



# An Introduction to Lead Maximization

Getting the Most Bang for Your Website Buck

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Lead Maximization Theory – 101.1

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*“Lead Maximization Theory is nothing more than pointing out the obvious. In particular, maximizing the amount and quality of leads harvested from a given website is a function ... an interplay ... of variables beyond sheer volume of traffic a site receives. But in reality even this misses the point. True Lead Maximization isn’t about quantity or even quality of leads. True Lead Maximization is about maximizing profit. After all, leads are worthless if not closed.”*

## The Goal & Lead Maximization

The Goal of any business is profit. That is, making more money than you are spending. In Dr. Eliyahu M. Goldratt's best-selling and ground-breaking book, entitled The Goal – A Process Of Ongoing Improvement, Goldratt puts this harsh reality front and center. Essentially, Goldratt argues convincingly that profit is the only true manner in which a business can (or should) evaluate its progress. The more profit, the healthier the company. It is your job, then, as a business owner and/or manager to engage in high-return activities. Lead Maximization, when applied properly, is one of the highest-return initiatives available to businesses today. Why? Because Lead Maximization is relatively inexpensive and incredibly impactful. It is a business discipline in which modest, incremental changes can yield extremely profitable results.

## The Mechanics of Lead Maximization – Lead Maximization Theory

To understand Lead Maximization, one must first understand what we like to call *the mechanical economy of lead maximization*. Or, if you prefer, "Lead Maximization Theory" (on which this paper is based). Essentially, the mechanical economy of lead maximization is a set of truisms. Similar to Geometry Theorems, Lead Max Theorems define a set of assumptions and then a corresponding equation and diagram demonstrating the relationships between variables. For most of us, it has been a while since having to struggle with geometry. We pretty much hated the subject and, like many, have tried my best to suppress the awful experience of having to learn about Pythagoras. Nonetheless, we'll go slowly, because there is a real, tangible, and meaningful application for anyone with a website.

*Lead Capture Ratio* – the amount of traffic your site must receive in order to generate one lead.

For example, if you receive one lead for every 238 visitors, your Lead Capture Ratio would be 238:1 (or .42%)

The math looks like this:

$$\begin{array}{rcl} 238 \text{ hits} & & 1 \text{ lead} \\ \text{-----} & = & \text{-----} \\ 100\% & & x \end{array}$$

Cross multiply:

$$238 * x = 100 * 1$$

$$238x = 100$$

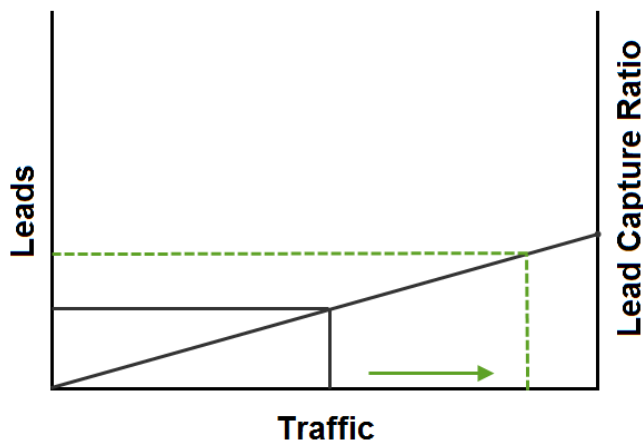
Solving for variable 'x'.

Divide each side by '238'.

$$x = 0.42$$

For every 238 hits to our site, we capture one lead (or receive a website inquiry).

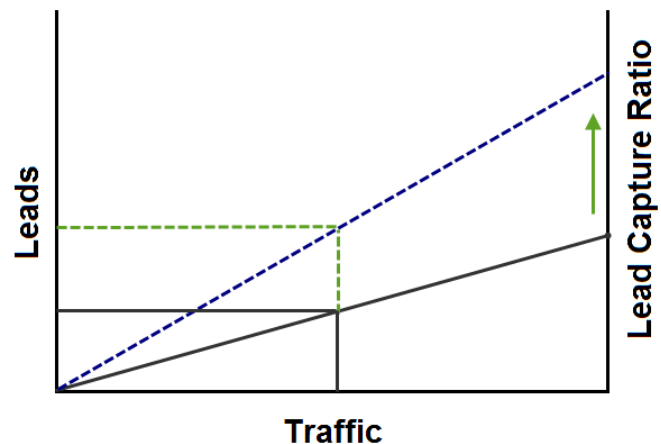
When people are looking to get more leads, they typically default to their intuitive sense that; *all things being equal, the more traffic that a given site gets (i.e. the more "hits" it receives), the more leads the site will generate.*



The mechanics of why this is true are represented to the left. As traffic goes up, leads go up as well - *Even when the Lead Capture Ratio remains the same.* So, if we double the traffic to our site to 776 hits and do nothing else, the site will generate, on average, 2 leads instead of one. If we triple the traffic, we will receive 3 leads, and so on.

