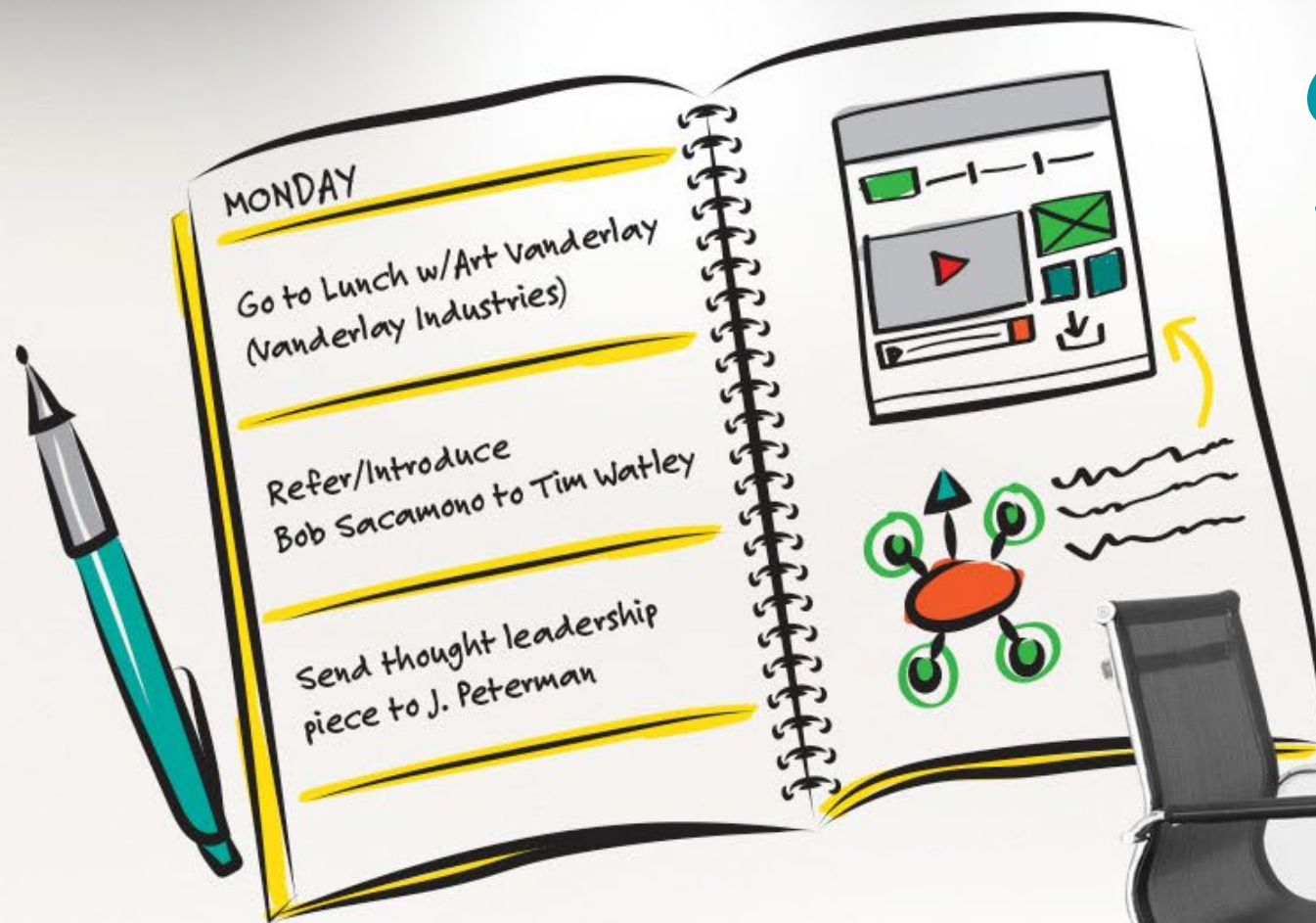




How to Generate More Leads from Your Website

January 21st, 2021





Current State of Web Traffic/Leads/Deals in COVID-19 ERA



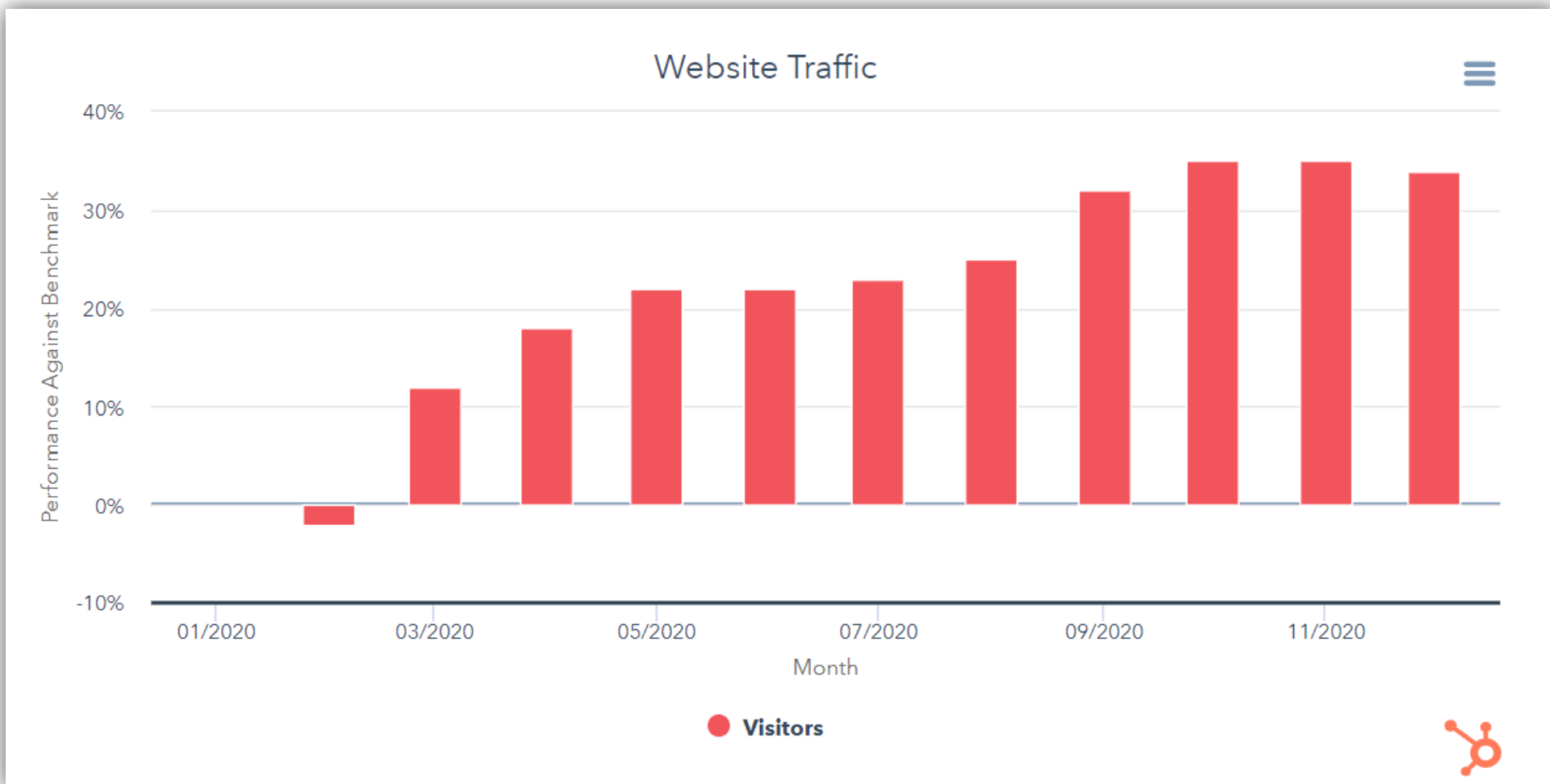
HubSpot COVID-19 Era Research Data

How to Read the Following HubSpot Graphs

- **Industry graphs:** <https://www.hubspot.com/industry-data>
- The following graphs illustrate the performance of key metrics using the January 2020 average as the benchmark.
- If a metric is +10% on the graph, that means it's 10% higher than the benchmark from January 2020.
- To isolate a subcategory within each dataset, click on its label in the chart legend to add or remove the subcategory from the visualization. Zoom in on charts by selecting and dragging horizontally over the desired portion of the chart on desktop; pinch and expand on mobile.

