

SOLVING PROBLEMS INCREASING LEADS

METHODS STRAIGHT FROM OUR R&D TEAM
(WITH DATA)

2019



411 **Locals**
Business Services



INTRODUCTION

There are numerous articles online that try to teach you how to improve your business. However, there is a little problem with that.

How do you know that they are right for your business? If you are not an expert, it can be really hard to make that judgment just by reading them.

That is why we created this e-book.

What we have collected here is something a bit different. It is a collection of improvements taken straight from our Research and Development (R&D) department. They've put in some elbow grease, done their research, and got their results. Now, you have exclusive access to their findings.

Please note that since we take great care in the integrity of our clients' information, we have omitted their official company names. However, we assure you that the data is completely real.

Are you ready to dive in? Ok, let's start with...

SIMPLE WEBSITE CHANGES THAT INCREASED THE TIME PEOPLE SPEND ON A WEBSITE.



What was the problem?

We took a look at some of our clients and determined that we could improve some aspects of their websites. What were they?

The **session duration*** and the **bounce rate****.

***Session duration** - Is simply the time someone spends on a website. Imagine it like people spending more time looking for products at the store. The more they look, the bigger the chance for them to find something they want to buy, instead of just taking a few steps inside the store and leaving.

One thing to remember - the higher the session duration, the better.

****Bounce rate** - The bounce rate is simply the percentage of people who leave the website after viewing just one page. If we compare it to a store again - Imagine the salesperson recommending just one product and the client leaving, instead of allowing the salesperson to show their full range of products.

One thing to remember - the lower the bounce rate, the better.

By improving these numbers, we will indirectly increase the chance of converting their visitors to clients.

It's simple math — more visitors equals more people watching, and more people watching equals more people buying.

WHAT DID WE IMPROVE?



We took a look at their websites and created a list of improvements.

That list consisted of:

We did new keyword research.

Keywords are the words that people type into Google's search bar to find your business. It is just a fancy way of saying that we make sure you, along with your website, are seen by the right people.

We wrote new content.

The content consisted of about 1000 words each, and we focused on creating authoritative articles. Google likes articles with bigger content, so that's what we did.

We added a schema markup.

A "schema markup" is like a nametag for your article. It shows who wrote it, when it was written, what the article is about, and more.

We did on-site optimization.

On-site optimization is a collection of under-the-hood fixes that the visitor does not see; however, they are crucial when it comes to improving website performance. You don't see it, but you can feel the effect.

We re-submitted the site map.

Does site-map sound familiar to you? Like a map for your website? If you guessed that, then you are right. Remember, if Google is to rank your website, it has to find it first. That's why a site-map is important.

We re-submitted the site in the Search Console.

The search console is just a Google tool for website owners to make sure their website is running well, and everything is how it should be. Imagine it like quality assurance or your teacher reviewing your thesis.



