

Use Your Website to Generate Leads

Your Market Leader website is one of your most valuable tools to generate and engage leads. In this class, we learned about the various ways you can use your website to attract more leads. From best practices for SEO and relevant content, to creating links within your site, we'll cover the powerful tools to get the most from your website.

Simple SEO Tips

SEO is a very long-term process, but there are some simple and effective things you can do to gradually improve your SEO, as well as dazzle consumers on your website.

- Build “link love” with links to and within your website
- Create unique, informative content to help SEO
- Customize your page SEO titles & meta descriptions

SEO & Your Links

By adding links to and within your website, you can guide consumers through your website, so they can easily find all of the resources there. In addition, the more visitors click on these links, the more it helps your SEO. Here's how to get the most from your community pages, custom pages, or home page:

- Create your landing page links [Learn how](#)
- Customize the home page of your website [Learn how](#)
- Customize the SEO titles & meta descriptions [Learn how](#)
- Add content to your community pages [Learn how](#)
- Create hyperlinks on your web pages [Learn how](#)

Step-up Your Links with Buttons

You can use this awesome button generator to add buttons for visitors to click on. There's nothing wrong with hyperlinking text, but if you want a cleaner look, you can format these buttons to match your website theme too! Create your buttons here: <https://dabuttonfactory.com/>

1. Add the text your button will display
2. Adjust the font, size, color, border, etc.
3. Right click on your button
4. Select Copy Image Address

Next, in your Pro system, go to the page you wish to add your button to. Click the Insert/Edit Image button, and paste that URL into the field provided. Then add the image description, and click OK.

Button Best Practices

- The button will adjust to fit the text, so you can adjust the horizontal padding if needed to ensure all your buttons are the same size (you may have to adjust it quite a bit in some cases).
- When adding these buttons, or a series of buttons, it's easier to follow the steps in this order:
 - a) Create your links
 - b) Add your buttons
 - c) Hyperlink your buttons
- Since this is a third-party website, *use the button generator at your own risk!* It's always a good idea to check and review your content regularly, and this includes your buttons too.