Beyond the Demo

ONLINE LEAD GENERATION FOR EHRS IN THE BEHAVIORAL HEALTH MARKET

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Introduction

Hi, I'm Mike Myles, founder and CEO of Active Marketing.

I've spent nearly 15 years building websites and marketing businesses. Over the years, I've developed a really good handle on what works, and what doesn't—especially when it comes to web design. Ultimately, you want and need your site to earn you money.

Think of it like this: when you invest in hiring a sales rep, you're expecting to see a return on that investment in the form of new business. Likewise, for marketing, the asset has to positively affect your business' bottom line. Otherwise, what's the point?

You should view your website as another facet of your sales and marketing team— one that operates 24/7/365. If you're not seeing the return on that investment, you're reading the right book.

This guide is an outline of best practices and how you can use them as a formula to create your own high-converting website. By following this guide, you will be able to move your visitor forward through the conversion process, shorten the time to sale and increase overall conversion rates.

The Behavioral Health Market

The behavioral health market is absolutely a target of opportunity that every healthcare IT and software company should begin paying attention to immediately.

CONSIDER THIS STATEMENT FROM INTERNATIONAL PUBLIC ACCOUNTING FIRM BDO:

Over the past six years, a number of unprecedented changes have occurred in the behavioral market that are spurring anticipated growth and expected consolidation in the industry.

Federal legislation (such as the MHPAEA and MIPPA), improved financing for behavioral health services and an imbalance between supply and demand mean this industry is only going to get bigger, with many behavioral health businesses needing sophisticated technology solutions like an EHR to sustain rapid growth.

CONSIDER THESE ADDITIONAL FACTS:

1. **Businesses have capital to spend:** Typical financial margins are between 20% and 30%

2. **Billing structures are streamlined:** many businesses bill for 15-17 diagnosis-related groups

3. **The audience is large:** SAMHSA estimates 23.9 million Americans 12 and older were addicted to or abused drugs in 2012; 1 in 68 children fall on the spectrum for autism; 20 million women and 10 million men suffer from eating disorders; 9% of the U.S. population suffers from a personality disorder such as major depression

For EHRs looking to gain market share in this sector, now is the time to do it.

Three Common Pitfalls for EHR Marketing

Before we dive into the real specifics of designing and developing your site into an efficient, demo-requesting machine, let's take a quick step back and discuss some of the common pitfalls we see in the EHR market.

1.
LACK OF FIT

Scott Lloyd, President of MTM Services, calls out the lack of an appropriate fit for the field they service as one of the top 5 EHR fails, and we can attest to this. Our behavioral health clients often cite the fact that their EHR was not set up to meet their specific needs or contained features unrelated to their practice.

2.
PRODUCT APPEARS BURDENSOME

Your clients know the pain associated with switching to a new EHR system. They understand that it will take some time to set up and that it will take more time for the team to learn how to use the system.

Many EHRs targeting the behavioral health space take this for granted in their messaging—but keep in mind you are doing business with an audience that is catering to a significantly underserved population. It's estimated as much as 38% of the U.S. population lives in a community with a shortage of mental health professionals. Your prospective customers are busy—and if your offers appears too burdensome, it's a definite turn off.

3.
LACK OF BRAND

A recent survey conducted by Behavioral Healthcare found that just 34% of survey respondents were able to identify their EHR server of choice. When we read this, our immediate thought was that this boils down to a lack of a strong brand presence. Too many EHRs are not leveraging their brand or focusing on building their brand to a point where their particular EHR is a name brand choice.

A NOTE ON
Meaningful Use and Federal Incentives

When you're marketing to the behavioral health sector, keep in mind that this audience currently isn't as incentivized to use your product as a more traditional healthcare client would be. As regulations continue to impact this industry, this may change in the future—but for now, you'll have to entice your behavioral health clients with something more than meaningful-use features.
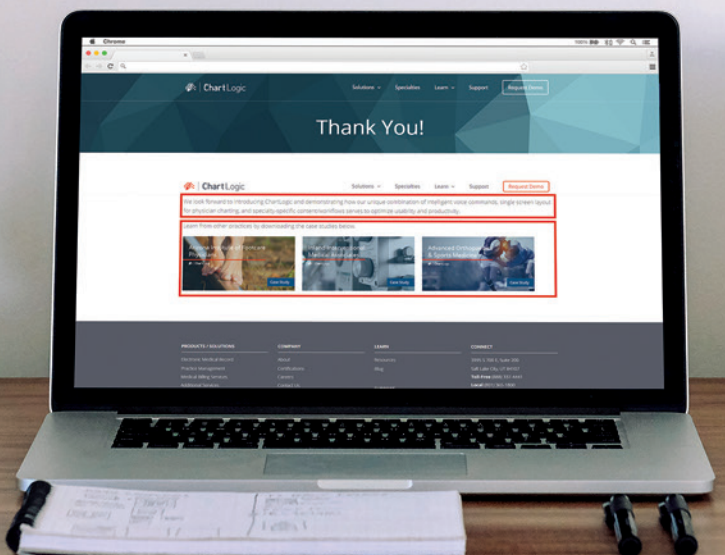
Thought Leadership

Branding
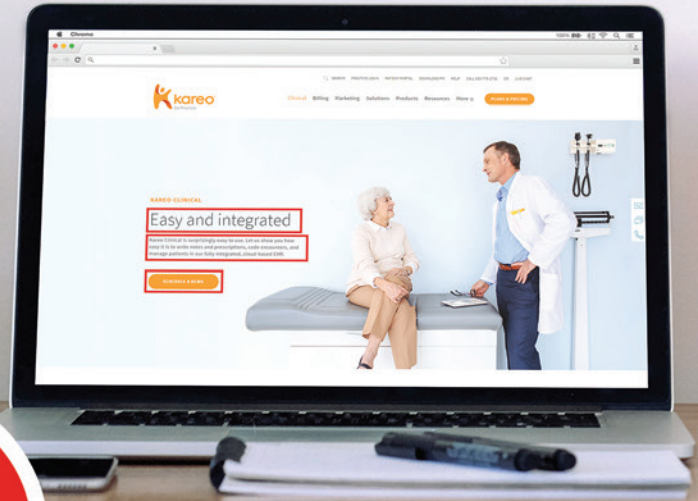
Conversion

Post-Conversion

The Four Types of Pages

Now that we understand a little about what your behavioral health audience's pain points are, let's talk about the real "meat" of any website: its content. We organize our sites' content around four distinct types of pages, each with a specific purpose.