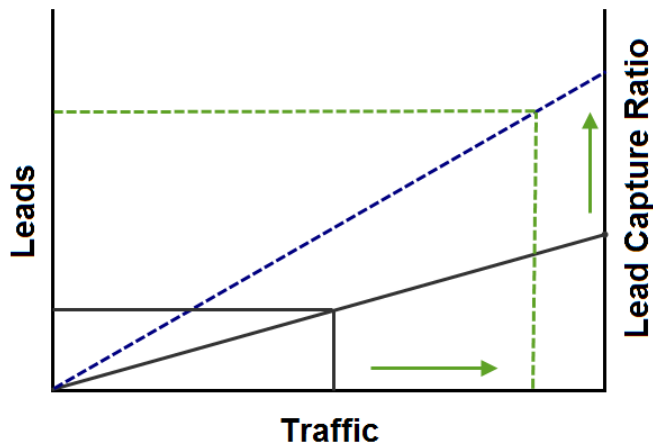
This is why Search Engine Marketing (whether SEO or PPC) works – *because if you change nothing about your site at all and drive more traffic to the site, you will receive more leads.*

But there is another, less-popular approach to cranking up the leads you receive from your website. Examining the chart to the right, we can see that, *all things being equal, if we increase our Lead Capture Ratio and leave our traffic numbers untouched (that is, our hits remain static) we will receive more leads.* As such, if we double our Lead Capture Ratio to .84 and the number of hits the site receives remains unchanged at 238, the site will generate, on average, 2 leads.



Of course, nothing says our options have to be restricted to increasing traffic *or* increasing our lead capture ratio. That is to say, one can do both.

Likewise, while SEO and PPC are the two primary ways of driving more traffic to a given site – at least they’re the two ways that come to mind first for interactive marketers - there are also many other ways you can and should be routing more traffic to your website. We will talk about that in more in detail later. The point here is that there is no hard-fast rule forcing you to choose between driving more traffic and increasing your Lead Capture Ratio.



In fact, as demonstrated by the adjacent diagram, there is good reason to attempt both objectives simultaneously.

Now, before you say, “I am convinced, let’s do both,” we have to remind you of The Goal! And here is why: depending on your situation – the product or service you sell, the competitive landscape online, the disposition of your current website, and your preparedness/ability to convert the leads you get from your website –

depending on these factors, among others, it may make more sense to focus on one objective over the other. It might make sense, in some cases, to put all of your efforts into driving more traffic. Or, it might make sense at this time to devote all of your immediate efforts on increasing your Lead Capture Ratio.

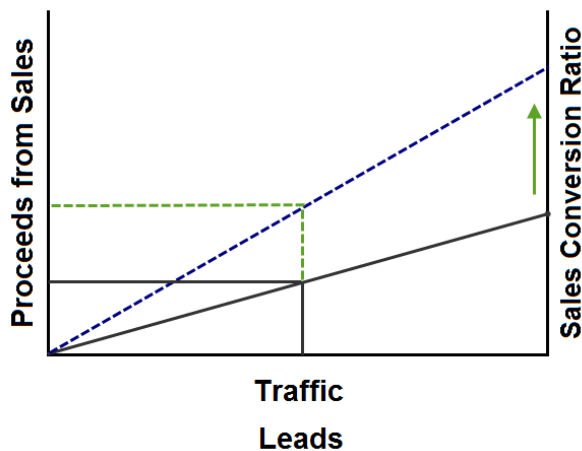
Here’s what we mean: let’s say you have \$2000 to spend. You come to us and say, “I have \$2000 to spend. And I can’t wait to spend it on improving my web ROI.” Hey, we are allowed to dream, are we not? Okay. So, we take a look at your site and find that . . . well, we find that there is a substantial amount of improvement to be made toward the end of improving your Lead Capture Ratio. We also find that your site is ranking fairly well in the search engines for the keywords (terms) that people looking for your services are using to search for them. It seems your vendor has done a pretty decent job of the basics as far as Search Engine Optimization is concerned. Nonetheless, we also research the PPC opportunity and what \$2000 is likely to yield for you as far as a return. What we find is that you are in an incredibly competitive market (which comes as no news to you). So, we recommend you to avoid PPC for now and invest your budget in improving your Lead Capture Ratio.

