SEO LEAD GENERATION CONFERENCE 2014

seo, Web Design, UX & Funnel Optimization

Mannix pabalan
Managing Director
Hashtag Digital, Inc.
@mannixbp

Mannix Pabalan

- Keen Observer of Digital/ Online Marketing sphere & Internet landscape
- Founder and Currently Managing Director Hashtag Digital Inc.
- Former Head of Digital/Online Marketing Rocket Internet GmbH Lazada
- Former General Manager and Founder AyosDito.ph

@mannixbp

Generating “high” volume of leads

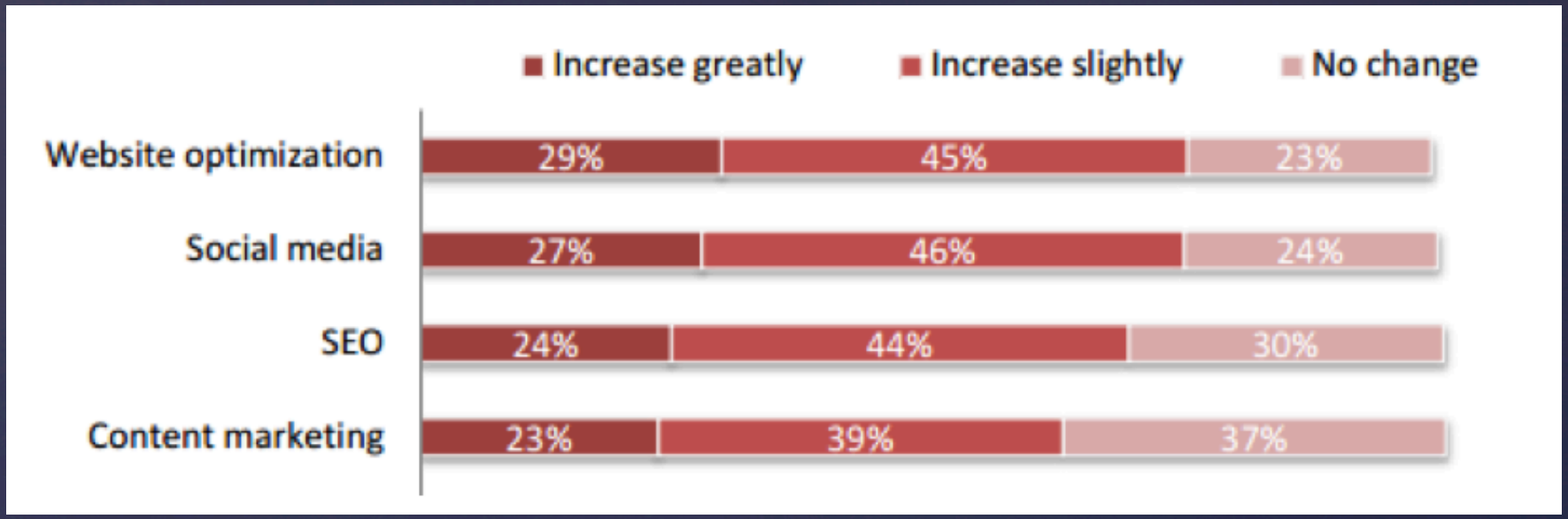
Generating “high” quality leads

The LeadGen Challenge …

Let's Get It Straight!

- Someone who views your website: **VISITOR**
- Someone who has expressed interest in your content or product: **INQUIRY**
- Someone who may need your product, but not purchased yet: **PROSPECT**
- Someone who is qualified to be contacted by sales due to their budget, title, decision role, timeframe to purchase: **LEAD**
- Someone who contacts you via phone, or web form: **SITE CONVERSION**
- Someone who was a lead; then buys: **SALES CONVERSION**

Survey: Where Marketers Increase Budget



Source: e-Marketer 2013

Lead Generation Favor Online Activities … Bottomline Speaks!

@mannixbp

Sample Optimization ROI Computation

Before After

	Pre-Optimization		Post-Optimization	
Marketing Budget	Monthly	$25,000	Monthly	$25,000
Website Traffic	Monthly	5,000	**add 25%**	6,250
Site Conversions	10%	500	**20%**	1,250
Qualified Leads	10%	50	10%	125
Sales Closes	10%	5	10%	12
Average Deal Size		$10,000	Per	$10,000
Revenue		$50,000		$120,000
Marketing ROI		100%		
Cost to Optimize	Monthly			7,500
New Marketing ROI				**269%**

