

## TOP TIPS

MASTER YOUR  
WEBSITE LEAD GENERATION

**94% of buyer journeys start online.** Optimizing your website to ensure a maximum number of conversions is imperative for lead generation success. As every website is different, there is no single way to reach website lead generation success, but these five top tips are a great place to start.



1

EMBED YOUR  
CONTACT FORMS

Contact forms are essential to website lead generation, gathering vital data for conversion, but when visitors need to load a new page to access these forms, your conversion rate decreases. Embed concise, clear forms on every webpage, saving your visitors from additional navigation and making the conversion process seamless.

3

USE  
VIDEOS

Optimizing the online experience with video media is a recent practice, but has proven success. Landing pages featuring videos are 80% more successful, and a majority of millennial decision makers will stop all current tasks to engage with a video. Whether you use a product description video, a tutorial or an animation of your latest content asset, it's time to discover video conversion power!

2

CREATE A  
CONTENT TRAIL

Using a mixture of gated and non-gated content to increase engagement is a popular lead generation strategy. By creating a content trail, you can use this content to increase website lead generation. On content webpages, include internal links to similar content pieces, encouraging visitors to digest additional assets and improve their chances of conversion.

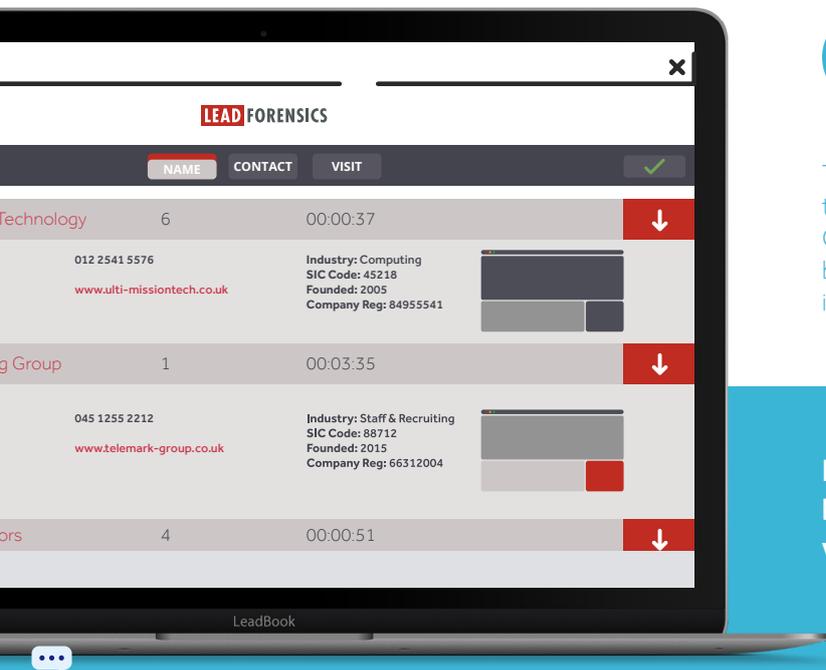


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# 4

## INCLUDE TESTIMONIALS

Whilst your website aims to perfectly describe your product, a testimonial goes a long way to practicalize it, helping visitors understand how your product can affect their everyday routine. 80% of buyers trust testimonials, and find their information helpful when making purchasing decisions. Whether you place them on a specific page or across your site, testimonials increase website lead generation success!



# 5

## IDENTIFY YOUR WEBSITE VISITORS

Take full control of your website conversion by identifying the businesses visiting your website with Lead Forensics. Gain contact details for key decision makers and a full breakdown of each website journey in real time, enabling instant, impactful follow-up communications.

**Revolutionize your B2B lead generation by unlocking the full potential of your website with Lead Forensics**

Book your free demonstration & no obligation trial today!

**GET STARTED**

“ We've closed new business we wouldn't have had any sight of before ”

DA Systems