The point we are making is that when we consider budgets, we do not do so in a vacuum. No matter how much you have to devote to increasing your web ROI, it is crucial to work with a company that is going to spend your money wisely. And each case is unique, requiring professional research and analysis.

If you go to a company that focuses on Search Engine Optimization, they will usually try their best to sell you SEO, even if SEO is decidedly not where your money is best spent. Likewise, if you approach a PPC shop, they will push you towards PPC. When is the last time you visited a car dealership and they tried to sell you a motorcycle?

Similarly, let's say you approach an agency that has never even heard of the terms "Lead Capture Ratio" or "Lead Capture Optimization." Yet you notice they offer top-notch design services as well as SEO and PPC (even though in the real world agencies are terrible at SEM in general). What is the likelihood they are going to know where your money is best spent? They have no reference to even evaluate where you will get the most bang for your buck – much less recommend the best path for you to take to increase your web ROI.

*The Goal is to make money. This means you need to make sure you are spending your resources on those activities which offer highest-return. Anything less is detrimental to the health of your business.*



But before we get too far, we also need to examine another truism of Lead Maximization – specifically - if the goal is profitability (netting more profit), then we would be remiss not to explore the following:

*Presuming your site has decent traffic and is capturing leads, all things being equal, increasing your sales conversion ratio will result in more sales-related dollars. And assuming that you are not selling at a net loss, increased profits will result.*

## Lead Max & Your Web ROI – Lead Maximization Applied

In light of the Goal, it is important to stress that the "art" and "science" of Lead Maximization is only recommended when it makes sense to apply it. And by that I mean, if there is an activity that offers a higher ROI than that offered by applying the principles of Lead Maximization Theory, by all means we would urge you to do that (whatever that may be) first! This is because adherence to the Goal means that we are obligated to pursue those activities which yield the greatest net profit.

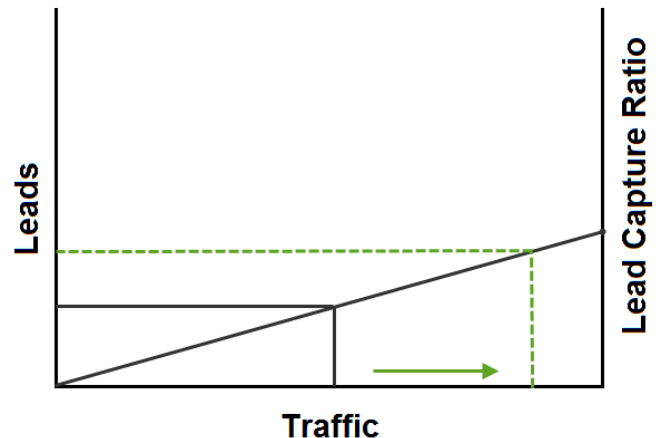
Lead Maximization is never applied in a vacuum. It should be applied only when it makes good sense to do so – and when the context is right (i.e. your budget, the disposition of your site, your other web initiatives, your overall business initiatives, print initiatives, your personnel, advertising initiatives, SEO and PPC). What we will say is this: it is exceedingly rare to find a Client who cannot benefit immensely from applying Lead Maximization best practices.

It is best to start with baby steps when approaching any new subject. So, here is a mini-list of things you can do to increase your web ROI:

## Lead Max & Your Web ROI – Basic Tactics

### Driving More Site Traffic through Cross-Promotion:

It is essential to ensure you are *cross-promoting* your web site properly through existing advertising/marketing channels. It cannot be said emphatically enough: there is no reason whatsoever to spend additional capital driving more traffic to your site with SEO or PPC if you have not already taken some very rudimentary (and more-or-less free) steps to ensure your site is touted in your existing advertising outlays.