Source: e-Marketer 2013

Increase Quality Traffic by …. %

Increase Conversion by … %

Decrease Cost-per-Lead by … %

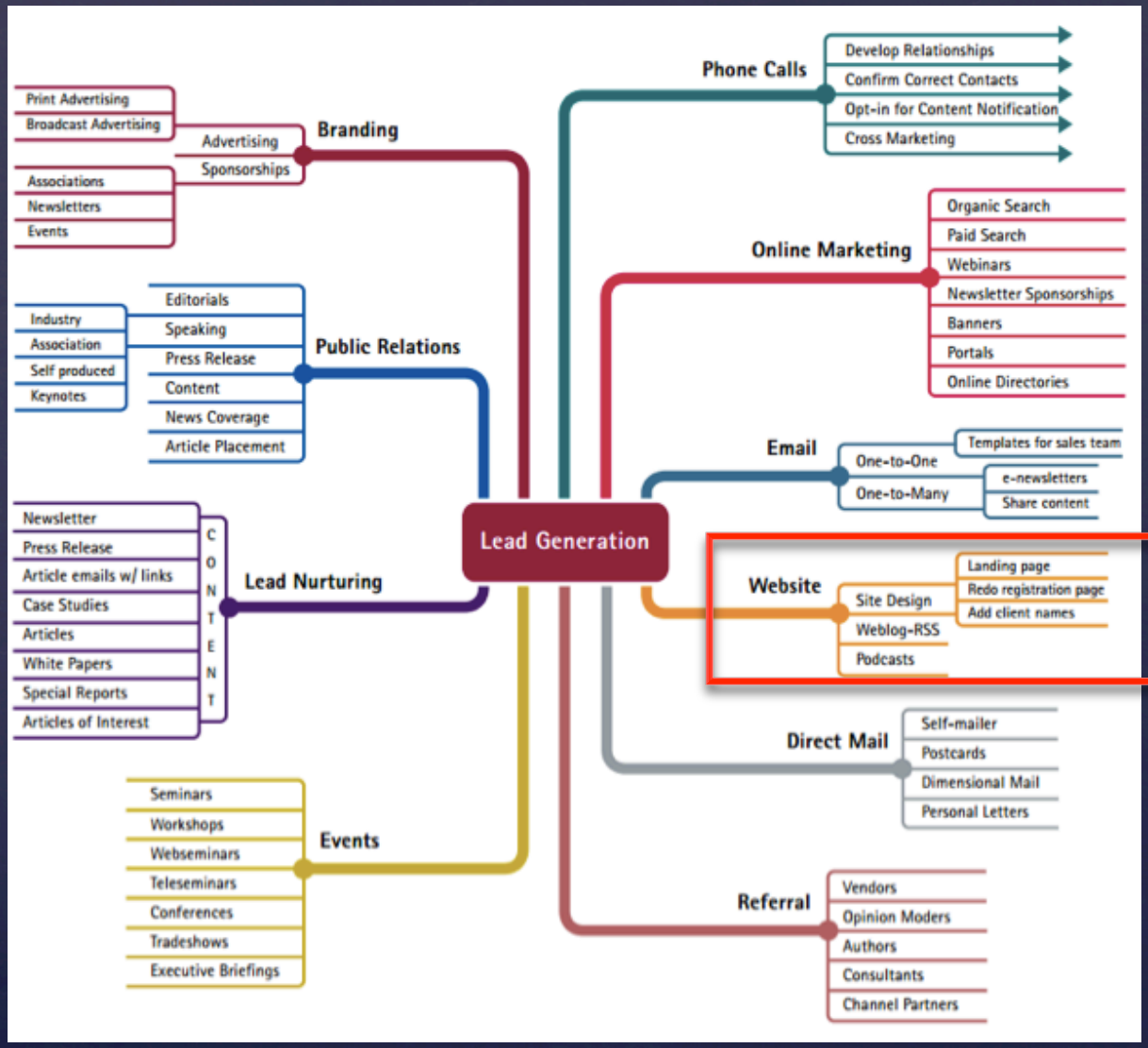
Increase newsletter sign-ups by … %

Increase sales opportunities by … %

Set Measurable Goals

@mannixbp

The Lead Generation Landscape



- On-Page
- UX
- Funnel

@mannixbp

SEARCH ENGINE OPTIMIZATION (SEO)

Title - The best and most effective way to use the title tag is to not to make the title tag longer than **70 characters**. The title should be according to your page; try to use the long phrased keyword within the title tag.

Description Tag - Use this tag smartly. Describe your page content and try to use your most competitive keywords in the text. Use no more than **160 characters**.

Keyword Tag - We all know that Google stated that this tag does not affect your rankings but there are many SEOs, who still use this tag for other search engines. Target your **5 most competitive keywords within the tag**.

HX Heading Tags - Use HX tags with each of your main article headings / sections. **Use h1 for the main headings** and the rest in h2, h3, h4 and so on. Try use your keywords in the headings and highlight them in the eye of search engines with these HX tags.

