



The Steps To Improving Your Website's Results:

How Does Your Website Stack Up?

The Top 3 Overlooked Items

Strategies To Increase Profits

Make an Offer. Refine Conversion. Add Traffic.



Increase Visibility, Inc.
A Revenue-Oriented SEO Company

There are 3 things that matter to the success of your online marketing. Most people spend all their time doing everything else.

1. The offer on your home page that captures prospective customers.
2. What you do with those prospects once they identify themselves to you.
3. Professional search engine optimization of your site to bring the right people to your finely tuned offer+conversion website.

We want to start our relationship off on the right foot. That's why Increase Visibility combines SEO services with integrated marketing planning to make sure your investment pays off. Unlike other SEO companies who sell submissions to search engines, rankings for search terms that don't bring in qualified prospects, and "secret" techniques that don't stand the test of time, we work with top direct-response marketers to provide you with the ingredients to help your website succeed.

Although you may have contacted Increase Visibility about providing SEO services, we'd like to talk to you about the importance of generating revenue from your website. While Increase Visibility is ranked #1 at generating organic traffic and links, SEO alone won't make you money.

Your website has to be ready to turn that traffic into revenue once those visitors arrive.

The purpose of a website is to engage prospects and clients—and to make an offer that aligns with a problem or need they have. When you do that, the search terms that a consumer would use to find your product or service become easy to establish. These search terms make up the phrases around which we build your SEO.

What Your Website MUST Have in Place to Generate Both Instant Income and Long-Term Revenue

Most business owners understand the need for a website, but all too few understand what a website is *really* supposed to do. Your website is a delivery vehicle for your message, just like newspaper ads, postcards, telemarketing or direct-mail packages. And like those other devices, the Internet has its own checklist of requirements you must follow to make any campaign a success.

It should convince visitors to **provide their name, email address, other identifying information** in order to access a free buyer's guide, online tutorial, downloadable checklist, newsletter subscription, evaluation, self-audit or other instant giveaway that has value. The format of your giveaway item doesn't matter—that is, PDF, audio MP3 or other format—just as long as it can be easily opened, read, listened to, viewed or otherwise used by the people who opt-in at your site to get it.

It should be downloadable at your website to keep your delivery costs at zero.

Of course, convincing visitors to opt-in—giving you their name, email address and other identifying information—isn't as easy as it used to be. Even giving things away for free requires a compelling and specific offer. "*We have great prices!*" is not an offer. Similarly, "*27 years in business!*" is not an offer. And "*Sign up for our newsletter*" has not worked as an offer for at least a few years.

An easy way to create a compelling offer is to start with a persuasive headline about the giveaway item they'll be getting for free. (FREE is still the best offer online.) Then, using direct-response style marketing language, describe the actual item they'll receive, detail the benefits of instantly downloading it, and tell why you're providing it free. Finally, this **home page offer** closes with a simple opt-in form and gives visitors *exact instructions* for completing it—along with a promise that they'll receive their information instantly.

While this seems like a lot of copy for a home page, these days even giving away free items on the Internet takes a lot of convincing—mainly because registrants know they'll be emailed advertisements and promotions later. You need to provide a tangible benefit in return.

Once visitors fill in the form and hit the submit button, two things should happen: (1) Their data should be collected into a database linked to the opt-in form, and (2) Visitors should be taken to a simple thank you page that confirms they've opted in successfully and tells them how to download the free item.

At the same time your visitor is accessing the free giveaway, your database should immediately begin delivering every 2-3 days (for a fixed period of time) a series of pre-written generic messages. Within these messages should be other helpful information. Then, starting with the 5th or 6th message, they should contain marketing copy about the first product or service you plan to sell them. We call this a *marketing path*—where you deliver to prospects a logical order of offers—starting with an easy-to-buy first purchase.

Whatever else your website does, it must contain a **compelling offer** that persuades visitors to identify themselves to you as a likely buyer. While direct-response marketers and copywriters have known about this lead-capture approach for decades, few mainstream businesses even know about this strategy. Of course, this means you can outmarket and outmaneuver virtually every one of your competitors simply by making a specific offer to visitors who land on your site. Once you capture their name and begin communicating with them via future emails, it's likely you could own that customer *for life*.

