

# DISCOVER HOW TO CLOSE MORE DEALS USING WEBSITE AUDITS





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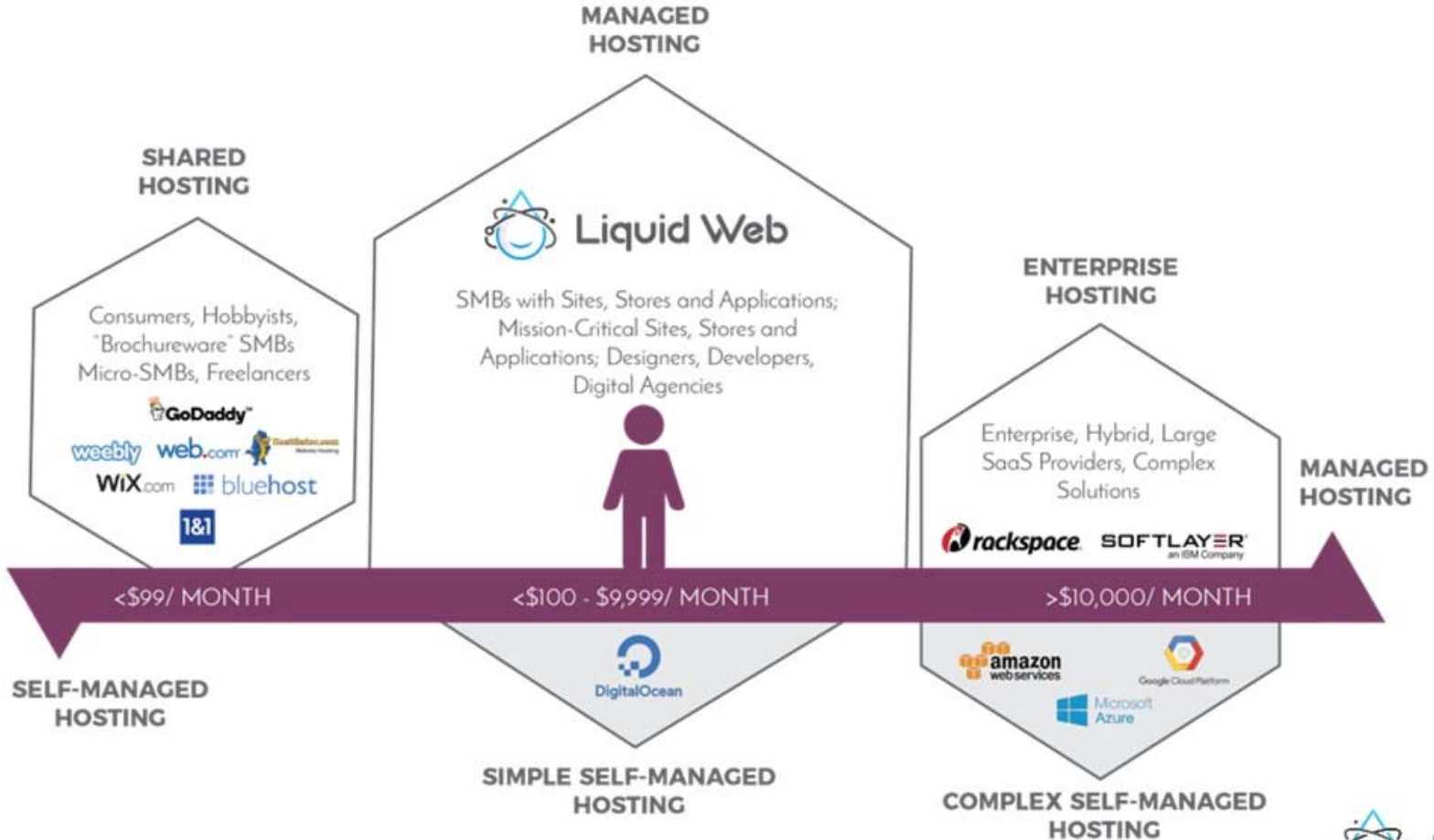


**CLIFFORD ALMEIDA**  
FOUNDER, MY WEB AUDIT



**Our Focus is You**

## Purpose-Built for Web Dependent Professionals Managed Hosting for Mission-Critical Sites, Stores and Apps



## Everything You Need to Grow

### A Full Suite of Hosting Products To Meet Your Needs



#### Dedicated Servers

High-performance, fully customizable servers. Great for compliance — HIPAA or PCI.