Alternate Tags (Images) - Optimize each image with ALT and Title tags. Image name can also be optimized; try to use the keywords smartly within the tags as well.

URL rewrite / Clean URL - Clean URLs facilitate a search engine's ability to identify the relevance of page content to a particular search query, in order to choose what to display in search results .

Open Graph - To improve the representing of things in the social network. The main goal of people who have developed a protocol is that it be maximally simplified.

WWW Resolve - Redirecting requests from a non-preferred domain is important because search engines consider URLs with and without "www" as two different websites.

THIS IS GIVEN!
WE SHOULD DO THIS!

@mannixbp

IT'S ALL ABOUT CONTENT …

RELEVANT CONTENT!

@mannixbp

Great WS CONTENT …

- Is written for prospects in their language; not for Google
- Provides education and value
- Explains simply to prospects how your products solve their business needs
- Is structured as short paragraph chunks and bullet-points
- Has links within the text to make it easy for prospects to navigate
- to other pages (big SEO tip as well)
- Avoids clichés and misunderstood business jargon; clarity is key
- Is shareable: include sharing widgets like AddThis and ShareThis within your website and blog so audiences can share your valuable content

@mannixbp

GENERAL SEO TIPS

- Write lots of great content. Authority comes from off-site links. Build followings; promote on social media, foster relationships with influencers
- Carefully research keywords. Optimize based on a small group of relevant keywords focused on what buyers look for to find you.
- Pay special attention to page titles and meta descriptions. This is the content audiences see on organic searches. Keyword- benefit focused meta descriptions drives clicks to your website
- Make sure all blog posts, video content, white papers, and PDFs are all keyword optimized by title and description before posting
- Ensure Google webmaster tools (and Bing's) are activated and there are no crawl issues with your site map
- Internal links within your website content improves site experience; which contributes to higher search rank.
- Automated article submissions don't work as well anymore with Panda and Penguin. Quality, unique content submitted to highly-ranked websites work best for backlinks.

