

# Turning Website Traffic into **Revenue**

Turning **clicks** into conversations.  
Conversations into **revenue**.

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# You're Getting the Traffic... So Why Isn't It Converting?



Good levels of **traffic**



Low **form fills**

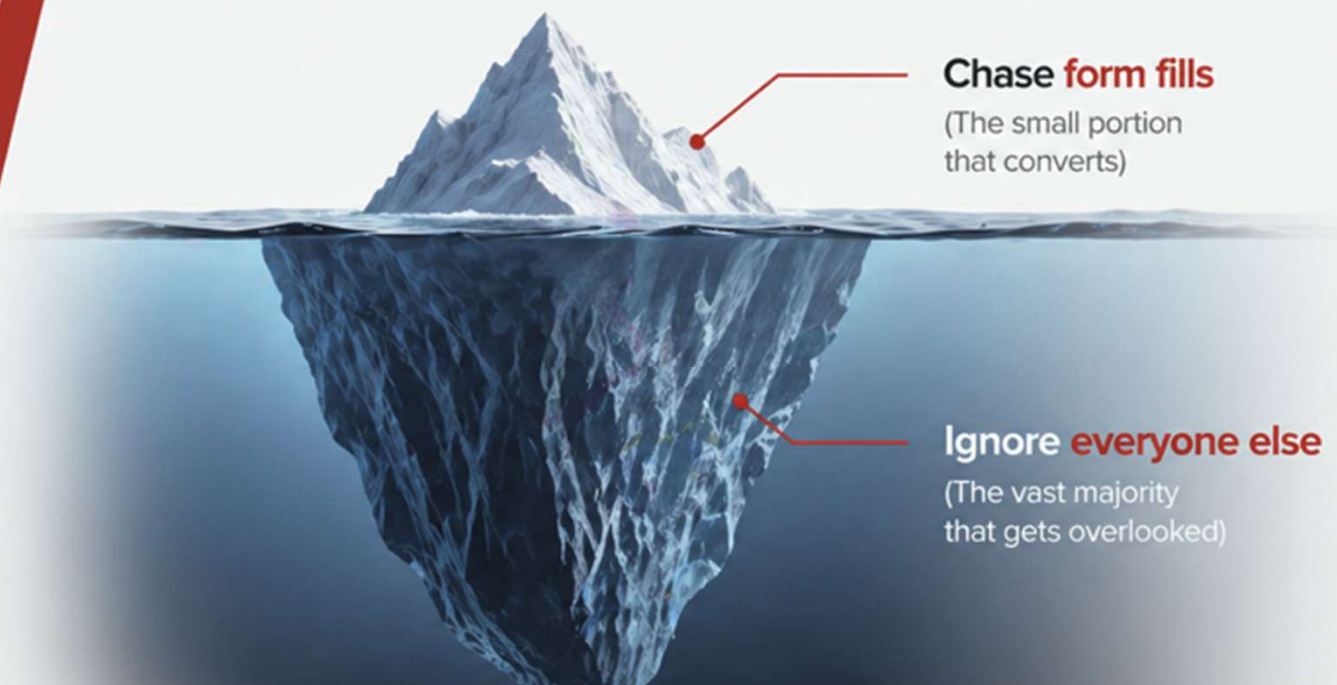


On paper, things look like they're working... until you look at **revenue**.



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# What **Most** Companies Do



Chase **form fills**

(The small portion that converts)

Ignore **everyone else**

(The vast majority that gets overlooked)



Chase **form fills**



Ignore **everyone else**



Measure success on **MQLs**



If they don't convert, **they disappear.**



# What's **Actually** Happening

## Initial Interest

They visit.  
They click.



## The Gap

Weeks or months of research,  
internal discussions and comparison.

**Most brands go quiet and  
get forgotten.**



## Buying Decision

They decide.  
Often without you.



**Most visitors  
are early stage**



**They're not  
ready to speak**



**Decisions happen  
later, often with  
multiple people**

TIME PASSES →



**Interest and timing are not the same thing.**



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# Why This **Kills** Conversion

## The Decision Moment

When they're ready, they choose from a shortlist.



The original visitor **isn't** the decision maker.



Your brand **isn't** visible later.



Competitors show up at the **right time**.



You didn't lose to a better product. **You lost to better timing.**



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# Some of This Is Noise. Some of It **Isn't**.

**ALL WEBSITE TRAFFIC**  
A mix of everyone.

**FILTER & UNDERSTAND**  
Identify patterns,  
behavior and context.

**MEANINGFUL SIGNALS**  
Early indicators of potential  
opportunity and intent.



Not **every click**  
matters.



Not **every visitor**  
is a buyer.



But **patterns exist**  
within the data.



Not every click is valuable.  
But ignoring all of them is where **the loss happens.**



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# Identify Who Is Visiting Your Website

Move from anonymous traffic to known companies you can understand and act on.