THE RESULTS

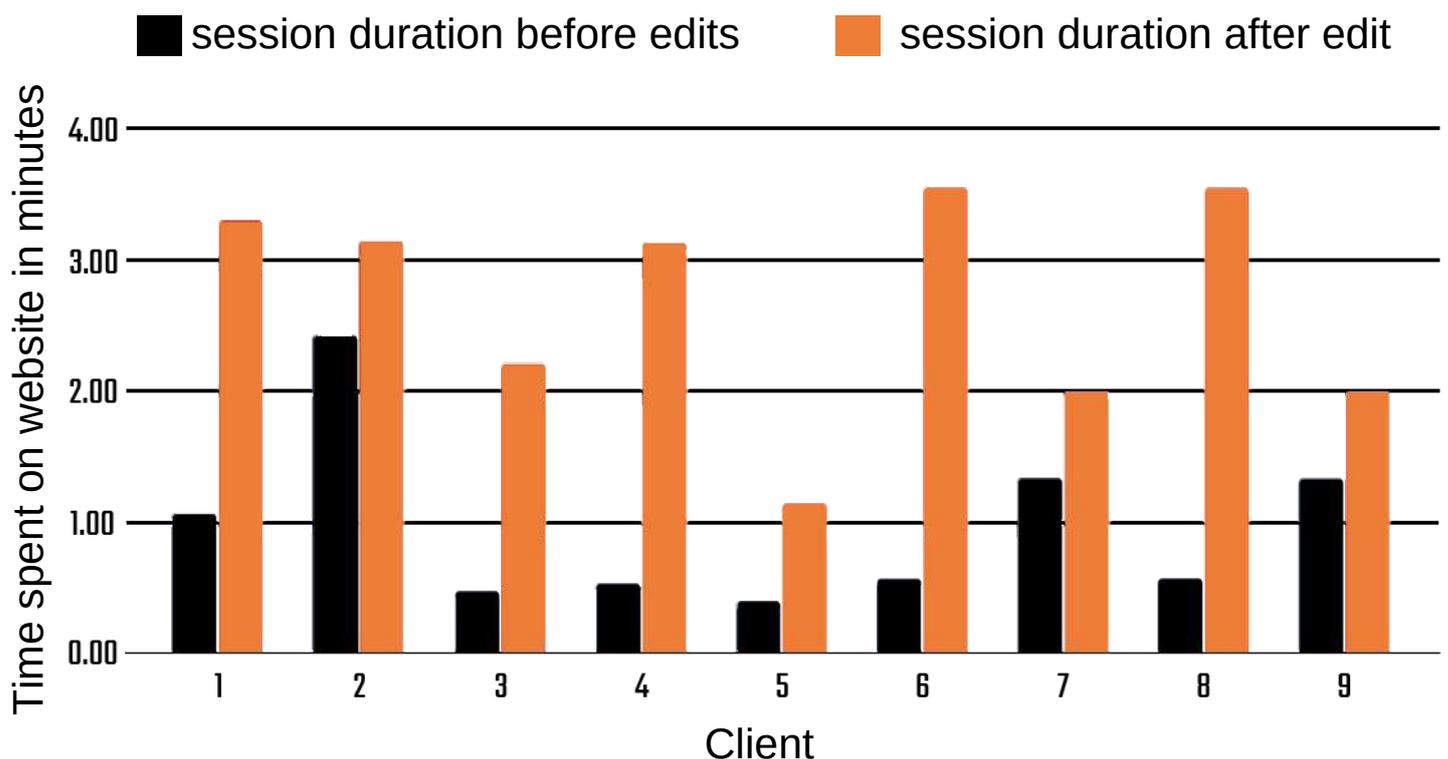
AFTER THE CHANGES, WE MONITORED THE CLIENTS. AND WE GOT THE RESULTS WE WERE WAITING FOR.

Note that while the benefits differ across our clients, and different industries have varying levels of competition, all of them saw an improvement.

And remember, the more people visit a website and spend time on it, chances are they will make a purchase in the end.

With this in mind, here are the results.