#### Cloud Servers (Dedicated or VPS)

Affordable, flexible virtualization technologies.



#### Platform-as-a-Service

Cloud Sites™ delivers a new kind of Premium, Business Class Shared Platform. Great for Designers and Agencies.



#### Managed WordPress

Quick. Simple. Easy. Fast. No limits on visitors, plug-ins or support.



#### Advanced Hosting Solutions

Need a custom solution?  
Need a multi-server platform?

# WORKING TOGETHER

#WINNING

*As a customer of Liquid Web, GoWP and MyWebAudit, I've seen first hand how these services can work together to benefit my clients.*

*I have a focus area with medical providers. LiquidWeb's HIPAA-compliant server gives me a secure/fast environment for my client's web presence. With MyWebAudit, I can highlight weaknesses in a prospective client's site. The first thing I recommend for my healthcare clients is to migrate them to my dedicated server at Liquid Web's top-notch hosting environment. And the experts at GoWP, can take care of any WordPress issues that need to be improved.*

**April Wier | Owner Sugar Five Design**



# A LITTLE ABOUT ME

MARRIED W/ 2 KIDS \* LOVE TO TRAVEL \* 20 YEARS WEB EXP \* RUN HIREAWIZ \* RECENTLY LAUNCHED MY WEB AUDIT



GENERAL DYNAMICS



## WHO IS THIS WORKSHOP FOR?

- ✓ WEB AGENCY OWNERS, WEB PROS & FREELANCERS
- ✓ LOOKING FOR A WAY TO DELIVER VALUE EASILY
- ✓ LOOKING FOR PROVEN LEAD GENERATION STRATEGIES
- ✓ LOOKING TO GROW THEIR BUSINESS

## ARE YOU STRUGGLING WITH ANY OF THESE PROBLEMS?

- ! LEAD GENERATION
- ! DEALING WITH TIRE KICKERS
- ! DELIVERING VALUE
- ! BEING SEEN AS A COMMODITY
- ! LOSING DEALS TO LOW BALLERS
- ! STANDING OUT FROM THE CROWD
- ! CLOSING DEALS



## OUR GOAL IS TO SHOW YOU:



- 1 THE BENEFITS OF USING AUDITS IN YOUR BUSINESS
- 2 HOW YOU CAN USE AUDITS TO GENERATE LEADS
- 3 HOW YOU CAN USE AUDITS TO CLOSE MORE BUSINESS

**I LEARNED THE HARD WAY SPENDING 1-2 HOURS**

**3-5 HOURS**

**5-7 HOURS**

**HONESTLY I DON'T KNOW HOW LONG  
IT'S ASTRONOMICAL!**

## WE'VE USED THEM SINCE 2014



RUN REPORTS FROM POPULAR TOOLS



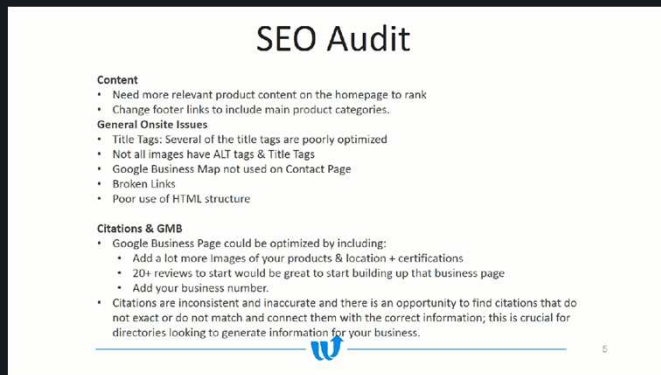
TAKE WHAT I NEEDED FROM EACH



REWORD THEM TO MAKE SENSE TO THE CLIENT



FORMAT EVERYTHING TO LOOK GOOD



- ❗ I DON'T KNOW ALL THE WAYS TO HELP THEM...
- ❗ I DON'T KNOW HOW TO START THE SALES PROCESS
- ❗ I DON'T KNOW HOW TO PROVE MY VALUE
- ❗ I DON'T KNOW HOW TO PRESENT IT



## AFTER YEARS OF TRIAL & ERROR I DISCOVERED



- ✓ **MEASURE WHAT MATTERS**
- ✓ **PRIORITIZE INFO BASED ON IMPACT & ROI**
- ✓ **PRESENT THE INFO SO IT WAS UNDERSTOOD AND VALUED**



# THE STRUGGLE WAS REAL!


RUNNING AUDITS FELT LIKE THIS



NOW WE ROLL LIKE THIS 😊



WAIT UNTIL THE END TO SEE HOW WE DO THEM IN < 5 MINUTES



Website Audit For

**WWW.HIREAWIZ.COM**

PREPARED BY WWW.HIREAWIZ.COM

The image shows a laptop, a tablet, and a smartphone displaying the Hireawiz website. The website features a blue header with navigation links, a main content area with statistics (300%, 1500%, 200%), and a footer with logos for various partners and services. The text 'Website Audit For' is centered below the devices, followed by the website URL 'WWW.HIREAWIZ.COM' in a large, bold font. At the bottom, it says 'PREPARED BY WWW.HIREAWIZ.COM'.