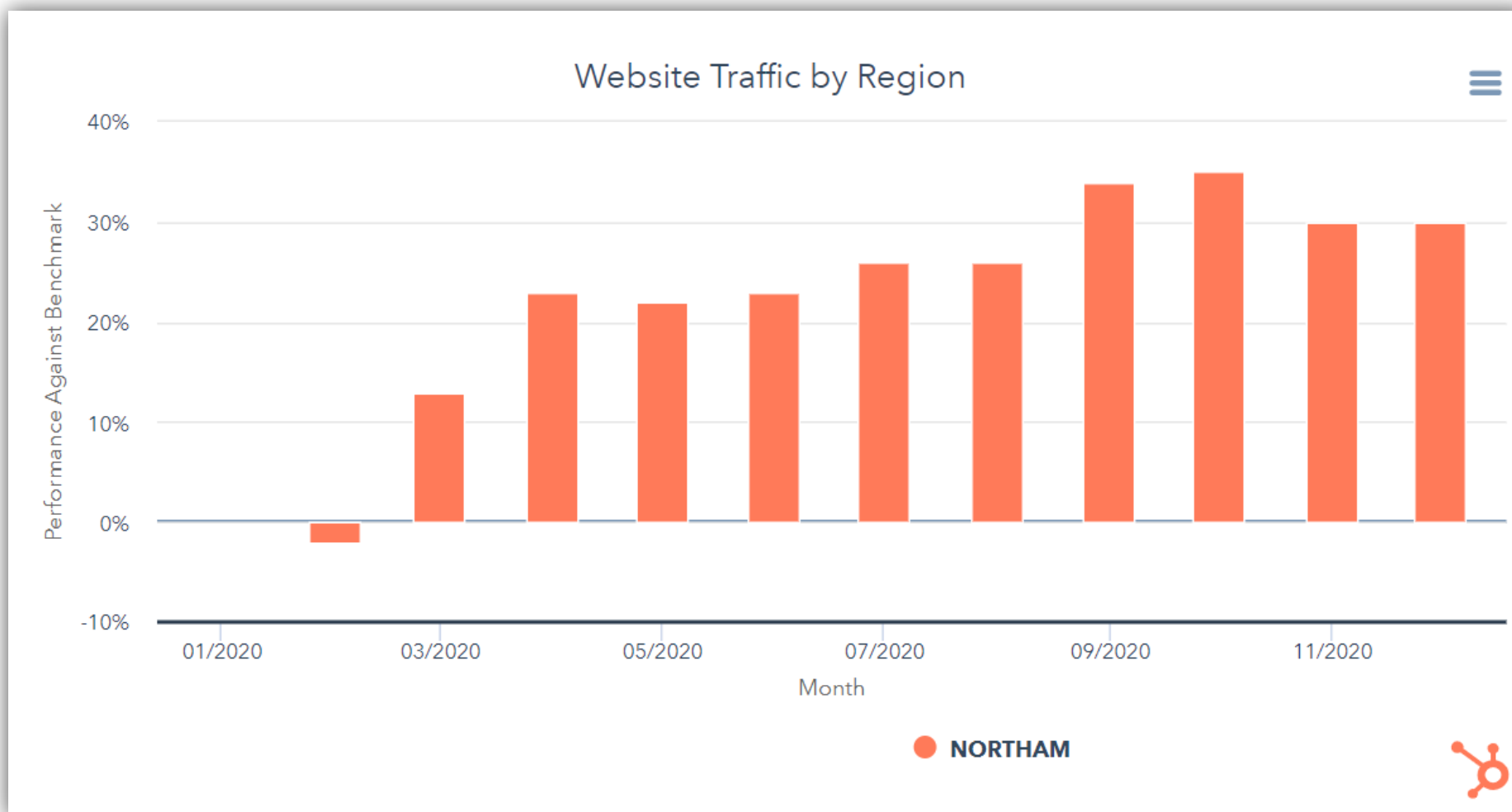


HubSpot COVID-19 Era Research Data

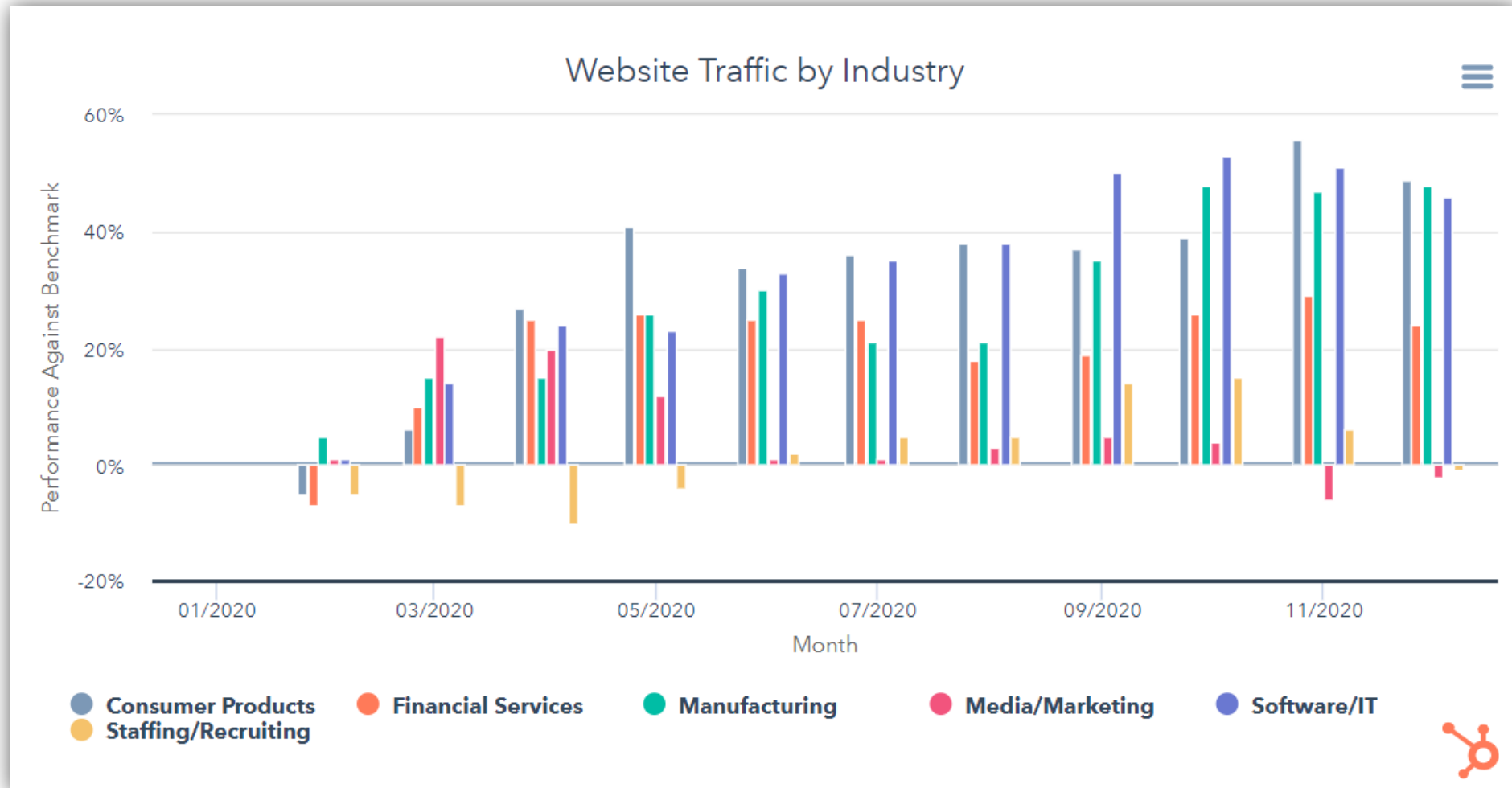




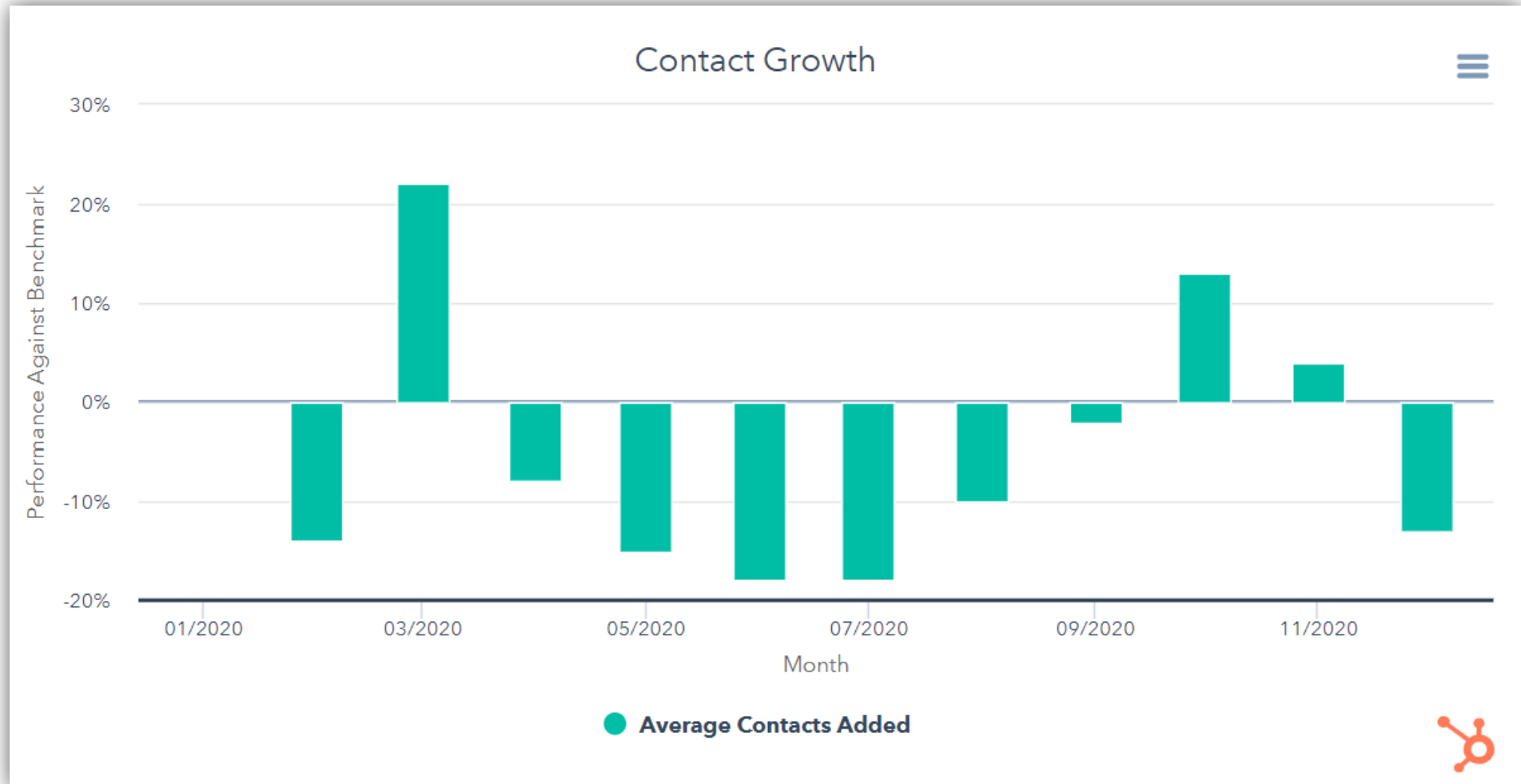
HubSpot COVID-19 Era Research Data



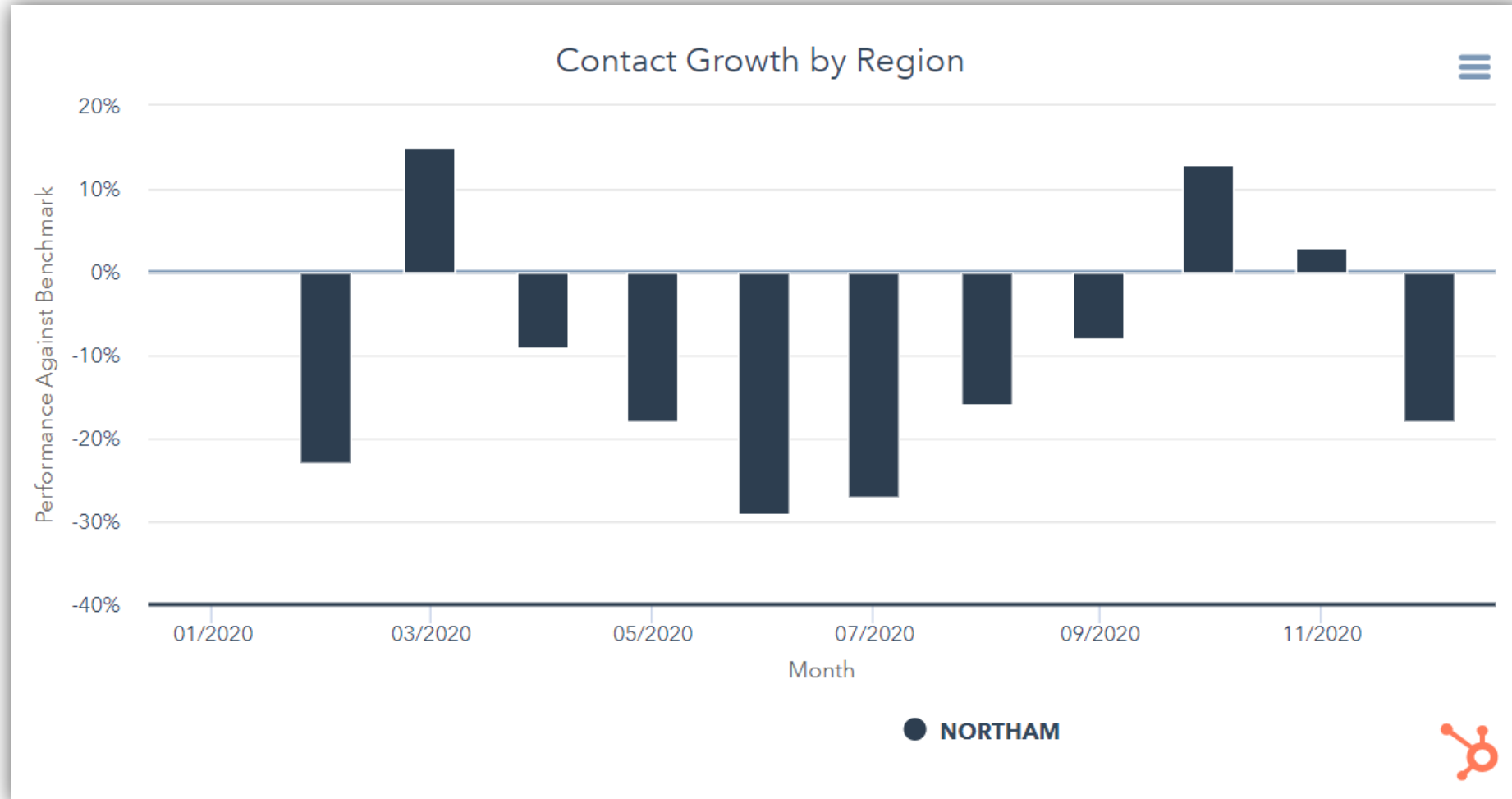
HubSpot COVID-19 Era Research Data



HubSpot COVID-19 Era Research Data



HubSpot COVID-19 Era Research Data

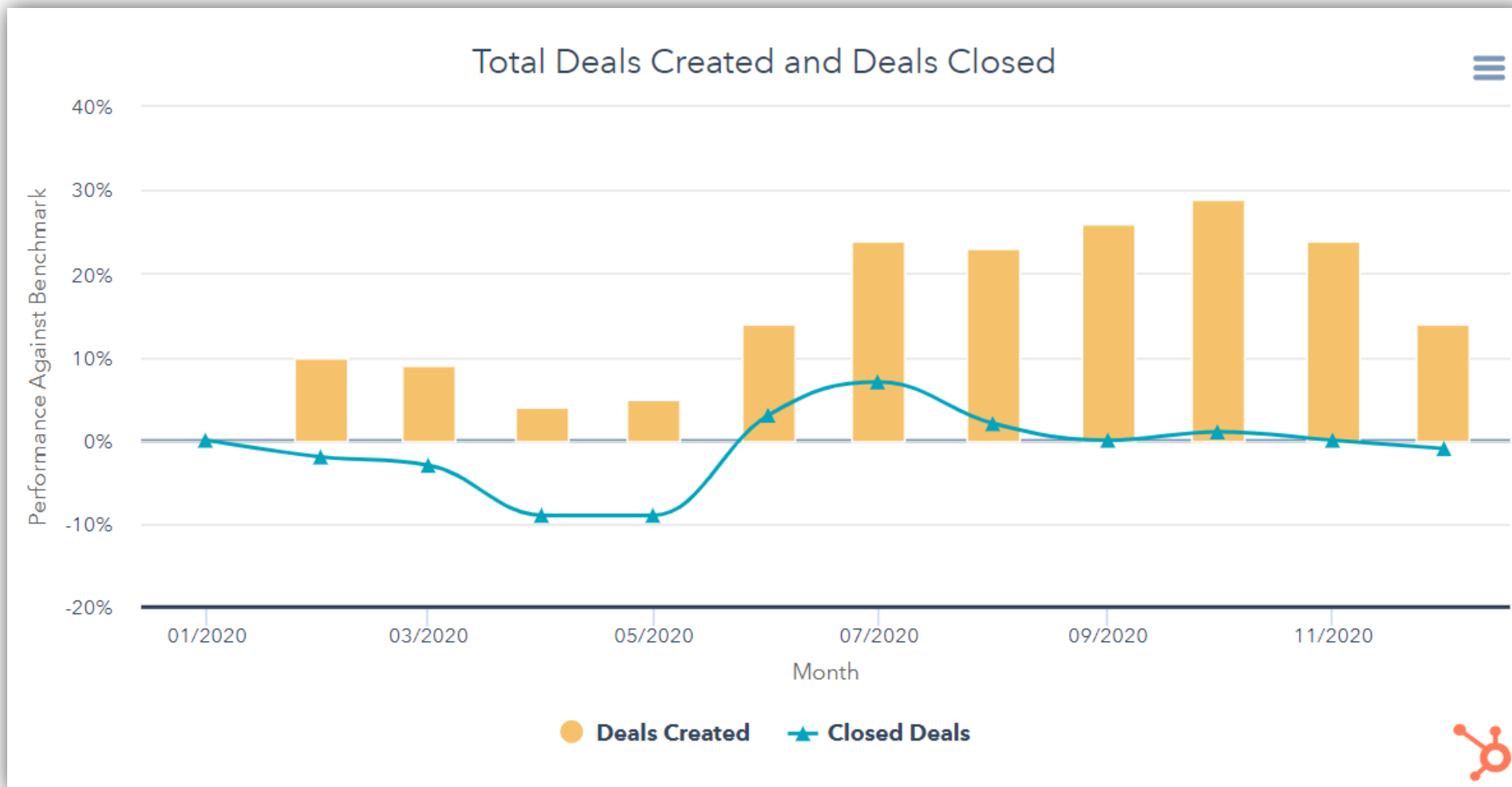


👉 HubSpot COVID-19 Era Research Data