The four types of pages on your website are:

1. Thought Leadership

2. Branding

3. Conversion

4. Post-Conversion

We'll briefly discuss each in the pages that follow, and then we'll touch on converting visitors on mobile.

Social Sharing Buttons

Images

Answer The Question

Thought Leadership Pages

Thought Leadership pages generate the majority of the organic traffic to your site, and also establish credibility with your target market. This credibility improves your rankings in the organic search engines, and it improves the number and quality of leads you are able to generate on your website.

PURPOSE OF THOUGHT LEADERSHIP PAGES

ESTABLISH CREDIBILITY	INCREASE TRAFFIC	IMPROVE LEADS

The best way to drive traffic to your site is by creating Thought Leadership pages with two purposes:

1. Answer a question important to your potential clients

2. Generate inbound traffic to your website

Generating Inbound Traffic:

The Old Way
LEGACY SEO PAGES

There was a time when webmasters would create page headings exactly matching the search phrase for which they wanted to rank in the search engines. This was the era of keyword stuffing, thin content and other practices now frowned upon thanks to Google's continuous refinement of its algorithm, based on user need. Legacy SEO pages still exist, but they don't perform well and they don't meet your target audience's expectations.

There is a better way, and that better way is called content marketing.

The New Way
CONTENT MARKETING

Blogs, infographics, videos, eBooks and white papers: it's all part of this thing called content marketing.

Today, in most cases, thought leadership content should be published on a blog or in a separate and dedicated section of the site, like a Resources page or a content hub. Regardless of where the content is published, it needs to be designed and published in a way that maximizes its benefits as an informative page that builds brand trust and credibility, as well as optimized as an Entrance page to the site (we'll get into Entrance pages below). Pages created specifically for this purpose should be continually added to the site to keep feeding your visitors new and interesting content.

Thought Leadership Pages Are Entrance Pages

The portion of your website that establishes you as a thought leader is also where most of your market will first land, or Entrance pages. That might mean your homepage, and it might also mean a particular page on your site that addresses a specific pain point. It all depends on what your audience is searching for and how well you've optimized your site.

As a general rule, these pages should be written and designed specifically to answer the questions of your market and to appeal to that market as a credible source of information. Do this, and your visitors will return when they need more information. They will link to your site and share your site with their peers, and they will have greater trust in your brand.

QUESTION:
## How Do You Establish Thought Leadership?

Thought leaders answer important questions. You establish thought leadership when your target market thinks of you or your business as the source for the best answer to their most important questions as they relate to your brand. Your market determines what they are interested in, and it's up to you to answer their questions. If you want to become a thought leader in their minds, you have to earn it.

Thought Leadership Page Components

Create a standard format for your Thought Leadership pages to improve your visitors' ability to find the information they are looking for. Sometimes different types of content will need different layouts and formatting, but you definitely want to try to keep these pages laid out as similarly as possible.

Your visitor will only have to learn the layout on the first page, and then finding information from then on will be much faster for them.

Your Thought Leadership pages should include the following components:
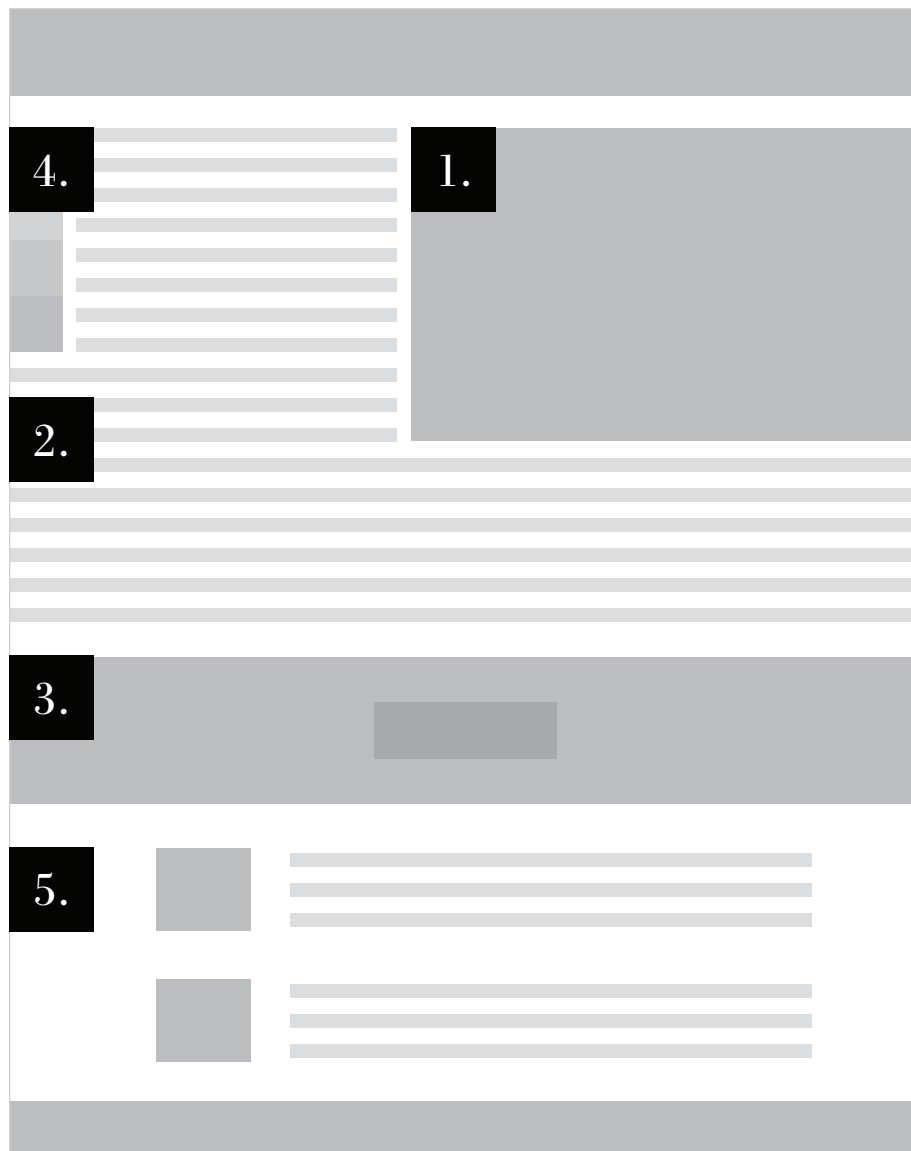
1.

