

Close Your Website's Connection Gaps



DOMINO
CONNECTION

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1. What is the BIG Domino in Your Business?

Your BIG Domino doesn't just tip into one person, but dozens, hundreds, thousands.

Your business's ability to connect with people depends on how big your first Domino is. The bigger it is, the more people it can tip into so you can reach more people.

And the size of your big domino depends on how easy it is for people talk about your business.

Ask yourself one question:

Why do people refer you?

If you haven't gotten many referrals yet, then ask yourself, "Why should people refer me to their friends?"

So, are you ready to learn how to develop your big domino? (If you're not sure what your big domino is yet, don't fret, you'll get a clear idea of how to begin developing your big domino offer with the examples I'll give you.)

[Click here!](#)

2. How to Spark a Connection with Your Potential Customers

What is the number one reason people contact you? My guess is probably referrals.

Am I right?

Yes? I must be a genius!

Ok, not really. I've been at this connection game for a while and have learned over the years that 90% of small business owners get most of their business from referrals.

So, what are the reasons that your customers refer people they know to you, and what are the methods they use to do so?

Next question is, how can you double or triple the number of connections that you currently have. Think about your marketing techniques and connection touchpoints, and see if you can make a list of 5 more connection ideas that you can use over the next 5 days. I suggest that you try to make it fun. What can you invite them to do to find out more about you and your business?

If you love writing, then blogging and email are probably a good fit. If you enjoy 1-on-1 conversations, then inviting people to have coffee with you is a good fit. Or if you love to teach maybe online webinars. There is no limit to your ability to find new connection points.

1. _____
2. _____
3. _____
4. _____
5. _____

What have you come up with? These ideas are come from your passions, focus and strengths, which are your superpowers

If you have a minute, please just hit reply and let me know what the 5 ideas you have had to increase your connections that you could start today.

Need more fresh ideas (12 to be exact) on how to spark more connections with your potential customers? Please [click to read more](#) about sparking new connections.

3. Deepen Your Connection with Your Customers

80% of people interested in buying from you will look at your website to see if you are worth their time and attention, and they will decide in less than 5 seconds whether they will stick around or not.

I suggest to most of my clients that they put their time into focusing on getting people to take action then try to develop one other main connection point, such as email. Building connections with people who want to give you their hard-earned money isn't easy. It's even more difficult getting people to give you both their time and money. That's why it's important to engage them as quickly as you can.

There is one trick I've learned over the years that works almost every time. Ok, it's really not a trick, it's how all relationships work.

You have to give people more value than their time is worth. Many people will be willing to give you their time in trade for getting something valuable in return. This happens millions of times through email sign-ups, webinars, etc.

You have to look at how you best connect with people. I like to think of this as your connection superpowers --- your passions, focus and strengths all combined together to help you develop and deepen connections with customers.

Ask yourself:

What method can I use to give a golden nugget to my potential customers so they want to deepen our relationship?

Write down something of value that you can give away to your potential customers. Make sure it tips into your products and services.

Want to learn more ways of how you can make it easier for people to want to connect more with you? Just [click to read](#) more to learn how to deepen your connections with your customers.

4. Measure and Refine Your Connection Systems

Look at what you currently measure in your business and what promotions or connection points affect it.

If you send out a brilliant promotional offer that people couldn't resist and then you bring in an additional \$25,000 during a given month then tweak the concept to improve it, and maybe you can bring in an additional \$35,000 the next time you run your promotion.

The same goes for your website.

I suggest to my clients that they try to improve one aspect of their website or connection process each month. Pick one thing to refine, change it, test it and measure it to see what happens. The more data you collect, the easier it gets to make improvements that keep people on your site longer.

1. Where on your website could you make an improvement that would get people to take action on your site?
2. What could you change to help improve your results?

If you have a minute, please just hit reply and share your thoughts. I would really like to hear your ideas.

And if you are ready to dig more into measuring and refining your website's performance just...[Click to continue to read examples of measure and refining your systems.](#)

5. The 3 Biggest Landing Page Mistakes

Every page on your website should be considered a landing page. In reality, they are all mini-landing pages that should help give you a chance to deepen the connection with people.

When people are referred to you via a conversation, they usually go to your main page, but many people are referred via social media or links from other websites, and those may or may not point to your homepage. When they click on these outside links and they land on one of the pages on your website, can they quickly figure out the first action you want them to take?

You probably shouldn't be going for the sale right away. You wouldn't lean in for a kiss as soon as your date opens the door. It's the same thing here. You need to earn their trust first and get them excited about your offer before you ask for the sale.

You should be trying to deepen the connection by collecting their email, name and maybe their address and/or phone number. Of course this all depends on your business and the systems you have in place.

Look at where people land on your site and what they do next. Are they tipping into your contact form and taking action? *If you need help improving your conversion rate on your landing page or sales page let's set up a time to chat.*

If there is a disconnect, and there is no domino effect tipping them into signing up or more sales, then you should go back to analyzing, measuring and refining your website until you find the missing connection gap.

What are your top 3 most popular pages on your website? (e.g. the About page, blog post, official landing page, etc.)

- 1.
- 2.
- 3.

Think about the main action that you want your visitors to take when they hit one of these pages.

How can you make it even easier for them to want to take that action and deepen their connection with you?

Would you like to see examples of bad landing pages, and probably the most important thing you should be doing on your popular pages? Please [click here for more info](#).

Let's Turn Your Website Into A Connection Machine

Would you like to double the amount of leads and sales you bring in over the next 6 months?

Then let's set up a short chat. I can personally help you improve your conversion rate on your website's landing pages.

Your website should be helping you get people excited and earning your customer's trust quickly. If one domino is out of place it won't tip into the next. Your website needs to have all its connection points working together so your customers feel comfortable taking the next step to buying from you.

Ok, so you want more leads and sales, but where do you begin?

We can set-up a 25 minute consultation that I call the "**Connection Gap Review**". I'll send you a short link to my online form to learn more about who you are trying to reach (ideal client avatar), once you fill this out and pay the invoice we'll set-up a Go To Meeting so we can share the same screen and we'll walk through where you should put your focus to improve your conversion rate. I'll look at your site through the eyes of your ideal customers and where they are dropping off before they decide to deepen their connection with you.

We'll record our conversation so you will be able to review every suggestion that we discuss. The cost is \$147, which you will see a return on your investment within 500 visits.

If you are ready just hit reply and say, "[Let's do the Connection Gap Review.](#)" I'll send you the online form link and then an invoice through Paypal. I back this up with my 100% Guarantee.

If you want a full report, where I go through your site with a fine tooth comb and a chance for me to answer every question you have about your site, then you can order a [full website review here](#).



"Karl puts tremendous work into his site analysis. From basic button color analysis, to deeper product redesign, he helps rethink a site." Andrew Warner of Mixergy