

## 12 WAYS TO OPTIMIZE YOUR FULL FUNNEL

### WEBSITE

1. **Easy and visible navigation.** You want your prospects to quickly and conveniently be able to find information they want. This should be available on every page of your website through a menu or other means.
2. **Look at every page** like it's a landing page. While you will build some pages of your website specifically to be used as a landing page, as you work through your website, you should redesign every page to have all of the elements of a landing page. This will help you collect more leads.
3. **Combine elements.** Every page should have a combination of elements. Ideally you want a combination of reading, captivating images, helpful video. If you can include interaction it's even better (such as a quiz – and make sure you capture the prospect's answers, it's a valuable tool!). This keeps people interested, and appeals to each person's unique learning style.
4. **Easy and visible offers and forms.** Every time you have a Call-to-Action (on each of the pages as mentioned above), offer or form, it should be easy to see, easy to find, and easy to use. Put them where they are easy to see and find, add links to them on your pages.

5. **A simple and convenient “contact us” page.** Have a contact page that is easy to find and contains a simple-to-use form. Make it as simple as possible for prospects to get in touch with you! If you’re worried about spam, add a simple captcha (the simpler the better). Ask for a minimum amount of information – the more information you demand, the less likely a prospect is to complete the form.

### **ACTIONABLE WORDS**

6. **Write SEO-friendly and interesting headlines.** Upworthy.com grew their website to millions of subscribers because they became experts at writing headlines that convince people to visit. Target one keyword per headline, and use Upworthy.com’s advice to rewrite your headline 25 times before finalizing.

7. **Choose funnel keywords.** Your specific funnel pages should focus on PURCHASE keywords. These keywords should vary from the keywords you use throughout the rest of your website. Think of things such as “buy XYZ product” – keywords that contain words with purchase intent.

### **PIECES OF THE LEAD PAGE**

8. **Discuss the problem.** Speak directly about the problems you’re your product or service solves. Use specific examples, vivid language, words that your target client can relate to. You want them to see themselves in the problem you discuss.

9. **Have an easy and clear FAQ.** Use a Frequently Asked Question section to answer specific objections, discuss key points in more detail. This should include any refund policy and the most common objections you've heard over the years.

10. **Simplify the process.** You need a section or page that clearly and succinctly breaks down how it works, how you deliver the solution to the prospect's problem, and exactly what value is provided.

11. **Benefits.** People don't buy the features of your product or service, they buy the benefits. You don't buy a cup of coffee because it's beans are roasted for exactly 20 minutes (I don't know how long they roast beans), or it was packaged in an air-proof bag, or the beans were grown on the mountains of Columbia. You buy the benefit – it tastes good; it wakes you up; it's warm on a cold day. Benefits work because they explain how the product or services is going to fix the prospect's problem.

12. **Capture them before they leave.** If you've developed everything above properly, you've likely captured a lot of leads from your entire funnel system. However, before a prospect leaves your website, provide one last point for them to sign up for whatever benefit or freemium you offer. Using a popup here can be easily implemented with a variety of services available.