Session Duration Improvements

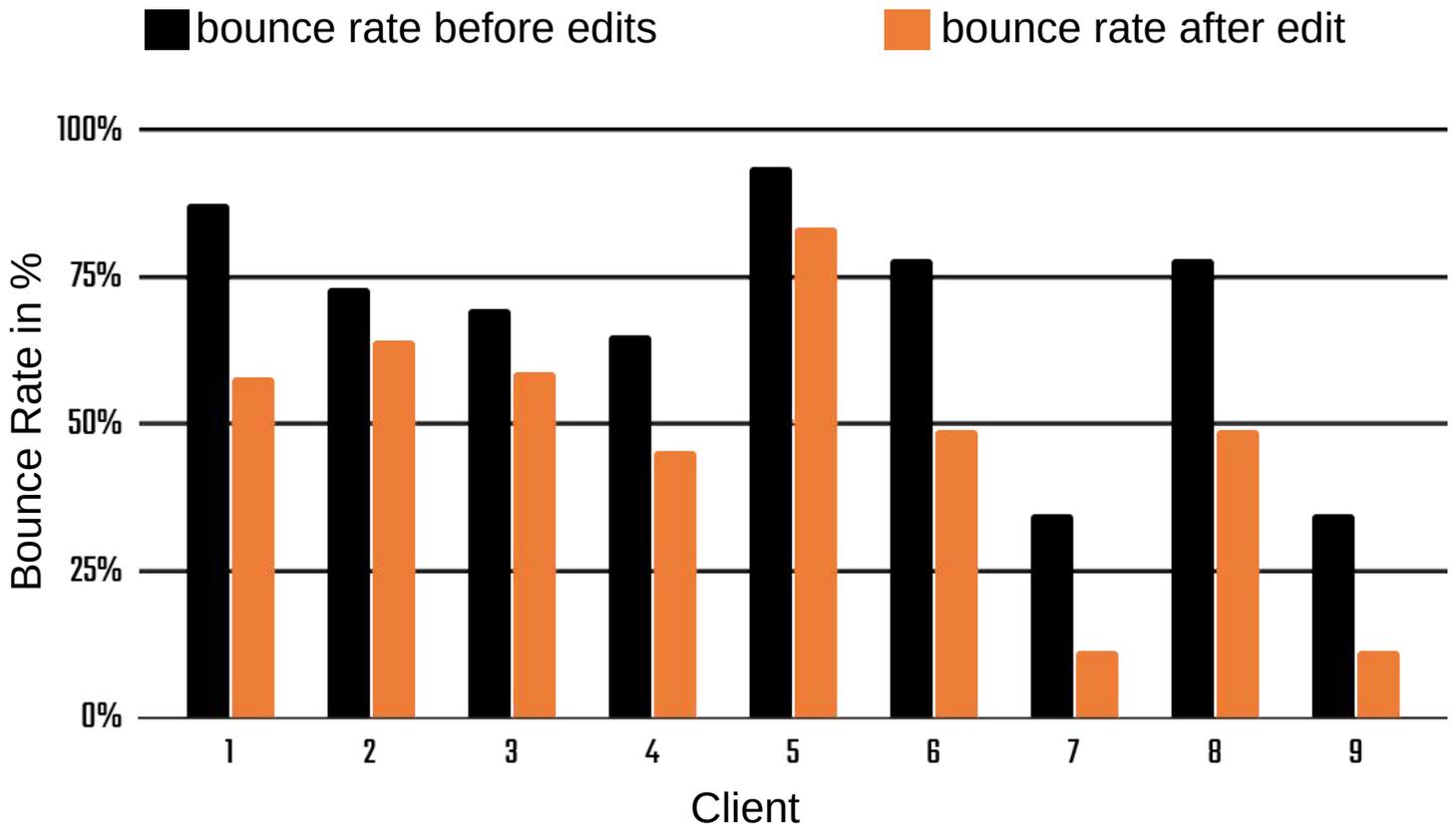


As you can see, those are some major improvements. The time visitors spend going through our clients' website increased significantly. And that makes sense. People prefer to spend more time in an accommodating, better-designed space which is easy to navigate.

THE RESULTS

SO FAR SO GOOD.
LET'S SEE HOW THE
BOUNCE RATE
IMPROVED.

Bounce Rate Improvements



We saw a drop in the bounce rate percentage for all of our clients. This means visitors are seeing more pages from the website. Even more importantly, they get to see more of the product that is being offered.

More of its features. More of its benefits. More reasons to buy it!

Okay, good. We increased our chances of clients contacting us. But we want more calls as well. Three of our clients also needed more calls, so we fixed it by...

OPTIMIZING USER EXPERIENCE TO ENCOURAGE SALES.

User experience is just a fancy way of saying your customer had an **enjoyable** experience while being on your website.



And by an **enjoyable** website experience, we mean:

- The client found what they were looking for on the website;
- They found it easily without wasting a lot of time;
- Any questions they may have had were answered;
- They learned something new that they found useful;
- It was easy for them to contact the company.



Now that we know all that, let's look at...

WHAT WAS THE PROBLEM?



A few of our clients had good metrics (Session Duration, Bounce rate, Visitors) on their websites, however, they weren't getting the calls they needed.