@mannixbp

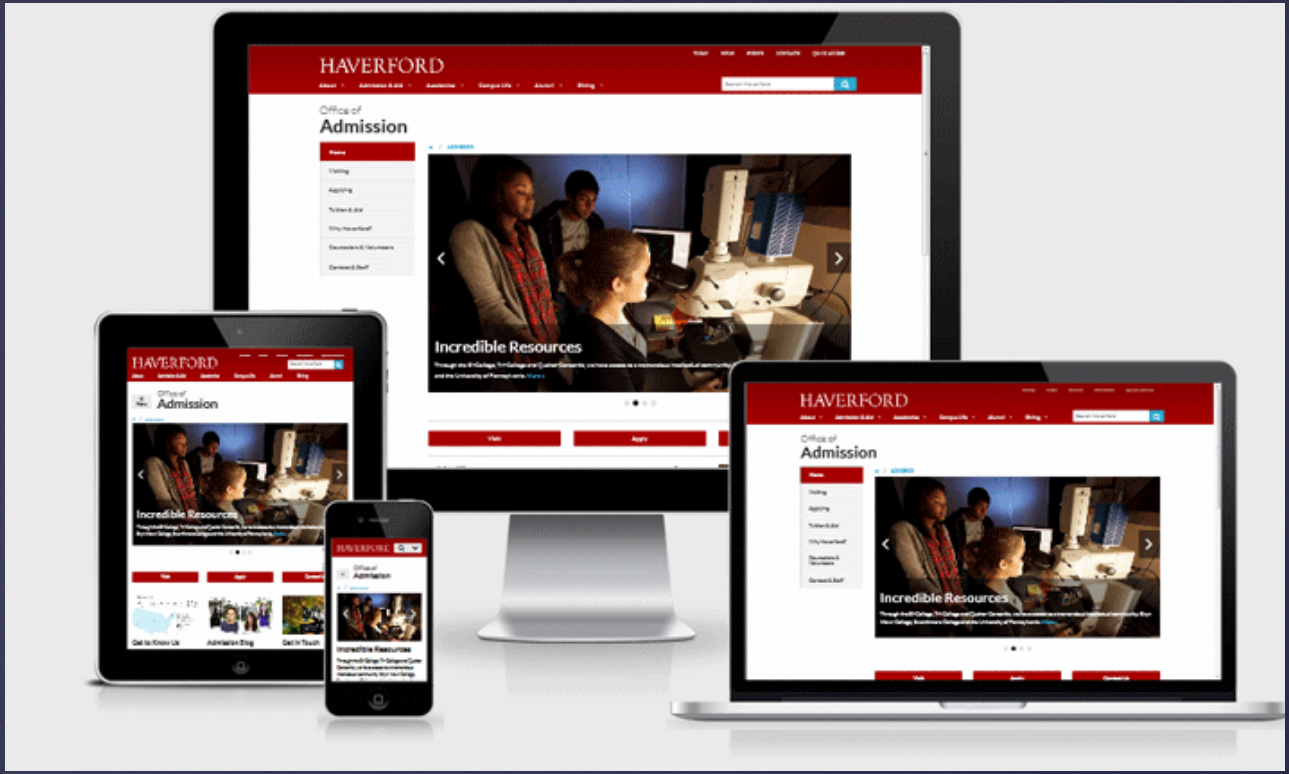
Lets take a look …

@mannixbp

Components of a Converting Website

- Credible
- Trustworthy
- Inviting
- Easy to Navigate
- Simple Look; Few Distractions
- Strategic Use of Visuals
- Readable Fonts
- Interactive and Clickable Links
- Easy-to-find Search Bar
- Consistent Look Page by Page

@mannixbp



Consider: Responsive Web Design

@mannixbp

- The style automatically adjusts for mobile & tablet
- User experience is enhanced; Google likes that which means better search rankings
- Brand consistency across devices

Responsive design allows your website to adapt and display on any device or screen size, ensuring your prospects have an enjoyable, positive experience.

@mannixbp

THREE WAYS TO BUILD A MOBILE FRIENDLY WEBSITE

1. Responsive Web Design
2. dynamic serving
3. separate mobile site

- They have their pros and cons
- find the one that's best for your business
- talk with all the teams that will be affected, from marketing and sales to finance, business, and of course your technical department

Navigation and Menu

- Page Location: Top or Left; depending on categories needed- experiment with look
- Limit top level categories to six or seven items
- Use simple words in your navigation; avoid jargon
- Always utilize drop-down menus and clear sub-menus
- Always highlight in the menu where user is in relation to website by color or boldness
- Utilize proper breadcrumb functionality so users can easily click on higher or lower level menu items
- Always include a site map link in the footer

AyosDito.ph
Real People. Real Deals.

Home | Post a free ad! | All items for sale | Favorites | Contact us | Log in

Search in Title only | -- CARS & MOTORCYCLES -- | NCR - Metro Manila | All Cities | Search

Explore fun & unique items of AyosDito that's perfect for every Pinoy!

CARS & MOTORCYCLES in NCR - Metro Manila, 47262

All | Private | Professional | Show cheapest first

Great Deals

Cars
Go back
Car Accessories & Parts
Motorcycles
Motorcycle Accessories & Parts
Other Vehicles, Accessories & Parts

Lower Price
Looking For

Recent searches
Cars
beetle
tagaytay
cefiro mags

Today 23:06
Avanza G AT
₱ 877,000
Cars Manila , Car dealer

Today 23:04
Honda City - 09 E at
₱ 450,000
Cars Valenzuela , Car dealer

Today 22:58
Mitsubishi L300 VersaVan 1997 MANUA
₱ 175,000
Cars Taguig , Car dealer

Today 22:54
Toyota Vios 1.3 J MT - 2014
₱ 630,000
Cars Mandaluyong , Car dealer

Today 22:52
Nissan sentra
₱ 50,000
Cars Pasig , Car dealer

AyosDito.ph
Real People. Real Deals.

Show All items for Sale | Customer Service

Sell stuff here, it's free!

Hi, is this your first time to post an ad? Please don't forget to check out our tips and guidelines to help get your ad approved quickly. Our team reviews every ad to help you sell your ad faster. If you have an existing similar ad, please delete it before posting again.

(* Required fields)

1. Select your category

Select category and subcategory * Select a category

2. Describe your item

Ad location * Select region | Select province | Select city

Price * ₱

Ad title *

Ad description *

AyosDito.ph
Real People. Real Deals.

Show All items for Sale | Customer Service

Sell stuff here, it's free!

Hi, is this your first time to p… o help get your ad approved quickly. Our team reviews every ad to he… delete it before posting again.