IMAGES

Use a featured image at the top of your post that is interesting. Focus less on making this a perfect match to your content, and more on finding an image that will motivate your visitors to read your post.

Make sure that your images are in line with your brand and the positioning of your company (who you are to your market) and with the voice of the content. If it's a formally written document, choose a formal image. If it's a conversational piece of content, then use a less formal image.

2.

ANSWER THE QUESTION

This is the main body of your content. Make sure, above all else, that the content effectively answers the visitor's question. Take extra time to make sure that the content is skimmable by adding headings and subheadings to break up the content.

3.

CALLS-TO-ACTION

Your Thought Leadership pages answer the questions that the visitor came to your site to have answered, but in doing so you will probably create even more questions that they will want answered. Offer them answers to these questions—but require that they first "convert" before providing it to them. Use calls-to-action to drive your visitors to a place where they can provide you with more information about them (so you can continue to communicate with them in the future) in return for receiving the answers to their additional questions.

4.

SOCIAL SHARING BUTTONS

Give your audience the opportunity to share your content through their social media channels. This not only helps build credibility (new visitors are more likely to trust your content if they see others have enjoyed it so much that they felt compelled to share it), but these social signals help drive traffic and increase conversion rates. When your content is shared on your visitor's social profiles, you gain all the extra exposure to their social network.
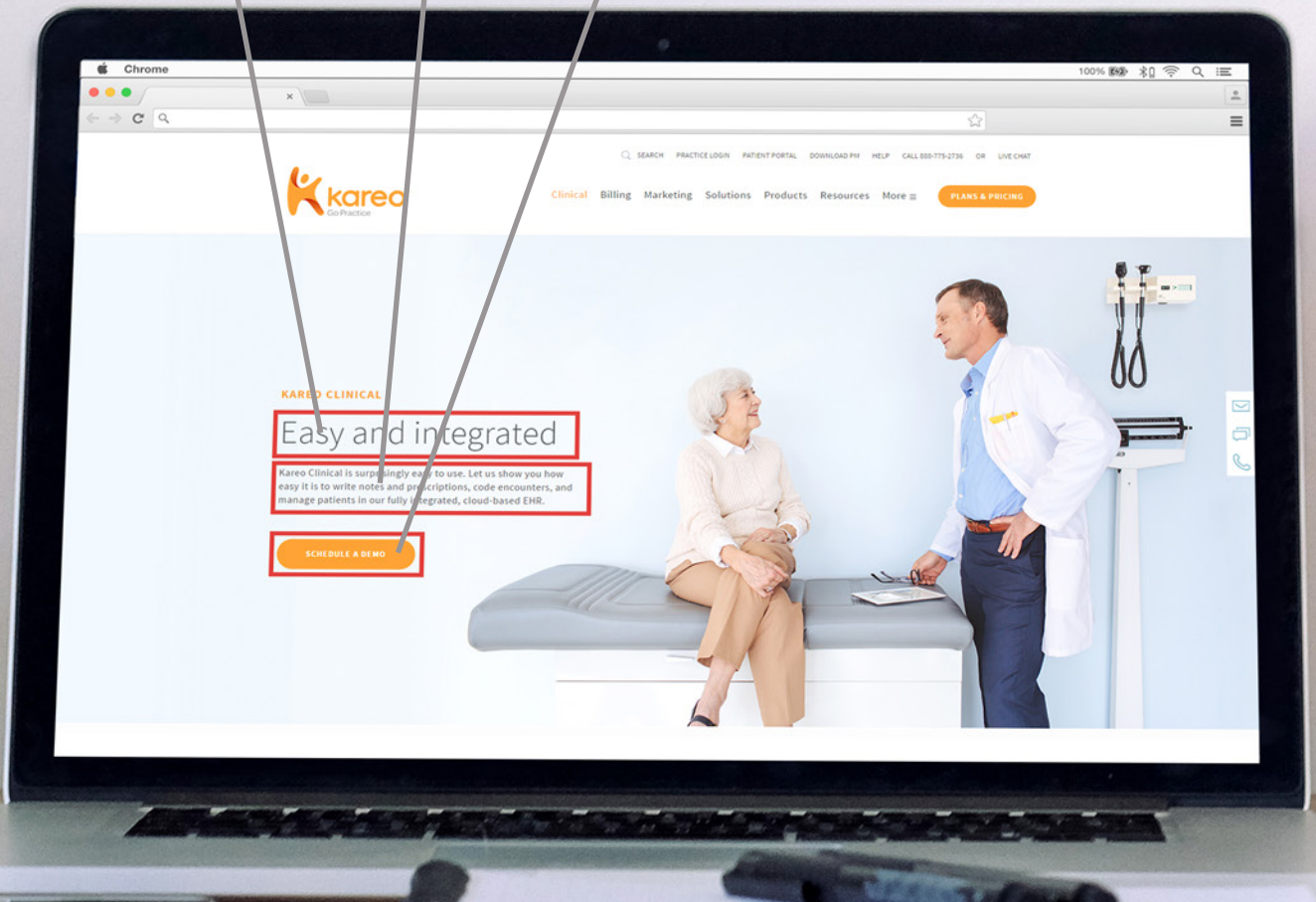
5.

COMMENTS

In addition to social shares, visitor engagement in the form of comments goes a long way toward further establishing thought leadership. Make sure to enable comments on your site and ask visitors directly to post comments. When they do, engage them and participate in a conversation.

A Value Proposition

Answers to
Frequent Questions

A Call-to-Action

Branding Pages

You've probably seen or heard Amazon CEO & founder Jeff Bezos' quip about your brand being the sum of what other people say about you when you're not in the room.

To a large degree, you don't get ultimate control over that. But you can help set expectations.

Brand is everything. From the way your content sounds to the types of imagery you use and the general look and feel of your marketing collateral, it all must be consistent and fall within the range of what your target audience expects of you.

As this relates to building a site that converts, a key element is your Branding pages. While your Thought Leadership pages help attract visitors to your site and spur them toward conversion (thanks in part to your high-quality content), Branding pages impress them with your business's persona, characteristics and value propositions. They help your audience relate to you and connect with you on an emotional level.

BRANDING PAGES SHOULD HELP FOSTER THE FOLLOWING GOALS:

1. Long-Term Loyalty

2. Lower Cost-Per-Acquisition

3. Greater Revenue Per Customer

MAKING AN EMOTIONAL CONNECTION

The Branding pages on your site should be specifically tailored to help your potential clients connect with your business on a personal level. Ultimately, you want your visitors to take some form of purchasing action (defined further on), and they are more likely to do that if they connect with you in a personal way.