This can be **very troubling** for a client.

All the numbers seemed to be correct, yet there was no noticeable difference in calls and revenue.

So, we created a plan to **solve that problem.**





WHAT DID WE IMPROVE?

We had a theory about why visitors weren't converting to customers.

So, we gathered our team of Web designers, Graphic designers, Content Developers, and Sales specialists, and brainstormed.

We concluded that clients had a hard time understanding what exactly was being offered on the website.

We also found that the clients that were making purchases did not take advantage of the discounts, so we made sure they were more visible.

To fix that, we set on the following tasks:

- We redesigned the titles on the website using strategic Power Words ([link to power word article](#))
- We made sure that wherever we talked about a service on the website, we provided a way to quickly find more information if they were interested.
- We made sure the current discounts were among the first things a visitor would see.



And, as expected, we got what we needed.

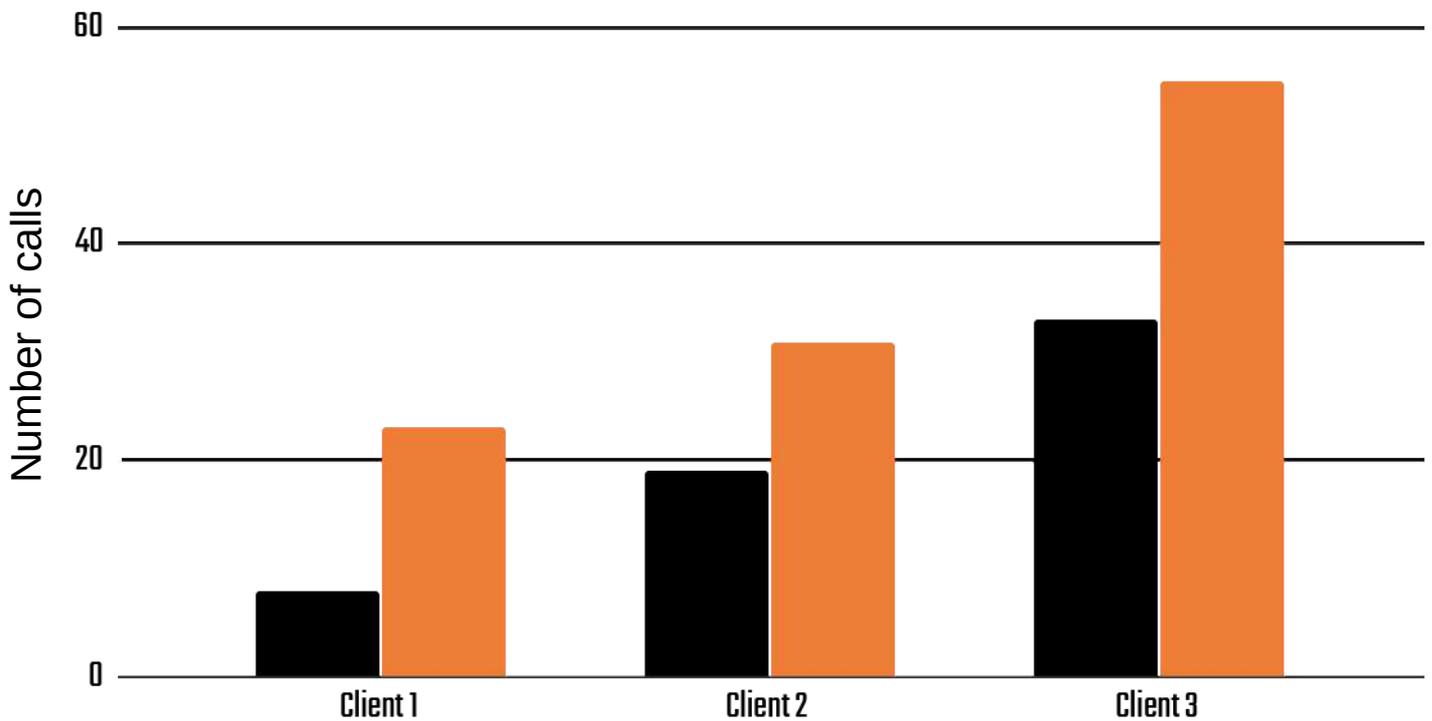
THE RESULTS



ALL THREE OF OUR CLIENTS SAW A SIGNIFICANT INCREASE IN CALLS.