- **Advertising**
  - Make sure all of your current advertising and mentions your web address. Everything from radio, television, yellow pages, newspaper ads, billboards, and business cards should mention your web address in some fashion or another. And, no, don't print new stationery if it doesn't already have your URL on it. Rather, just make sure that next time you get more stationery, it is added to it. Or get a rubber stamp.
- **Branding**
  - Put your web site address on everything you print, from brochures to stationery to envelopes, to business cards. The mention does not have to detract from the core message you are intending to convey in order for its inclusion to be an effective traffic driver.
- **Awareness**
  - Make sure all personnel know your web site address. The most important thing you can do is to explain the difference between an email address and a URL (web address) to your receptionist. When folks call and ask about the web site address, they should not be given an incorrect URL or an email address by accident. It would shock you to know how often this happens.
- **Voicemail**
  - Make sure your web address is mentioned in voice mail greetings and on-hold recordings. You'd be surprised to know how many folks are sitting in front of computers while they're on hold.
- **Roadside Visibility**
  - Include your web site address on your signage and office windows, vehicles, et cetera.
- **Email Signatures**

- Include your web address with your contact information whenever you send out email correspondence (in the “signature” of your email). And, in keeping with this, presentation is important when it comes to email signatures. They should be standardized across all personnel who have corporate email addresses. Additionally, if you don’t already have corporate email, it’s time to pony up. Email providers are cheap and reliable these days. Nothing says unprofessional like an aol.com address.

### **Questions to ask yourself**

**Question 1** Does all of our current advertising mention our web address (including radio, television, yellow pages, newspaper ads)?

**Question 2** Is our web site address is on everything we print, from brochures to stationary, to receipts, proposals, and business cards?

**Question 3** Do our sales staff and front-line customer care personnel know our corporate web site address?

**Question 4** Do all of our sales staff and our front-line customer care personnel know what information is on our site?

**Question 5** Does everyone on our staff know the difference between an email address and a URL (web site address)?

**Question 6** Is our web address mentioned in voice mail greetings and on-hold recordings?

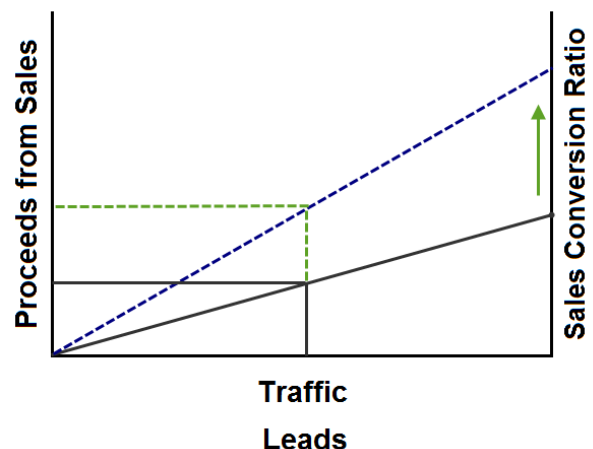
**Question 7** Does our signage mention our web address?

## **Lead Max & Your Web ROI – Intermediate Tactics**

### **Improving Your Sales Conversion Ratio through Proper Lead Management:**

Maximizing the sales conversion percentage of your existing stream of internet leads is essential to implementing a successful Lead Maximization Strategy.

- **Ownership**
  - Make sure all of the leads that originate from your site are sent to a responsible party who will treat



each lead with the care, as well as the respect, each prospective customer deserves.

- **Quality Control**

- Use “secret-shopper” techniques to ensure that leads submitted via your site (whether sent to sales agents or to an Internet lead desk manager) are being fielded and handled properly.
- *How to Verify Delivery of Submitted Consumer Information (lead flow)* – This is a simple process to undertake. Pretend you are a visitor to your site. Fill out your forms, sign up for newsletters, and request a quote (or whatever applies). See what transpires. Did you get a confirmation message that your inquiry has been sent? Did the confirmation message clearly state next steps or what the consumer can expect now that they have shown an interest? Did you receive an automated confirmation via email (auto-responder)? Did the auto-responder email make sense? Does it clearly state when someone will be following-up with you? Did it include a link back to your site, a phone number, an address, special promotions, correct personnel information? On the other side of the equation, determine whether or not the inquiry was routed to the appropriate party within your organization. Whom is it supposed to go to?. Is that person still with your company?. Do you even know who is supposed to receive the leads or how the site is currently configured in terms of by whom or how notification takes place? If not, it is time to ask your web master or IT folks for help.
- *RULE: It is better NOT to solicit information from site visitors (regarding who they are and why they are visiting) than to capture a prospective customer's info and have the inquiry ignored.*

- **Speed / Responsiveness**

- Make sure all leads are responded to in a timely manner. This has to be an organizational expectation. In fact, it should be a mandate. *The more quickly you respond, the more likely you will be to convert your leads into sales.* As with all aspects relating to Lead Maximization Theory, we encourage you to move incrementally towards the final goal. In the specific case of lead follow-up, a solid goal is to eventually follow-up with each and every lead within a maximum of 30 minutes.
- Always assume the prospect IS also shopping your competitors' sites Always assume your competitors ARE following up with their Internet leads in a timely manner.