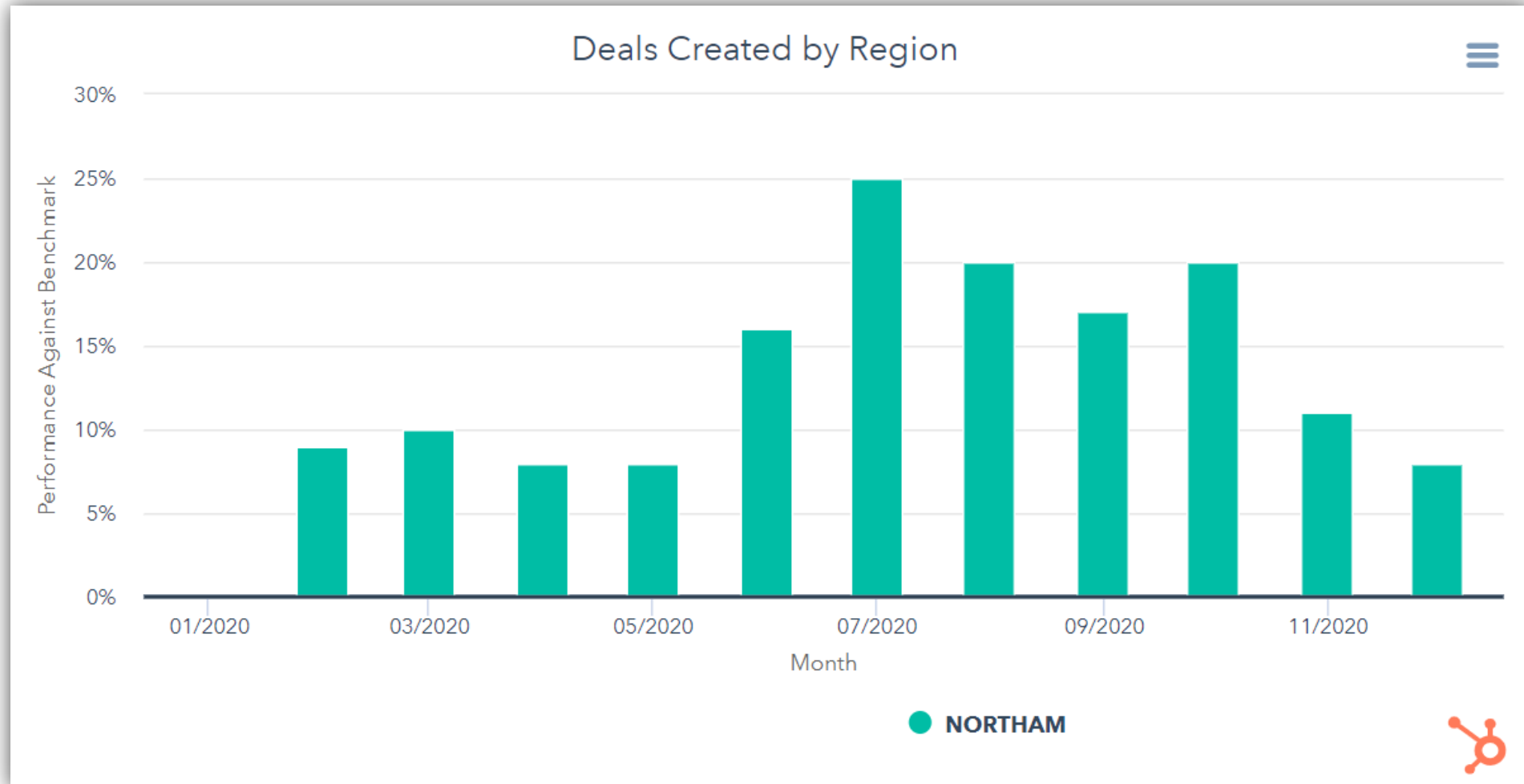




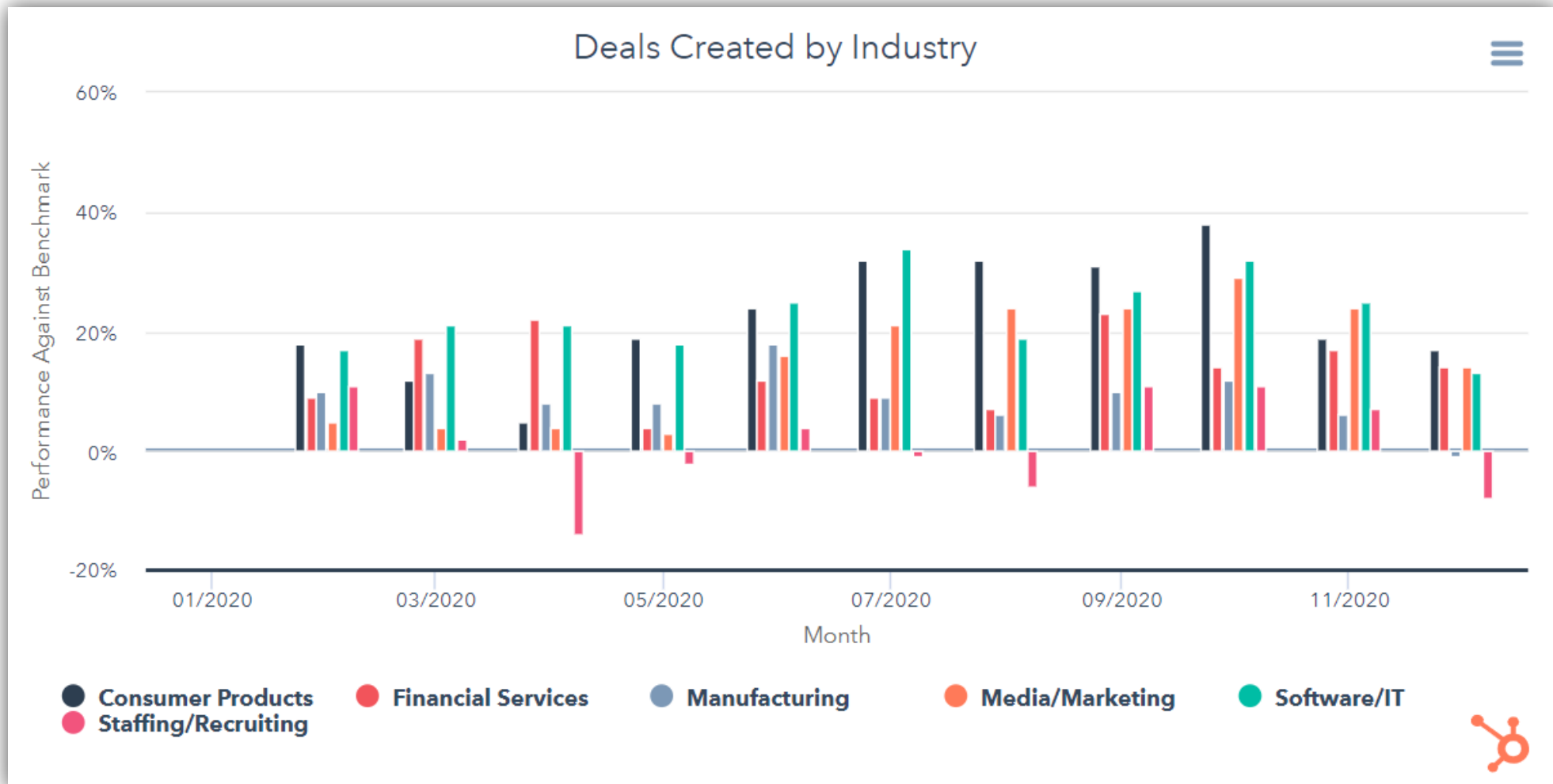
HubSpot COVID-19 Era Research Data



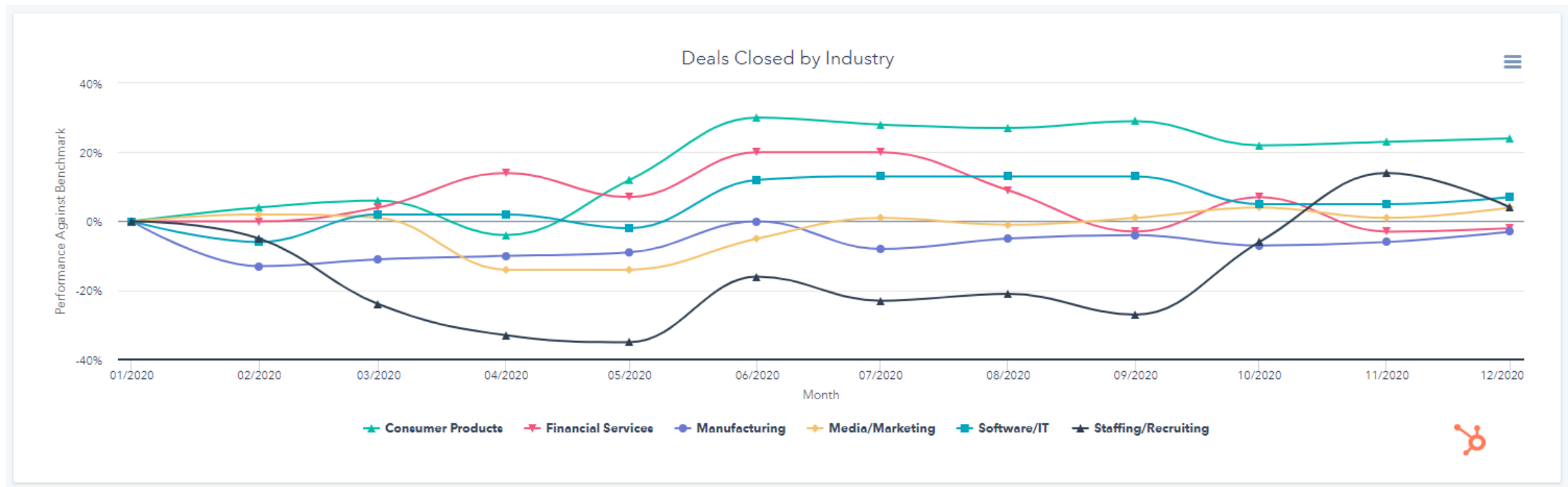
HubSpot COVID-19 Era Research Data



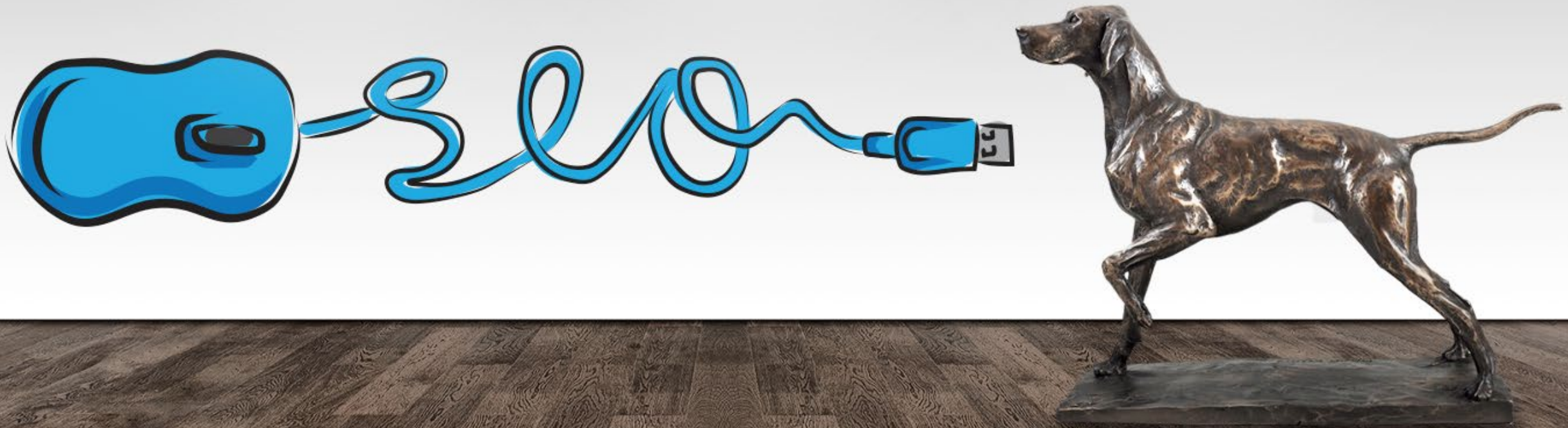
👉 HubSpot COVID-19 Era Research Data



👉 HubSpot COVID-19 Era Research Data



Drive More Traffic: Thought Leadership













Develop Traffic-Driving Content

Keyword Research

- Tools to consider:

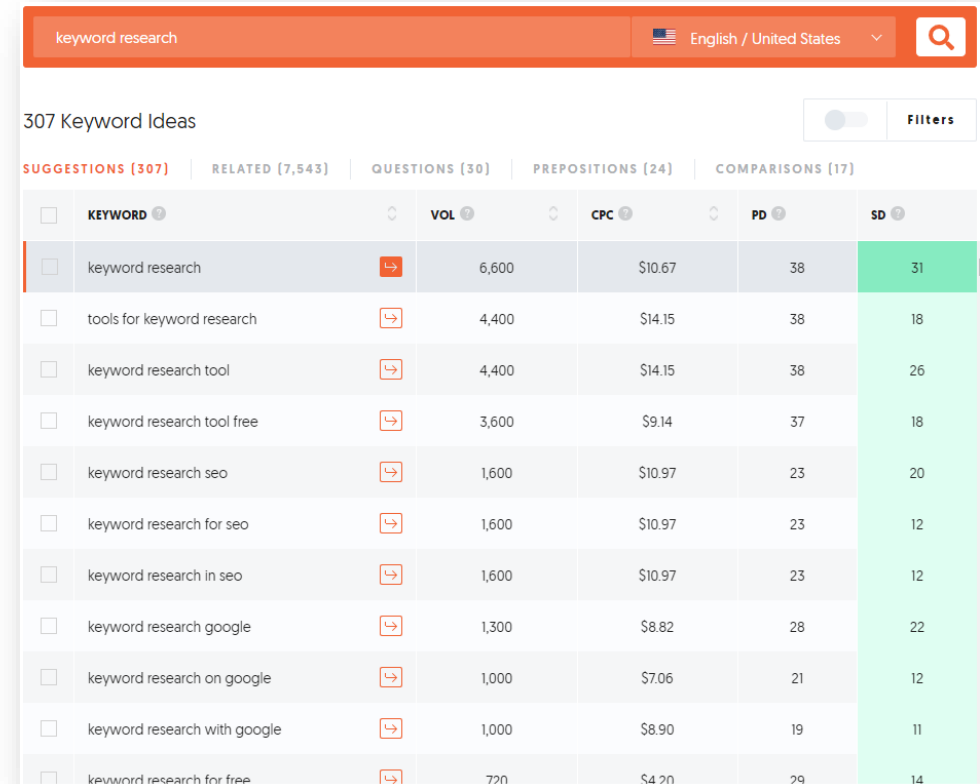
- Google Ads Keyword Planner - <https://ads.google.com/home/tools/keyword-planner/>
- Ubersuggest - <https://neilpatel.com/ubersuggest/>
- Answer the Public - <https://answerthepublic.com/>

Keyword (by relevance) ↓	Avg. monthly searches	Competition	Ad impression share	Top of page bid (low range)	Top of page bid (high range)
Keywords you provided					
keyword research	6,600 	Medium	–	\$1.99	\$7.96
Keyword ideas					
keyword tool	8,100 	Medium	–	\$1.61	\$6.00
kwfinder	5,400 	Low	–	\$2.05	\$8.08
google keyword tool	6,600 	Low	–	\$2.11	\$6.74
keyword finder	2,900 	Medium	–	\$1.73	\$6.77
google adwords keyword t...	2,400 	Low	–	\$2.64	\$12.70
keyword search	8,100 	Low	–	\$1.28	\$5.91
keyword research tool	4,400 	Medium	–	\$2.68	\$9.94
keywordtool	1,000 	Low	–	\$1.62	\$5.70
google keyword planner tool	1,600 	Low	–	\$2.19	\$8.84

Develop Traffic-Driving Content

Keyword Research

- Tools to consider:
 - Google Ads Keyword Planner - <https://ads.google.com/home/tools/keyword-planner/>
 - Ubersuggest - <https://neilpatel.com/ubersuggest/>
 - Answer the Public - <https://answerthepublic.com/>



The screenshot displays the Google Ads Keyword Planner interface. At the top, there's a search bar with 'keyword research' entered, a language dropdown set to 'English / United States', and a search icon. Below this, it shows '307 Keyword Ideas'. A filter toggle is set to 'On', and a 'Filters' button is visible. The results are categorized into 'SUGGESTIONS (307)', 'RELATED (7,543)', 'QUESTIONS (30)', 'PREPOSITIONS (24)', and 'COMPARISONS (17)'. The main table lists various keyword suggestions with columns for 'KEYWORD', 'VOL' (Volume), 'CPC' (Cost Per Click), 'PD' (Predicted Clicks), and 'SD' (Search Density). The first row, 'keyword research', is highlighted in green and shows a volume of 6,600, a CPC of \$10.67, 38 predicted clicks, and a search density of 31. Other suggestions include 'tools for keyword research', 'keyword research tool', 'keyword research tool free', 'keyword research seo', 'keyword research for seo', 'keyword research in seo', 'keyword research google', 'keyword research on google', 'keyword research with google', and 'keyword research for free'.

<input type="checkbox"/>	KEYWORD	VOL	CPC	PD	SD
<input type="checkbox"/>	keyword research	6,600	\$10.67	38	31
<input type="checkbox"/>	tools for keyword research	4,400	\$14.15	38	18
<input type="checkbox"/>	keyword research tool	4,400	\$14.15	38	26
<input type="checkbox"/>	keyword research tool free	3,600	\$9.14	37	18
<input type="checkbox"/>	keyword research seo	1,600	\$10.97	23	20
<input type="checkbox"/>	keyword research for seo	1,600	\$10.97	23	12
<input type="checkbox"/>	keyword research in seo	1,600	\$10.97	23	12
<input type="checkbox"/>	keyword research google	1,300	\$8.82	28	22
<input type="checkbox"/>	keyword research on google	1,000	\$7.06	21	12
<input type="checkbox"/>	keyword research with google	1,000	\$8.90	19	11
<input type="checkbox"/>	keyword research for free	720	\$4.20	24	14

Develop Traffic-Driving Content

Keyword Research

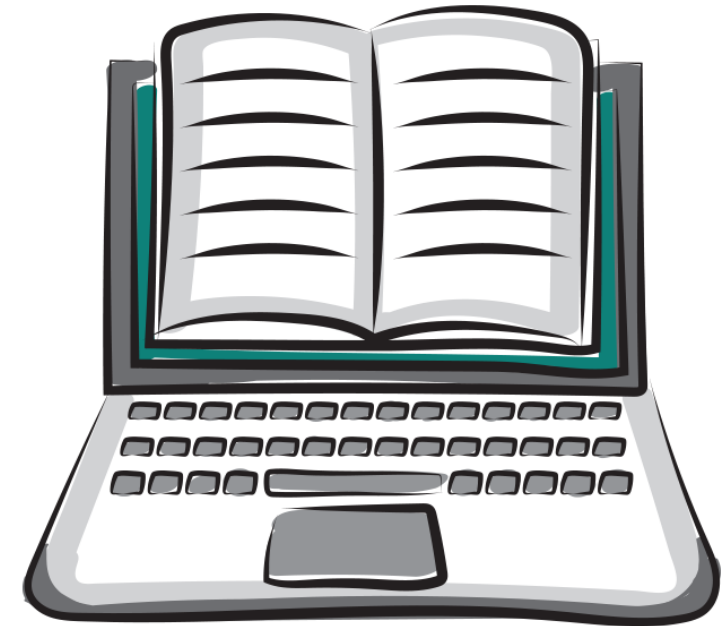
- Tools to consider:
 - Google Ads Keyword Planner - <https://ads.google.com/home/tools/keyword-planner/>
 - Ubersuggest - <https://neilpatel.com/ubersuggest/>
 - Answer the Public - <https://answerthepublic.com/>



Develop Traffic-Driving Content

Blogging Best Practices for SEO

- Focus on 1-2 keyword phrases
- Incorporate target keywords in title, headlines, body copy, call-to-action, etc.
- Image optimization – alt tags and minimal download size
- Internal/external linking
- At least 500-750 words in length



Develop Traffic-Driving Content

Promote Blog After Posting

- Share on corporate social accounts
- Encourage employees to share on personal accounts
- Promote/sponsor/boost to target audiences





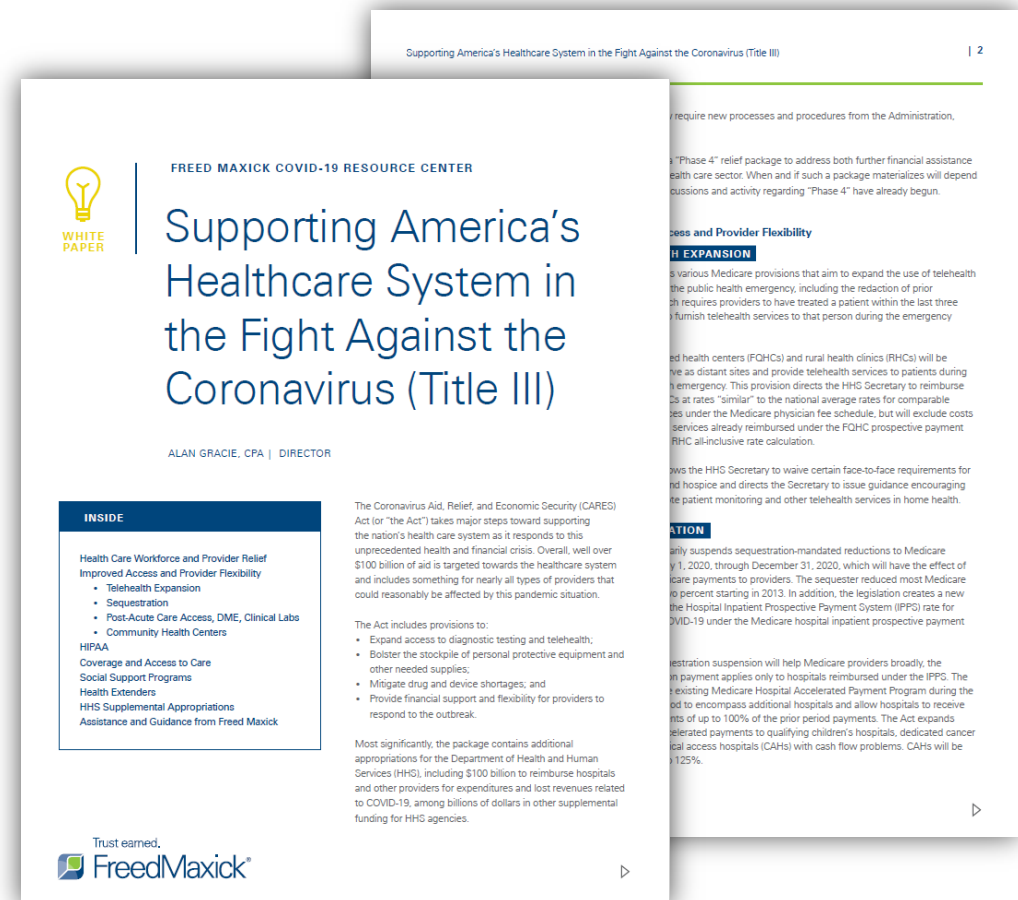
Convert More Visitors: Premium Content



Lead Generating Premium Content

Whitepaper

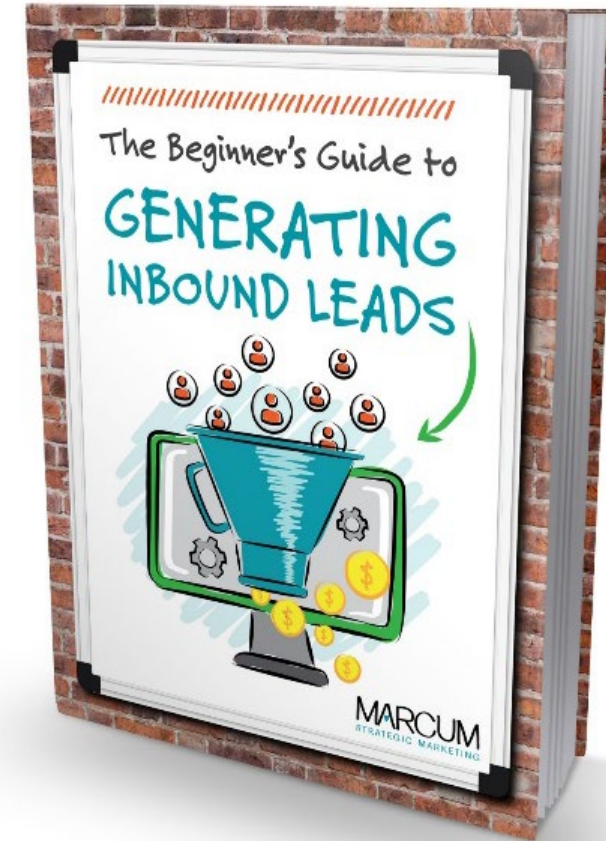
- Long form content
- Limited design
- Showcase industry/technical expertise



Lead Generating Premium Content

E-books

- Long form content
- Visually appealing
- Showcase industry/technical expertise



Lead Generating Premium Content

Industry Survey/Report

- Proprietary research
- Includes expert analysis (your team or external experts)
- Can drive leads through participants as well as readers



Lead Generating Premium Content

Checklist/How-to Guide/Etc.