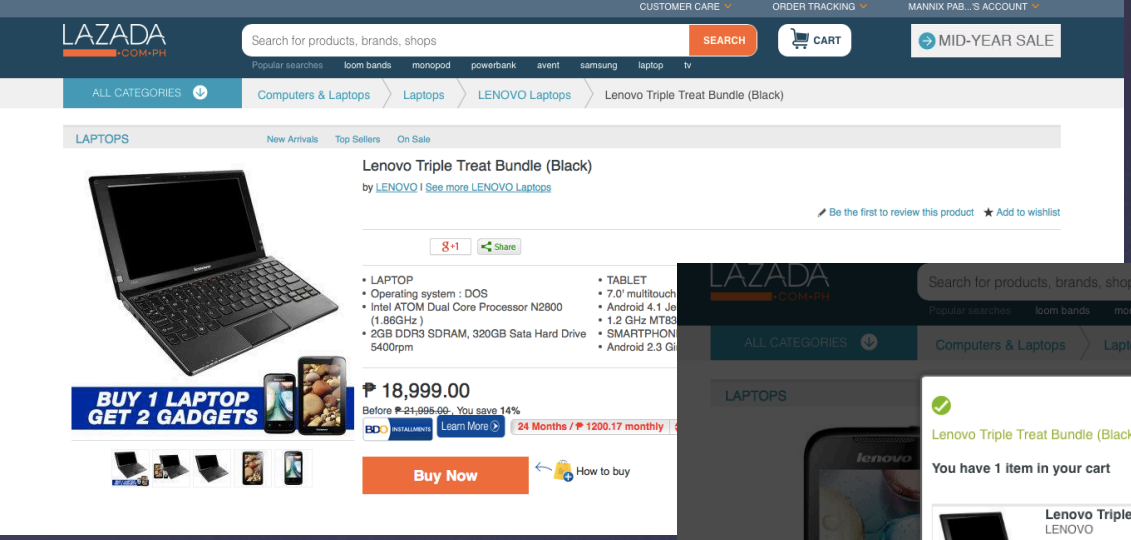
(* Required fields)