- **Thorough Follow-Up**

- Follow-up on the phone. If the prospect has submitted a phone number, they anticipate receiving a call-back. Auto-responders have their place, but quick-response follow-up phone calls increase sales conversion rates exponentially. If calling a prospect is not possible, a well-crafted, "personalized" email (that makes clear to the prospect that their inquiry has been read by and responded to by an actual human being) *can* be an effective fall-back. Nonetheless, email alone is NOT optimal. What you are looking to do is to establish a conversation

with the prospect about what he/she is looking for. A timely phone call is a golden opportunity to increase market share. Nothing is more impressive to a prospect than receiving a phone call within minutes of an inquiry, is especially true if you are in a service industry. Think about what it conveys. Do you let prospective clients spend more than an hour in voicemail (“voicejail”)? Probably not. Do you let them wander around your place of business without offering to help them? Probably not.

- **Dedicated Lead Desk**
  - Consider dedicating an inside resource to serve as “eBusiness Development Rep” or “eLead First-Responder” or “Lead Desk Manager.” All you need is a capable person who can follow-up quickly and write effectively. They can even work from home. Having a dedicated resource is far better than letting leads rot in someone’s inbox. So if your salespeople don’t want them, then the business should handle them and keep in mind the possibility of monetizing the effort by selling the leads back to the sales agent base. In our experience, it is almost always the case that businesses see the highest closing ratio when they dedicate one or two people to the task of lead-follow-up (lead-scrubbing).

### *Questions to ask yourself*

**Question 1** Do I know where (to whom) all of our leads are being routed?

**Question 2** Am I convinced we are following up with our leads in a timely and appropriate manner?

**Question 3** Are all of our website inquiries responded to with auto-responders?

**Question 4** Does each lead result in a personalized and timely email response from a human being?

**Question 5** Do we follow up with leads via the phone when a phone number is provided in a lead?

**Question 6** Do we have a dedicated eLead handler inside our outside the organization? If not, is there someone already familiar with our products and services who could be tasked with that responsibility?

## **Lead Max & Your Web ROI – Advanced Tactics**

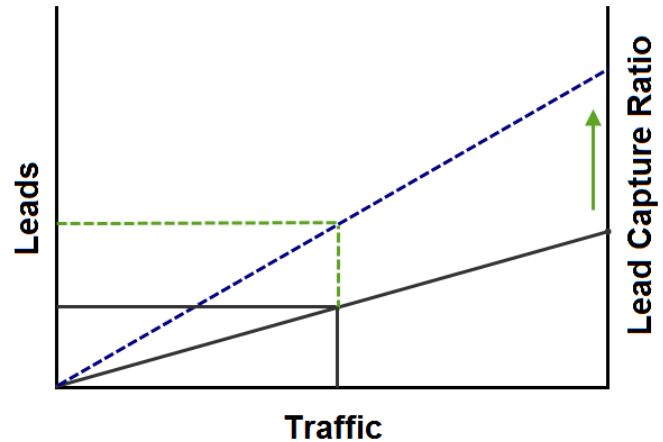
### **Increasing your Lead Capture Ratio through On-Site Lead Capture Optimization (LCO):**

Once you have 1) ensured that you have done what you can to cross-promote the web site to its fullest, and 2) increased your closing percentage from existing leads from your site, it is time

to turn your attention toward gleaming more leads from your web site through a process known as Lead Capture Optimization (LCO).

- **Conveying Locality**

- *This applies to regional and local business more than National or International firms.* In most cases, people shop nationally, but buy locally. That means that as folks get closer to buying a product or service, they start spending more and more time on websites of local providers. If your business is a regional concern or your products and/or services only apply to certain geographic areas (such as mosquito traps or monsoon survivability literature), your web site should celebrate the region you service and provide a clear signal that when it comes time for buying or selling, no one in your territory knows the area or the supplies a better service or product than you do in that geographic region.