Not only that, but there's a lot of future revenue in a carefully built list of names like this, but most companies either don't have a list or don't market effectively to the list they've built.

Where Do Most Websites Go Wrong?

Most websites talk about the company, its owner, their beautiful facility and equipment, their experienced staff and other self-serving dialog, which may build credibility—but doesn't address the visitor's problem or need.

The reality is that Internet searchers are looking for information for a reason. They may have a need they want to fulfill. Or they may have a problem they want to solve. When your website addresses the visitor's need or problem **FIRST** and convinces them that you have the best solution in your category or field, they will take action with **YOU**.

Unfortunately, most company owners want to talk about themselves at their website—not the visitor. **This is the glaring difference** between websites that convert traffic into buyers—and those that don't. It's that simple. No one is initially interested in you, your equipment or facility, your company's history, or anything other than the solution to their problem. Keep this "all about us" information where it belongs... on the "About Us" page.

What are some other common mistakes we regularly see with retail, service, consulting and other websites we consult for?

- **No opt-in box or way for visitors to leave their contact information before leaving.** To combat this defect, provide a persuasive offer of a free giveaway or other downloadable sample and ask visitors for their name and email address via an opt-in box.
- **Roadblocks to buying now.** When we analyze websites, we immediately look for the marketing path. When visitors want to “buy now,” do you give them the shortest path possible? There’s nothing worse than a consumer having to register for an account before they can buy something. Buying something creates an account anyway. Why put this roadblock in front of consumers—most of who don’t want to have an account with you. **The simpler the buying process is, the higher your sales conversion will be.**

Is Your Home Page Asking the Visitor to Make TOO MANY Decisions?

Decades of direct-marketing research tells us that, if you give the visitor too many options on your home page, they will often take no action at all. Combine this with the fact that most home-page copy doesn’t include a “call to action” and you might easily wonder how some websites make any money at all. Our recommendation instead is to feature **no more than three clickable options on the home page “above the fold”**—and most preferably just one...the offer¹.

It’s far better to feature the product that a first-time buyer would most likely purchase, than to overload your home page with everything you have to offer. **Give people too many choices and they will make NONE.**

At Increase Visibility, we’re well versed in getting visitors to take action at a home page. In fact, we use 16 different direct-response copywriting elements to make sure they do. From the headline to the offer to the call-to-action—even the signature block—we know what makes visitors respond with a purchase or opt-in requesting more information. We can correct your “over-crowded” home page and put an offer front-and-center that visitors will read and act upon.

When we work with clients on marketing and SEO, the first thing we do is clean up their home page. We make certain the page provides an answer to the search term that visitors were browsing for, we recommend a compelling headline and offer—**then we watch conversion rates rise.**

SEO Alone Can’t Generate Revenue... It Brings In Traffic for Your Compelling Offer

Of course, once you understand what a home-page offer, data-capture mechanism and lead-conversion system can do for your company—it makes sense to put all this in place **to take advantage** of SEO, doesn’t it?

Think about it. If you had an offer on your home page that you *knew* caused 10% to 25% of visitors to give you their contact information—and that a certain percentage of those opt-ins eventually (or immediately) became buyers or clients—you would not only have a new source of business, you would also be in a position to profitably benefit from Pay-Per-Click.

Put another way: Ranking is not the most important measurement in SEO. Conversion is. It’s how we provide ROI for our SEO services.

¹ * “Above the fold” refers to that area viewable by most people’s web browser window upon landing on your home page. It’s similar to the newspaper advertising term of having a press release or display advertisement appear in the upper half of the newspaper—or “above the fold.”

Your SEO program should be aligned with your home-page offer and with the products and services you have on your website. Too many times we hear from companies who want to rank for a specific search term *only because it gets a lot of searches...* yet their website doesn't actually provide any solutions, products or services for the consumers typing in that search term!

This is a recipe for failure. In fact, wasted SEO dollars and too much time spent chasing the wrong leads are why we recommend a better approach: Make a compelling offer. Fine-tune your secondary offers and autoresponder messages to maximize conversion of these opt-in leads. Then add traffic through search engine optimization.

Offer. Conversion. Optimization.