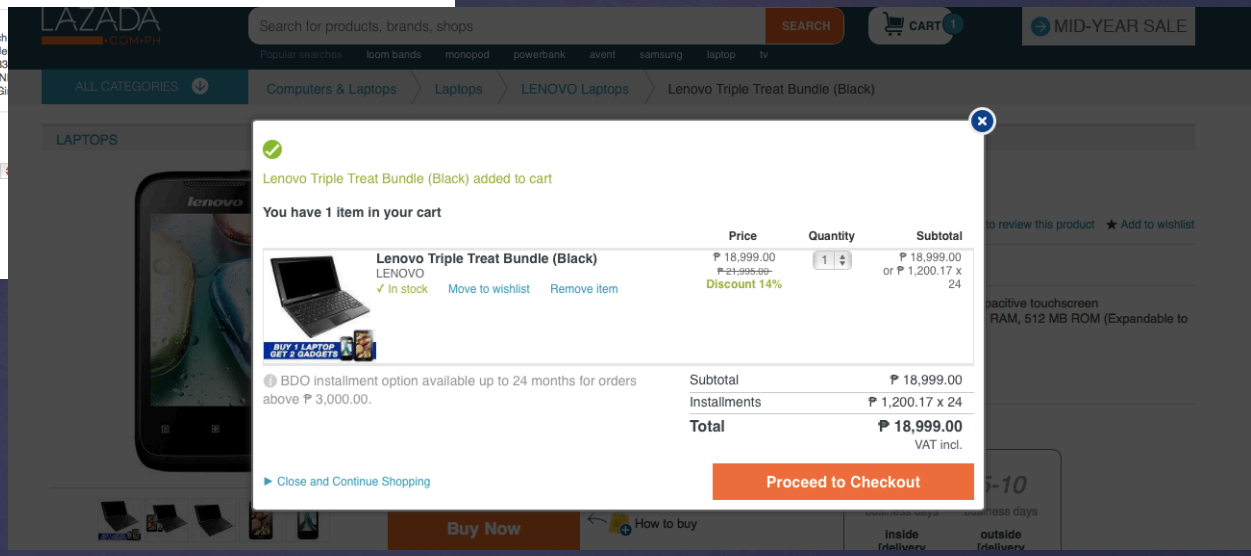
1. Select your category

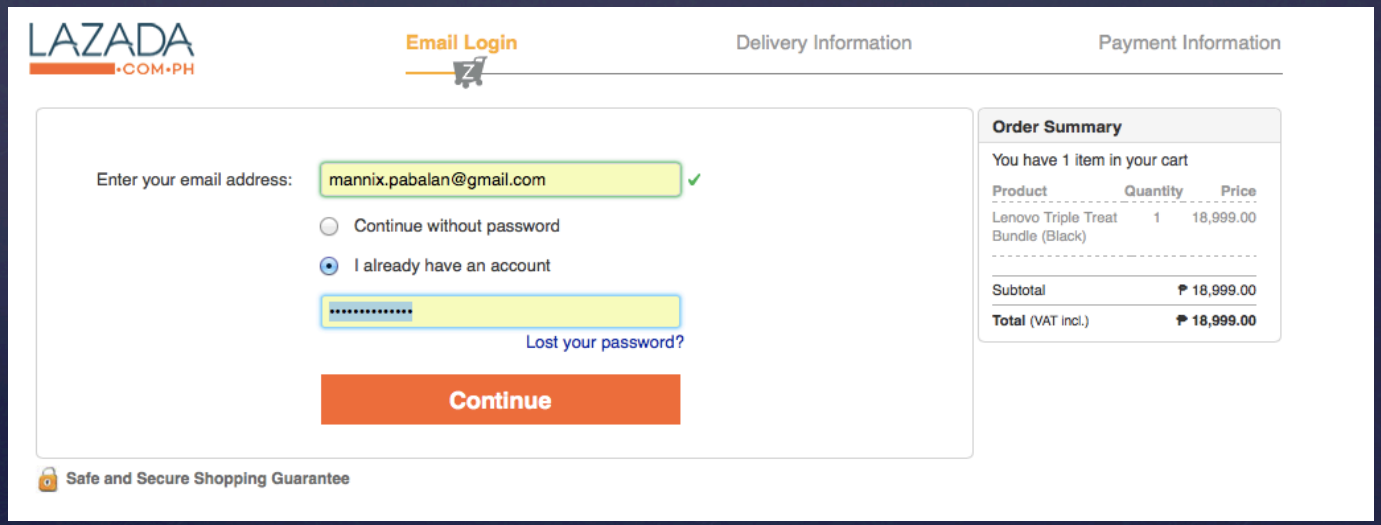
Select category and subcategory * Select a category

http://www2.ayosdito.ph
Are you sure you want to leave this page?
Are you sure you want to leave this page?
Stay on Page | Leave Page

@mannixbp


LAZADA
Search for products, brands, shops
SEARCH
CART
MID-YEAR SALE
ALL CATEGORIES
Computers & Laptops
Laptops
LENOVO Laptops
Lenovo Triple Treat Bundle (Black)
LAPTOPS
New Arrivals
Top Sellers
On Sale
Lenovo Triple Treat Bundle (Black)
by LENOVO | See more LENOVO Laptops
Be the first to review this product
Add to wishlist
LAPTOP
Operating system : DOS
Intel ATOM Dual Core Processor N2800 (1.86GHz)
2GB DDR3 SDRAM, 320GB Sata Hard Drive 5400rpm
TABLET
7.0' multitouch
Android 4.1
1.2 GHz
SMARTPHONE
Android 2.3
BUY 1 LAPTOP GET 2 GADGETS
₱ 18,999.00
Before ₱ 21,995.00. You save 14%
Learn More
24 Months / ₱ 1200.17 monthly
Buy Now
How to buy

