

# Find more Customers, Make More Sales

## Guide for ANY Website

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### **Introduction:**

*Welcome to my special micro-report on website marketing*

I promise you will be able to accelerate the results your website gets.

You will get more return on the investment your website can generate.

You will get insight on a proper **website growth Strategy**

The problem is usually the fact that your website doesn't generate leads and sales like it should.

There is a lot of information out there that is just not relevant or contradictory. It makes it tough to find any strategy that works. It is enough to make you start pulling your hair out.

### **Myth and Changing World**

People think you just need a website online OR that you need to write content every day just for the sake of it. And then magically, blog posts and websites will attract traffic. In the early days that was good enough but not anymore.

Today it is Promotion and traffic driving with paid ads that is the way to go. You still need great content for people to land on though.

You need to convert leads from your blog posts and webpages.

If you are not willing to write GREAT content, get someone else to. You can hire that out for a lot less than you think.

Think of every article/ video you create as being worth \$100 to your business. Because they are, if they are useful and help your dream customer. You are building a relationship by being valuable. Don't be afraid to pay \$100 to have someone else write your great articles/videos. It is worth it. It may take a few hires to find someone who is a great writer. But it saves you hours of time.

# Course Agenda and Results You Will Get

1. Traffic
2. Content
3. Capture more leads
4. Marketing Emails
5. Homework

## About Us

I help the small business owner, attract customers to their website and content online without spending hours and hours of their time and gobs of money.

I started this business as a culmination of my years of running my own websites online. I know first hand how difficult it is to figure out online marketing. The overload of old useless information is confusing business owners and leads to stagnate websites and social media pages. People just give up and settle for the status quo. Nothing improves.

It seems like everything is constantly changing. Always a new tool you need to buy that is going to solve one problem. That is how Internet Marketing works.

They don't give you everything... Just a part...

So you always have something else to learn.

It's so they always have another product to sell you.

They could give you everything in one product but They DON'T.

**This course will actually give you a solid all around strategy that will grow your business.**

The basics always work no matter what new big thing comes up.

Marketing is getting the right persons attention, convincing them they have a problem and offering them a solution. If you get it right, you ATTRACT them to you. They see you everywhere they look, you speak to THEM. Marketing isn't an expense, Marketing done right will make you money.

**It Works for every Million Dollar company out there.**

# Let's get Going

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## Traffic

### **Time to Drive More Visitors to Your Website**

Now you can spend months and months of your time doing free traffic methods. But that is going to take forever to see great results.

**Paid Advertising is the quick way to get results.** And don't worry it isn't going to cost you as much as you think. You are a LOCAL business, you don't have to advertise to the entire world or even the whole country.

Paid advertising has never been easier to use. You can advertise only to the people in your own area. You can target specific age groups and interests. It is amazing.

**Where people go wrong is they try to sell directly from an ad.** You don't want to send someone who doesn't know you at all to a sales page or expensive offer. Offer something valuable for free in exchange for contact information. Or send them to your best content so they can learn more about you and begin to see how much you can help them.

Would you see an ad that made you click and then pull out your credit card and buy a \$599 product? How amazing would that product have to be?

Ads get you visitors. A few may be ready to buy but the vast majority are not going to buy anything right now. The vast majority will not even give you their email address. Because they don't trust you yet. They just met you. Give them value and time to decide for themselves.

**You are buying traffic, not guaranteed sales. Only visitors.**

Would you open the door to your home and welcome a guest inside only to say "You Gotta Buy This, it's Amazing, Look what it does!"?

## Pay Per Click Traffic

There are loads of places that will sell you traffic today.