## The leaky bucket theory

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“

Trying to increase sales simply by driving **more traffic** to a website with a poor customer conversion rate is like trying to keep a **leaky bucket** full by adding more water instead of plugging the holes.

”

# WHAT DO I AUDIT?

#WINNINGWITHAUDITS

MEASURE WHAT MATTERS, IN TERMS THEY EASILY UNDERSTAND.



 *Each of these categories can be a service offering.*



**STAND OUT**

**FROM THE COMPETITION**

**YOU CLOSE A SALE WHEN A PROSPECT'S  
PERCEIVED VALUE OF YOUR OFFERING  
IS HIGHER THAN THEIR INVESTMENT.**



**GENEROSITY**  
**INFORMATION**  
**VALUE**  
**EDUCATION**

## THE BENEFITS

#WINNINGWITHAUDITS



- ✓ DELIVER VALUE
- ✓ PERSONALIZES YOUR SERVICES TO THEIR NEEDS
- ✓ IDENTIFY CHALLENGES & OPPORTUNITIES
- ✓ ESTABLISH YOUR EXPERTISE & BUILD TRUST
- ✓ HELPS YOU PRIORITIZE
- ✓ HELPS YOU STAND OUT FROM THE COMPETITION



# 5 WAYS TO GENERATE MORE LEADS

#WINNINGWITHAUDITS

- ✓ EMAIL EXISTING & PAST CLIENTS
- ✓ POST AN OFFER ON SOCIAL MEDIA GROUPS
- ✓ WEBSITE AUDIT LEAD MAGNET
- ✓ REQUEST REFERRALS FROM YOUR NETWORK
- ✓ OUTREACH W/ VALUE



# SYSTEMS YOU CAN BUILD IN PLACE

#WINNINGWITHAUDITS

- ✔ SOCIAL MEDIA CAMPAIGN & CONTESTS
- ✔ PAID ADS TO A FREE OFFER OR PAID WEBSITE EVALUATION
- ✔ LOCAL WORKSHOPS



# GENERATING REVENUE

#WINNINGWITHAUDITS



- ✓ **EXISTING PROSPECTS: CLOSE DEALS FASTER**
- ✓ **GETS YOU IN THE DOOR**
- ✓ **PRODUCTIZED SERVICE**
- ✓ **MONTHLY CARE PLANS / RETAINERS**
- ✓ **INTRODUCE & CROSS SELL SERVICES**

# LEAD TO CUSTOMER INTERACTION WORKFLOW

**mywebAudit**  
CLOSE MORE DEALS

*This is how we use My Web Audit in our agency to generate leads & close deals.*



## INBOUND LEADS

SEO, Paid Marketing campaigns,  
website audit forms, and calls etc.

Brief Call / Intro Email

Run Audit

Schedule Consultation Call

Review Audit + ROI Report  
Present Discovery /  
Go Wide Go Deep Consult



## OUTBOUND LEADS

Cold calls, outbound emails,  
social media messaging etc.

Outbound Communication &  
Follow Up Sequences w/ Audit

Run Audit w/ website teardown  
+ Follow Up Sequences

Schedule Consultation Call

Review Audit + ROI Report  
Present Discovery /  
Go Wide Go Deep Consult

**PROSPECT & QUALIFY WISELY**  
Remember - not everyone is your ideal customer.

**BE INTENTIONAL W/ FOLLOW UP**  
Don't stop unless you get a NO!

**BUILD A RELATIONSHIP**  
Build trust with more interactions / touch points.

**THE GOLDEN RULE**  
Educate and deliver value before you sell.

**MEASURE KPI's**  
i.e. Lead Sources, Volume, Quality & Conversion Rates

## A Phoenix Web Design Company Driven by Results

**Beautiful Web Design. Proven SEO Results.**  
Are you getting results this good? You should be.

300%

Business Growth

1500%

ROI in Revenue

200%

Increase in Leads

[\[View Case Studies\]](#)