- Often short (one-page or front/back)
- Visually appealing
- Acts as a visual guide to complete a common pain point task for your audience

Tools Required for MILL ALIGNMENT & SETUP

CHECKLIST

<p><input checked="" type="checkbox"/> Ball Micrometer</p> <p>Verifies the thickness of material being introduced to the mill. Also checks the thinning of the solder strips placed on the top of the material before each driven breakdown station, validating the pressure settings of the driven passes in the breakdown section.</p> 	<p><input type="checkbox"/> OD Micrometers</p> <p>Checks the size of the tube out of each station during the setup. The micrometer is sized according to mill size. For example, if a mill is running a 2.000" O.D. tube, a 2.000-3.000" micrometer would be required.</p> 
<p><input type="checkbox"/> Depth Micrometer</p> <p>Checks the offset, or parallel of driven and side rolls. For example, if a pair of driven sizing rolls are not parallel because the shaft shoulder is off, the depth micrometer determines the amount of offset so it can be corrected.</p> 	<p><input type="checkbox"/> Dial Calipers</p> <p>Checks the strip width of the material before it is fed into the mill. Also measures the profile out of each side pass station, primarily in the breakdown and fin section, and compares it to the setup chart parameters. This tool is sized according to mill size.</p> 
<p><input type="checkbox"/> 6" Machinist Rule</p> <p>Centers the strip before going into the first breakdown in conjunction with a straight edge. Also validates the centering of the side pass rolls with a straight edge off the driven passes, as well as validates the centering of the driven and side pass stations when using piano wire.</p> 	<p><input type="checkbox"/> Machinist Level</p> <p>Verifies the level of mill bases, bottom and top driven shafts. Also levels side roll box units.</p> 
<p><input type="checkbox"/> Short Straight Edge</p> <p>Verifies parallel of driven and side rolls. Often referred as a tool worth its weight in gold, many operators will not run a tube mill without it. Offers one of the most accurate mechanical ways to check setup and alignment. This tool is sized according to mill size.</p> 	<p><input type="checkbox"/> Long Straight Edge</p> <p>Verifies the shoulder alignment of multiple driven stands. It's recommended to place the straight edge across at least three driven stands (three breakdown stands, three fin stands, and/or three sizing stands). This tool is sized according to mill size.</p> 
<p><input type="checkbox"/> Cross Test Level</p> <p>Verifies the level and plumb of rolls. Also useful as a mini straight edge to check parallel of driven and side rolls close to the rim clearance.</p> 	<p><input type="checkbox"/> Telescoping Gauges</p> <p>Sets and records the wide rim clearances found in the side passes in the breakdown section of most mills. They also check the bore of tooling and bearing sleeves of the outboard stand, etc.</p> 

roll-kraft.com (888) 953-9400 Page 1

Tools Required for MILL ALIGNMENT & SETUP

CHECKLIST

<p><input type="checkbox"/> Shoulder Alignment Tool (SAT)</p> <p>Verifies the alignment of the driven shaft's shoulders. This tool is sized according to mill size.</p> 	<p><input type="checkbox"/> Feeler Gauges</p> <p>Sets and records rim clearances in the driven and side roll passes.</p> 
<p><input type="checkbox"/> Digital RPM Tachometer</p> <p>Coordinates the motor drives of mills that are equipped with two and three motor drives. Also verifies and matches ratios between transmissions and tooling, primarily in the breakdown section.</p> 	<p><input type="checkbox"/> Shim Assortment</p> <p>Serves as a temporary "fix" to compensate for misalignment of shaft shoulders on driven passes. These are sized for the mill kit.</p> 
<p><input type="checkbox"/> Small Calculator</p> <p>Calculates the RPM formula for those mills that have two and three motor drives. Also determines shim thickness under bottom shaft from tooling that has been reworked on those mills equipped with universal stands.</p> 	

ROLL-KRAFT (888) 953-9400 Page 2

Convert More Visitors: offers



offers Drive More Leads

Free Trial/Consultation/Evaluation

If offering a consultation/evaluation, ensure you collect enough data on your form to provide value.

Richter
LTH&C Performance Advisors
Enhancing Outcomes

FREE PointClickCare® Scorecard Report

Your report will include key industry benchmarks to help you gauge your performance relative to your industry peers.

Thank you for your interest in Richter Healthcare Consultants' FREE PointClickCare® Scorecard report.

Just fill out the response form to the right, and a certified PointClickCare Partner Trainer will handle everything, from administering setup, to running the Scorecard analytics and developing assessment data. Your report will include key industry benchmarks to help you analyze your performance relative to your industry peers. The report also scores your organization on its revenue cycle management performance.

Get the most out of your current PointClickCare implementation by better understanding your metrics.

Fill out our form to get started today.

Get Your Free Report

First Name

Last Name

Job Title

Email

Phone Number

Company Name

Organization Type (select all that apply)

☐ Skilled Nursing ☐ Home Health
☐ Hospice ☐ Senior Living
☐ Other

When did you implement PointClickCare?

☐ Within the last 12 months
☐ 1-3 years ago ☐ 3-5 years ago
☐ 5+ years ago

What integrations do you currently have in the application?

Which add-on services have you implemented?

☐ CRM ☐ EV ☐ P/E ☐ IMM
☐ RPT ☐ Document Manager
☐ Other

Have you successfully implemented all of the recent enhancements?

☐ Yes ☐ No ☐ Unsure

What is your biggest challenge with PointClickCare?

How would you like us to contact you regarding PointClickCare?

Please Select

Request Report

offers Drive More Leads

Percent off Discount or Coupon Code

Can tie to a subscription to newsletter/updates to keep prospects in the loop.



ULTRASONIC LLC
Professional Cleaning Solutions

Shop Holiday Sales

ULTRA 1
CARBON CLEANER

ULTRA 2
MODERATE-DUTY CLEANER

ULTRA 3
MULTI-PURPOSE CLEANER

SERVICE KIT
DETERGENT & FILTER PACK

10% Off Detergents & Service Kits

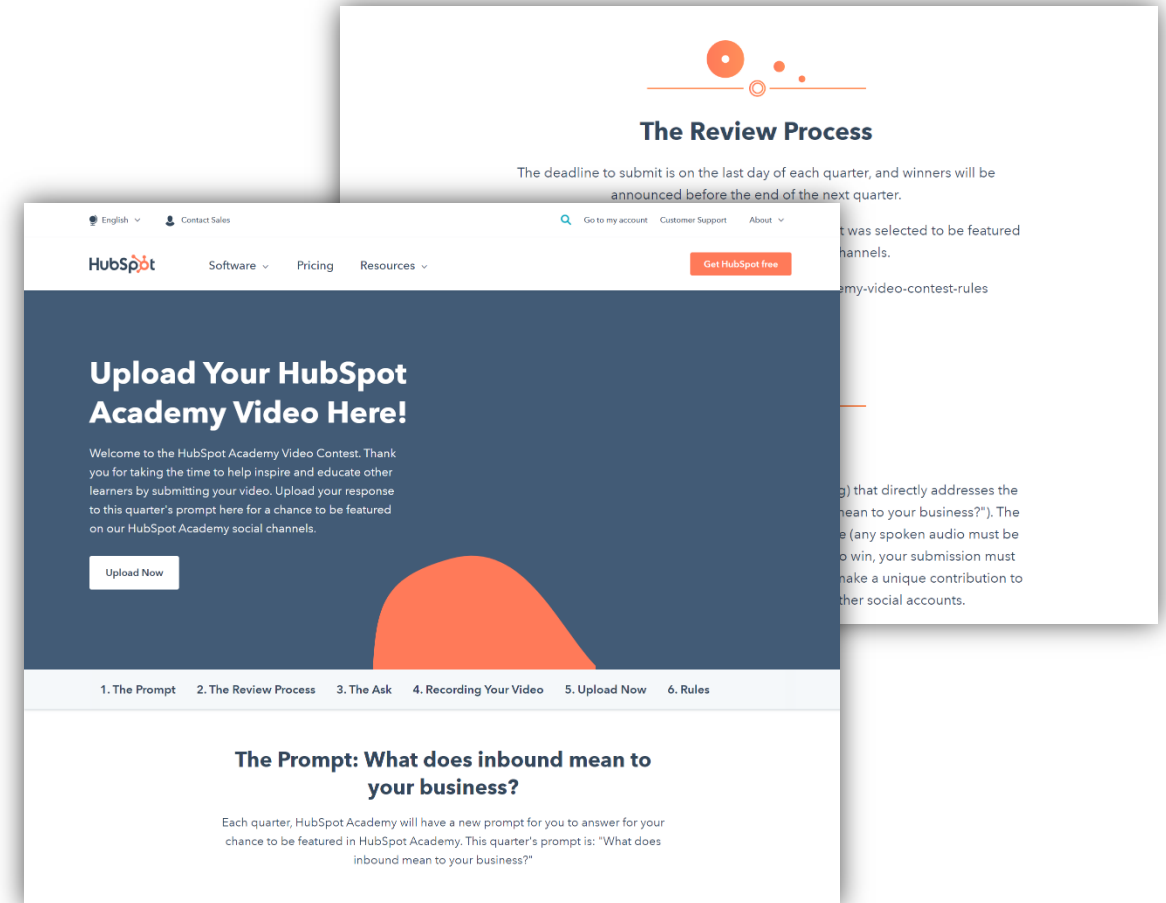
Stock up for winter with a 10% discount on cleaning solutions for the month of December.

Shop Now

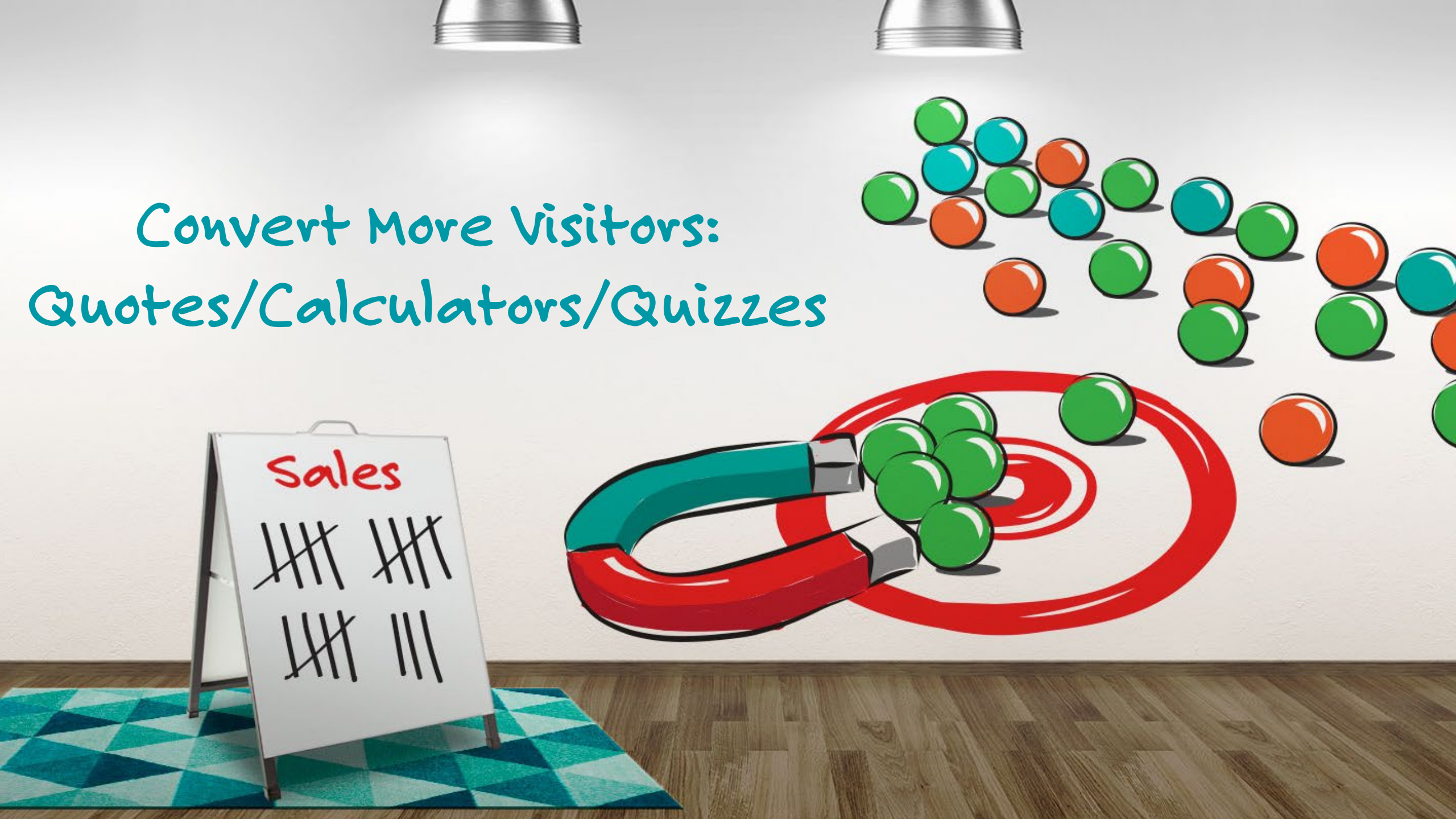
Offers Drive More Leads

Contest/Giveaway

Can be promoted via social and other channels to generate additional visibility around the campaign.



