



“Maximizing Lead Generation from Your Most Important Marketing Tool... Your Website”

PDCA EXPO 2012 - Monday 2/20/2012 at 9:30 AM – Mike Jeffries – Gold Qualified Presenter - PDCA

If you are disappointed by the lack of quality leads your website produces then you really can't miss this session.

If you have ever attended one of my presentations or webinars sponsored by the PDCA or other associations or consultants to the contracting industry - you know that it is *like taking a drink from a fire hose*. You get lots of real world tactics and strategies that you can use now to fix your marketing issues.

So what can you expect?

I gave this presentation at the MAC PDCA conference this fall and again on a national webinar with over 200 attendees in early December and I am grateful to know that every person that completed our survey gave us an outstanding rating.

What will you learn?

*Not only will I teach you what you should and shouldn't do, I am going to show you actual websites that we have created so you can see how to put all of this into place for your company.*

It really doesn't matter how many visitors you get to your site. If they are not persuaded to call you then you have wasted your time and money.

Successful websites consistently generate quality leads. Whether you have a website or are planning to create one, most of the strategies and tactics can be easily implemented by any painting company regardless of size.

I will teach attendees what to do and what not to do to turn your website into a lead generation magnet:

1. Easy to use designs that prospects love
2. Must have content to increase calls (conversion)
3. Things that instantly turn prospects off
4. How to avoid the “looks the same trap”
5. How much to invest
6. Taking the mystery out of Search Engine Marketing (SEM)

If you want to learn something new about marketing your business and you are willing to spend 90 seconds a week doing that – then sign up for my Weekly Quick Tips by clicking here:

<http://www.closingsuccesssystem.com/blog>

There are almost 100 Quick Tips in our Archive that you will be able to review.