Calls Before and Calls After

■ Calls Before ■ Calls After

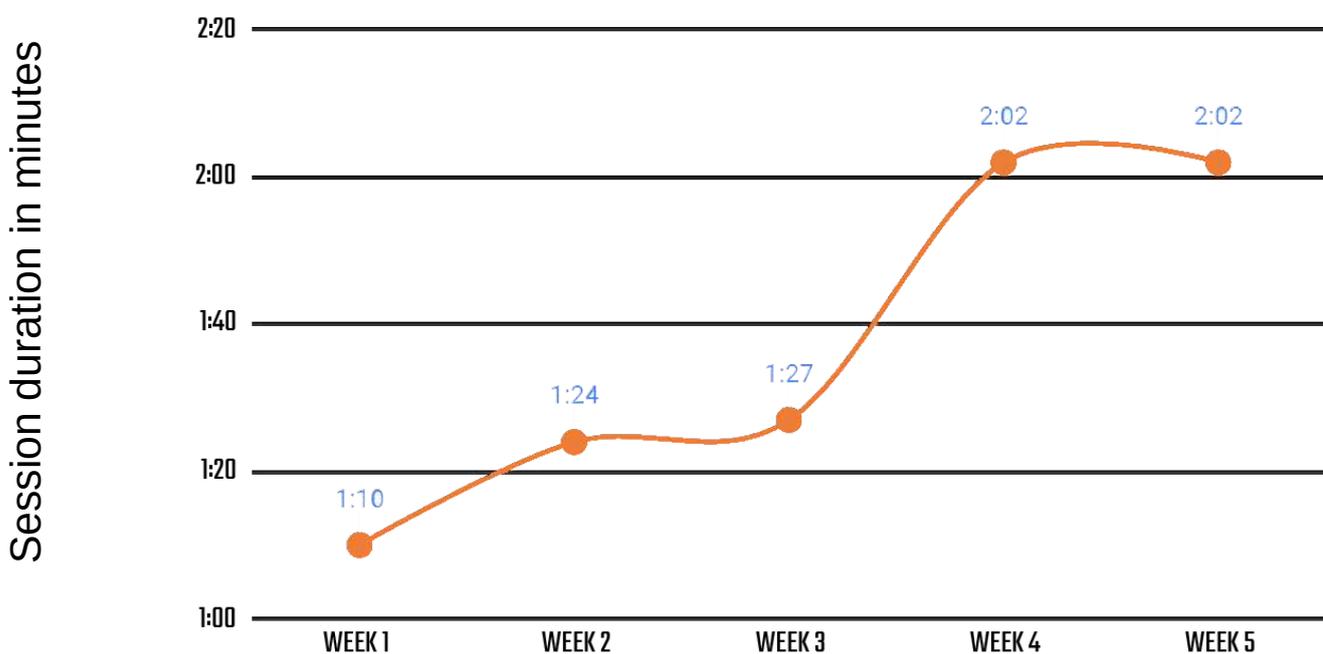


Curious to know something interesting we noticed?

Remember earlier when we talked about how visitors that spend more time on your website are more likely to buy from you?

Take a look at how much time visitors have spent on our clients' website after the changes.

Avarage Time On Website



Every week after the changes, the time visitors spent on our clients' website increased. This again reassures us that we found and solved the problem effectively.

Okay, but what if we want to go a step further?

Glad you asked, for that we will use...

FAQ PAGES THAT WILL WIN THE TRUST OF YOUR VISITORS AND TURN THEM INTO CLIENTS.

Before committing to a purchase, everyone has questions about the product or service they are interested in. When we buy something, we want to make sure we are being efficient by smartly spending our hard-earned money.