It's Simply Not Enough to Get on Page One of Google

To further the point, even the best positioned companies in the search engines will fail to maximize their SEO investment if they haven't taken the step of creating a marketing machine at their site *to take advantage of the benefits of SEO*. Organic search-engine optimization (traffic) alone cannot bring you the revenue boost and website success you're looking for without a marketing reason for visitors to click over to your site.

Even if your company routinely showed up as the top listing on Page One of Google in your unique niche—with thousands of consumers clicking over to your website—you still wouldn't earn as much revenue as you might if you had a compelling offer on your home page, an opt-in function for prospects, and a way to communicate with those leads on a long-term follow-up basis.

Not only that, but Google's business is to provide the best results to *searchers*—not the best results for the benefit of website owners. You want your website to be optimized with compelling copy and persuasive offers—not just for the market niche that will bring you the most traffic, but also those niche(s) who have a problem for which your company is the best answer.

Of course, **you don't need to wait** until your home-page offer and autoresponder messages are completed before starting your SEO program. There's typically about a two-three month window of time before our SEO results are fully realized—plenty of time to create an offer, write some autoresponders and fine-tune everything before the increased traffic arrives.

That's why, at Increase Visibility, we start SEO right away—*at the same time we are working with clients to upgrade their website's marketing path and lead-conversion systems*.

Here's What You Need to Address Right Away

At Increase Visibility, we put every new marketing-consultation client through a **6-Point Revenue Boost** process that identifies what they client company needs to do right away—before we flood the site with traffic. Could you take these steps yourself? Of course. But oftentimes, we find that client companies are overwhelmed with what they've heard about marketing on the Internet. Oftentimes, there's so much they *can* do, they often don't know what to *actually* do.

That's where we come in...with calm, savvy, seasoned advice about what works (and doesn't) on the Internet.

Take a look at our 6-Point Revenue Boost process below:

1. Give Away Something of High Perceived Value on Your Home Page

A headline and the first two paragraphs...that's about all the time you have to hook visitors and get them to opt-in without clicking away from your site.

What could you give away on your home page? There are many options, but the key is to give away something (downloadable) that will ultimately compel your visitor to buy products and services from you later. You want the giveaway item to address visitors' need or problem—but also familiarize them with you, your business, your expertise, the benefits of doing business with you, why you're trustworthy, why you're better than competitors they might encounter, and so on.

It also has to be compelling—remember, you'll be “selling” your product, your service and your company from the very first headline. Take a look at the list below of what you might give away:

- **A special report or white paper** on a topic of interest to your potential website visitors such as *Retirement Investing in the Coming Downtime*, *Using CRM Software to Double Your Sales*, *The Million-Dollar Investment Portfolio for Kids...A Simple Guide for New Parents*, or *The Doctor's Guide to Mastering HIPAA Regulations and Avoiding Prosecution*.
- **An assessment tool** such as a checklist given out by financial planners called *Are You Ready for Retirement?...a time-share seller's guide* called *Is Your Time-Share Property Sellable in Today's Market?... a guide for small businesses* written by a local labor consultant called *Ten Common Problems Affecting Employee Productivity and How to Recognize Them*.
- **A buyer's guide detailing how to purchase an expensive item** such as *Buying Diamonds in Today's Troubled Gemstone Market*, *Where to Shop for Hard-to-Find Hand Tools and Woodworking Supplies* or *27 Ways to Cut 50% Off the Cost of Your Wedding Plans*.
- **A coupon for a special discount, reduced shipping or a free bonus gift** consumers can use when purchasing their first product or service from you. These can be seasonal or year-round. One home-décor retailer offered *The 12 Days of Christmas*, with a different coupon every day for 12 days if you opted in—for discounts on pillows, fabrics, trims, upholstery services and more.

The key is to make the give-away item enticing enough—and explain it in enticing enough terms on your home page—so that visitors will opt-in to download it. Only then will you capture their email address for future marketing. Take time to think through the most compelling information or giveaway you can offer. Even giving away something FREE on the Internet is difficult these days. People know when they give out their email address they'll be flooded with junk mail. Your giveaway item must be superior enough to overcome this objection.

Once we together determine what that free giveaway could be, we turn our mind to the direct-response style advertising copy that will compel visitors to opt-in—thereby identifying themselves as potential customers that will receive ongoing email follow-up to convert them into buyers.