RESONATING WITH YOUR TARGET AUDIENCE

To forge those emotional connections, you must first know what your market is most interested in and which questions they need to have answered before they will take a purchasing action. This data can be found from multiple sources, such as:

WEB ANALYTICS DATA

A good starting point for determining what your audience is interested in is taking a look at your web analytics data. Analyze the way visitors who convert currently flow on your site, and also look at the most popular pages.

This data will be a little biased because your visitors can only see the content that's currently on the site and not necessarily the content that should be on your site, so keep that in mind as you work through the data. The idea is that you want to find out what your visitors need before taking a purchasing action so that you can make sure the information can be easily found.

VISITOR SURVEYS

To more closely determine exactly those topics that your visitors are interested in without biasing your data with the existing website, try a visitor survey. There are several tools that offer user feedback surveys, but they all provide the same result: a better understanding of your visitors' interest.

Branding Page Components

By including a standard group of content components on your Branding pages, you will be able to effectively give the visitor the information they are seeking. You should include the following pieces of content on every Branding page:

1.

4.

3.

2.
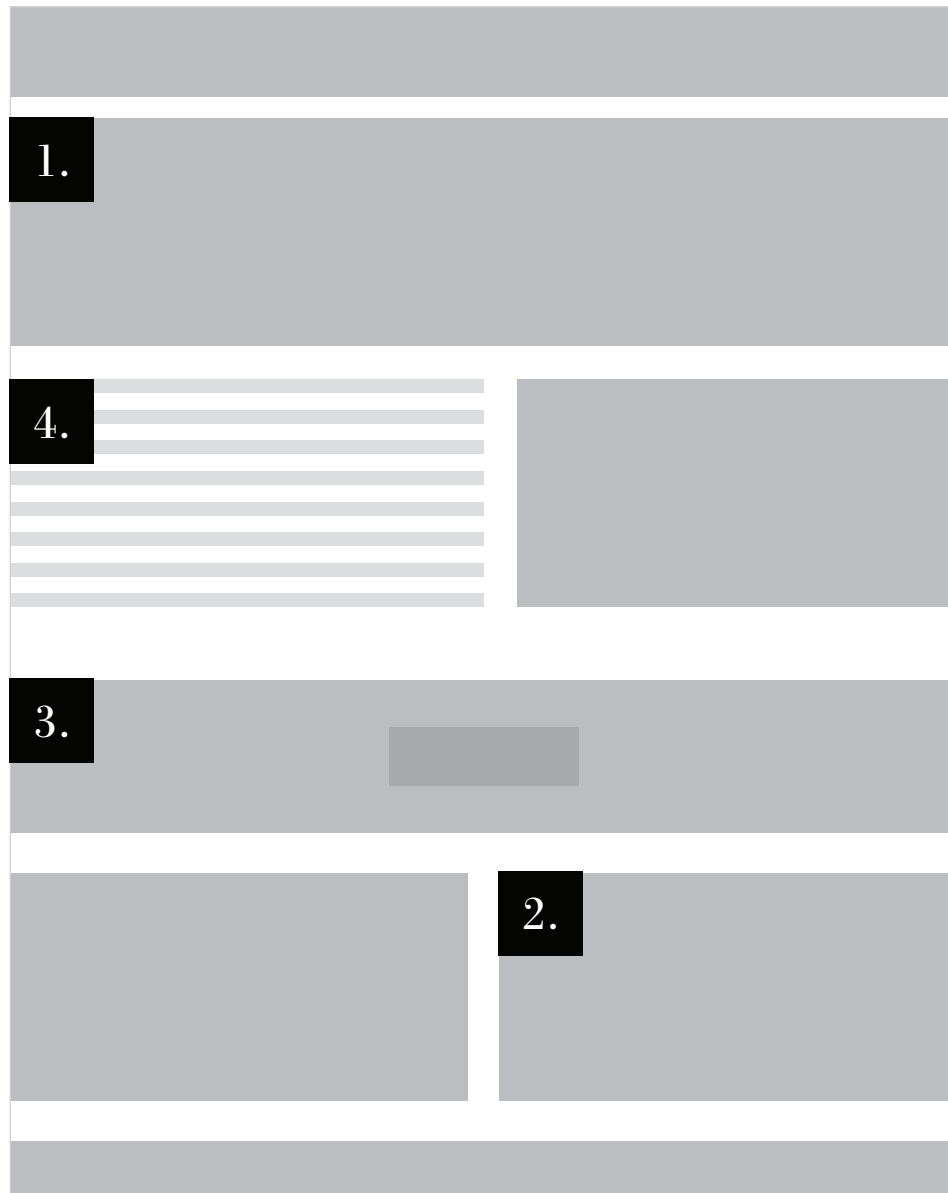
1. THE VALUE PROPOSITION

Displaying your value proposition is most effectively done with a combination of graphics and text. Try to tell a story that contains the problem, the solution and the outcome. On the home page, this will be the value proposition of the business. On your topic pages, this will be the value proposition of that particular portion of your offering.

Refine how you present your value proposition so that it will resonate with your market. Consider the stories of your client successes. Theirs are the stories that will best showcase what you bring to the market.

2. TRUST-BUILDING CONTENT

To build trust and credibility with your visitors, you will want to display what others have said about your business. This may include:

- **Who has covered you in the news**
- **Testimonials from satisfied clients**
- **Certifications, awards and ratings**

Certifications and awards are common trust-building symbols, especially in the EHR and behavioral health industry. We commonly see (and sometimes even help our clients achieve) certifications from the Drummond Group, ONC Certified HIT, NAATP, JCHAO, SAMHSA and more.

Adding these to your site will almost immediately increase conversion rates, especially if the visitor recognizes the name of the person talking about your business. Remember to place your trust-building content close on the page to your call-to-action.

3. CALLS-TO-ACTION

The point of every page on your site is to eventually turn your visitors into a lead or a paying client. Your calls-to-action should fit the message of the page and be consistent with the value proposition that you are also displaying on the page. Use words that focus on your customer (e.g. "you" and "your"), and spell out what they can expect to receive or experience if they choose to convert.

Remember, the best way to make a sale is simply to ask for it.

4. ANSWERS TO FREQUENTLY ASKED QUESTIONS

The rest of the content on your Branding pages should answer your audience's frequently asked questions. Answer those questions in a way that stays on brand and also provides them with what they need to make a decision—but don't put too much information in here.