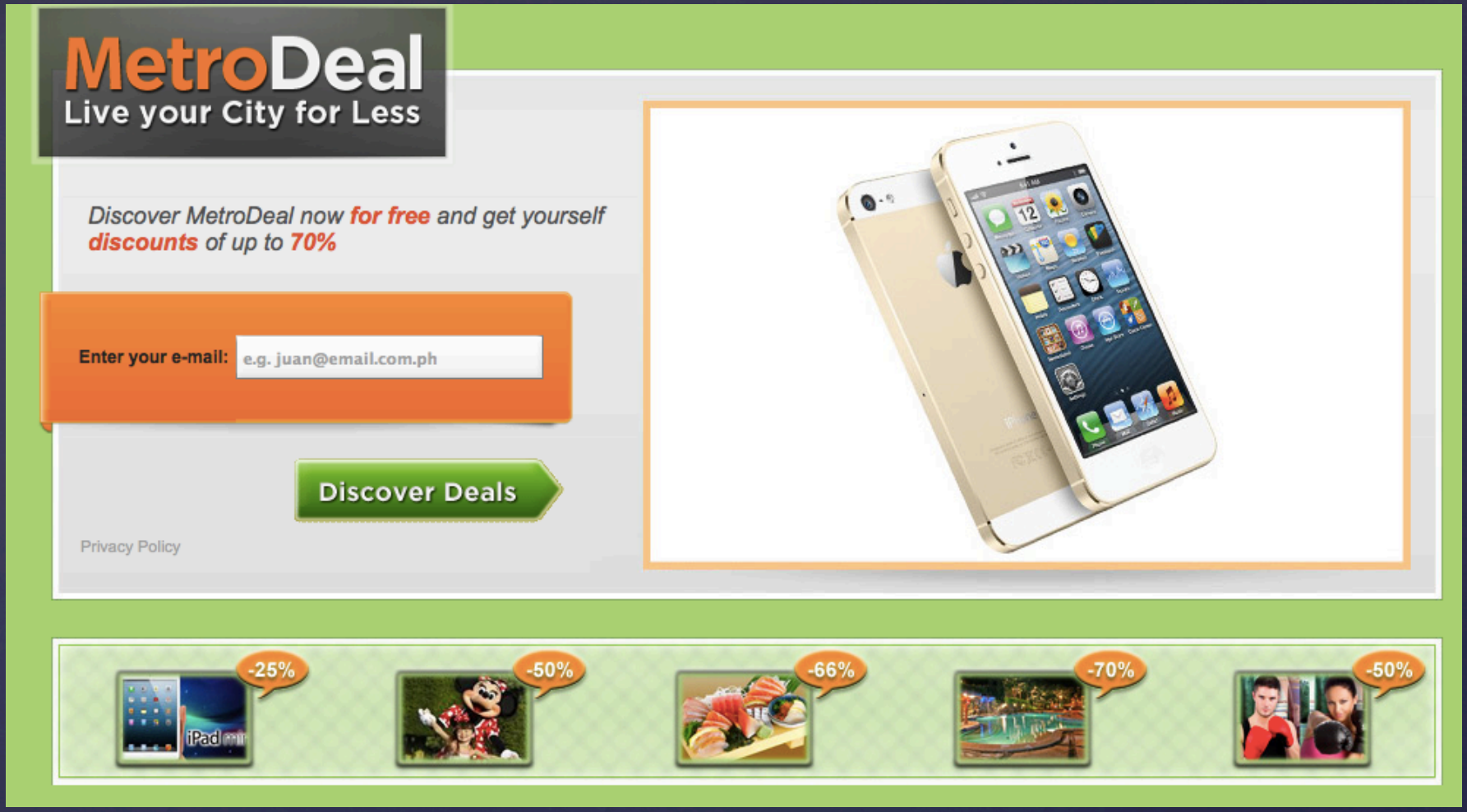

Search for products, brands, shops
SEARCH
CART
MID-YEAR SALE
Computers & Laptops
Laptops
LENOVO Laptops
Lenovo Triple Treat Bundle (Black)
LAPTOPS
Lenovo Triple Treat Bundle (Black) added to cart
You have 1 item in your cart
Price
Quantity
Subtotal
Lenovo Triple Treat Bundle (Black)
LENOVO
In stock
Move to wishlist
Remove item
₱ 18,999.00
₱ 21,995.00
Discount 14%
1
₱ 18,999.00
or ₱ 1,200.17 x 24
BDO installment option available up to 24 months for orders above ₱ 3,000.00.
Subtotal
₱ 18,999.00
Installments
₱ 1,200.17 x 24
Total
₱ 18,999.00
VAT incl.
Close and Continue Shopping
Proceed to Checkout
Buy Now
How to buy


LAZADA
Email Login
Delivery Information
Payment Information
Enter your email address:
mannix.pabalan@gmail.com
Continue without password
I already have an account
Lost your password?
Continue
Safe and Secure Shopping Guarantee
Order Summary
You have 1 item in your cart
Product
Quantity
Price
Lenovo Triple Treat Bundle (Black)
1
18,999.00
Subtotal
₱ 18,999.00
Total (VAT incl.)
₱ 18,999.00