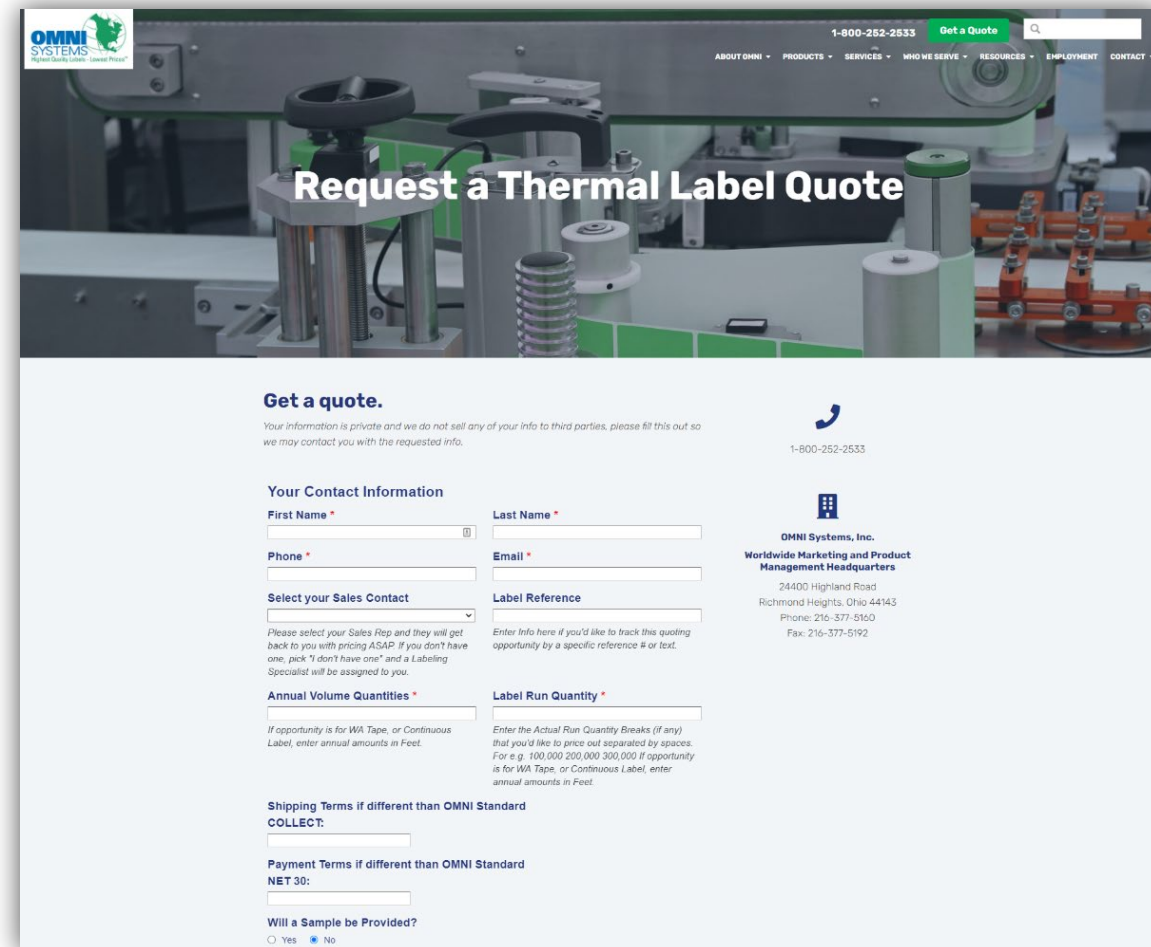
Convert More Visitors:
Quotes/Calculators/Quizzes



Interactive Lead Drivers

Request a Quote Form

Consider multiple versions of your quote form – both for quick quotes and detailed quotes. The option for detailed quote forms can save customers and reps time in the long run.




The screenshot displays the OMNI Systems website's 'Request a Thermal Label Quote' form. The header includes the OMNI Systems logo, a phone number (1-800-252-2533), a 'Get a Quote' button, and a search bar. Navigation links for 'ABOUT OMNI', 'PRODUCTS', 'SERVICES', 'WHO WE SERVE', 'RESOURCES', 'EMPLOYMENT', and 'CONTACT' are also present. The main heading is 'Request a Thermal Label Quote'. Below this, a section titled 'Get a quote.' includes a privacy notice: 'Your information is private and we do not sell any of your info to third parties, please fill this out so we may contact you with the requested info.' and a phone icon with the number 1-800-252-2533. The form is divided into two columns. The left column, 'Your Contact Information', contains fields for 'First Name *', 'Last Name *', 'Phone *', 'Email *', 'Select your Sales Contact' (a dropdown menu), and 'Label Reference'. Below these are 'Annual Volume Quantities *' and 'Label Run Quantity *' fields with detailed instructions. The right column contains the company name 'OMNI Systems, Inc.', the title 'Worldwide Marketing and Product Management Headquarters', and the address '24400 Highland Road, Richmond Heights, Ohio 44143', along with phone and fax numbers. At the bottom, there are sections for 'Shipping Terms if different than OMNI Standard COLLECT:', 'Payment Terms if different than OMNI Standard NET 30:', and 'Will a Sample be Provided?' with radio button options for 'Yes' and 'No'.


Interactive Lead Drivers

Online Calculators

Depending on your industry, there may be existing calculator templates widely available for purchase that you can leverage throughout your site. If you serve a more niche audience, consider creating your own online calculator to provide value to your site visitors and drive leads for your organization.








ROLL-KRAFT
FORM IT ON-TIME | THE FIRST TIME

SEARCH  Large File Transfer
888.953.9400

RESOURCE CENTER ROLL TOOLING TRAINING SERVICES CAREERS ABOUT US CONTACT US

CALCULATE SQUARE AND RECTANGLE TUBE AND PIPE

Share this page    17 Shares Print this page 

ROLL-KRAFT
Square and Rectangle Tube and Pipe Calculations 


Use the "Tab" key to move between fields.


US Standard (Inches) Metric (Millimeters)

All Variables are in Blue

Horizontal Dimensions:	<input type="text"/>	<input type="text"/>
Vertical Dimension:	<input type="text"/>	<input type="text"/>
Outside Corner Radius:	<input type="text"/>	<input type="text"/>
Gauge Thickness:	<input type="text"/>	<input type="text"/>
Reshaping Allowance:	<input type="text"/>	<input type="text"/>
Estimated Mother Tube Entering Reshape:	0.000	0.0000

Inches * 25.4 = MM
MM / 25.4 = Inches

CONTACT US
Have a technical question?
Need a quote from a performance specialist?
Get answers 24/7. 

98.7% ON-TIME DELIVERY
FIND OUT HOW! 

Interactive Lead Drivers

Quizzes/Assessments

These tools can be powerful in helping prospects to quickly identify their own pain points that you can help resolve. For all assessment-type offers, consider presenting the assessment to the prospect in person/via Zoom rather than delivering it without any context via email.



MARCUM
STRATEGIC MARKETING

Free Website Audit Report

When's the last time you had an expert take a look under the hood of your car? Probably not so recent, right? That's why we're offering you a free website analysis to assess your digital marketing efforts.

We'll take an in-depth look at potential issues that could be negatively affecting the performance of your website, such as:

- Missing/duplicate page titles and descriptions
- Internal/external broken links
- Pages that can't be crawled by search engines

Rather than spending hours manually running searches, you can fill out our simple form on the right and have a full report provided to you. There's no cost and no risk to you for this free analysis.

If you have any questions, feel free to give **Bob Goricki** a call at 440-459-5700 and we'd be happy to help you out.

GET YOUR WEBSITE ANALYSIS

First Name* Last Name*

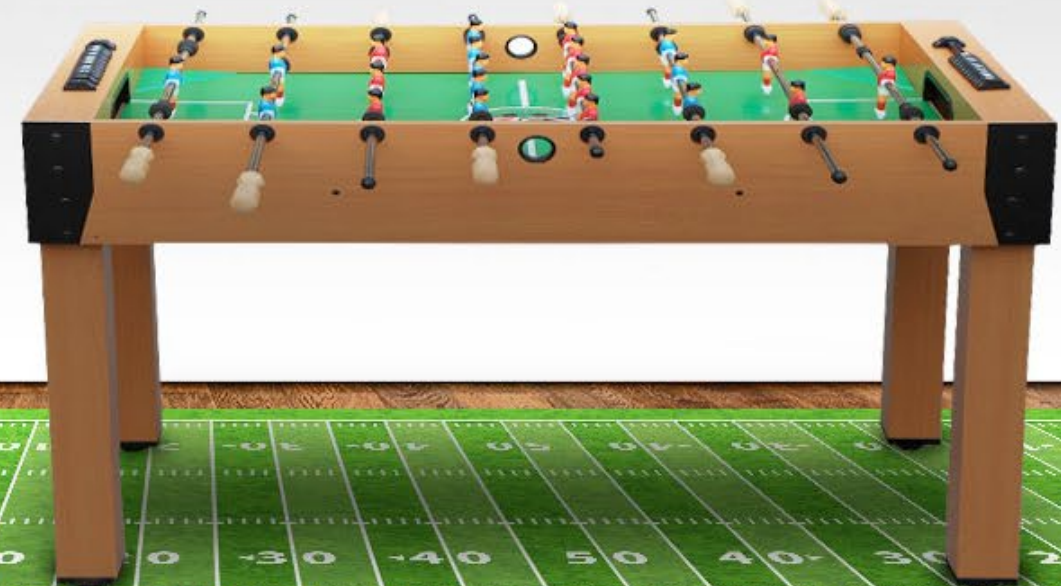
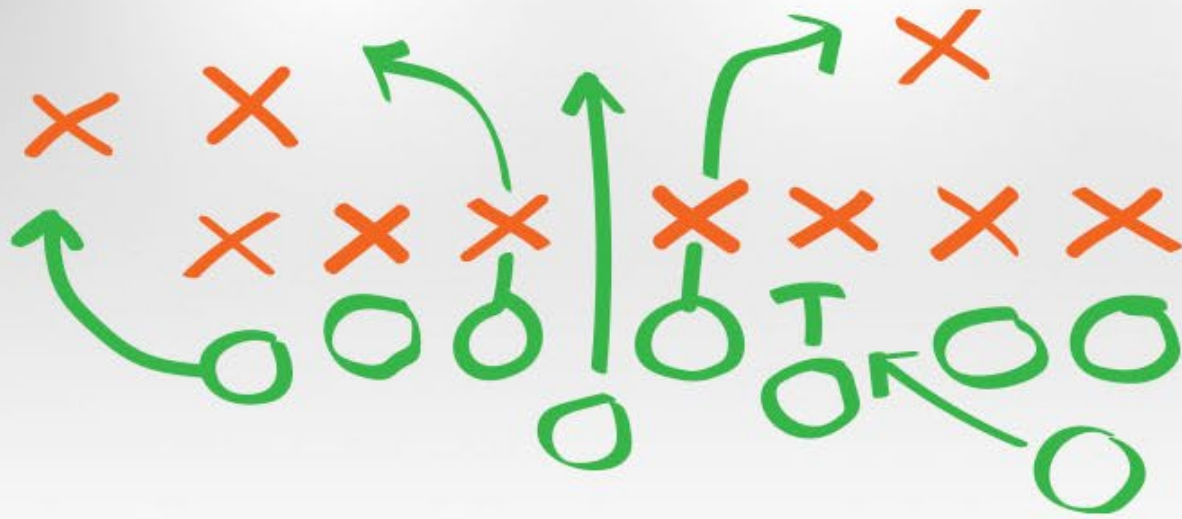
Email* Phone Number*