- **Conveying Expertise –Tidy and Sharp**

- All retail businesses know the importance of a clean “shop”. People are turned-off by unkempt, dirty places of business. The same can be said of your web site: if you want people to visit and feel comfortable with you, or to think of you as an authority in your industry, your site has to reflect taste, value, and professionalism. This does not mean it should not reflect your business’s image, uniqueness, funkiness (if it applies), etc.

- **Audience/User Identification**

- Who is coming to your site? Do you know? Engineers? Buyers, receptionists, moms, teens, teenage moms? Other vendors? Clients? Partners? Sales Staff? It is crucial to know for whom the site exists. Without knowing who its “audience” is, you will not be able to maximize your web ROI.

- **Clear Calls to Action**

- Once you know who your audience is – or whom the site is for - whether one type of visitor (eg. Dog Owners) or even 10 distinct user types – you can turn your attention to what it is you want each group to do when they come to your site. You need to “ask for the sale,” whether the “sale” is getting one visitor type to give you their email address, while getting another user type to buy something right then and there: if you don’t make it easy for visitors to understand how you would like them to interact with your site (what you want from them), you can’t blame them for not giving you what you want.

- **User Path Optimization**
  - Once you know your site's audience (the user groups or audiences) and you know what behavior you want each of the user groups to engage in (what calls-to-action you intend to pitch each group), you are ready to examine the User Paths your site should employ. In some cases there will be 3 or 4 – even 5 – different User Paths on a given site. If you are asking them for their business improperly, based on their user type, you won't get the business. Your calls-to-action, like everything else, need to be well-conceived, in context, and realistic.
- **Review Existing forms**
  - Are you asking too little information on your web site forms? Are you requiring too much to submit your web site's forms? It is critical to understand the psychology at play. For instance, if the form only requires an email address, how can you craft a finely-worded, personal email to the prospect? On the other hand, if we ask too much from our site visitors, you'll defeat the purpose entirely. You have to determine the proper equilibrium. Ask too much and folks will simply leave before submitting their inquiry to you. Ask too little, and you may be inundated with requests that are difficult to route, answer, or even respond.
- **Incentive-based Lead-Capture**
  - Employ lead capture technologies that lend to the overall excitement and "stickiness" of your web site and create a unique experience. Free quotes, subscriptions, access to DIY videos or proprietary reports, "inside information", club benefits, giveaways, valuable tips and self-educational materials are often enough to prompt users to provide their emails, first names, and often times more. You may protest and say, "I would never fill out something like that!" And if you were the target audience your concern might be valid. But you have to ask for information to get it . . . and the user has to see a clear benefit of providing the info you want them to provide. Again, it's your job to approach these things in a prudent fashion! It must fit the branding of the company and how you position yourselves in the marketplace.
- **Content, content, and content**
  - You MUST offer up-to-date content that is of interest to your web visitors in order for them to stay on your site. This means good data regarding products, timely updates, FYI, FAQs for buyers and sellers, et cetera. Nothing is worse than ending up on a well-marketed site only to find it is an empty promise, devoid of decent value (information), or crammed full of out-of-date information.
- **List-Building**
  - Make sure your website assists you in creating your own opt-in list of people who are visiting you and are interested in your firm. Create your own opt-in list. It is an invaluable resource that can be "mined" over time, and at will, producing sales today and well into the future. Once again, don't ask for too much info. *This is a very common mistake!* Typically a First Name and an email will suffice.

Better to ask for the least amount of info you can get away with (despite what IT or Marketing might say).

### **Questions to ask yourself**

**Question 1** Is our Site is visually-appealing?

**Question 2** Does our site celebrate our regional “roots”?

**Question 3** Is our site easy to use/navigate?

**Question 4** Does our site have clear and appropriate calls to action for each user type the site serves?

**Question 5** Does our site have our phone number prominently displayed?

**Question 6** Does our site move visitors to share their contact information with us?

**Question 7** Does our site offer at least one incentive-based lead capture mechanism (Registry for Free Newsletter, access to an industry whitepaper, dollars-off closing costs coupon, sweeps for a car, et cetera)?

