



## 7 Tactics that Would Increase Your Website's Lead Generation Performance



Finding more ways to generate more [leads](#) on your site is a non-stop effort. Here we provide tactics to continuously generate leads. Generating more leads is a must. Not everyone can effectively have their website to create the number of new leads that match and exceed their goals. Importantly, your marketing strategy must be strong enough to bring out positive results such as when you're running a blog. If you are asking how I generate more leads for my website, this is the proper place.

With the right tactics, you will be able to magnify your website for lead generation and increase your customers. There's no lack of tactics in [lead generation](#). For this post we're going to focus on your website, the one thing you will use more likely than anything else.

The main hub of your marketing is more often than not, your website. Your efforts in marketing from social media, conference connections, emails, LinkedIn intro messages, etc.... all are designed to bring people to your website, where you can convert them into loyal customers. The content of your website should entice your visitors to ask for more information, it lets you

know they are interested in your services. It should also give them easy access to how to get in touch with you.

As much as we would like to create many leads, it is just as important on how many leads are converted to loyal customers. Your website should be one of your central avenues in generating leads. Turn it into a machine that generates leads.

Below are proposals that will help turn your website into a machine that generates leads.

### **1. Include Your Phone Number**

Adding your phone number is a great way to increase trust and credibility between you and your website visitors. This reduces the likelihood that your visitors might think of your website as a scam. This also adds an easy option to reach you for far less effort which is always attractive.

### **2. Have a Customized Sub-page**

A customized sub-page or a [microsite](#) is a stand-alone pop-up that is published on the parent website, which is yours in this case. It usually links back to your main webpage. It is usually triggered by a specific behavior of a user, such as hovering over a block of text.

This is handy as it opens a stand-alone page which usually has specific info that you would want to tailor for your visitor. It can show further details of your services and usually contains a link back to your webpage. This can be helpful as it induces your visitor to focus on specific information that you would want to highlight.

This also helps those visitors who have a quick attention span as it may provide the quick information they may be looking for. According to Email Vendor Selection, the average conversion rate of Landing Page is 26% - this is a great way to further your product awareness.

### **3. Provide A Live Chat**

Providing a [live chat](#) option allows interested visitors to engage with you and have any questions they may have answered. This gives those who may be unwilling to do a phone call, be it personal reasons or situational such as if they are in a noisy area, or a silent one, a means to communicate their interest in your products and services. Others may just find Chats convenient among others. According to [Finances Online](#), 71% of customers expect brands to provide customer support through digital messaging platforms, and 95% of consumers want slow and personalized live chat support that guarantees a better quality of customer service experience. Live chats create leads and will pump your sales.

### **4. Add Your Location Or Address**

Adding your address or location not only increases your credibility but will lead to increased sales. This will put your company and services when users do local searches.

A study by Google titled "[Understanding Consumers Local Behaviour](#)" found that 4 out of 5 consumers use search engines to find local information. Of the consumers who conducted smartphone searches, 50% visited within the day, and 18% resulted in a same-day purchase. This is an opportunity you wouldn't want to overlook.

## **5. Include A Video Description**

Some visitors to your webpage may expect a short and easy explanation of your products and services. Several visitors tune out when there is no [video description](#). Having a video that briefly explains your products and services improves generating leads and as well as preventing those who would rather watch a video from tuning out from your website. It is important to add an explainer video to your products and services, especially for products and services that may be complex, or abstract. Videos are great for showing off what your products are all about in a super easy way.

## **6. Be Mobile-Adaptive**

Most people these days own a smartphone and as per [Pewresearch](#), 77% of Americans use smartphones. With such a prevalence of mobile phones, it is important to make sure your website is mobile-adaptive. You would want to generate leads with mobile users. It is a no-brainer that you would want to make your website easily accessible via mobile as data shows more and more people use it to access the net.

## **7. Include Photo Testimonial**

Testimonials are a great way to foster trust in your products and services. Showing an actual photo proves that a real person is doing the review. "[Social Proof](#)" goes a long way in convincing your visitors of the value of your products. People tend to trust other user's opinions of a service and you'd want to ensure that your website facilitates testimonials and more so if it has photos. By providing a venue for such testimonials you show how people love your products and services which will further your leads and in effect spread the love.

**In conclusion**, increasing leads to your website can be a complex and daunting undertaking. Employing tactics can make the whole process take less effort with greater results. You really would want your website to cater to your visitors' interest in your products and services as effortlessly as possible.

People like to be pampered and it would be best if we cater to such desires. People tend to seek pleasure and by making their experience of your websites as pleasurable as possible through effortlessly pleasing their interests, you are sure to get them to keep coming back for more. Based on the statistics discussed earlier, these tactics not only proved to be effective

but also resulted in additional leads and an increase in customers. With this knowledge in hand, seize the opportunity and make the most of it.

Strategizing in utilizing these tactics can still be an effort. All these tactics are part of the tools we use to aid our clients in increasing leads to the website. Luckily all these are being used by our company for our clients. Take advantage of the opportunity and sign up with