The idea is to give them only the information they need and to make sure you don't overwhelm them by trying to feed them all the information you want them to have. Chances are you have more to say about your program and services than your visitors have time or desire to hear.

This is a common mistake most businesses make. It's easy to fall into the trap of writing about all the great bits of your business, right down to the finest detail. Doing this, however, will not make for a great visitor experience. If you must put every detail of your offering on your site, make sure you move the detailed content into interior pages. This will allow your visitors to have the option to get more information if they want it and vastly improve their user experience.

The Brand Page Navigation Hierarchy

Your site will be structured in a hierarchy with your home page at the top. Under the home page will be top-level topics that are answers to broad questions, with links to subtopics that answer more detailed questions within the topic.

In the behavioral health industry, an example of this might be:

HOME

PRODUCT **OUR COMPANY** **NEWS & INSIGHTS** **REQUEST A DEMO**

PRICING **EXECUTIVE STAFF**
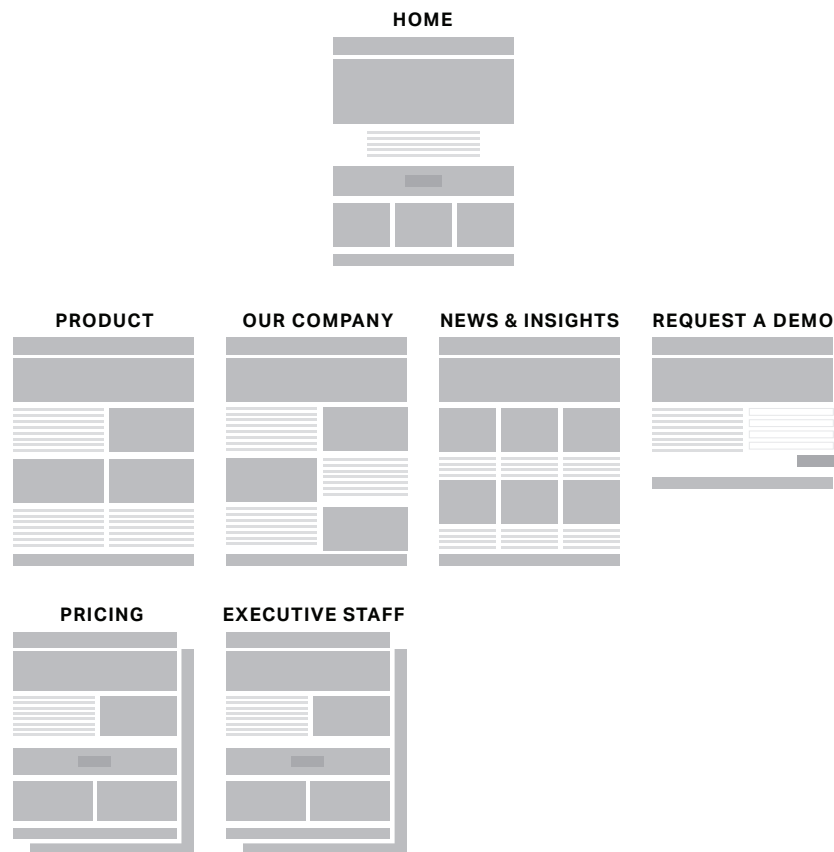
As you add detail to the information on your site, you might be tempted to create a hierarchy that is quite deep. Avoid creating a topical hierarchy that is more than 3 levels deep. By doing this you keep your offering easy to understand, and you won't overwhelm or confuse your market with nuances.

THE HOME PAGE

The home page is the ultimate showcase for your brand. It's where you highlight what your business is all about. Of all the Branding pages on your site, your home page is the most important. Take extra care when communicating your brand and value proposition on this page. On top of the standard Branding page components, make sure that you clearly elucidate:

- **Who you are**
- **What you do**
- **Who you do it for**

TOP-LEVEL BRANDING PAGES

Top-level Branding pages answer the questions that you determined are the most important to your market by reviewing your analytics and taking user surveys. These contain the answers to your market's purchasing questions regarding your offering and form the foundation of your website. You will need to create one page for each top-level topic.

ALWAYS REMEMBER:
Do What Is Best for Your Visitor

Keep in mind that these shouldn't be looked at as hard and fast rules. It's important that your visitors feel like they are getting the information they need and that they feel comfortable with your brand. If that means linking from a particular topic on your home page to a subtopic of a blog, no big deal. This is just a set of guidelines to simplify your decision-making process.

The Offering

The Hero Image

Trust-Building Content

Conversion Action Functionality

Conversion Pages

The job of every Conversion page is to make it easy for your audience to convert—right then, right there.

There are several types of conversions, and defining them is a matter of determining what is most important for your business. Nonetheless, any web page on your site that is dedicated simply to generating conversions, and whose purpose for the visitor is to convert, is a Conversion page.

The two most common types of Conversion pages are landing pages and the standard "Contact Us" page.

In the EHR industry, "Contact Us" pages are common, but we also see pages with more applicable calls to conversion, such as "Request a Demo" pages.

Types of Conversions

Motivating your customers to take an action is the primary goal of the website as a whole. There are many types of conversions. We break them down into three primary categories:

1. ### PURCHASING ACTIONS

Purchasing actions are actions that strongly signal the prospect is ready to further a conversation that could lead to future revenue. These often include phone calls and forms that request a personal response.

- **Purchasing Action: A phone call**
  For businesses looking to increase sales sooner rather than later, there is nothing better than a call on the phone. This gives your expert sales team the opportunity to actually close the client. For nearly every business that has a sales process, this is the most valuable lead and should be the most heavily promoted website conversion.

- **Purchasing Action: A form requesting a personal response**
  While these don't actually connect the visitor to the sales team, it's the next best thing. This is a request from the visitor for more information about their personal needs, and they want it to be provided by a person on your team. It's not nearly as valuable as a phone call, but it is the beginning of a conversation with your sales team and is a Purchasing action.

2. ### COMMUNICATION ACTIONS

Communication actions strongly signal that the prospect is interested in learning more about you, your business or what you offer. They may not be ready to buy, but they're warming up and you can use these signals to strategize around how to nudge them toward a Purchasing action.

- **Communication Action: An eBook, whitepaper or other download**
  This doesn't fall into the category of a Purchasing action, but it is a sign that your content is compelling and that you are establishing yourself in the visitor's mind as a thought leader. When they download your content, they should be providing you with enough information about themselves for you to nurture them until they are ready to take a Purchasing action. When they are ready to purchase, it is likely they will give your business the first shot at making the sale.