### See How We Can Help!



[SCHEDULE A FREE CONSULT](#)

LEARN HOW TO IMPROVE YOUR SEO & DOUBLE YOUR WEBSITE LEADS WITH OUR WEBSITE AUDIT

[GET MY AUDIT NOW](#)





**HOW MANY CHARGE  
BASED ON THE VALUE  
YOUR SERVICES DELIVER?**

### How Much Revenue Can You Generate With Our Services?

Average Monthly Traffic	1,000	5%	Your Conversion Rate
Average Monthly Leads	50	37.5	Average Qualified Leads/Month
Qualified Leads	75	13.13	Average New Customer/Month
Closing Rate	35%		
Customer Lifetime Value	\$5,000	\$65,650	Gross Profit per Month

YOU CLOSE A SALE  
WHEN A PROSPECT'S  
PERCEIVED VALUE  
OF YOUR OFFERING  
IS HIGHER THAN  
THEIR INVESTMENT.

<b>Monthly Impact on Your Bottom Line</b>	<b>+ \$13,100</b>	<b>+ \$19,663</b>	<b>+ \$36,725</b>
	With 1% Increase in Conversion Rate	With 30% Increase in Website Traffic	With 1% Increase in Conversion Rate & 30% In Website Traffic

<b>Annual Impact on Your Bottom Line</b>	<b>+ \$157,200</b>	<b>+ \$235,956</b>	<b>+ \$440,700</b>
	With 1% Increase in Conversion Rate	With 30% Increase in Website Traffic	With 1% Increase in Conversion Rate & 30% In Website Traffic

**WANT TO SEE HOW EASY IT IS TO CREATE  
HIGH VALUE AUDITS  
WITHOUT SPENDING HOURS AND TONS OF MONEY?**





- ✓ **RELIABLE LEAD GENERATION SYSTEM**
- ✓ **DELIVER VALUE FASTER & EASIER**
- ✓ **ESTABLISH EXPERTISE & BUILD TRUST**
- ✓ **STAND OUT FROM THE COMPETITION**
- ✓ **SAVE TIME & MONEY**
- ✓ **CLOSE DEALS FASTER & EASIER**

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**LET'S RUN AN AUDIT!**

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- ✓ **MEASURE WHAT MATTERS (40+ POINTS)**
- ✓ **MANUAL & AUTOMATED TESTS**
- ✓ **LEAD GENERATION WIDGETS AUDIT & ROI**
- ✓ **COMPETITIVE REPORTS**
- ✓ **PERSONALIZE ALMOST EVERYTHING**
- ✓ **CRAFTED TO CONVERT**

*HELPED US CLOSE A COUPLE OF DEALS OVER 20K!*

*Building trust and delivering value early helped us close a couple of deals over \$20,000!*

*Michael Wailes | Spectrum Interactive*

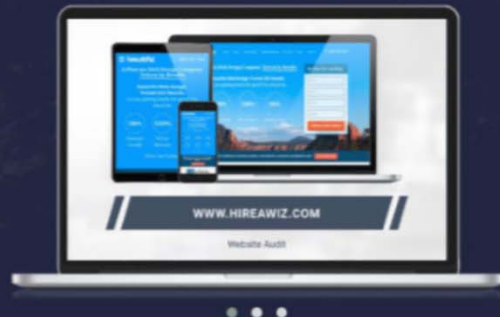


## Why Isn't My Site Generating Leads?

Stop guessing about what's wrong with your website and let one of our experts analyse your site for you—for FREE.

We'll send you a comprehensive, jargon-free report with prioritized recommendations— measuring everything that matters to the online success of your business in 2018.

Learn how you can outperform the competition, engage your visitors, generate more website leads, and more.



### GET YOUR FREE WEBSITE AUDIT

[Add A Competitor URL]

In addition to our website audit you can subscribe to one or more of our e-mailing lists to receive tips, industry news, and promotional emails from us. Like you, we hate spam! We will treat your information with respect. For more information please refer to our [Privacy Policy](#). You may unsubscribe at any time.

- You agree to receive our monthly newsletter emails from us.
- You agree to receive promotional emails from us.

GET MY AUDIT

## Should I Invest in My Website?

### When Does it Make Sense to Invest In Your Website?

Your website is the most important part of your online marketing and communications. But if you've ever thought about changing it, you've probably run into a common problem...


How are you supposed to know how much to invest in website improvements?

