HOW TO OPTIMIZE YOUR WEBSITE

FOR MAXIMIUM CONVERSION & LEAD FLOW

MedSpa
PORTAL

MedSpa PORTAL

11 Critical Elements to Enhance Conversion

What is the ONE online marketing element that will significantly impact the results of your overall Internet marketing efforts?

THE ACCELERATED GROWTH ROADMAP

9 clear steps to triple your sales by getting your internet marketing right

DRIVE LEADS

ORGANIC
Get prospects reaching your website from SEO, Directories & other non-paid sources without wasting a bunch of time on content & links...

PAID
Profitably tap into paid traffic sources to drive unlimited targeted leads without overspending & dealing with tire kickers.

DATABASE
Generate leads, & sales by marketing to your existing customer & prospect list via email & SMS.

MAXIMIZE CONVERSION

WEBSITE
Convert 2-10x more leads from visitors that get to your website without spending a ton on fancy web designers.

REPUTATION
Drive more online reviews from your happy customers and develop a great reputation online without begging your customers or chasing them down.

AUTOMATION
Every lead is followed up with in 30 seconds or less & touched at least 5 times automatically without bogging down your office staff.

OPTIMIZE RESULTS

TOTAL SPEND
Get clear on how much to invest in your marketing to achieve your sales & growth targets without guessing or overspending.

AVERAGE COST PER LEAD
Know exactly how much you invest per lead for your services without complicated reports or calculations.

RETURN ON INVESTMENT
Know your ROI from your marketing investment & where you should spend more to drive even better results.

HOW TO TRIPLE YOUR SALES BY GETTING YOUR INTERNET MARKETING RIGHT

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- Speak to your target avatar. What are their fears and frustrations & explain why they should choose you.

- Be genuine - use authentic images of your team on the homepage & throughout the website.

- Use video & multi-media elements to engage users and get them clicking.

  - Website welcome video
  - Videos for each of your services
  - Video explaining why someone should contact you vs. the completion

- Leverage Social Proof - Showcase your online reviews prominently on the home page with a tool like Endorsal or WP Customers Reviews plugin. Consider building a "Wall of Love" page.

- Get your website basics in order.

  - Phone number in the upper right-hand corner of your home page
  - Easy to submit a web form that customers can message you with.
  - Add credibility and authority symbols like BBB, certifications, awards, and speaking engagements.

- Have a clear Call To Action on each page that speaks to your customer avatar & tells them precisely what to do next on each page.

- Utilize special offers that match the service your clients need and can lead to a upsell or package deal.

- Ensure your website is mobile optimized with Click To Call functionality.

- Consider leveraging a live chat widget on your website.

- Website Speed Matters!

- Engage with leads via SMS & phone via marketing automation.

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WEBSITE REVIEW CHECKLIST

Large contact information

Clear one click navigation

Real team photos, owner & team
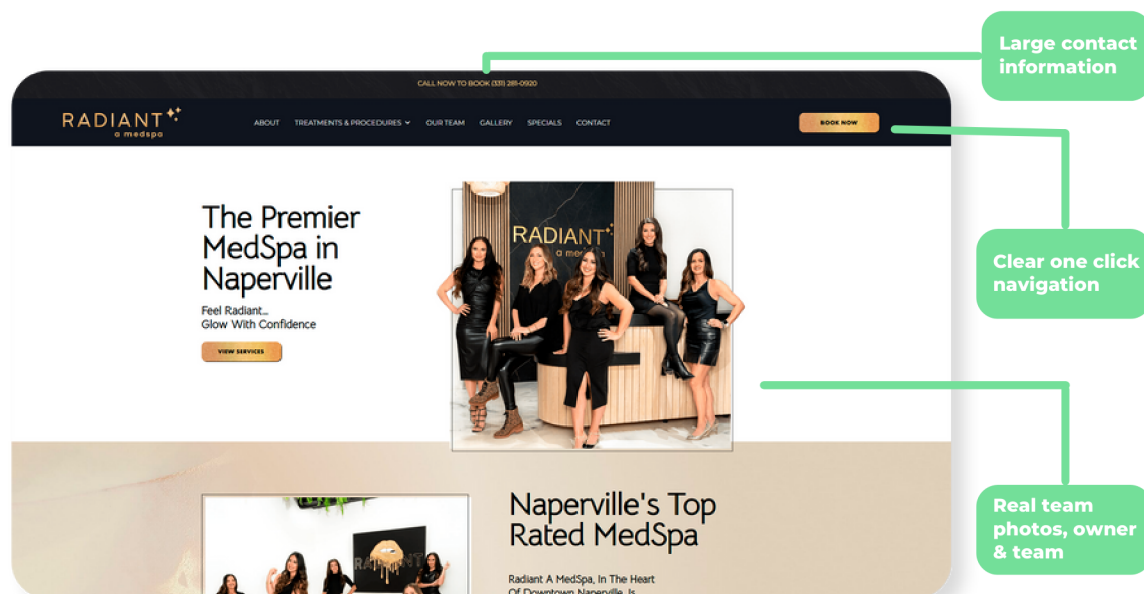
☐ Does it speak to your target avatar? Does it address their fears and frustrations & speak to why they should choose you?

☐ Does it have authentic images of your team on the home page & throughout the website?

☐ Does it include video elements for your website?

☐ Do you have a website welcome video or why someone should contact you vs. the competition??

☐ Videos for each of your services?

☐ Does it showcase your online reviews more prominently on the home page with a tool like Endorsal or WP Customers Reviews plugin?

☐ Does it make it easy for users to take action / contact your company?

Solid Example - https://radiantamedspa.com/

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Get the basics in order.

- ☐ Phone number in upper right-hand corner/middle.

- ☐ Ensure that there is a web form that customers can fill out

- ☐ Add credibility with Authority Symbols (BBB, Certifications or Awards.)

- ☐ Are there Calls to Action on each page to speak to your customer avatar & tell them precisely what to do next

- ☐ Are you allowing them to engage via Website Chat?

- ☐ Are you leveraging marketing automation & SMS to maximize your lead conversion rates?

Primary KPI -

- ☐ Does your website convert visitors to leads (callers, chats, forms) at 25% or higher?

Need some one-on-one help?
FREE: Internet Marketing Plan Review

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NEXT STEPS

Schedule A Marketing Recommendation Session

If you'd like to work with us to help implement this plan & accomplish these goals, schedule a strategy session now.

Schedule your Leadflow Acceleration Session Now

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