- **Communication Action: Blog and newsletter subscriptions**
  These may have less direct value to your business when compared to other conversions, but what they lack in actual value they make up for in volume. Typically, these leads are just email addresses and are ready to be nurtured like other leads. You will want to promote your downloadable assets to them and use their subscription as a way to communicate your brand to them over time. Eventually, many will convert in a more valuable way.

3.

ENGAGEMENT ACTIONS

Engagement actions include such things as comments on blogs or follows on social media. While they tend to be the least valuable in terms of leading to future revenue quicker, they do provide useful intel about what kinds of content resonate with your audience.

- **Engagement Action: On-site engagement**
  You can typically think of this as leaving comments on a blog post or sharing your content with their social networks. This creates valuable user-generated content on your site when comments are posted, and it strengthens your credibility when they share your message with their peers.

Conversion Page Components

After having tested hundreds of Conversion pages and having seen what works and what doesn't, we know that successful pages typically include the following components:

3.

1.

2.

4.

5.

6.
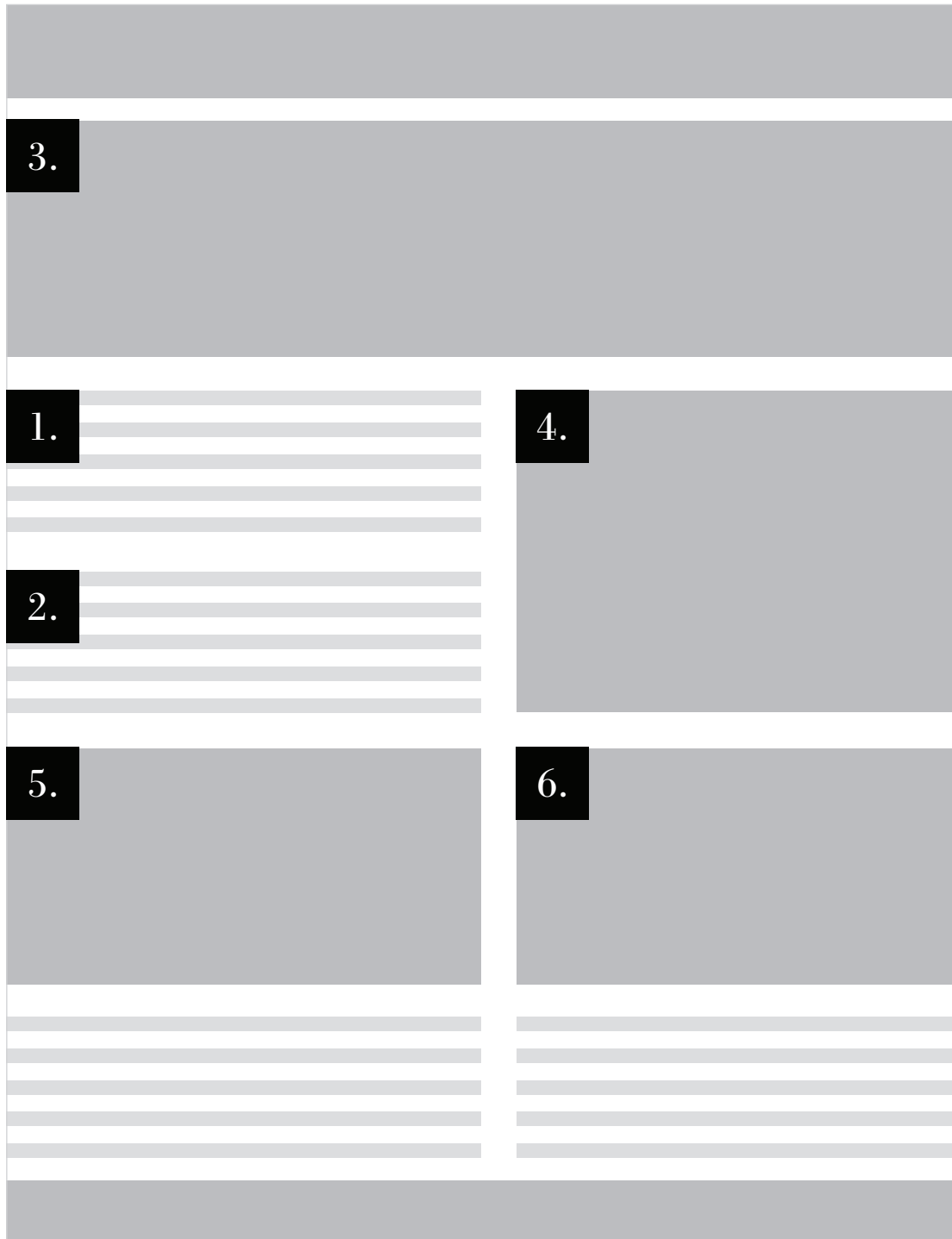
1. THE OFFERING:

This is what the visitor can expect to receive when they convert.

2. THE VALUE PROPOSITION:

This is why the visitor should desire your offering.

3. THE HERO IMAGE:

This is the main banner on the page. It should be a large, prominently placed image that conveys emotion and matches your value proposition.

4. CONVERSION ACTION FUNCTIONALITY:

Provides the visitor with the ability to receive the offering. Typically, this is a feedback form and/or a phone number.

5. TRUST-BUILDING CONTENT:

Provides proof and credibility that you can actually provide the offering and that the offering is going to be as good as you say it will. This is often testimonials, ratings or certifications.

6. CONTENT TO OVERCOME OBJECTIONS:

Provides content that reduces the anxiety your prospects may have that would keep them from converting. This may be confidentiality, time investment or financial investment.