@mannixbp

Layer Landing Page

@mannixbp



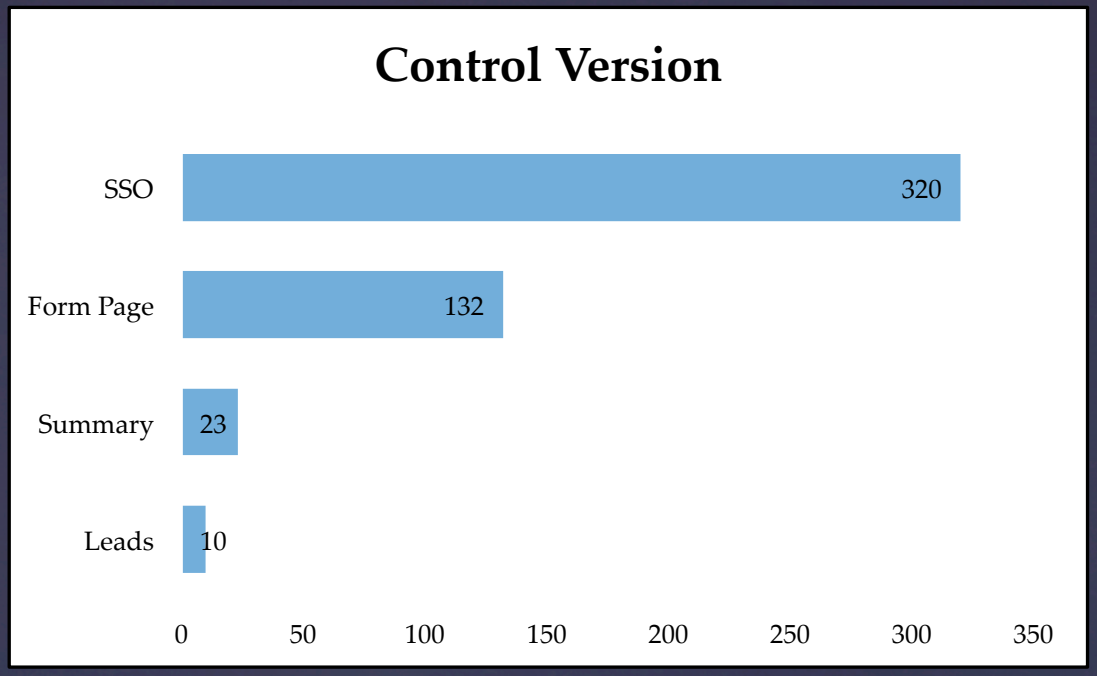
Compelling Lead Generation Landing Page

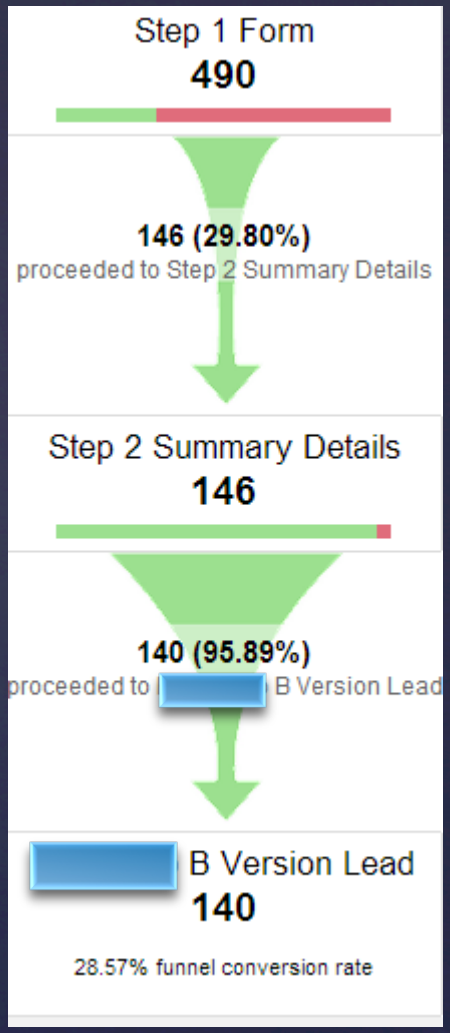
@mannixbp

Funnel A/B Testing Results

Metric	Original	Variation
Pageviews	9,081	1,154
Conversions (Leads)	251	202
Conversion Rate	2.76%	17.50%

- Increase in conversion rate from Original 2.76% to 17.50% current variation performance.
- Main reason for the increase are the top and bottom navigation as the form page only offers one direction for the viewers which is to complete the application instead of the control page which offers many actions such as navigate to different brands and other pages.
- Also one reason is the lifting of the Valid ID attachment restriction that help push visitors to proceed and fulfill the form without having to scan and attach a valid ID.





- Control Version – 3.13% Conversion Rate.
- B Version – 28.57% Conversion Rate.
- Difference in Control has:
  - signup/login requirement.
  - Required Attachment.
  - Longer Form details.

@mannixbp

TESTING

- Your call to action (CTA) is the most influential element on your landing page.
  - Test above the fold, below the fold, in the middle/left/right of the page, and relationship to text elements.
  - Color
  - Try out various lengths, pronouns, power words, and action verbs.
- Short-Form Copy vs. Long-Form Copy
- Background Images and Patterns
- Navigation Links
  - Test the number of links, the color of the menu, its position, etc
- Internal Link Color
- Form Fields
  - Test the number of fields (bare minimum is usually best) and the *types* of fields (checkbox vs. drop-down) to elicit more form submissions.
  - Real-time validation.

@mani #digital

TAKEAWAYS

- Small changes = small gains.
- focused and strategic landing page optimization brings 3-5x the conversions AND improves lead quality.
- If you're stuck in the 2-5% conversion rate bucket, you have a ton of room to grow.
- Get creative with your offers and test multiple different offers
- Identify the obstacles keeping prospects from converting

TAKEAWAYS

- Test smarter, not more often.
- Focus your energies on the top 10% to 20% of landing pages that earn 80% of traffic.
- Nice is not Nice … Beautiful is relative … Only Conversions MATTER!

Lets Measure our Success

ROI
COST PER ACQUISITION
= COST / TOTAL NO. OF LEADS

COST INCOME RATIO
= COST / TOTAL REVENUE

In Digital Marketing, our job does not end with acquiring and driving traffic ,

It needs to perform, doing something of value or else we are just wasting money …

#digital nnixbp

Connect | Engage | Track

THANK YOU!

@mannxbp

mannix@hashtagdigital.ph

mannixpabalan.wordpress.com