Company Name* Title*

Website URL to analyze*

ANALYZE MY SITE

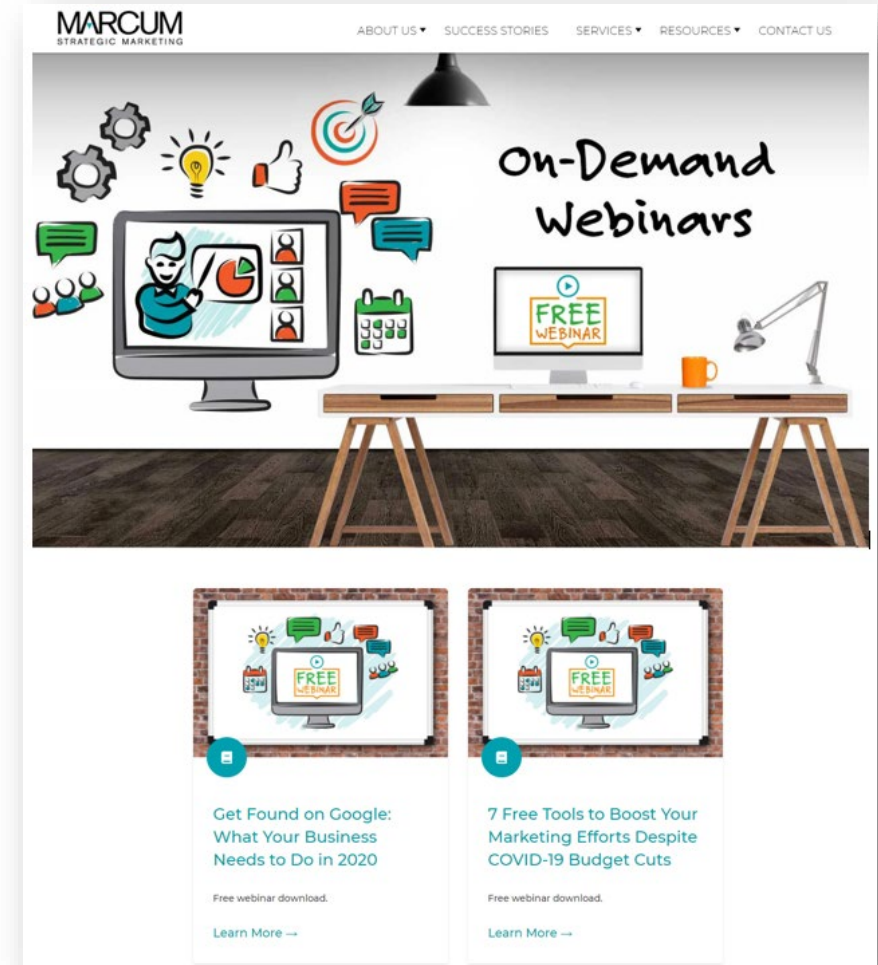
Convert More Visitors: Webinars/Events



Webinars/Events

Engage with Live/ On-Demand Events

With live events, these can provide multiple lead gen opportunities – the initial signup as well as repurposing the content in an on-demand. Prior to going live with an event, be sure to create an event follow-up plan to maximize opportunities following the event.



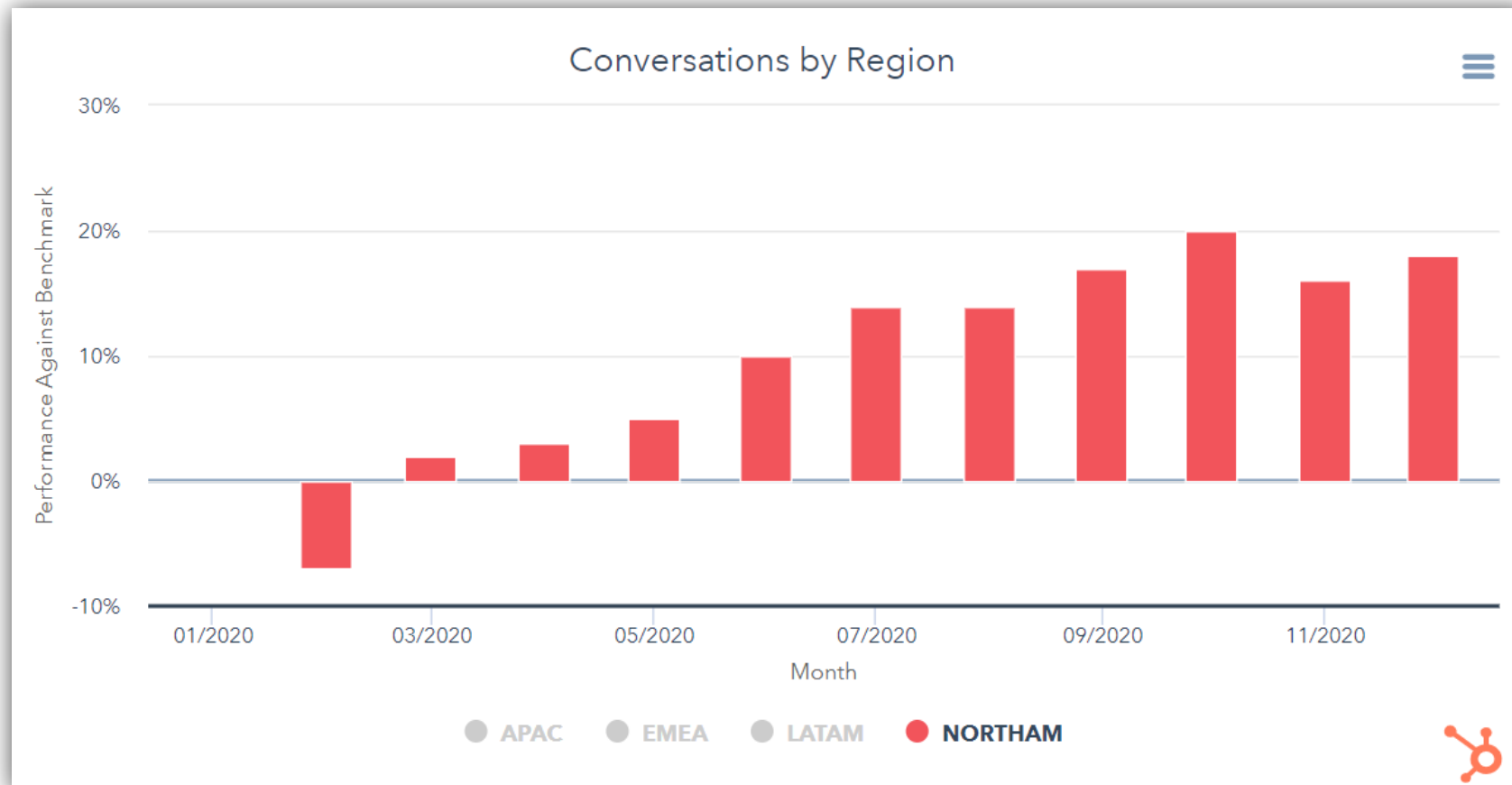


Convert More Visitors:
Start a Conversation



Live Chat/Chat Bots

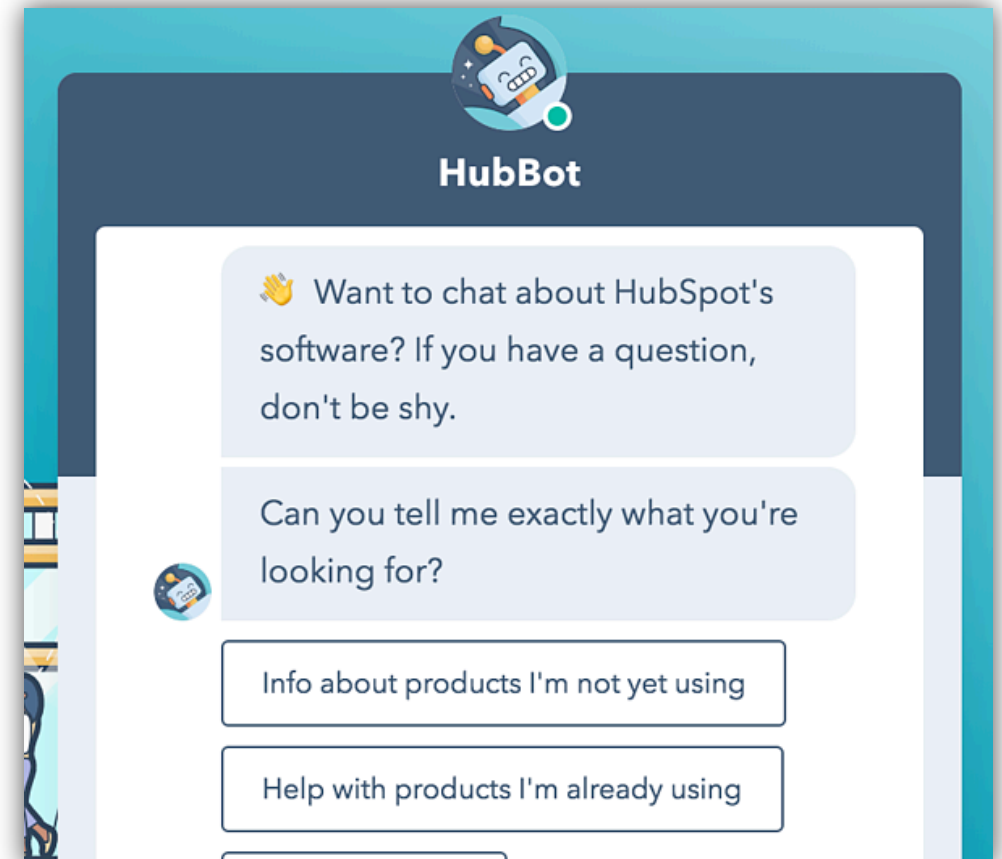
Take Advantage of Rising Chat Usage



Live Chat/Chat Bots

Capture Prospect Data with Chat Bots

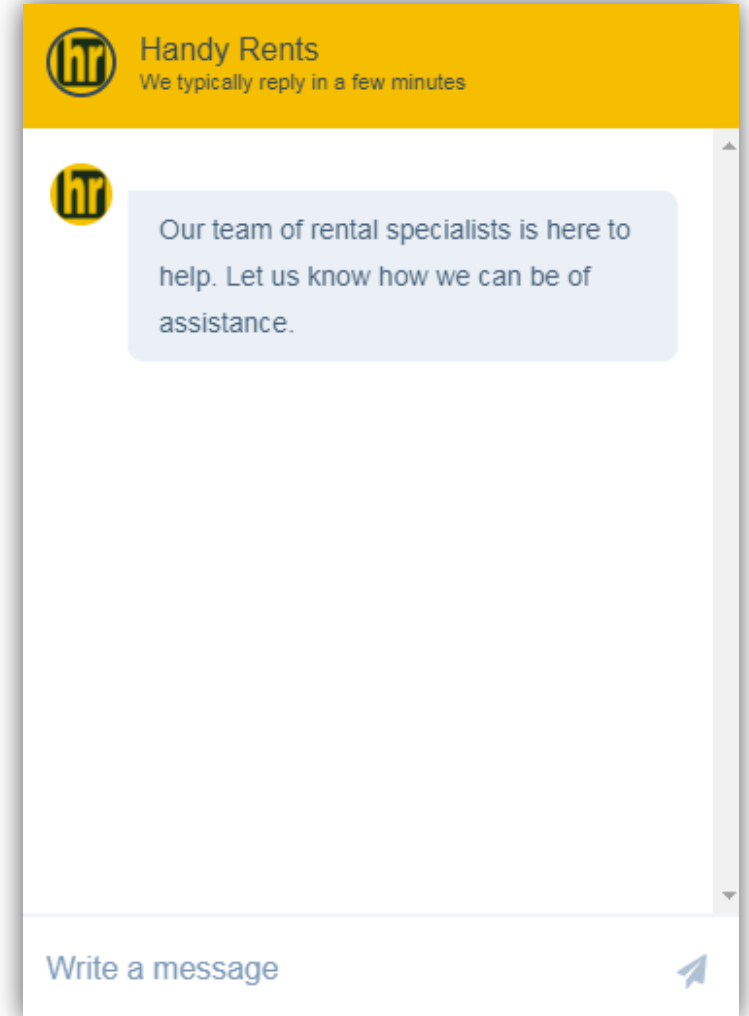
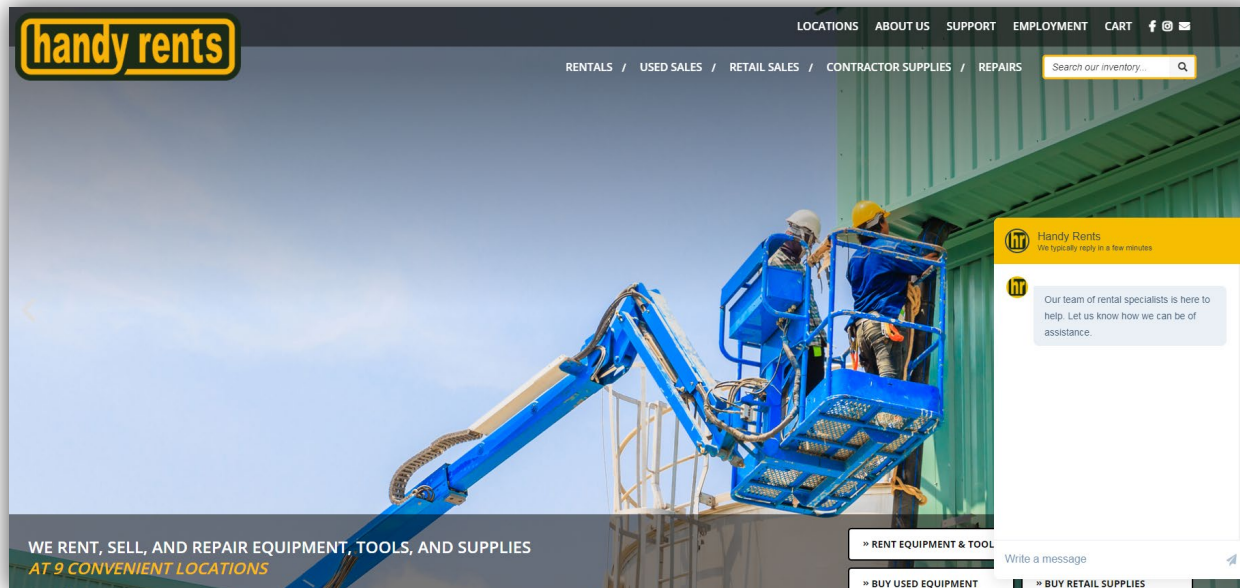
Bots can be used 24/7 to help users request a quote, schedule a meeting, find an answer to a FAQ, etc.