Some of the best today are:

1. **Facebook promoted content** -Put good content up on your facebook business page and pay a little so Facebook promotes it for you. Very valuable, Facebook knows who will want to read your content. They track everything over billions of people. They know.
2. **Facebook ads** - You can pick exactly who you want your ad to show to. By area, demographics, and more. Powerful.
3. **Google Ads** - if your potential customers are searching for specific keywords on Google, you can have your ad right there at the top of the search results.
4. **Twitter promoted content** - like facebook, you can pay a little to have your content promoted. New blog posts, let Twitter promote it for you.
5. **Youtube Ads**

**To succeed with paid ads, always help the visitor. With an amazing FREE offer that truly helps them.**

**The ads only job is to get them to click. Curiosity is required.**

**Promise to solve a problem they have. Never tell them the whole story.**

They have to click to find out more.

## Social Traffic

You need great content on Social Media sites if your potential customers are on it. The more people see your stuff, the more they remember you when they are ready to buy something. They say someone needs to see or interact with a new business 7-9 times before they are ready to buy.

Social Media is free to do but it takes time. Lots of time to do right.

### **Post Regularly**

**At least 2x per day on Twitter**

**1x per day on Facebook**

**Don't try to grow likes or followers** - Just produce good content and share it. Followers will come.

**Constant activity will lead the social sites to spread your content.** Be sure to go on everyday and interact with your fans. Engagement is what they want to see. The more comments on a post the more people will see it.

**Be helpful and solve problems**

**Answer the most common questions your customer will likely have.**

**Respond to all comments people leave. You are building a relationship.**

# SEO Traffic

Search engine optimization is another way to drive traffic to your website. Don't waste a lot of money fighting for the top spot on Search engines. It is a losing battle. They constantly change the rules. Just take care of the basics.

You get what you get with the search engines. Trying to play games will just end badly at some point.

## Do:

Have frequent and regular content added to your website, the more the better. Fresh content that is valuable to the reader. Don't write for the search engine algorithm. Write for the reader and be useful and helpful. Engaging content that gets them leaving comments is best. Always answer comments as much as possible.

Even a bad comment helps your website. It is engagement.

Submit your new site to the search engines. No need to buy hundreds of backlinks, grow your backlinks slowly and naturally.

As you keep creating new pages, your website will start getting more and more traffic from the search engines for keyword phrases you never even thought of. Great content automatically gets more and more shares and links on its own. It just takes time.

# Google My Business listing

When people search on Google for your business they will find your GMB listing if you have one. Google loves them and will show it on the right side of the page of search results.

Hopefully you also have your website ranked and at the top of the left side of the page.

**The GMB is Google's way to make sure you are the actual legit business owner.** It will help your website rank higher and be the authority website.

It is absolutely free, all you need to get one is a gmail address. So make sure you set your GMB listing up and fill out as much of the information as possible. And be sure to get it Verified by Google.

With a GMB listing, you have a place to get your happy customers to add a review. You need online reviews today to compete online.

It is the only way new people can judge you. **It is your Reputation!** If you have a bad review average, you look bad. Get 5 Stars asap. Google ranks you based on your Review Score.

So keep getting good reviews, they raise your score and push poor reviews down the list.

**Make getting reviews online a priority.**

Ask your happy customers to leave a review while they are in your business. Show them where they can leave a review - the link they need to click. Have a handout with the links listed. Help them leave a review. Or else they will forget to do it.

If you have an email list, send them your review link and ask them to leave a review.

Keep an eye on your reviews. Get more great reviews to raise your average.

**There are other things to do on your GMB listing...** Post photos of your business, people, services you offer. List a special offer. Have helpful tips and business/industry information. Talk about the results they will get. Post testimonials from your happy patients.

In the photo tab, you can upload short 60 second videos that introduce your clinic. Promo videos. Link to your website.

Talk about your story. How do you do what you do? Why did you become a business owner? What makes you Unique?

Why do they need to come and see you? What is special about your business? How is parking? Billing options? Easy to work with? Late hours and Saturdays? What is your offer?

**An info packed verified Google My Business listing is very valuable on Google.**

# How does Google rank your website?

They change how they rank websites all the time so you really can't waste time and money trying to trick the search engines. But you can do the basics that really matter.

