



NVBDC Services Committee

Turning Website Traffic Into Revenue: Creating High-Converting Funnel Pages



Today's Agenda

- Opening Remarks
- Meet Our Presenters
- Presentation
- Q&A
- Wrap-Up



In 2026, NVBDC is launching new international initiatives to expand global market access and exporting opportunities for certified veteran-owned businesses.



Connects NVBDC-certified Veteran-Owned Businesses with global buyers and distributors.



Offers financing, insurance, and loan guarantees to help VOBs compete globally.



U.S. Small Business Administration

Supports veteran-owned businesses with export loans and international training.

Expands NVBDC's international network across 195 countries.



Today's Webinar Includes Live Polls

Polls will appear in a *Slido* pop-up throughout the presentation.

When prompted, please keep the pop-up open and join the conversation!



Meet Our Presenters



Mark Hollingshead
President
DeltaPoint Partners



Paul Mara
Founder & CEO
Diverse Supplier
Development Corp.





DELTAPOINT
P A R T N E R S

Creating a High-Converting Website Funnel Page “Turning Website Traffic Into Revenue”

**Presented By
Mark Hollingshead (DPP) and Paul Mara (DSDC)**



Agenda



- What a funnel page is
- Why funnel pages outperform standard websites
- How to build funnel pages step-by-step
- How funnel pages support revenue growth
- How to measure funnel success
- How to continuously improve conversion rates

Survey



When prompted by Slido, please answer the following questions!

1. What's your biggest website challenge right now?

- Generating More Leads
- Converting Visitors Into Calls/Forms
- Improving Google Rankings (SEO)
- Building Trust & Credibility

2. How are most of your new customers finding you?

- Google Search
- Referrals/Word of Mouth
- Social Media
- Paid Advertising

CREATING A HIGH-CONVERTING WEBSITE FUNNEL PAGE

"Turning Website Traffic Into Revenue"

WHY IT MATTERS



Higher Conversions

Focused path drives more action



More Revenue

Turn more traffic into paying customers



Better User Experience

Clear, relevant, and distraction-free



Stronger ROI

Lower cost per acquisition and higher returns



Scalable Growth

Replicate, test, and scale what works



WHAT YOU'LL LEARN

1



What a funnel page is

2



Why funnel pages outperform standard websites

3



How to build funnel pages step-by-step

4



How funnel pages support revenue growth

5



How to measure funnel success

6



How to continuously improve conversion rates

What is a Funnel Page?



A funnel page is a **strategically designed webpage built to guide visitors toward ONE specific action.**

Examples:

- Book a consultation
- Download a guide
- Register for a webinar
- Request a quote
- Purchase a product

What is a Funnel Page?



Funnel Page vs Traditional Website

Traditional Website	Funnel Page
Multiple pages	Single focused journey
Multiple choices	One primary action
Information heavy	Conversion focused
Visitors browse	Visitors take action

Why Funnel Pages Matter Today



Buyer Behavior Has Changed

Modern buyers:

- Research before talking to sales
- Expect instant value
- Have shorter attention spans
- Need clarity and trust quickly



Why Funnel Pages Matter Today



Businesses Without Funnels Often Experience:

- Website traffic with no conversions
- High bounce rates
- Low lead generation
- Long sales cycles
- Poor ROI from marketing efforts



The Business Case for Funnel Pages: **Why Funnel Pages Grow Revenue**



1. Capture Leads Automatically

Funnels allow businesses to collect:

- Emails
- Phone numbers
- Appointment requests
- Buying intent data

2. Shorten Sales Cycles

- Funnels pre-educate prospects before they speak with sales.



The Business Case for Funnel Pages: **Why Funnel Pages Grow Revenue**



3. Increase Marketing ROI

Funnels allow tracking:

- Cost per lead
- Conversion rate
- Customer acquisition cost
- Lifetime value

4. Create Predictable Sales Pipelines

- Funnels turn marketing into a measurable system.



Funnel Page Strategy & Planning



Step 1: Define Your Funnel Goal

Choose **ONE** conversion action.

Examples:

- Free consultation
- Free audit
- Free guide
- Product purchase
- Webinar registration



Funnel Page Strategy & Planning



Step 2: Identify Your Target Audience

Define:

- Industry
- Role
- Pain points
- Goals
- Buying triggers



Funnel Page Strategy & Planning



Step 3: Identify Customer Pain Points

Example Framework:

- Pain → Solution → Outcome

Example:

- Pain: Disorganized data systems
- Solution: Integrated data platform
- Outcome: Faster research & better decisions



Funnel Page Strategy & Planning



Step 4: Craft Your Core Offer

Every funnel must answer:

- Why should someone take action NOW?



Funnel Page Structure & Layout: **High-Converting Funnel Page Framework**



Section 1: Attention-Grabbing Headline

Must:

- Identify problem
- Promise outcome
- Be simple and clear

Formula:

- "How to Achieve [Result] Without [Common Frustration]"

Funnel Page Structure & Layout: **High-Converting Funnel Page Framework**



Section 2: Problem Awareness

Make visitors feel understood.

