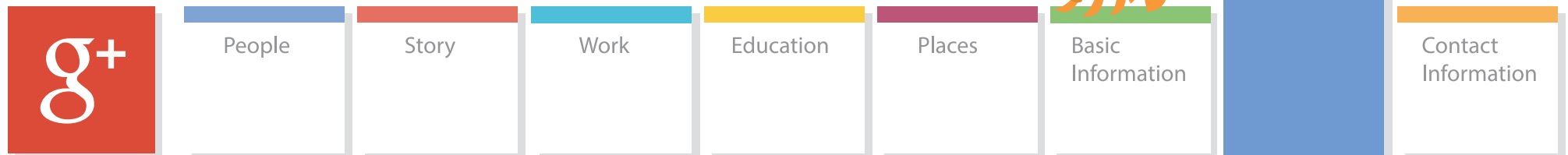
### Here's how to create a Google+ author tag:

1. Sign into your personal Google+ profile
2. From your profile page, hit the "About" tab on the top menu. By editing the "Links" section, you can let Google know you are a content author for websites or blogs.
3. From the page you want to show authorship of, you can link your Google+ profile by adding "rel=author" to the page's HTML anchor tags.

Once you have created your author tag, you can show up in search results as the author of a particular page.

**Lead Generation Success Guides - Get Better Leads, Faster - Marketo**  
 [www.marketo.com/lead-generation/](http://www.marketo.com/lead-generation/) ▼  
by Jon Miller - in 444 Google+ circles  
Everything you need to know about **lead generation**, with case studies, white papers, and research - no registration!  
[The Path To A Killer Online ... - How to Optimize Your Social ... - Lead Generation](#)

Google+ Author Tag



# WEBSITE AND SEO FOR LEAD GENERATION

# THE PERFECTLY OPTIMIZED PAGE—

# “CHOCOLATE DONUTS” ACCORDING TO MOZ

## The "Perfectly Optimized" Page <sup>👑</sup>


### Title & Meta Elements

**Title:** Chocolate Donuts from Mary's Bakery

**Meta Description:** Learn the 3 secrets to Mary's award-winning chocolate donuts, get times & locations for availability, and learn how to make your own donuts at home.

**URL:** <http://marysbakery.com/chocolate-donuts>

LOGO | Navigation Menu




**Bot Accessible**

**Chocolate Donuts from Mary's Bakery**


There's 3 secrets that explain why our **chocolate donuts** have won awards, generated hour-long lines, & even inspired hip-hop tracks. They are:

- #1: Our Ingredients  
XYZ
- #2: The Baking Process  
ABC
- #3: Timing  
DEF




**Uniquely Valuable**

The content offers everything a searcher might want in a unique, high-quality amalgamation.



**Built to be Shared**

Like/tweet/+1 buttons make it easy for visitors to share on their favorite networks and provide social proof.



How to Get Hold of Mary's Chocolate Donuts (aka locations, pricing & availability)

---

---

---


---

---

---

---

---



How to Make Chocolate Donuts at Home (aka our recipe for the **perfect donut**)

---

---

---

---

---

---

---

---

Endorsements (including one from Homer!)

---

---

---


---

---

---


---

---




**Keyword Targeted**

Primary and secondary keyword phrases appear in prominent positions in the headline, title, & content.




**Phenomenal UX**

Clear layout, solid visuals, & beautiful, simple design make the page easy to use & enjoy.




**Multi-Device Ready**

Thanks to solidly-tested, responsive design, this page loads looking great on any device, screen size, and browser.



**Meta Data Inclusive**

The page includes authorship, an enticing meta description, and schema markup for recipes, too.



**Multi-Device Ready**

Thanks to solidly-tested, responsive design, this page loads looking great on any device, screen size, and browser.

Endorsements (including one from Homer!)

---

---

---


---

---

---

---


---



NOTE: Perhaps sadly, there's no "perfect optimization." This graphic's intent is to highlight areas that may be worthy of marketers' efforts.

by **Mary D.** of Mary's Donuts

Created by Rand Fishkin





# WEBSITE AND SEO FOR LEAD GENERATION

# LINKS



Establishing link-based authority on one of the major search engines requires a mix of on-page SEO and link building efforts.

The exact mix is hard to pin down, but authority is established through a trusted link profile—and a good amount of thought leadership content.

## On-Page Links

To show Google that a page is relevant to people searching for your keyword, you need to create links to that page, using variants of that keyword as anchor text. For instance, we want our event marketing resource page to rank highly for the term “event marketing”, so whenever we use the phrase “event marketing” on another page, we link it back to the resource page.

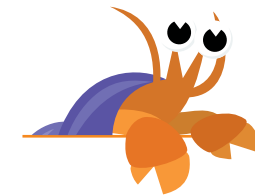
## External Links

According to Moz’s survey (see p.43), link authority factors (such as the quantity and quality of links to your domain and specific pages) are the biggest factor in your rankings. This means you need other sites to link to your domain and the pages for which you want to rank.

For good reason, external links improve your ranking authority more than your own on-page links—more so if the external sites are relevant to your business. Also, the higher the external site’s authority, the more credit Google will give you for the link.

Here are some easy tips to get started with link building:

- Make sure your content is relevant, educational, fun, and link-worthy.
- Make sure the sites that link to you are reputable and have good content.
- Ideally, the anchor text in the link from the external site should use a variant of your keyword phrase.



## The Relationship Between Social Media and SEO

As SEO and social have become increasingly intertwined, Google now uses social signals to determine how your company ranks in search results. Engagement from your followers on social can actually boost your SEO. Fostering social engagement requires valuable content: the more useful people find your content, the more they’ll engage and share.

## Marketing Software. Easy, Powerful, Complete.

Marketo (NASDAQ: MKTO) provides the leading cloud-based marketing software platform for companies of all sizes to build and sustain engaging customer relationships. Spanning today's digital, social, mobile and offline channels, the Marketo® svvolution includes a complete suite of applications that help organizations acquire new customers more efficiently, maximize customer loyalty and lifetime value, improve sales effectiveness, and provide analytical insight into marketing's contribution to revenue growth. Marketo's applications are known for their breakthrough ease-of-use, and are complemented by the Marketing Nation™, a thriving network of more than 190 LaunchPoint™ ecosystem partners and over 40,000 marketers who share and learn from each other to grow their collective marketing expertise. The result for modern marketers is unprecedented agility and superior results.

DG2LG-01142014

© 2014 Marketo, Inc. All Rights Reserved.



[info@marketo.com](mailto:info@marketo.com)  
[www.marketo.com](http://www.marketo.com)