## **Do the following first**

1. Choose the keyword phrases you want to rank for. I.e. Seattle Chiropractor, Seattle Chiropractic, Bellevue Dentist, Seattle Auto Repair, Seattle body shop, Seattle Roofer, Seattle Plumber, etc. etc....
2. Have those phrases sprinkled through your website ideally you would have a page/post for each keyword phrase for your services and products. Slowly add more as you go along. One for each service/town you work in. With different content on each page, you don't want duplicate content on your website. A few paragraphs, pictures and a video on the page with your keyword sprinkled 3 or 4 times on the page is good.
3. Have a great description for your website - most website descriptions are boring. Treat it as an ad for your business and tell people why they need to click and visit you. The description is what Google shows people when they search for your keyword phrase.
4. Setup your Google My Business listing
5. Get reviews
6. Get good backlinks to your website



7. Get Citations that point to your website - A citation is simply your name, address and phone number listed on another website. I.e. a directory, chiro website, one of your suppliers website, forums or even Facebook pages. (Keep the information all identical) The more citations the better. They show you are legit.

8. Add new pages to your website regularly

9. Information on your website - Name Address Phone number Areas you serve and list your services. Each page on your website should have 500-1000 words of content on it. Give Google something to work with. Google ranks you based on your content.

10. Have photos and videos on your website

That should keep you busy for a while but most of them are easy to do. Just time consuming. If you do the above, that should be all it takes to get your Local business website at the top of the search engines. And most of it doesn't have to cost you a lot of money

## Email Traffic

Getting traffic from email is amazing. I am not talking about Solo Ads or Spamming people. If you have an email list of people who signed up and actually want to hear from you, you have your own traffic source. **This is the only traffic YOU CONTROL.**

And it doesn't cost you any ad costs to reach them over and over. Every business needs an email list of customers and leads. That is the most valuable part of your business.

Now don't get a giant list of email addresses and just let it sit there idle. You have to nurture your list so they don't forget about you. Send regular weekly newsletters of value and helpful information. It doesn't have to be a big deal, a short 3-4 paragraph email with news and tips is great. Maybe a special offer to get them back to buy something else.

Upcoming new products. Ask them What they Want. Let them design the perfect product. Offer early bird deals. Tell them what is happening in your industry.

You want to keep them interested in reading your emails because now you can send out an email and get them to go anywhere you want. Link to your latest great content. That my friend is traffic you control on demand.

Once they sign up for your email list, you send emails out automatically to send them back to your website, youtube videos, coupons and special offers.

You can grow your business by finding more leads (the expensive hard way) OR  
Get your current customers to spend more money with you by buying more of your products and services. (Practically Free).

Get your email marketing strategy set up soon. I recommend Aweber or Active Campaign for the best autoresponder. Many companies have terrible deliverability and nobody will see your emails. Get one going and test it out, it is the only way to see if it will work for you.

I don't recommend trying to use your own website hosting to send with a self-hosted autoresponder software. It is a good way to ruin your websites reputation. And even get your website shutdown because of spam complaints. Stick to to one of the big companies who work hard to get your emails delivered. They are the experts at it.

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## Content

Write stuff that keeps people on your site

## You need better blog content

### **What keeps your Readers, reading?**

Find out what is the most popular content on your blog and on competitor blogs. What are common questions? What are people searching for on search engines? Find those out and start publishing content that has answers.

Be interesting and just be yourself. You will attract a certain person who likes how you write and grow an audience. It takes time to write great content, practice will make you even better at

getting your thoughts out. You can't please everyone, don't even try or worry about it. Your audience will find you and become fans. Attract your dream customers by being authentic.

Before publishing content, ask yourself " Would you honestly read that?"

## Headlines

The most important thing when publishing is the Headline. It is what gets people to click. Nobody will ever see your great content if you can't get them to click the link. Get good at writing headlines.