ANONYMOUS TRAFFIC



IDENTIFIED COMPANIES



You're no longer dealing with traffic.  
You're dealing with companies.



Identify visiting companies using tools like **Leadinfo**.



Separate **ICP traffic** from non-ICP traffic.



Build a list of **relevant accounts**.



Enrich with contact data using tools like **Apollo**.



Map the buying committee using **LinkedIn / Sales Navigator**.



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# Use This Data to Guide Your Sales Activity

Website activity gives you real signals about interest, intent and the people behind it.



## Prioritise the right accounts

Focus your time on accounts showing consistent and genuine interest.



## Spot when interest increases

Identify spikes in activity and return visits to time your outreach better.



## Understand what they care about

See the pages they view and how long they spend on each, to understand their priorities and challenges.



## Identify multiple people from the same company

Recognise buying groups earlier by seeing engagement across different roles.



## Use this to guide your outreach

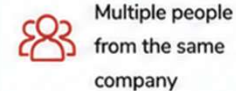
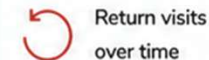
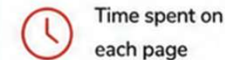
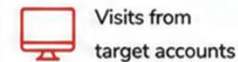
Shape your messaging and focus based on what you know, not assumptions.



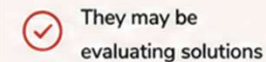
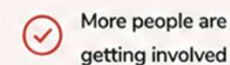
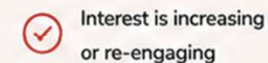
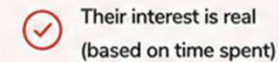
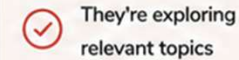
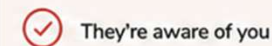
This isn't just traffic data.  
It's buying signals.

## From website activity to meaningful action

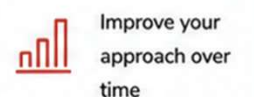
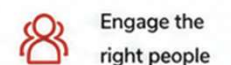
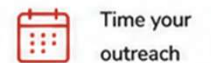
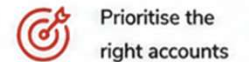
### WEBSITE ACTIVITY (what LeadInfo shows you)



### THE SIGNALS (what it tells you)



### THE ACTIONS (what you can do)



It gives you direction  
on **who** to focus on, **when** and **how**.

# Build Relevance

Use LinkedIn and email strategically to share relevant insights and build familiarity over time.



## Show up where they are active

Be consistently visible in the places they spend time.



## Speak to what they're experiencing

Shape your messaging around the challenges and symptoms they may be facing.



## Make it relevant, not generic

Tailor your message so it speaks to their world, not yours.



## Focus on the account

Engage with multiple stakeholders and build visibility across the account.



## Build familiarity over time

Consistent, relevant touchpoints create recognition and trust.

## Multiple touchpoints. One goal: be relevant.

A mix of LinkedIn and email interactions keeps you visible and top of mind.



## The result: familiarity and trust

They start to recognise you, your name and the value you bring.



Use what you know  
to make your outreach relevant.

# Start Conversations, Not Sales Calls

Open calls that are relevant, easy to engage with, and grounded in what matters to them.



## Use the pages they visited

Understand likely interests based on the content they engaged with.



## Translate that into symptoms

Identify the symptoms they may be experiencing.



## Open with those symptoms

Start the conversation around their challenges, not your solution.



## Have a conversation, don't pitch

Explore, understand and see if there's a fit to help.



## The pages they visit

**tell you what they care about.**

## EXAMPLE CALL OPENING



### 1. Permission-based opener

*"Hi [Name], it's [Your Name] from [Your Company].  
Hope you got a minute to explain what this is about?"*



### 2. Share relevant symptoms

*"We're speaking to a lot of [Role] at the moment  
who are seeing [symptom 1], [symptom 2] and  
[symptom 3]..."*



### 3. Engage in a conversation

*"Out of interest, is that something  
you're experiencing as well?"*



### 4. Ask questions that help you understand the problem, not just know it

*Listen carefully to what they're trying to achieve,  
the impact it's having, and what they actually need.*



You're not calling because they visited.


**You're calling because you might be relevant.**





You're not selling. You're **starting a relevant conversation.**


# Turn This Into a Repeatable System

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 **Your process.**  
Consistent every time.

 **CRM tracks**  
missed follow ups.

 **See where it's**  
working (and isn't).

 **Know which page visits**  
spark the most conversations.

 **Easy to set up.**  
**Easy to use.**



**One system. Clear visibility. Consistent action.**

# Need Help Putting This Into Action?

From setting up the right processes to holding your team accountable — I'm here to help.



**Set up the right systems**  
and automations



**Hold people to account**  
and drive follow through



**Improve results and**  
keep getting better



If you want help implementing this and driving more conversations, **let's talk.**

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Better outcomes

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