

Transform websites into a lead generation machines

 By [Subhash Chandra](#)

1 Mar 2013

Aside from being the digital representation of your company or your brand, your website is your single most powerful tool to generate leads. If your site is not attracting the people you can turn into actual paying customers then it's not hardworking enough. You should definitely consider a website redesign to make your website a more potent lead magnet than what it is today.

Once you've given that go signal for that [web site designing](#) project, keep in mind these five tips.

1. Create a solid lead generation strategy

Before fretting over the design details such as the site's layout, typography and colour scheme, make sure you have a strong lead generation plan. What's your action plan? What would be your primary lead magnet? What's going to be the opt-in mechanism? What content are you planning to use? The design should follow your lead generation strategy and not the other way around.

2. Ensure a smooth transition from the old to the new

One of the mistakes marketers make during a website redesign is forgetting existing search engine optimisation assets and it can cause big problems especially if your site already has a following. Broken links, missing pages, revamped site structure - all of which can wreak havoc among your existing followers.

Any website redesigning effort should include your entire online marketing teams - social media, SEO, PR, etc. so that everyone is informed and aligned on the changes that are going to happen. This is especially essential when you are outsourcing these marketing functions. Don't forget to inform your third party agencies so they can make the necessary adjustments on their end.

3. Take into consideration content management in the redesign

Did you know that websites with blog generate 55% more traffic than sites without a blog? [Search engine optimisation experts](#) have repeatedly emphasised how "Content is King" and it is evident that when it comes to lead generation, content is also a crucial factor. Content management should be incorporated across all stages of your website redesign and how it intertwines with your lead generation plan. Ensure that uploading new content (and sharing it through social media) is as streamlined as possible to ensure optimum results.

4. Strengthen your lead generation and conversion funnel

Since the main point behind redesigning your website is to generate more leads, you should closely factor your conversion funnel in the design. When they arrive at your landing page what do they see? What do you tell them? When you redirect them from their email inbox to your site, where do they go and what content do you offer them? This progression from making an impression, to capturing people as leads and finally convincing them to make a purchase should be the backbone of your website redesign.

5. Don't forget mobile

[Designing a responsive web design](#) should never be forgotten, especially if you want to capture more leads. Internet surfers are highly responsive as proven by recent data - mobile device traffic will overtake desktop traffic expert in a few years as

experts predicted. And the fact is, mobile device usage hasn't reached its peak yet and there will be more mobile internet surfers in the years to come. Plan for the future and make sure to use a responsive web design for your website redesign project.

If your website is not attracting future customers or clients, then it's not good enough and it's probably time for a website redesign. Take these tips into consideration when you make that move for a redesign to boost your site's lead generation potential.

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