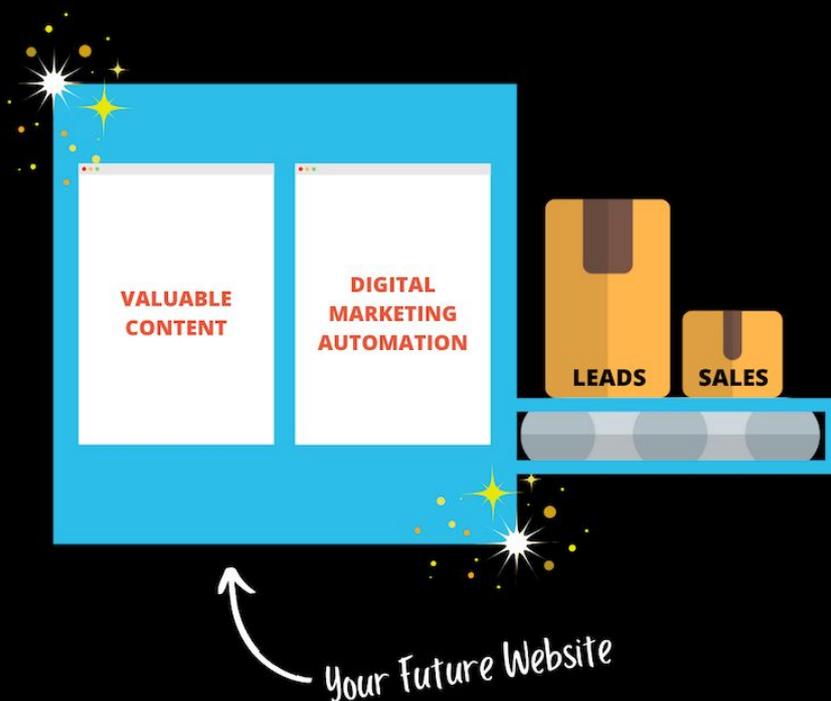


# 7-Step Guide For Converting More Website Visitors Into High-Value Customers



## **Workbook 4:** Using Content Silos

# Workbook 4: Using Content Silos

**It is easy to think of blogs as a collection of posts but well-crafted blog posts are often the first step towards a beautiful client relationship.**

**Blog posts help us build trust and brand awareness about our services and expertise related to our target markets needs and problems.**

When website visitors and existing clients are attracted to reading one of our blog posts it is a clear indication of their interest and it is important that we capture their details so that we can continue to market to them after they leave our website.

As we have seen, the lead magnets visual design, value and description are all important when it comes to getting people to sign-up and joining our email list.

However, purposely defining an explicit link between your lead magnet, the blog post and it's main topic is a powerful way to ensure more people sign up.

This approach creates a natural flow of value from your blog post to signing up for your lead magnet. We call this Content Siloing.

Content silos help increase conversions and add massive value to your existing and potential clients experience. This leads to them getting faster results and it also accelerates trust building in you and your services.

**This workbook should take no more than 15 minutes to complete. Let's get started!**

## Just in case...

Just in case you have somehow come across this workbook without reading the related guide, here's the link: [How to Convert Website Visitors Into High-Value Customers.](#)

Reading that is going to be essential for getting the best out of this workbook.

# Topics

What 3 topics do your existing and/or potential clients want help with right now?

1

2

3

# Guides

What 3 guides could you create from those topics

1

2

3

# Questions

What 3 questions do your existing and/or potential clients have about those topics?

1

2

3