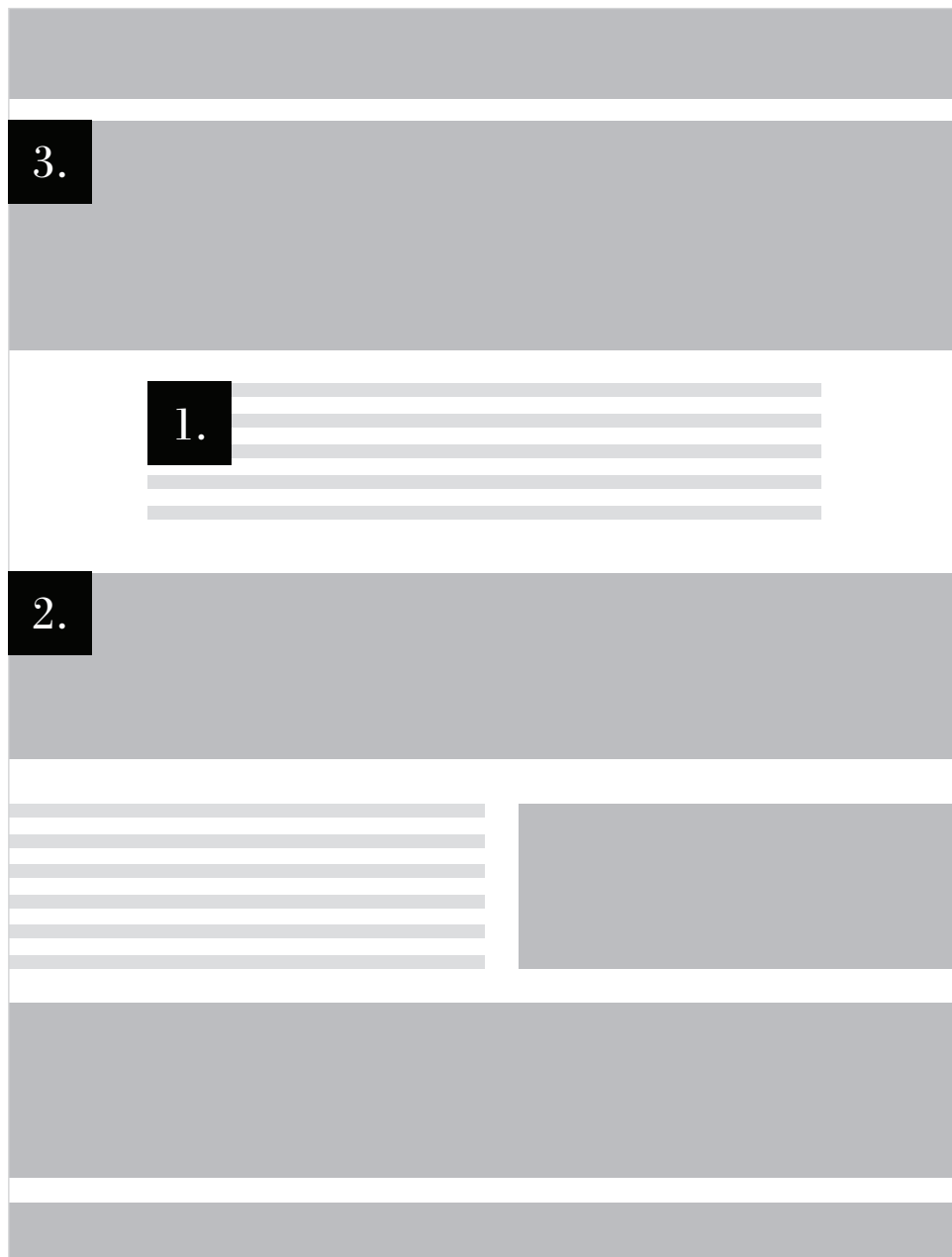**Delivery of Promised Offering**

Thankful Content

Chrome

ChartLogic

Solutions Specialties Learn Support [Request Demo]

Thank You!

ChartLogic

Solutions Specialties Learn Support [Request Demo]

We look forward to introducing ChartLogic and demonstrating how our unique combination of intelligent voice commands, single screen layout for physician charting, and specialty-specific content/workflows serves to optimize usability and productivity.

Learn from other practices by downloading the case studies below.

Arizona Institute of Footcare Physicians
ChartLogic
[Case Study]

Inland Intervention / Medical Associates
ChartLogic
[Case Study]

Advanced Orthopaedic & Sports Medicine
ChartLogic
[Case Study]

PRODUCTS / SOLUTIONS
Electronic Medical Record
Practice Management
Medical Billing Services
Additional Services

COMPANY
About
Certifications
Careers
Contact Us

LEARN
Resources
Blog

CONNECT
3995 S 700 E, Suite 200
Salt Lake City, UT 84107
Toll-Free (888) 337-4441
Local (801) 365-1800

Post-Conversion Pages

Post-Conversion pages are typically Thank You pages; they are the pages that visitors land on after they have converted and they are typically not given much thought. But these pages give you an opportunity to hit your visitor with a perfectly timed message to entice them to take another action that provides your business with even more value.

Post-Conversion Page Components

The components of your Post-Conversion pages are going to vary depending on the type of conversion you have already received from the visitor. In general, your Post-Conversion pages will include the same content as your Conversion pages along with some content to thank the visitor for converting. Your Post-Conversion pages should include:

1. **THANKFUL CONTENT:**

Always remember to thank your visitor for converting.

2. **DELIVERY OF PROMISED OFFERING:**

The offering from the previous conversion should be delivered to your visitor here. Downloads, videos and other assets should be made available on this page if possible.

3. **THE HERO IMAGE:**

This is the main banner on the page. It should be a large, prominently placed image that conveys emotion and matches the value proposition of the new offering. Try to also match the hero image with previous Conversion page.

TIP:
A New Offering

Promote a new, complementary offering to the visitor. Here's where your Post-Conversion pages start to resemble your typical Conversion page. Entice your visitor with another value proposition, conversion action functionality, trust-building content and content to overcome objections.

Communication Actions on Post-Conversion Pages

When your visitors have taken an action that gives you their consent to send them more information, they are essentially telling you that they want to hear more of what you have to say. Psychologically, they are also more likely to agree to provide you with more value if you ask them immediately after they have finished converting.

On the Post-Conversion page for communication action conversions, you should promote two offers:

1. Take an additional purchasing action

2. Follow your social profiles

Purchasing Actions on Post-Conversion Pages (Form Submissions and Phone Calls)

FEEDBACK FORM SUBMISSIONS:

On the Post-Conversion page for a feedback form submission requesting more information about purchasing from your business, you want to promote the following:

1. Fill out a new form and add information to the lead

2. Call on the telephone

3. Engage socially

PHONE CALLS:

With the right technology in place, you can forward your visitors to a Post-Conversion page after a phone call. This is a great place to link to a page where they can make a payment or sign a contract. Since ultimately this is what it takes to close a sale, those are the next logical steps in the sales process.

Additionally, take this opportunity to promote your social profiles and get feedback from the prospect on how your team handled the call. Find out if they were satisfied with the result of the call. Use this information to improve your internal sales process.

Awareness

Interest

Desire

Action

The Conversion Funnel

Here's the truth about your users: they are rarely—if ever—going to come to your site and immediately convert. If that was the case, all we would ever need are a handful of landing pages and a Thank You page.