2. We Hook Visitors With a Headline

What are examples of some headlines that could work for you on the Internet?

Free Special Report Offer

One of the simplest kinds of offers to make is to give away a Special Report. In other words, you have secret information that you will reveal about a specific and thought-provoking subject (related to the product or service you're selling), but the prospect has to opt-in to get it. These are most easily distributed via your website as a downloadable PDF file. However, you may want prospects to call your office directly so that a salesperson can take the call and qualify the prospect for further follow-up.

Typically written in direct-response style, special reports are also designed to convince the reader to make a purchase of a fixed entry-level package. They provide mostly good, useful information—but they end with a compelling description of the item or service being sold, a discussion about the price and why it's such an excellent deal, plus a call-to-action...that is, exact instructions on what to do to purchase.

What does a Free Special Report headline look like? Take a look at these examples:

FREE Special Guide Reveals 24 Strategies for Getting PR Coverage in Every Major Newspaper Worldwide—Plus a Secret List of Press Contacts Top Editors Wished We Didn't Have

The IRS Doesn't Want This Information to Get Out. (We'll Tell You Why in Our FREE Written Exposé.)

Similar to a free special report, you can also offer audio previews, video previews, or short courses delivered each day for seven days via email.

Free Sample Offer

In this case, you are offering to give away a sample of your product, your services, or your expertise. The key to successfully using free sample offers—that is, generating immediate, increased sales without spending tons of money needlessly—is to make sure the sample you choose to give away produces a positive, outstanding result or reaction that causes the prospect to immediately buy the item or package you're sampling.

For example, if you've walked into a bakery and sampled the lemon pound cake tidbits they're giving away that day, you can be sure the bakery is selling more lemon pound cake that day than any other. If you've ever taken an introductory music lesson, you probably discovered how easy it was to play your favorite instrument and signed up for lessons right away.

Once you get the prospect engaged with your company via free sample, be sure to present them with an offer to buy immediately after they've used, experienced or consumed the sample.

Here's what a Free Sample offer looks like:

Our Free Saturday Dive Will Help You Decide If Scuba Lessons Are Right for You. Space Limited to 6 New Divers.

We'd Like to Give You Three Overlooked Ways Your Customer Service Department Can Earn You More Money. Our Last Client Booked \$3.6 Million in New Business From Just One of Them.

“See If You Qualify” Offer

If you sell a service to a specific group of people or you know from sales history that a specific type of prospect is the easiest to close on buying your product or service, you can use this type of offer to sift through prospects and choose only those who really qualify for what you sell. This strategy also works to boost sales because it employs what’s called the “take-away” close. It actually sets up the notion in the prospect’s mind that they might not be able to have what you’re offering. And how do people react when they think they can’t have something? **They want it even more!**

To make a “See If You Qualify” offer in any marketing campaign, tell the reader or listener that your service is highly selective. They may not qualify. The only way to assess whether it’s a good fit for both of you is to personally interview them or have them go through a preliminary assessment (or complete an application).

Here’s an example headline:

**Mobility Scooters, Adjustable Beds and Other Durable Medical Equipment
Are Absolutely FREE If You Meet Certain Simple Qualifications.
A 15-Minute Phone Call Is All It Takes to Find Out.**

**92% of Our Customers Qualify for FREE OVERNIGHT SHIPPING on Their
Machine Part Orders. Will the Next Qualifying Customer Be You?**

If you’ve done a good job of presenting your product or service in compelling direct-response style, prospects will actually work hard to “qualify” for your product or service.

Free Consultation or Assessment Offer

Ideal for business-to-business offers, a consultation or assessment allows prospective clients to judge your skills versus the skills of other consultants they might hire. It helps you get a foot in the door and introduces you to the company in a non-threatening way.

It lets you identify those areas where the prospect is in the most pain or has tremendous ambitions you can help them achieve—and you can give them a plan or proposal of what you can do for them in those areas to which you know they’ll respond immediately.