One of the best ways to convince a customer that a product is worth their money, is to answer every question they may have about it.

This is especially true when someone is hiring a professional for a service. The person hiring knows they need the professional, however, they have little to no idea what needs to be done and how.

If you manage to do that, you are already beating most of the competition.

And that's exactly how one of our clients managed to beat the competition.





FIRST, SOME DETAILS ABOUT OUR CLIENT AND HIS SERVICE

Our client provides towing, and that is one of those services you don't realize you need until you really need it. Naturally, not a lot of people wake up every morning and think "Boy, I should educate myself about the specifics of towing services since I may need them one day." So, when they need the service, they have a lot of questions, and they need answers, FAST!

Here is a scenario.

You are on the highway, and you get a flat tire. Happens to everyone. You manage to safely bring the car to a stop.

Ok, what now?

Do you phone a friend? Do you try to change the tire? Do you even have a spare tire and a lift kit? Do you even know how to change a tire? Maybe.

Or maybe you pull out your phone, load Google and type something like...



Google

Towing Service + [your city]

Towing + [your city]

Towing Company + [your city]

Auto Towing + [your city]

Tow + [your city]

Ok, so you found a towing service. But then, some questions start popping up in your head.

Am I too far away to be towed?
Can my automatic car be towed?
Can they just change my tire or do they have to tow me to a shop?

Well, if you found our client's website, you would immediately have the answers to those and many other questions.



Quite convenient, right?

Google agrees with that convenience.

How do we know that?

Well here are the Google rankings for the following service:

Towing + [city]

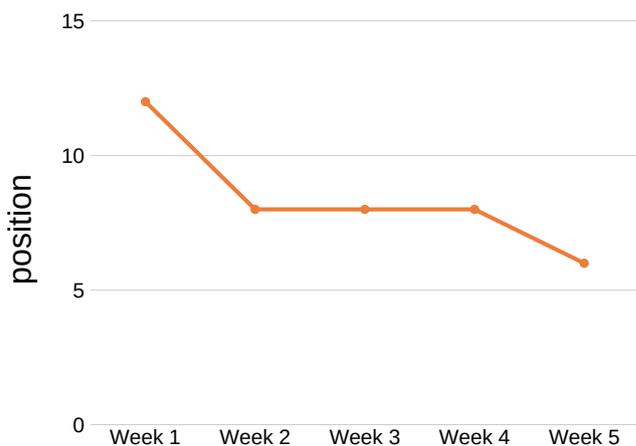
Auto Towing + [city]

Tow + [city]

Towing



Auto Towing



Tow



Google loves websites that answer the questions people are searching for. So after researching these questions, we knew that our client would see better rankings. And it didn't take too long, just 3 weeks after publishing the FAQ pages, our website cracked the first page, and it went upwards from there.

BONUS: Two tips to double down on the local SEO, straight from the R&D test kitchen.

Don't forget about the listing!

1. Utilize the Q&A feature

Remember all the benefits of the Q&A pages on our websites. The same applies in the listing.

2. Post frequently

By utilizing the posts, you can quickly bring up to speed your clients on the latest offers or exclusives you offer. Just remember that posts expire, use that to your advantage. Recycle so you can recycle promos and offers to always keep it fresh.

Conclusion

And there you have it. We hope you utilize this knowledge to further your business and increase profits.

What Did We Learn?

