

Client: SOHO Prospecting
Project: Landing page for SEO banner ad campaign
Objective: Lead generation - convince site optimization prospects to leave email information

SOHO Prospecting provides marketing services for small businesses in many industries. Most of their clients are in southern California.

SOHO wanted to attract SEO prospects from a new banner ad campaign. They were happy with their banner copy, but weren't sure about the landing page content. I talked to their internet marketing experts, and discovered their 100%-500% traffic guarantee using ethical techniques. The guarantee became the headline and centerpiece of the campaign.

SOHO was very pleased with their increased conversion rates using the new page.



Ingredient 1 The headline makes a bold promise.

Search Engine Optimization Specialist Guarantees 100%-500% More Natural Traffic With Ethical Techniques

Ingredient 2 To get prospects nodding their heads in agreement, the copy starts with a big problem for most commercial web sites - no visitors.

Great Website – Where Are The Visitors?

You're proud of your company's website. You spent the time and money to create an attractive site that's easy to navigate, with enough up-to-date features and content to grab attention. Now you're wondering why the visitors didn't show up. You're not getting enough clicks or search engine traffic. And you know what that means - no traffic, no leads, no sales. What happened? Search engines and the visitors who use them can't find you.

Ingredient 3 A subhead links to SOHO's web traffic guarantee.

Read More About SOHO Prospecting's High Traffic Search Engine Optimization Guarantee

Ingredient 4 The copy tells about SOHO's ethical techniques, how search engines rank sites, and how SOHO's experts use their understanding of search algorithms to guarantee traffic.

SOHO Prospecting Guarantees Better Results

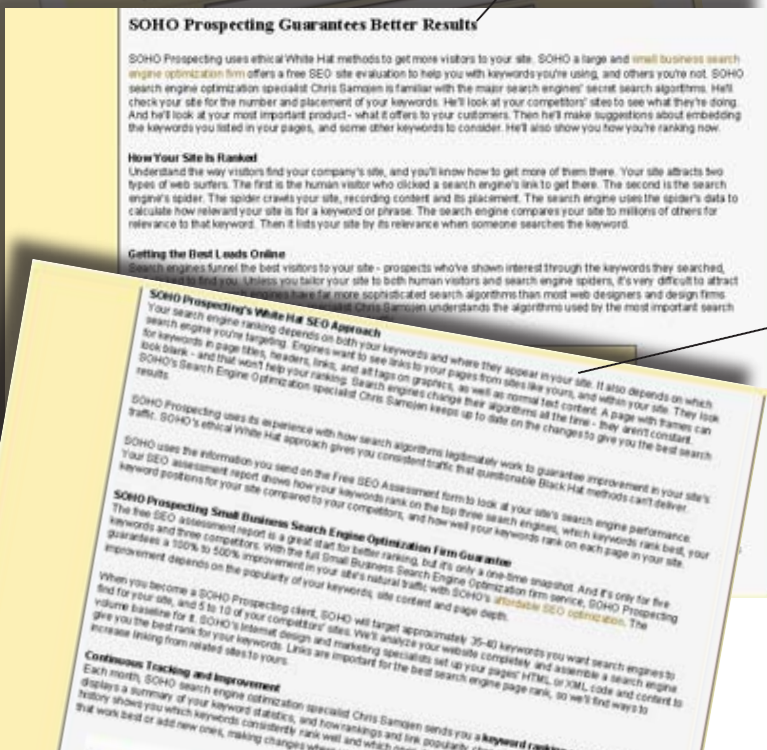
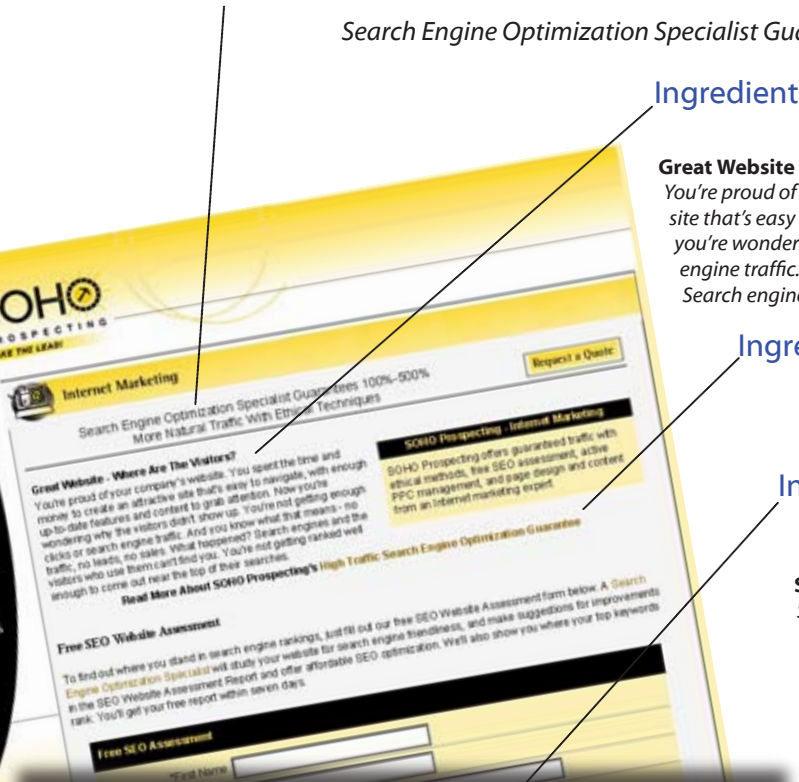
SOHO Prospecting uses ethical White Hat methods to get more visitors to your site. SOHO offers a free SEO site evaluation to help you with keywords you're using, and others you're not. SOHO search engine specialist Chris Samojen is familiar with the major search engines' secret search algorithms. He'll check your site for the number and placement of your keywords. He'll look at your competitors' sites to see what they're doing. And he'll look at your most important product - what it offers to your customers. Then he'll make suggestions about embedding the keywords you listed in your pages, and some other keywords to consider. He'll also show you how you're ranking now.

Understand the way visitors find your company's site, and you'll know how to get more of them there. Your site attracts two types of web surfers. The first is the human visitor who clicked a search engine's link to get there. The second is the search engine's spider. The spider crawls your site, recording content and its placement. The search engine uses the spider's data to calculate how relevant your site is for a keyword or phrase. Then it lists your site by its relevance when someone searches the keyword.

Ingredient 5 The copy describes the free SEO assessment prospects get when they fill in their contact information. Then it tells how to get the traffic guarantee.

SOHO Prospecting Small Business Search Engine Optimization Guarantee

The free SEO assessment report is a great start for better ranking, but it's only a one-time snapshot. And it's only for five keywords and three competitors. With the full Small Business Search Engine Optimization service, SOHO Prospecting guarantees a 100% to 500% improvement in your site's traffic.



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