**Question 8** Does our site have worthwhile *general textual content* (FYIs, FAQs, Tips, et cetera)?

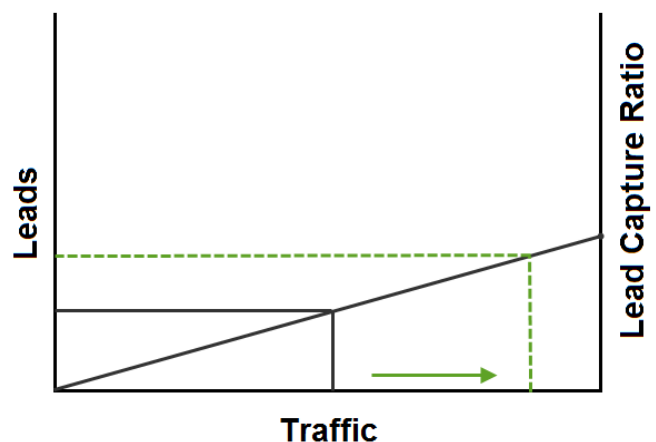
**Question 9** How many clicks are required for a user to get search results?

**Question 10** Does our site properly convey our corporate image?

## **Lead Max & Your Web ROI – Advanced Tactics**

### **Driving Site Traffic through Search Engine Marketing (SEM)**

Search Engine Marketing incorporates all aspects of building a web site's exposure on the search engines. This includes both “Organic Ranking” and “Pay-Per-Click” advertising. Organic Ranking is achieved through Search Engine Optimization (SEO) to achieve natural positioning in the search result pages (SERP's). Pay-Per-Click (PPC) advertising refers to the ‘sponsored-links’ fields of the search pages, which enable



anyone to purchase clicks/traffic, with front page ad exposure, for any keyword. All the search engines follow similar strategies for ranking sites in the organic results, and all offer PPC advertising. It is estimated that 80% or more of online queries and retail sales begin with one of the top 5 engines (Forrester Research, 2007). Therefore, SEM is an absolute necessity for online marketing success and should be afforded more importance, in the overall marketing strategy, than all other forms of online advertising combined.

We are all well aware that the internet has single-handedly revolutionized the way commerce happens. Regardless of your product or service --regardless of your target audience--the internet has become everyone's research tool of choice. For the foreseeable future, the search engines have established themselves as the dominant interface for pursuing this research process. Search engines are the gateway, and gatekeepers, for 80-90% of global user interaction with the web. Just ask yourself, when you want to find something where do you look? The answer is almost inevitably, "Google."

## Lead Max & Your Web ROI – Advanced Tactics

### Lead Management/Handling/Flow, CRM, and Data Mining

This is a humungous topic in and of itself. For the sake of brevity, we acknowledge it here insofar as it plays an integral part in your overall profitability.

### Lead Maximization, SEO, and PPC

Let's turn our attention to expanding our understanding of each of the core strategies we have identified and how they relate to matters of profitability. For each, we will ask a simple question: "What impact will this strategy have on the profitability of *my* organization?"

- **PPC Advertising**
  - PPC Advertising assumes that the site pages to which traffic is being sent include clear calls to action, user paths, etc. That is, PPC makes sense only if we are driving traffic to a pages that are fertile with the information relevant to the searcher (UPO), plentiful prompts to encourage the desired outcome, and lead capture mechanisms (LCO). Driving traffic to a poorly conceived site, which has not been User Path Optimized or Lead Capture Optimized, misses opportunities. PPC also assumes Best Practices of Lead Management/Sales Processes (CRM) are in place and being followed.
- **SEO**
  - Search Engine Optimization also assumes a coherent web site experience: A site that is well-constructed, containing worthwhile "arguments" to entice the visitor to the desired outcome (UPO) and that the site is Lead Capture Optimized (LCO).

It also assumes Best Practices of Lead Management/Sales Processes are in place and being followed.

- **LCO**
  - Lead Capture Optimization assumes there is or will eventually be a worthwhile amount of site traffic (SEO and/or PPC). Without traffic or the expectation of eventual traffic to a site via SEO or PPC, there are/will be no visitors to convert no matter whether the site is Optimized for Lead Capture. LCO also assumes Best Practices of Lead Management/Sales Processes (CRM) are in place and being followed.
- **UPO**
  - User Path Optimization assumes there is or will be worthwhile traffic (PPC/SEO). It assumes proper LCO techniques have also been applied, as there is no reason to drive traffic down a one-way street that dead-ends to no benefit for the company. It also assumes Best Practices of Lead Management/Sales Processes are in place and being followed (CRM).
- **Cross Promotion**
  - Similarly to PPC and SEO, it assumes a site has been UPOd and LCOd. Again, driving traffic to an unworthy or incoherent site is not at all optimal. It assumes Best Practices of Lead Management/Sales Processes are in place and being followed.