Problem: Improve the amount of time people stay on a website

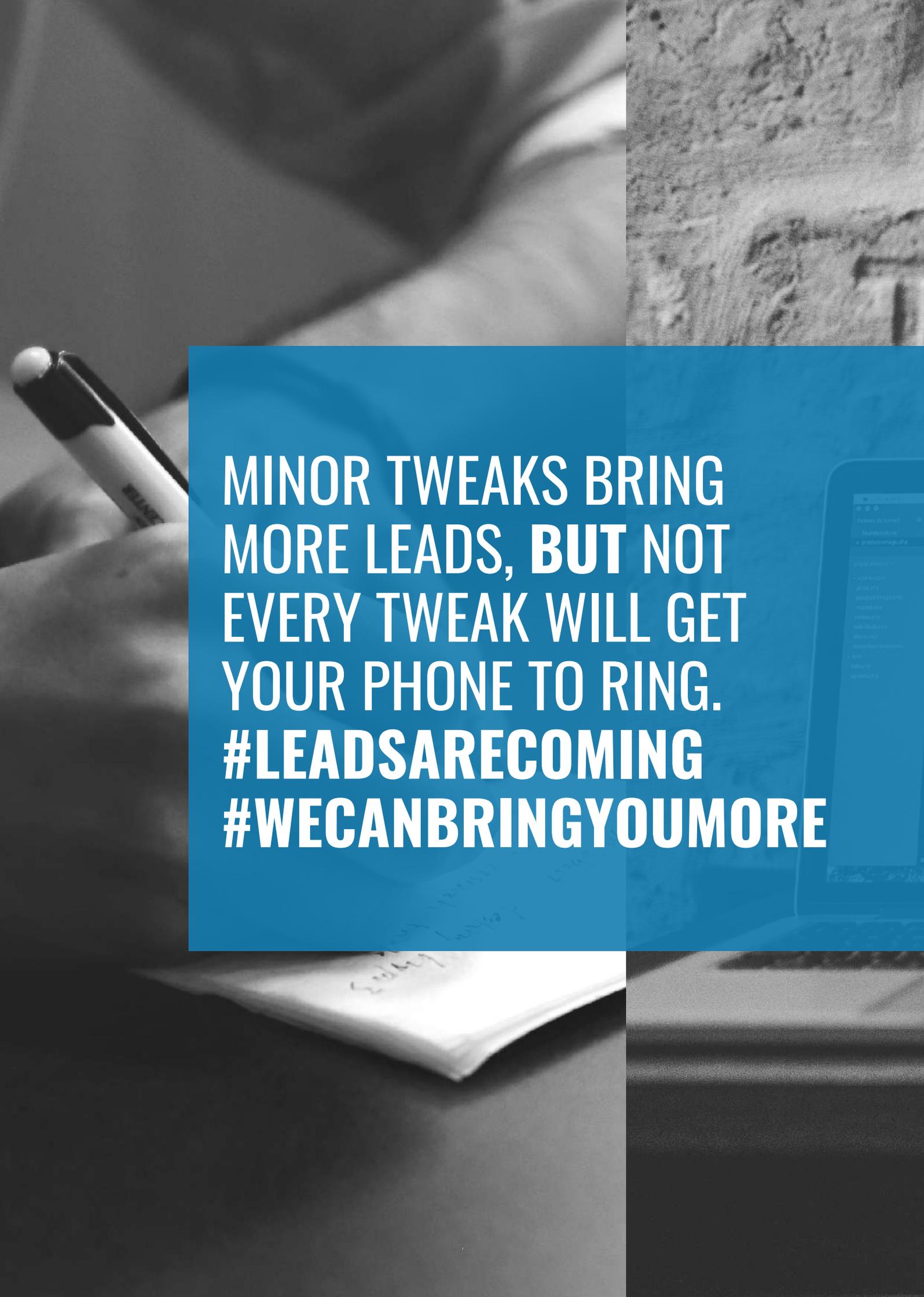
Solution: To increase session duration and decrease bounce rates, we did a new keyword research, created new, longer content, added a schema markup, did on-site optimization, and re-submitted the site map. As a result, visitors started spending more time on the website and looked at its sections. We achieved higher engagement.

Problem: Improve User Experience (UX) to encourage sales

Solution: To help visitors understand what our clients offer, we used Power Words, made discount info more visible, and ensured they had quick access to more information about any given service. All the clients in the experiment started getting more calls.

Problem: Build trust with visitors

Solution: Create FAQ pages to answer visitors' most common questions.



**MINOR TWEAKS BRING
MORE LEADS, BUT NOT
EVERY TWEAK WILL GET
YOUR PHONE TO RING.
#LEADSARECOMING
#WECANBRINGYOU MORE**