

How to Improve / Convert Your Local Leads Better: Make Sure Your Homepage has These 4 Essential Features to Improve/Convert Leads

Nothing drives away a potential customer like an unclear homepage that leaves them digging through various tabs and web pages to find what they need—and that's if they even take the time to browse past the landing page. Make sure your website's homepage has these key features to improve lead capturing.

1. Contact Details

Whether or not your business can be done from start to finish through the powers of the internet, including a phone number on your website to offer a customer comfort and increase your own credibility. The internet has made many things in life easier and that includes scamming, so make sure nip that in the bud right away by providing a reachable number.

2. Strong Call-to-Action (CTA)

A compelling CTA will be clear and catchy, but also appropriate in size. A CTA that is too big may drive customers away, but too small and it may be overlooked. Ensure an effective CTA by differentiating it in color, placement, and maybe even shape from the rest of the page.

3. Forms

First off, it is important to include a privacy policy in these forms. Emphasize your respect to their privacy and you will continue gaining your customer's trust. If the consumer does not trust your form, then this will reflect in the amount of leads you generate. Keeping to only requesting an email address is a good starting point. Generally, consumers are much more liberal with their email than their phones number.

For real estate and moving companies, an instant quote tool is an especially successful form that doesn't just generate leads, but also converts them by offering customers essential information before a conversation is had. Take a look at MoveEasy's instant quote tool too see how we can help transform your website into a 24x7 sales engine.

4. Benefits Clear to Consumer

Lastly, make the benefits of your company straightforward to potential customers. Create a connection between your brand and potential leads through great and relatable copy that grabs their attention.

At MoveEasy we understand that differentiating yourself from the competition can be tough and we want to help. With our Instant Quote Tool (mentioned above) as well as with our Lead Capturing Tool . Let us gather important information for you to increase your selling odds. You'll receive accurate information on a client's furniture through a visual cube sheet that uses a visual inventory system for your client's ease. We will also automatically estimate the number of boxes needed. Our lead tool will give you detailed information on the moving location— staircases, parking restrictions etc., and we can integrate our tool with your CRM and most other systems used in the industry.