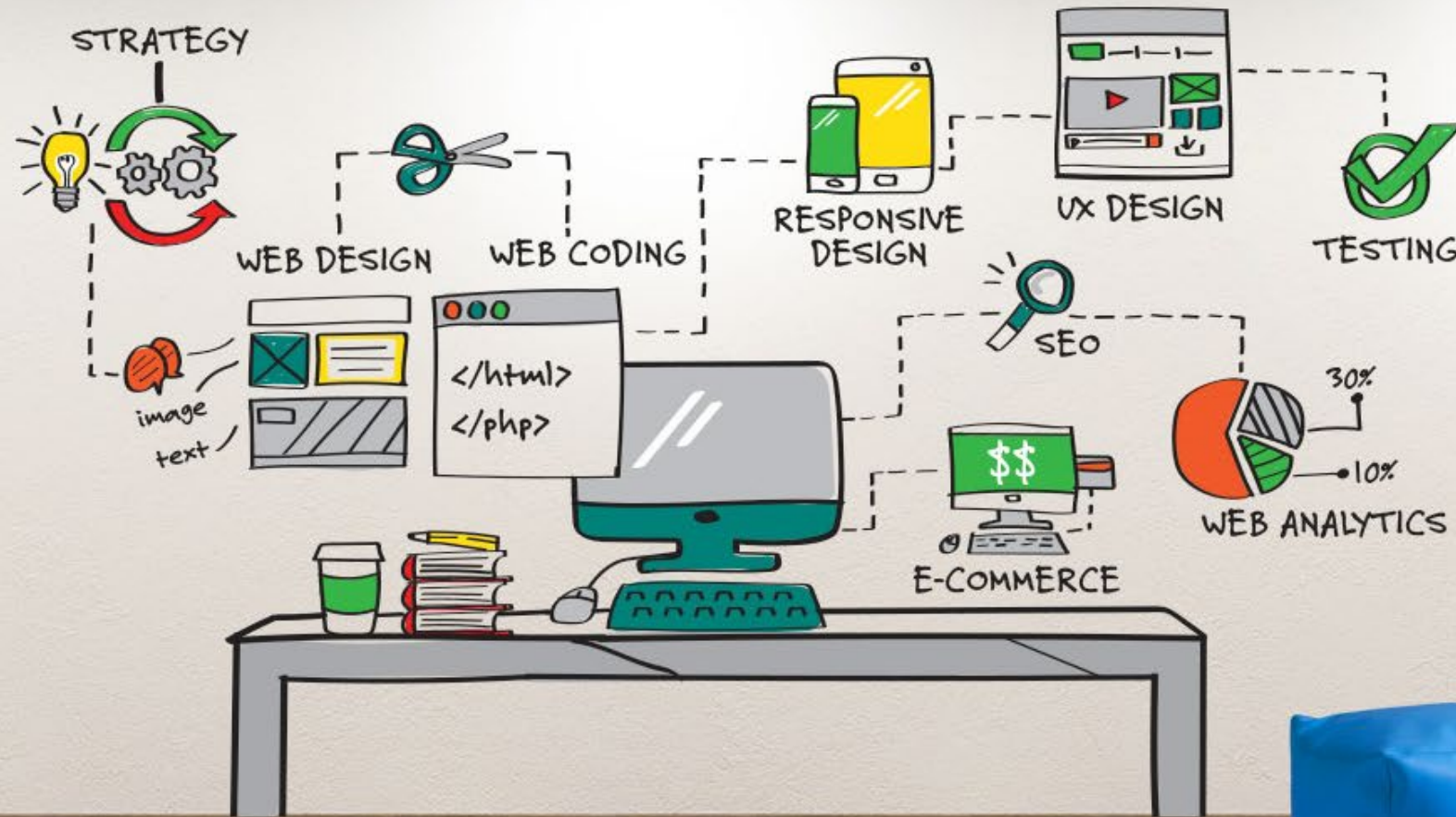


Live Chat/Chat Bots

Live Chat to Engage and Answer Questions

Have a system in place to keep live chat fully staffed or make clear what the procedure is when a live rep is not available





Convert More Visitors:
Bring Customers &
Prospects
Back to the Site



Retargeting

Retargeting

- Retargeting audiences can include all of your site traffic or be broken down to audiences who have viewed specific pages on your site
- Amount of time that audience members stay on your retargeting lists and daily budget allocated to retargeting impressions is customizable

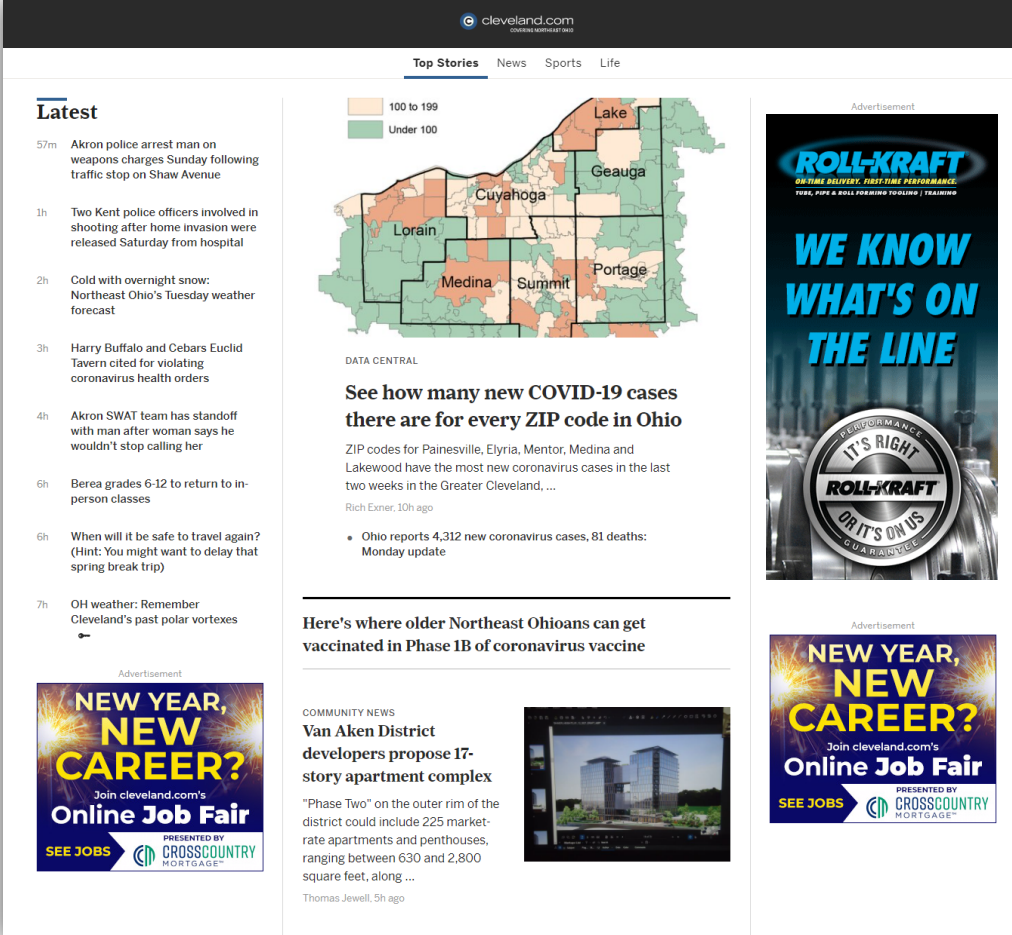


Display Ad Example

Retargeting

Retargeting can span multiple channels on the web

1. 3rd-party websites that are a part of network (like the Google Display Network)
2. Apps/games on mobile devices
3. YouTube videos



The screenshot shows the cleveland.com website. At the top, there's a navigation bar with "cleveland.com" and "cleveland.com/ohio". Below it, there's a "Top Stories" section with a list of news items. To the right of the news list is a map of Ohio with ZIP codes color-coded by the number of new COVID-19 cases. The map legend indicates two categories: "100 to 199" (orange) and "Under 100" (green). The map shows that ZIP codes in the Cleveland area, including Cuyahoga, Lorain, Medina, Summit, and Portage, are in the orange category, while ZIP codes in the surrounding areas, including Lake and Geauga, are in the green category. Below the map, there's a section titled "See how many new COVID-19 cases there are for every ZIP code in Ohio" with a sub-header "ZIP codes for Painesville, Elyria, Mentor, Medina and Lakewood have the most new coronavirus cases in the last two weeks in the Greater Cleveland, ...". To the right of the map is an advertisement for Roll-Kraft, which says "WE KNOW WHAT'S ON THE LINE" and "IT'S RIGHT OR IT'S ON US". Below the map is another advertisement for CrossCountry Mortgage, which says "NEW YEAR, NEW CAREER?" and "Join cleveland.com's Online Job Fair".

Latest

- 57m Akron police arrest man on weapons charges Sunday following traffic stop on Shaw Avenue
- 1h Two Kent police officers involved in shooting after home invasion were released Saturday from hospital
- 2h Cold with overnight snow: Northeast Ohio's Tuesday weather forecast
- 3h Harry Buffalo and Cebars Euclid Tavern cited for violating coronavirus health orders
- 4h Akron SWAT team has standoff with man after woman says he wouldn't stop calling her
- 6h Berea grades 6-12 to return to in-person classes
- 6h When will it be safe to travel again? (Hint: You might want to delay that spring break trip)
- 7h OH weather: Remember Cleveland's past polar vortexes

DATA CENTRAL

See how many new COVID-19 cases there are for every ZIP code in Ohio

ZIP codes for Painesville, Elyria, Mentor, Medina and Lakewood have the most new coronavirus cases in the last two weeks in the Greater Cleveland, ...

Rich Exner, 10h ago

- Ohio reports 4,312 new coronavirus cases, 81 deaths: Monday update

Here's where older Northeast Ohioans can get vaccinated in Phase 1B of coronavirus vaccine

COMMUNITY NEWS

Van Aken District developers propose 17-story apartment complex

"Phase Two" on the outer rim of the district could include 225 market-rate apartments and penthouses, ranging between 630 and 2,800 square feet, along ...

Thomas Jewell, 5h ago

NEW YEAR, NEW CAREER?

Join cleveland.com's Online Job Fair

SEE JOBS

ROLL-KRAFT

ON-TIME DELIVERY. OUT-OF-TIME PERFORMANCE.

WE KNOW WHAT'S ON THE LINE

IT'S RIGHT OR IT'S ON US

CROSSCOUNTRY MORTGAGE



Rate Your Lead Generation Efforts

FREE ASSESSMENT

Are you doing all that you can to drive leads through your website?

Take our simple eight-question assessment and we'll help you evaluate your current online lead generation efforts as well as pinpoint areas for future opportunities and improvement.

After completing the form, we'll reach out to schedule a complimentary 30-minute call to review your assessment.

Access it here: <https://info.marcumllp.com/free-website-lead-gen-assessment>



Thank You!



Questions?



Bob Goricki

Director of Digital Marketing

Strategic 7 Marketing

Direct Dial - 440-772-0182

Email: bgoricki@strategicseven.com

