

THE ORGANIC FUNNEL TECHNIQUE

➤ clicklaboratory

SEO Conversion
Optimization Checklist

If you're scratching your head on how to get more Google visitors to your website AND fill become a lead or buy your products online, then you'll love the **Organic Funnel Technique**. In my experience, this technique drives improvements in conversion 100% of the time.

It doesn't matter what industry you are in or whether you have a 1K or 1M visitors to your website, improvements can always be made.

With the **Organic Funnel Technique**, conversions come from a proven process of continual improving the customer experience and an understanding of both Google algorithms and customer behavior.

Ready to get started? Woohoo! Here is the step by step checklist with 18 actions you can take to make improvements that will increase organic conversion from your Google visitors.

The 4-Step Organic Funnel Technique

STEP 1

Get to Know
Your Audience

STEP 2

Give Them What
They Want

STEP 3

Test Interactions
and Behaviors

STEP 4

Evolve and Focus
On Growth

Click Tested. Google Approved.

STEP 1

Get to Know Your Organic Visitors

If you don't know much about your audience and WHY they are visiting, it's like throwing darts... blindfolded... into a hurricane.

The Details. Learn who they are, what they want, when they want it and where they are coming from.

Motivations. Learn the motivation of your visitors, especially your customers, to know what drives them to stick around and what brought them to you in the first place. You must learn to pass [the Grunt Test](#).

Get Personal. If you want to really know your audience, use social media as a key research tool so that you can begin to develop profiles of your audience and better understand their intent, not yours.

Interact. Interact with your visitors in social media and on your digital properties to learn more details about what drives them. The problem they came to you to solve may not be what you think it is. If you're still having problems, don't hesitate to just ask them.

Don't Be Creepy. There is a lot you can do to understand your visitors, but don't be creepy about it. In digital marketing it is sometimes a fine line between being awesome and just downright annoying.

Measureable Actions. Create goals and learn how to measure them so that you can improve over time.

Additional Resources

- [Using Google Analytics to Help Create Customer Personas](#)
- [9 Components of an Awesome Digital Marketing Strategy](#)
- [Personas: The Art and Science of Understanding the Person Behind the Visit](#)

STEP 2

Give Them What They Want (You know, the good stuff!)

If all you provide is marketing fluff then you aren't moving Google visitors closer to your conversion actions. Give your audience what they came for and you'll convert far more people.

Varied Content. Mix up the types of content you produce for your audience till you find the best mix of text, graphics, audio and video that keep them both engaged and converting.

Have a Purpose. All content you produce should have a purpose that is tied to a goal. For first time Google visitors, that purpose is to show them you can solve their need. The first purpose of your content is to serve your visitor and second is to turn visitors into customers. Don't get that backwards!

Additional Resources

- [The Right Way to Win at SEO](#)
- [How Content Marketing, Lead Gen, and Demand Gen Work Together](#)
- [4 Reasons Organic Search is Better](#)

Design Matters. Apple has hammered this into our brain, so remember that design and layout of content does matter and it does affect conversions. A high percentage of organic visitors have not been to your site before, so help them out.

Shareable Content. In this era where social media rules, making sure your content is shareable is critical to success. You want social influencers in talking about you and sharing it on Twitter, Facebook and Instagram. If you learn this one fact, it will still be a big win for your digital growth efforts.

Be Believable. Unless you are the 800lb gorilla in your space, visitors may not know you, so prove your solution to their problem has been successfully used by their peers. Don't be shy, share your success in meeting customer expectations, but be believable.

STEP 2

Test Interactions and Behaviors

Now that you know who your visitors are and why they came, we need to get them to convert, something they may not be ready for yet.

Stick Around! We want to get people to engage more with your content, so we have to get them beyond that first landing page headline into more meaningful content.

Move Through the Funnel. When you want people to convert, you want to give them what they came for quickly to move them through the funnel and become more engaged with what you have to offer.

Small Commitments. Most people are hesitant to commit to a conversion action, especially in B2B. So when you can, you may want to give less confrontational conversion actions so you can better hold their hand through the process of becoming a customer.

Additional Resources

- [5 Ways to Increase Conversion Rates with Engagement Marketing](#)
- [What is Growth Hacking?](#)
- [Conversion Optimization Strategy for Beginners](#)
- [11 Google Analytics Tricks to Use for Your Website](#)

Be Obvious. If you want someone to convert, they have to know how. Making your conversion actions obvious without being obnoxious will win you a lot of new conversions.

Test, Test, Test. All of this would be pointless if you weren't running A/B and other tests to understand how people are interacting and converting. Test everything you can at every step of the organic funnel to learn where you are weak and make improvements.

Know the Funnel. For the Organic Funnel Technique, you have to understand where your visitors are in the funnel and address their needs at that point in the experience to truly increase conversion rates from organic traffic. You have to start at the beginning where people find your website in search engine results and continue all the way through till they fill out a form.

STEP 2

Evolve and Focus On Growth

The last step is where so many companies miss out on all of the momentum and intelligence they built. They get busy and fail to keep this effort going.

Keep Testing. There is always something to learn about your customers. Keep testing new ideas that convert Google visitors.

Look for New Influencers. New influencers in your industry will keep popping up. Watch social media and reach out to them early.

Watch Google. Google is always updating their algorithms. Watch for new releases and respond to their changes early to stay ahead of the wave.

Here's what to do next:

1

Create an **SEO Roadmap** so you know how to improve your SEO rankings and your conversions from Google.



2

Send a message to my personal email Johnpaul@clicklaboratory.com to let me know what you think of this checklist



3

Treat yourself with a break! You just finished reading a really long checklist! Woohoo!