Not only that, but a free consultation or assessment also lets you tell them all the benefits they’ll receive from working with you. An added advantage to your sales process is the mental argument that goes on in the mind of the prospect which says, *Hey, if he’s providing all this for free, what am I going to get when I actually pay him real money?*

One caveat however: Many prospective customers will take advantage of your time—getting ideas they can use for their business—without ever intending to hire anyone for outside help. They want someone else (especially an expert like you) to do the work for them. To prevent abuse of your time in this manner, screen these callers judiciously beforehand, so you’re not sitting on the phone advising someone on a project that will never go anywhere or that you couldn’t possibly be involved in given your priorities and schedule.

Additionally, many times, the business owners who call simply aren’t ready to work with you yet. They have nothing to leverage—including sometimes, not even a product or service ready to sell.

If you don’t have time to conduct these consultations on your own, you can train your salespeople to conduct these “evaluations” for you—calling them “specialists,” then marketing the conversation as a free “assessment” of the prospect’s situation and needs.

Free Analysis, Comparison and Inspection Offers

A variation on the free consultation or free assessment is an offer to analyze, compare or inspect an item or service a prospect already owns to see if yours would serve them better.

One of the most successful examples of this offer are insurance companies who offer a free policy comparison, hoping they'll be able to save you money on your auto, home or business insurance. In fact, these comparisons have become so popular; other kinds of companies have jumped on the bandwagon—with free inspections and comparisons of all kinds.

The Automobile Club of Southern California routinely holds auto inspection days at their offices for all members. Blue Cross of California offers a complete physical examination conducted at local hospitals for just \$50. Of course, \$50 is not completely free of charge, but given the high cost of a complete physical exam these days, a physical for \$50 is close to free and certainly more valuable than almost anything else they might offer. In fact, the gift is so popular with customers, Blue Cross sometimes has a two- to six-month waiting list for the \$50 physical exam in some markets.

What kind of free inspections could you provide? How about a one-time, onsite equipment inspection for prospects during slow times (especially if you're paying your service personnel anyway)...or a free review of a prospect's pre-2005 trust documents...free rabies vaccines and check-ups for pets...and more.

The list of what you could offer is endless and the value of the new business you'll get from new customers is astronomical. In fact, all these free inspections would give you an opportunity to visit with prospects, identify their needs, and upsell them other products and services—all while providing a valuable and much appreciated service.

3. We Recommend a Reliable Lead-Capture Method

There are many hosted solutions to managing your leads, and the selection really comes down to having the features you need, and knowing how resource-intensive it is to manage. We work with Salesforce.com, Infusion Soft, iShoppingCart, as well as many others (including custom developed carts). Having a system in place that combines automated email follow-up, shopping cart functions and affiliate marketing management all in one place is the solution we suggest...since this lead-management system will become the heart of your website.

4. We Establish a System to Convert Leads Into Buyers

Of course, your website's home page and lead-capture system is only part of the equation. You have to eventually use that data to convert these visitors to future buyers once they leave your site.

While your webpages may do the job of immediately selling *some* visitors into your products or services, the reality is that not every website visitor will buy from you while they're at your site. Some will simply need more time, more information, more exposure to your message and so on. Your autoresponder is the system you'll use to provide the "more" that these not-yet-responsive visitors need.

Your Autoresponder System

As mentioned above, an autoresponder collects data from opt-in visitors at the home page, adds each person's information to a database, stores the database—then sends pre-written messages to that person according to

a schedule that you determine. You write the messages, you program them into the autoresponder—then the autoresponder does the work of sending them out every day, every few days or however frequently you decide they should be sent.

The schedule—and the messages themselves—are completely customizable by you.

You can even set up multiple autoresponders—each with their own series of messages—based upon the webpage the visitor opted in at, which action you’re encouraging them to take, and so on.

Delivery of Your Free Giveaway

Once a visitor opts in at your home page to receive the free giveaway item you’re offering, there are two ways to deliver it to them: (1) Provide a clickable link in the very first autoresponder message that opens a new Internet browser window where the PDF document appears. (Alternatively, the clickable link might take the new subscriber to a webpage where they can download audio or video files or other documents.) The second way is to: (2) Have your database management system automatically deliver a link to the giveaway item after the visitor clicks to confirm their opt-in (this is known as a double opt-in and qualifies the leads even further as interested prospects).