To get ideas, go to google and search for magazine covers. Spend some time writing down headlines that hook you. Build your own swipe file of great ideas. Don't copy them exactly but you model your headline off of others.

## Some things to get you started:

How To YAY Without BOO

5 Ways/Examples/Types of ACTION That Get RESULT

You Need To ACTION if You Want RESULT

## How to Structure Your Blog Post

1. Make the reader a promise - what will they get for reading this article?
2. What's the Problem? You will solve
3. The Biggest Myths out there about this problem
4. What people usually do
5. The Solution
  - a. 3-5 points
6. Summary
7. Next Steps for the reader to take

Ok you have published your great content blog post.

Now it is critical if you want people to read it, to **PROMOTE your content**. Spend the next 4 days promoting your post so you get traction and results.

1. Send an email to your subscribers
2. Post a link to Facebook
3. Tweet a link on Twitter
4. Ask your network of friends/family/employees/business friends to promote your new post
5. Tag users
6. Comment on popular blogs
7. Boost your Facebook post/Twitter
8. Keep doing this over 4 days and watch the results compared with just posting and leaving it sitting there.
9. Tweet your link on Twitter 2 times a day for 4 days with slightly different angles. Appeal to different audiences.
10. Post your link on Facebook every day for 4 days.

Promotion isn't just a one time thing, keep promoting until your next great post comes out. People will rarely see every tweet or facebook post you do. Timelines move quickly and your old posts are not even seen by most. So keep repeating your message.

If your content is truly useful people will be glad they saw it. You aren't selling anything, just offering free help.

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## Capture More Leads

Convert more visitors into email contacts

## Use Lead Magnets

This is how you build your email list. Give away something that is really valuable in exchange for contact information.

You have seen opt in boxes and lead magnets by now I am sure.

They work. You need to have opt in boxes on your website. Multiple places for the visitor to be intrigued and willing to opt in to get the amazing content.

It is a specific piece of content that has a ton of value. It has to be your best most useful stuff. Something most people would sell.

Maybe upgraded blog content, you have told someone how to use it, now show them what to use. Directly related to what they just read on the page. Even More!

Remember it is all about the VALUE and Content NOT the delivery. People sign up to "how to...get result" not "get a free e-book"

Pay someone on fiverr.com to design a fantastic ebook cover image for your lead magnet. You will get a lot more signups. Your lead magnet has to be irresistible to get signups.

## Lead Capture Forms

This is simply an opt-in box on your website so you can gather your visitors email address. Keep it simple and just make sure you sell what you are giving away. Lots of benefits and get people excited.

Sumomo is free and great

OptinMonster is more professional

MailChimp and other CRMs often have a free form you can easily use on your posts.

You want to have the form at the end of all posts and use slide ins and light boxes that pop up to catch people's attention. Getting the subscriber is actually better than getting a quick one off sale. You can send them multiple offers later. Get that lead first.

## Thank You Pages

After someone signs up, you send them to the most important page in any marketing funnel. **The thank you page.**

This is a warmed up lead who took action! Most people don't take action. Reward them for taking a chance on your business.

Thank people for taking action.

Acknowledge what they have done. Assure them it was the right decision.

Tell them what happens next - Your download is being emailed to them.

Offer an Upsell there and then - Special offer for subscribers

Follow up with Emails

Start talking to your leads

Right after they get the Delivery email, you want to send them a Welcome email one hour after they sign up. Just say hello and introduce yourself and your weekly email newsletter. Keep it short, maybe link to one of your most popular posts.

## Value Stack Emails

2 days after they downloaded the lead magnet, send them a value stack email.

Value stack emails are designed to add tons of helpful content to a person's inbox.

Stay on target- Related information they would find useful and helpful. Don't drift off topic if they signed up for a lead magnet on home insurance, give them info on keeping their home safe.

3-4 Value stack emails over a couple of weeks are enough

Send good information, link to your best content, other people's content in the same industry, great youtube videos, news and anything else that will actually help them.

