



# PAGERANK

## Online Lead Generation

Businesses large and small find it challenging to turn website visits into leads, then convert to sales. Getting traffic to your website is only half the battle. Engage your visitors and nurture them into a qualified lead. JHA's PageRank can help.



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## **PageRank**

*PageRank* is a long-term commitment to creating and maintaining a digital marketing campaign in order to increase website traffic and ultimately sales leads to grow your business. Before launching a new campaign, we do a lot of upfront work to set up systems like Ad Groups, Google Analytics, keyword research and many other processes to ensure a more effective and efficient campaign.

## **The Process**

JHA, in partnership with Pear Analytics, will review your current website, and lead generation process to determine the appropriate combination of services needed. We will work through the process with you and your goals in mind. The basic process :

- Attract traffic to your site through search and social media
- Capture visitor information through online content
- Analyze visitors that may not be ready to commit
- Nurture warm leads gathered through online offers
- Convert a warm lead into a new customer

## **Available Services**

- SEO
- PPC
- Ad Retargeting
- Landing Pages
- A/B Testing
- Advanced Analytics
- Email Nurturing
- Social Media Interaction

## Online Lead Generation

### Initial Consultation with Client

- Objective is to understand market position, opportunities, challenges and goals
  - Assess your company's overall brand.
  - What is the purpose of your website?  
What do you want visitors to do?
  - Identify who your current clients are.
  - Discuss new target audiences to reach.
  - Review existing collateral that can be used as web content/downloads.
  - What mechanisms need to be in place to follow up on leads?
  - Discuss a budget for online lead generation campaign.
  - Are there any offers to promote through the website?

### Establish Campaign Strategy

- Keyword Research  
After speaking with you about your target customers, company and goals, we will research search phrases and patterns to develop a targeted list of keywords for your PPC campaign.
- Content Strategy & Ideation  
Our content team will brainstorm with you to come up with a roadmap of potential blog article topics, based on an approved list of targeted keywords.
- Competitor Analysis  
In this process, we analyze several of your competitors through our tools to evaluate what keywords they are targeting, what their most profitable keywords are, how they write ad copy, what kind of content they're generating and much more.

- 7-point Page Inspection & Keyword Optimization  
Our analysts will inspect each page of your website(s) to ensure they are properly targeting the right keywords. The areas that we inspect and modify include the title tag, h1 tag, meta description, alt tags, body copy, URL and font emphasis.
- Link Acquisition Tactics  
In order to achieve better rankings in search, your website must have relevant and trusted websites linking to you. Our team will review your site to remove any bad links, check your competition for link ideas and perform a variety of outreach tactics to generate new links and improve your domain authority.
- Reputation Management  
Here we utilize a software system that will automatically check over 20 review sites every night for new reviews of your brand. Once we identify new reviews, our team can help you respond to them or educate your team on specific response tactics.
- Monthly Reporting  
The Agency team will provide monthly reporting to discuss the highlights of the campaign and define what is working well and what may need adjusting.

Typical Time from Initial consultation to campaign implementation: four - six weeks

*Minimum campaign length is 12 months.*



## A Relationship With JHA Just Makes Sense.

JHA is a full-service marketing communications firm offering extensive experience developing and implementing strategic marketing programs. New organizations may not know where to start, or what elements are priorities for their specific situation. Established organizations lose marketing focus and brand consistency over time. Talk with us today about your marketing communications efforts and how they can work harder to build your brand.

- Generate comprehensive, credible market presence faster with lower costs
- Establish a consistent, compelling brand identity that works
- Reduce internal marketing responsibilities for improved focus on core issues
- Convenient, one-stop source for all business-critical marketing materials
- Seamless integration between printed materials and digital/social media
- Veteran, career professionals committed to exceptional results
- Highly refined tools and processes for fast, efficient execution
- In-house research, planning, writing, design and programming
- Long-term vendor relationships ensure quality results, on time and on budget
- Regional, National and International launch experience spanning start-ups to the Fortune 500