All of the above are inter-related disciplines. Each discipline serves the others. A good way to look at the relationship between each is to think of the adage that “two people working in concert with one another can do the work of three.” Or, “two people working together can do more than two people working independently.”

## Lead Max, Tactical Matrix

Strategy	Rationale	Expense Frequency	Relative Cost in Dollars	Relative Cost in Effort	Cost of Inaction (opportunity cost of doing nothing)	Impact Horizon	
PPC Advertising	Increases Quantity of Leads via Increasing Site Traffic via Paid Inclusion in Search Engine “Results”	Ongoing Expense	High	High	Variable	Immediate	though relatively costly, can garner immediate results in terms of traffic. However, the moment you stop advertising is the moment you stop benefitting from PPC.
Link-Building	Increases Quantity of Leads via Increasing Traffic via Increasing Site’s rank in the Search Engines	Periodic Expense	Low	High	Variable	Long-Term	can be regarded as an advertising cost, especially for directory listings which need to be renewed. On the other hand, many links are a one-time investment,

							requiring no annual subscription fee.
Onsite SEO	Increases Quantity of Leads via Increasing Traffic via Increasing Site's rank in the Search Engines	Periodic Expense	Moderate	High	High	Long-Term	requiring time and patience, but delivering long-term benefits in the form of increased traffic and liberating you to some extent or another from the expense of ongoing PPC advertising.
LCO (Lead Capture Optimization)	Increases Quantity of Leads via Improving/Including On-site Lead Capture Mechanisms	One-Time Expense	Low	Low	High	Immediate	When compared to PPC and SEO, LCO is an extremely low-cost endeavor which can increase the amount of leads harvested from a website exponentially. In addition, LCO is similar to PPC in the sense that results are instantaneous. It is dissimilar in that it is <i>not</i> an advertising expense, and does <i>not</i> include ongoing recurring costs.
UPO (User Path Optimization)	Increases Quantity of Leads via Improving the usability of a site, guiding specific types of users to specific calls-to-action	One-Time Expense	Moderate	Moderate	High	Immediate	In some cases only nominal changes are required. In other cases, the necessary remedy may be revamping the entirety of the site (a new site altogether). Nevertheless, a site which is nonsensical to visitors or even marginally difficult to navigate or make sense of from the visitor's standpoint can impede profits in untold ways.
Cross Promotion	Increases Quantity of Leads via Increasing Site Traffic via Inclusion in ongoing advertising outlays	One-Time Expense	Low	Low	Variable	Immediate	simply the "art" of maximizing your site's exposure via already paid-for channels, such as newsletters, business cards, on-hold messages, voicemail greetings, email signatures, invoices, and the like.
Increasing Sales Conversion %	Increases Closing percentage of Leads	NA	Moderate	High	High	Mid-Term	the analysis relating to diagnosing where problems exist and the effort it takes to remedy them can require a good deal of time, effort, training, and discipline. However, the costs associated with doing nothing in this regard are often significantly higher than taking action to correct a less-than-optimal situation. In this sense, one should consider this an

							ongoing internal project.
Increase Net Profit per Transaction	Increases profit	NA	Low	High	Variable	Mid-Term	also requires a good deal of analysis, from personnel to sales methodology. In some cases, the time investment is minimal. In other cases, the exercise can reveal massive inefficiencies.
Decrease Expense per Transaction	Increases profit	NA	Low	High	Variable	Mid-Term	Increasing Net Profit by another name

## Lead Max & Web Analytics

### What You Measure You Can Improve

Analytics is the core discipline of successful online marketing. Without it, we have no rudder to steer the ship (campaign) and are beholden to the winds of fancy, guesswork and whim. Analytics allow us to do what nothing else has done in the past – instantly optimize and tweak our efforts to reap the most benefit from any promotion or marketing campaign.

Google has provided their free tool, Google Analytics, for many years now. It is extremely powerful and effective, and is sufficient for most businesses.

Forget about waiting for months to effectively evaluate variations in sales or leads – we can make real-time improvements within days, hours, even minutes in some cases. With the analytics tool of choice, you can have instant visibility into everything that is happening with your website: where your traffic is coming from, how well your site is performing, what percentage of traffic is converting to leads, and how much revenue is generated – just for starters. Today, all analytics systems collect data from web users in the same manner – through Javascript tracking code snippets attached to the web browser, a.k.a. “cookies”. In the past, this tracking was accomplished through server logs, which proved to be tedious to manage and unreliable.