Your Opt-In Autoresponder Series

Once visitors opt-in for your free giveaway at your home, they will hopefully move beyond that page—and buy what you have to offer. For those who don’t, you’ll want your autoresponder to send them regular messages that provide more information, familiarize them with your company or your professional expertise, show them how their life will change once they buy something from you, and generally create a stronger bond with them as a potential customer.

The best autoresponder sequences provide valuable information—and lots of it—before they ask the recipient to buy. In fact, we recommend that you write four or five autoresponder messages before mentioning that you have something for sale. “Pitching” people right away is off-putting and will likely cause visitors to unsubscribe from your list (known as “opting out”). If you begin selling right away, the recipient doesn’t have time to get to know you or appreciate you as a resource. Think about your own situation. When was the last time you bought something expensive? You probably did lots of research. Perhaps you consulted with the business owner many times before deciding. It’s possible you waited for the right time to buy. Visitors to your website are no different.

An effective autoresponder series includes a minimum of 8-15 messages. Many shopping carts let you program in unlimited autoresponder messages.

5. Once Your Home Page Is Getting Traffic to Your Site, We Track Your Conversion Rate

Because the Internet is such an important marketing and sales tool for most small businesses, tracking your company’s performance online is imperative. Properly setting up analytics to track and report on a number of factors helps to fine-tune your opt-in conversion rate.

Web traffic—There are two kinds of web traffic you’ll see at your Internet selling system:

1. “Organic” traffic, which comes from unpaid listings at search engines or directories
2. Traffic from identifiable sources via clickable links (from articles, affiliates, paid advertising)

You can choose to separate these two types of traffic for reporting purposes, but in the beginning, it's simpler to combine them into one number. Web traffic is affected by a number of factors such as:

- Amount of publicity or online media coverage
- Number of consumers searching for your type of business
- Any pay-per-click activity you've instituted
- Email or link-trade campaigns you have in place to drive traffic to your site

The good news is that you can substantially increase all these numbers above by working with Increase Visibility on SEO. For instance, when you distribute a press release online and mention a free giveaway available at your website, your web traffic number that week should increase. When you optimize your home page with keywords you know consumers are searching, you should increase your organic traffic. And when you begin a linking campaign, you'll see traffic coming in from other websites.

Opt-ins at your home page—Counting the number of visitors to your home page is important, *but even more important are the number of prospects who actually opt-in to receive your free giveaway item.* Increasing the number of opt-ins by improving your marketing copy, testing different headlines and even offering a different giveaway is the first job of Increase Visibility.

Opt-in conversion percentage (%)—When a visitor opts-in for your free giveaway, they *convert* from a visitor to a prospective buyer. Your *opt-in conversion percentage* is the number of people who opt-in divided by the total number of people who visit your home page.

$$6,223 \text{ opt-ins for free giveaway} \div 24,931 \text{ visitors} = 24.96\% \text{ opt-in conversion percentage}$$

Opt-outs (or unsubscribes) from your list—While some people will always opt-out—or unsubscribe—from your list after downloading the free giveaway, the vast majority of people should remain to receive your autoresponder messages and future offers. If they don't stay with you, something is wrong. Either: (1) Your marketing copy is attracting people for one reason, but your free giveaway and autoresponder messages deliver a different message they weren't expecting or that does not resonate with them, or (2) the keywords you've asked us to use in optimizing your home page are attracting people who were actually looking for an entirely different product or service.

Sales—This number is simple, but important. It's the total amount of money collected from sales of that product...in actual dollars, pounds, euros, yuan or your own country's currency.

Cart conversion percentage (%)—When a visitor opts-in at your home page, then reads sales copy for a specific product or service and clicks through to your shopping cart to buy...that is a *cart conversion* or an opt-in who converts to a buyer. To calculate your conversion percentage, simply divide the number of buyers for that product by the number of visitors who opted-in at the home page that led them to that product sales letter.