We feel that Return On Investment (ROI) is just as important as you do. That's why we created this simple tool to help you.

Calculate revenue projections you can bank on in less than a minute—with our free Website & Marketing ROI Report.

### Get Your Free Website & Marketing ROI Report

A good website is an investment. But how do you evaluate its profitability? Our report helps you calculate revenue projections you can bank on in less than a minute.

   
[Next Question \( Step 1 of 5 \)](#)

# EMAIL TEMPLATES

#BONUSES

Title	Action
Audit Emalled w/No Response - Follow Up	<a href="#">Edit</a> <a href="#">Delete</a>
Cold Email Outreach (Brief)	<a href="#">Edit</a> <a href="#">Delete</a>
Cold Lead - Audit Email Education / Value Approach	<a href="#">Edit</a> <a href="#">Delete</a>
Event Follow Up	<a href="#">Edit</a> <a href="#">Delete</a>
Final Follow Up - Humorous	<a href="#">Edit</a> <a href="#">Delete</a>
Niche Expertise Audit Offer	<a href="#">Edit</a> <a href="#">Delete</a>
Reconnecting with Old Clients	<a href="#">Edit</a> <a href="#">Delete</a>
Warm Lead - Audit Email Post Intro Call	<a href="#">Edit</a> <a href="#">Delete</a>
Warm Lead - Audit Email Pre Consultation Call	<a href="#">Edit</a> <a href="#">Delete</a>
On - No Audit Email Follow Up	<a href="#">Edit</a> <a href="#">Delete</a>
Referral Request	<a href="#">Edit</a> <a href="#">Delete</a>

Hi Micheal,

Long time no speak.

I wanted to drop you a note to say how much I enjoyed working together on the {project} last {time period}.

I'll be blunt... I'd really like to work with you again. So, in the hopes of impressing you I have ran an in-depth website audit of your site to show several ways you can increase your website leads by 30-50%+

[click here](#). to check it out.

I usually charge \$399 for this, plus a consultation.

I'd love to catch up properly sometime. Would you be up for that? \*fingers crossed\*

If not, no worries. You don't ask - you don't get! I hope you love the audit report.

Thank you.

Clifford Almeida

*IT HAS LITERALLY PAID FOR ITSELF 30X*

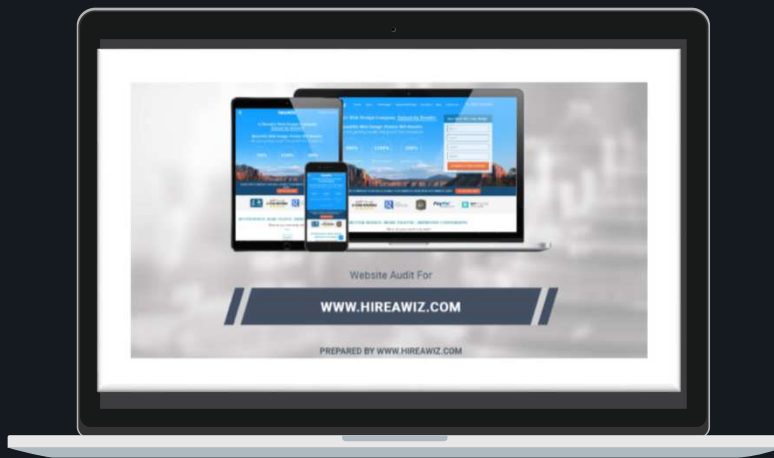
*Between our website audits and business that we have closed because of My Web Audit, it has literally paid for itself 30X.*

*John Falke | Johnny Flash*





**FREE TRIAL & DISCOUNT**  
GROW YOUR BIZ TODAY



**START YOUR FREE TRIAL AT**  
**MYWEBAUDIT.COM**

**USE GOWPLW TO GET 50% OFF ANY PLAN FO 3 MONTHS**

# OUR SPECIAL OFFER FOR YOU TODAY



TAKE 50% OFF ANY PLAN FOR THREE MONTHS. USE CODE [AUDIT](#) AT CHECKOUT: [WWW.GOWP.COM](http://WWW.GOWP.COM)



NEW PARTNERS CAN TAKE 50% OFF FOR THE FIRST THREE MONTHS ON THEIR FIRST ORDER. VISIT [WWW.LIQUIDWEB.COM/PARTNER-COMMUNITY](http://WWW.LIQUIDWEB.COM/PARTNER-COMMUNITY) TO APPLY

Thank You

# QUESTIONS & ANSWERS