Value stack emails don't sell anything but at the bottom of the email have some links to send them back to your website for content they may have missed.

## Sales Email Automation

After 2 weeks of great content emails, start sending sales emails also. Mix it up 2 sales emails and one value email. Every 3-4 days. You want to keep them nurtured but offer them chances to become a customer as fast as possible.

Write a sales letter and send it multiple times with different hooks. Use different angles to appeal to different people. Why do they need it? What can it solve? Frequently Asked Questions? Do they need traffic? Do they need better copy? Tie it into current events. Use a quote or ask a question.

Offer the same upsell they saw on the thank you page. Keep it all relevant to the Lead Magnet. Offer an amazing offer to get a new customer.

**If they are opening your emails and clicking links, they like you.**

Don't worry about unsubscribes, they will happen no matter what you send them. The point is to just keep growing your email list on autopilot.

Once you have a list of 1000 regular newsletter readers, you have a valuable source of traffic for any offer you have in the future. People you can reach anytime you want.

## Marketing Funnel Template

How does a marketing funnel look and fit together?

### Landing page and blog

1. Traffic Driving leads to blog post
2. Blog Post leads to landing page
3. Landing page talks about your lead magnet and has optin box form

### Opt-ins and Conversion

4. Opt-in Form - is filled out and they are sent to the thank you page.

Welcome email - Freebie is emailed to them

## Thank You Pages

5. Thank you page -

Step 1 deliver the freebie

Step 2 Make a special offer

Step 3 More links to your content, a survey, Call your office, etc. etc.

## Email Marketing Starts

6. Value Stack emails sent

7. Sales email

8. Sales Page

9. Purchase - New Customer!

10. Automated emails continue with more Value stack emails and Sales emails for new offers.

The whole system is only a few web pages and 5-8 emails written one time. It can grow your business to new levels in a couple of months. You don't even have to do all the work yourself. Easily can be hired out for a lot less than you think.

It might not work instantly, you have to test and improve things until you hit the magic mark where it starts being profitable. So don't get discouraged if the first funnel seems to not be worth it. If you get one sign up you can improve the whole funnel one thing at a time until you get 1000 subscribers.

## Home Work

Want results? Then do this.

Write up your first great content posts



Make a list of possible topics, Questions to answer and see what others are publishing. Use the content structure above to write your posts. Go to **answerthepublic.com** and search for your keyword phrases and build a list of possible questions you can answer in your posts. Aim for blog posts that are at least 1000 words each. Value. Helpful. Worth reading.

## Create your Lead Magnets

Find something you can put together that is an amazing offer you could sell. And give it away for an email address.

It should be directly related to your products and services you sell. It has to be valuable, almost a ridiculous offer to get them to sign up.

Tell them what results they will achieve if they download it.

Go on Fiverr and get a product image for your lead magnet that looks great and add it to your landing page.

Go on Facebook and look at all the ads out there. See what the landing pages and opt in forms look like. Mimic them but don't copy exactly. If people are buying lots of ads, that opt in form is working!

## Drive Traffic and Get Conversions

Once your blog post, landing page, thank you page and opt in form are ready, start driving traffic like we already talked about. Add your landing page link to every related post on your blog and an opt in form on every post as well.

PPC ads

Social Media posts

Email the landing page link to your email lists/ Audience

Get your lead magnet offer out for people to see.

That's all there is to growing your website into an incredible asset for your business. Great content leading to an amazing lead magnet to grow your own email list of leads and marketing to that list on autopilot.

It will take a little time but it really works.

**You can do it yourself. Sounds like a lot of work?  
so if you would like a little help, we are here to handle it.**

I really hope you spend some time with this course and learn the strategies inside.

To your success;

Michael Johnson

I welcome questions, send me an email and I will help you.

Just allow me 24-48 hours to reply(depending on how busy I am)

I'm only one person ;) michael@michaeljohnsonbiz.com

Read more on the blog ---> > <https://michaeljohnsonbiz.com>

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