For example, if you're a consulting firm who is giving away a free report at your home page about employee productivity—then is selling a one-hour entry-level telephone consultation to conduct quick turnarounds for customer service and help desk departments, you can calculate your *cart conversion percentage* like this:

Opt-ins to the employee productivity report =	3,260
Buyers of a one-hour consultation =	255
Cart conversion percentage (255 ÷ 3,260) =	7.82%

6. Finally, We Use Search Engine Marketing Strategies to Push Traffic to Your Finely Tuned Website

Pay-per-click (PPC) is a great way to attract specific prospects to your website—and with a marketing system in place, it's also a great way to establish a cost-per-lead or cost-per-sale. 25% of all searches will click on the “sponsored links” so even if you are #1 in the organic results, you'd see a boost.

PPC also has the benefit of controlling what is displayed in the search results. Think of it as an advertisement. For this reason, we recommend always sending the clicks to a specific landing page that aligns with the ad's message.

Increase Visibility also offers a variety of other methods of “advertising” online to get your website's message in front of prospects, which we can incorporate into your marketing plan.

And remember, once we begin your SEO program, you still have a couple of months before you'll start to see the flood of traffic you're looking for. That's plenty of time to upgrade your website to make it ready to convert that new traffic into buyers.

Is Your Website Doing All This? Would You Like It To?

If the information in this special report inspires you to see your website in a whole new light, we'd like to talk to you about combining our proven marketing strategies and consumer-savvy copy with your online efforts.

The process typically does NOT require a complete website re-design and is easy to integrate into any existing lead-conversion effort or inbound sales function you may have. Sometimes it only involves coming up with a clear marketing path—and the copy to take people through each step.

A FREE Consultation to Find Out More Takes Just 30 Minutes

If the marketing strategy you've read about in this Special Report sounds like something you want to investigate further, we'd like to talk to you. In fact, you can schedule a FREE 30-minute consultation with our lead-development consultant **just by calling (877) 736-2384 - and asking for a Marketing Strategy Consultation.**

We Have the People to Transform Your Website Into a Revenue Generator

Once you and your lead-development consultant decide that working with Increase Visibility on upgrading your online marketing effort is a good fit for both your company and ours, you'll be introduced to our team of leading online, SEO and direct-marketing strategists. They'll take the next step of analyzing your website and developing an online marketing path that makes sense via a comprehensive, yet surprisingly economical 90-day client engagement.

There's *absolutely no charge* for the free 30-minute consultation with our lead-development consultant. **Your company pays fees only when YOU decide to move forward** with a 90-day consultation program. But wait until you see what's in store during your 90 days as a client!

During an intensive first strategy session by telephone, our top strategists will detail the exact steps needed to achieve YOUR goals for your business—using your website as a major lead-generating engine. By the time they're through, you'll have a personally-tailored, fully developed road map for launching the new initiative and building your business. But their time with you won't just begin on the phone.

Before they ever meet you, they'll review your business, your website, your industry, your products—even your sales scripts if you like. They'll formulate a marketing checklist, research potential offers, plan follow-up campaigns...

And only then will they talk with you by telephone.

If you've ever experienced a "consultation" with an expensive lawyer, financial planner or other professional, this first conference call with our strategists will be different from anything you've experienced before. For one thing, they'll learn about you in advance via a focused questionnaire and assessment guide we'll send you. After reviewing it, they'll take the time to "work on your business" before determining a recommended plan.

Once you're on the phone, they'll suggest upgrades to your web marketing systems, plus so much more over 90 days' time.

[Call \(877\) 736-2384 to Book an Initial Consultation Today.](#)
[And Get Results Tomorrow.](#)

To schedule a FREE 30-minute consultation with our lead-development consultant, just give us a call.

In addition, if you've requested Increase Visibility's unique FREE competitive analysis report detailing information about your website, it will be provided to you prior to the free call with our consultant.

Once you're on the phone for your free 30-minute lead-development consultation (and if it makes sense to move forward), our consultant will invite you to become a 90-day strategic planning client and email you the questionnaire and assessment guide to be completed 48 hours prior to your first conference call as a 90-day strategic planning client.

[Book an Consultation Online:](#)

To schedule a FREE 30-minute consultation with our lead-development consultant, [click here](#) and choose an appointment time from our online, self-scheduling calendar. Our consultant will call you at your chosen time. (Rest assured, your name or company will not be shown to others on the calendar.) In addition, if you've requested Increase Visibility's unique FREE competitive analysis report detailing information about your website, it will be provided to you prior to the free call with our consultant.

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Meet Our Marketers...