They're coming to your site because they need something from you. Typically, that something is information—but the specific type of information depends on where they're at in their sales journey.

The following section describes how to leverage the pages we described above to push your visitors through the conversion funnel.

Thought Leadership Pages

When we're talking Thought Leadership pages, our typical conversion is a communication action. A good example of a relevant communication action on a Thought Leadership page would be to allow the visitor to download an eBook that gives in-depth detail about a topic that a few blog posts have covered.

Cheat sheets, worksheets and eBooks that consolidate several blog posts are great ideas for high-value communication action conversions.

Make sure that you also encourage your visitors to subscribe to your newsletter or blog, and to leave comments regarding the post they have just read. A great way to encourage commenting is to ask a question as the closing sentence in your blog posts. Also, post a comment yourself, and ask your team and colleagues to comment. Once you get a conversation started others will want to join in.

PUSHING THEM TO CONVERSION:

Thought Leadership pages should include links to (in order of prominence):

1. Complementary thought leadership content

2. Relevant conversion actions
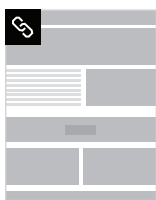
3. Links to relevant brand pages

LINK TO SUPPORTING
THOUGHT LEADERSHIP PAGES

Linking to other Thought Leadership pages is something that you should do with the purpose of better educating your visitor and providing them with the best answers you can. This is you giving them something for free: information. They might not realize right away that they are receiving something for free, but if you answer their questions they will immediately appreciate you for it.

LINK TO RELEVANT CONVERSION ACTIONS

Thought Leadership pages are an opportunity to provide your visitors with answers and education. Visitors don't land on Thought Leadership pages to purchase or even to learn about your offerings. They land on these pages to get answers to their questions. Give them those answers, and then try to take them to a tactful next step. You won't want to try to get your visitors to take a purchasing action from this section of your site.

LINK TO RELEVANT BRAND PAGES

Linking to relevant brand pages is your way of guiding interested visitors closer to taking a purchasing action. Remember, you don't want to hit them up for an actual purchasing action from Thought Leadership pages. Thought Leadership pages are your gift to them, so large calls-to-action that promote a purchasing action won't sit well with your audience.

You want to be very careful that you primarily use links to Branding pages as references that reinforce your content, and only when extremely relevant to the article. These are not calls-to-action. When in doubt, leave this link out.

Branding Pages

The conversions that you are promoting also need to be the right conversions for where your visitors are in their exploration process. Since they are being exposed to your brand, you should promote more valuable conversions.

In your calls-to-action, promote your purchasing action conversions on your Branding pages, but also allow visitors who aren't ready for that yet to take smaller steps. In a less prominent way, promote downloadable assets and other communication action conversions to allow those visitors who aren't ready to take a purchasing action to take a smaller step.

PUSHING THEM TO CONVERSION:

It is your job to facilitate this process by making it easy for them to convert right then, or if they aren't ready, to see the next part of your pitch. This means you want to include the following on all of your Branding pages (in order of prominence):

1. A call-to-action that is effective at motivating the visitor to convert

2. A link to the next part of your pitch

3. A link to a subtopic related to the page they are on

Always try to encourage visitors to move toward the purchasing action. Link to the next top-level Branding page when possible, and leave out links that take them backward in the conversion process. Never link from your Branding pages to your Thought Leadership pages.

A CALL TO ACTION FOR YOUR
PRIMARY PURCHASING ACTION

For most companies that are generating leads on their website, this call-to-action is going to be your phone number with some text asking your visitors to call. Sometimes, this just needs to be a phone number with a label, like "Request a Demo. Call (999) 555-1212." Most internet visitors are savvy enough to know to call when they are ready, but you still want to make it convenient and easy for them to reach out to you. Putting your phone number in the header on every page accomplishes this.

Call 1 (888) 251-4635

Use a Shorter Form

Keep the Content Readable

Optimize Your Imagery

Make Every Word Count

Lead Gen and Mobile

Chances are, between 30 and 50 percent of your website visitors will be viewing your site on a mobile device. The popularity of mobile continues to grow, and if your site doesn't take these visitors into account, chances are you'll experience some dips in performance.

Of course it's one thing to design a site that responds well in mobile (see our note about responsive design, on the following page) and it's quite another to design a site that converts well in mobile. Here, we discuss lead generation on mobile devices.

A NOTE ON
RESPONSIVE DESIGN

A responsive website "responds" automatically to the screen size on which it's being viewed to improve the user experience. This essentially turns a normal website into a mobile site, but only for those who need it. This means that you no longer need a separate mobile site to reach your visitors on mobile.

Essentials for a Mobile Page That Converts

1.

MAKE EVERY WORD COUNT

You should follow this advice whenever you are writing copy for your business, but it is especially true in the mobile world. Your audience will not give you time to be verbose; keep the content tight and sharp.

2.

KEEP THE CONTENT READABLE

Your audience is not going to zoom in on your site so they can read whatever it is you're offering. Use a base font of 16 CSS pixels (per Google) and make sure your buttons (especially those CTA buttons) are nice and big (easy to click with fat fingers).

3.

USE A SHORTER FORM

Often, a simple email field is enough in the mobile realm. Of course, if more fields are necessary, you can play around with the spacing between fields to give the appearance of a smaller form fill.

4.

OPTIMIZE YOUR IMAGERY

Speed (or the lack thereof) kills the mobile experience. Images are often the culprit—and while it may look beautiful on a desktop, if it drags your load speed down in mobile, you could be losing out. Use correct formats (JPEG is preferred) and adjust the pixel size.

Conclusion

Hopefully this document helped to give you and your teams a set of guidelines and best practices that will help shorten and elucidate the process of creating a high-converting website. Most of the content in here is focused on improving the visitor experience as a means to improve conversion rates. Promoting the right content and the right conversions at the right time is important in maximizing the impact and benefit of your site.

Of course, the information contained here is only a starting point for conversation. The real trick to creating a site that converts is leveraging the best practices against your unique business needs and objectives. That means sitting down and having a conversation about what those are and how to best accomplish them online (and off—after all, your website should complement your other marketing efforts, no matter where they exist). We would love to continue this conversation with you, and I even make myself available in many cases to talk about your business goals and objectives. So, take some time to digest what we've presented here, but when you're ready—reach out. We're looking forward to hearing from you.

Best regards,

Michael Myles, MBA

Founder and CEO, Active Marketing

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