

## Marketing Strategy 23: Turn Your Website Into A Sales Machine

I want to begin today's lesson by asking you a very simple question:

### **Does Your Website Win You New Clients?**

If you are like many businesses, the answer is probably no.

You see, many carpet cleaners hire professional web design agencies to create their websites. The problem is that web designers are generally not salesmen.

Instead of creating a site that gets you clients, their goal is to build a website that looks good and supports your brand.

So when you send prospect to your site, they rarely turn into clients.

### **How can you solve this problem?**

Rebuilding your entire website is not always the solution.

Instead, the easiest and fastest way to get more clients from your website is to create what's called a landing page for each service you want to sell.

A landing page is a single, standalone page that sells one service at a time.

It is structured in a similar way to the direct mail letter you learned about in this program.

In general, a landing page should include a:

- **Headline** - This can be your unique selling point (USP)
- **Intro** - More detail about your USP and why you can offer it.
- **Bio** - A little bit about who you are and why they should trust you.
- **Benefits** - Describe the key benefits of your service.
- **Testimonials** - If you have client comments include them here.
- **Limited Offer Call To Action** - This can be as simple as 'Call Me Now To Get A FREE Carpet Cleaning Audit - Available For 4 People Each Week.'

Once you have these elements in place, the easiest way to create a landing page is to sign up for a service like **ClickFunnels** or **LeadPages**.

These services allow you to fill in the blanks on a proven landing page design, so you don't need to hire a web developer.

## **TODAY'S TASK: Create A Landing Page**

**1. Follow the instructions above to create a landing page using either ClickFunnels or Lead Pages.** If you need professional help, feel free to contact me for advice and I can point you in the right direction.