JANET SWITZER, Lead Capture and Conversion Strategist, Increase Visibility Inc.

Internationally Recognized Direct-Response Marketing Expert

A 22-year veteran of the marketing and advertising field, Janet Switzer is unique among experts as the woman who has developed and executed the day-to-day income-generation strategies of many of the world's top celebrity entrepreneurs: *Chicken Soup for the Soul* co-founder Jack Canfield, *The Automatic Millionaire* author David Bach, underground marketing guru Jay Abraham, celebrity speaker Les Brown, Internet business expert Yanik Silver, and *The One Minute Millionaire* author Mark Victor Hansen, among others.

Today, she's the *New York Times* best-selling co-author of *The Success Principles: How to Get From Where You Are to Where You Want to Be*, published in 26 languages worldwide.

As well, she's the author of the international bestseller *Instant Income: Strategies That Bring In the Cash for Small Businesses, Innovative Employees and Occasional Entrepreneurs*. Her Instant Income® series of small-business books, multi-media training courses, public seminars, coaching and industry guides is designed to help small-business owners generate immediate cash-flow for their business and develop long-term revenue streams.

Unlike other experts who merely conjure up good ideas, Miss Switzer actually produces the ads, letters, scripts, response devices and other marketing vehicles that transform good strategies into great profits. She's executed countless hundreds of low-cost, profit-proven strategies for companies in the hi-tech, manufacturing, service, retail, publishing and training fields.

She's counseled more than 5,000 companies and entrepreneurs worldwide in leveraging their intangibles and information assets for untold millions in potential windfall revenue.

Miss Switzer is a powerful and dynamic keynote speaker who speaks to thousands of entrepreneurs, independent sales professionals, corporate employees and industry association members around the world on the principles of success and income generation. Additionally, she works with corporations to support their dealers and distributors in selling more of the company's products and services through Instant Income training tools and customer-outreach programs.

Miss Switzer is a popular radio and television talk show guest and has been featured in the *Wall Street Journal*, *USA Today*, the *New York Times*, *Time Magazine*, *MSNBC*, *US Weekly*, *Publishers Weekly* and countless other periodicals and media outlets worldwide. She is a former journalist and is now a guest columnist with numerous publications around the world.

DWAIN JEWORSKI, VP Marketing Services, Increase Visibility Inc.

Veteran Direct-Response Strategist & SEO-Online Marketing Specialist

Dwain Jeworski has over 25 years of senior marketing and business operations experience.

He began his marketing career with Quebecor, Canada, opening new markets for their web printing operation. He quickly grew the magazine and catalog market with major accounts such as Canada Safeway, SportChek, Explore Magazine, along with overseeing the Calgary Winter Olympic Games marketing materials.

In 1989, he joined in business with a leading graphic arts company, Downey Film Systems. He quickly grew the company and became a sole supplier to Ogilvy&Mather West Direct handling all direct response production for accounts such as Shell Canada, Telus and Canadian Airlines.

Dwain created an online graphic services company to serve advertising agencies and their clients, which quickly expanded throughout North America.

In 2001, Dwain sold his interest in the companies and relocated to New York to join Lois Geller's Mason&Geller Direct Marketing Agency. Acting as general manager, he led the agency team in all aspects on key accounts such as Orange Glow, Thomas Register, Fairmont Hotels, Chase Bank, and American Express.

Dwain was recruited to help a newly formed Internet marketing company through their hyper-growth in 2006. The company, led by Rich Scheffren, had just launched an Internet business/marketing product and captured sales of \$3.5 Million in its first week. The company quickly grew to \$7 Million in its first year.

In 2007, Dwain returned to Canada to become VP Marketing with the leading company in the Internet Marketing training arena. He revamped the continuity websites, online marketing programs and guided the building of the company's first eLearning platform.

In October of 2008, Dwain decided to realize his dream of creating a marketing and technology group with the objective of bringing top-level talent with a unique business model to market. The company is structured to participate in joint ventures with promising entrepreneurs, with start up capital minimized. The business model is one that brings an Internet business to life with leading marketing techniques - including content creation, marketing, SEO/traffic and server technologies.

This group has its own product offerings, and works with a wide range of business around the world - in education, health, B-to-B and retail.