Show:

- Challenges
- Risks
- Hidden costs of doing nothing

Funnel Page Structure & Layout: **High-Converting Funnel Page Framework**



Section 3: Your Solution

Explain:

- What you do
- How you help
- Why you are different



Funnel Page Structure & Layout: **High-Converting Funnel Page Framework**



Section 4: Benefits & Outcomes

Focus on results, not features.

Example:

- Feature: Data integration platform
- Benefit: Faster decision-making & compliance confidence

Funnel Page Structure & Layout: **High-Converting Funnel Page Framework**



Section 5: Social Proof

Examples:

- Testimonials
- Case studies
- Statistics
- Client logos
- Industry credibility

Funnel Page Structure & Layout: **High-Converting Funnel Page Framework**

Section 6: Call-To-Action (CTA)

Clear, simple, visible.

Examples:

- Book Your Free Consultation
- Download The Guide
- Schedule A Demo



Funnel Page Structure & Layout: **High-Converting Funnel Page Framework**



Section 7: Risk Reversal

Reduce hesitation.

Examples:

- Free consultation
- No obligation
- Money-back guarantee
- Easy cancellation



QUESTIONS



Funnel Page Design & Psychology: **Key Conversion Principles**



1. Simplicity Wins

- Too many choices reduce conversions.

2. Above-The-Fold Messaging

Visitors should immediately understand:

- Who you help
- What you do
- Why it matters

Funnel Page Design & Psychology: **Key Conversion Principles**



3. Visual Hierarchy

Use:

- Headlines
- White space
- Icons
- Short paragraphs
- Bullet points

Funnel Page Design & Psychology: **Key Conversion Principles**



4. Trust Building Elements

Include:

- Certifications
- Awards
- Client logos
- Security badges
- Professional photography

5. Mobile Optimization

- Over 60% of visitors are mobile users.

Funnel Page Technology & Tools



Popular Funnel Builders:

- GoHighLevel
- ClickFunnels
- WordPress + Elementor
- HubSpot
- Leadpages
- Wix-Templated Site

Integrations Needed



Funnels should connect to:

- CRM
- Email automation
- Appointment scheduling
- Payment systems
- Analytics tracking

Traffic Generation Strategies: Funnels Need Traffic To Work

Traffic Sources

Organic:

- SEO
- Social media
- LinkedIn
- Blogging



Traffic Generation Strategies: Funnels Need Traffic To Work



Paid:

- Google Ads
- Facebook Ads
- LinkedIn Ads

Traffic Generation Strategies: Funnels Need Traffic To Work



Direct Outreach:

- Email marketing
- Referral campaigns
- Networking



Measuring Funnel Success



Key Performance Indicators (KPIs)

Metric	What It Means
Conversion Rate	% of visitors who take action
Cost Per Lead	Marketing efficiency
Appointment Rate	Sales readiness
Lead Quality	Revenue potential
Funnel ROI	Profitability

Average Funnel Conversion Benchmarks

- 2% = Needs improvement
- 5% = Good
- 8%+ = High performing

Poll

When prompted by Slido, please answer the following question!



How often do you review or update your website?

1. Monthly
2. Quarterly
3. Once a Year
4. Only when something breaks
5. Can't remember the last update

Funnel Optimization – Continuous: **Funnel Improvement Process**



Step 1: Measure Results

- Track visitor behavior.

Step 2: Identify Drop-Off Points

- Where are visitors leaving?

Funnel Optimization – Continuous: **Funnel Improvement Process**



Step 3: Test Improvements

Test:

Headlines

CTA placement

Offer messaging

Page layout

Form length

Step 4: Repeat

Funnels improve through consistency and testing.

Common Funnel Mistakes



- Too many calls to action
- Weak headlines
- Too much text
- Poor mobile experience
- No follow-up automation
- No tracking or analytics

Practical Workshop Exercises



Exercise 1:

- Define your funnel goal

Exercise 2:

- Write your funnel headline

Exercise 3:

- Create your offer

Exercise 4:

- Map your funnel layout

Exercise 5:

- Select your funnel technology

Why Funnel Pages Are Critical to Business Growth



Funnels create:

- Predictable lead generation
- Measurable marketing ROI
- Shorter sales cycles
- Scalable growth
- Automated prospect nurturing
- Stronger customer experiences

How Funnel Support a Balanced Growth Strategy



IMPLEMENTATION ROADMAP

Week 1

- Strategy + Messaging

Week 2

- Design + Build

Week 3

- Launch + Traffic

Week 4+

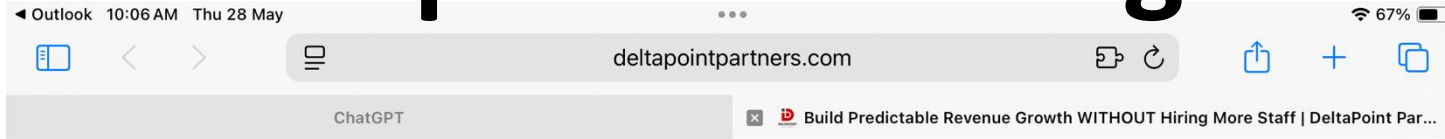
- Testing + Optimization



QUESTIONS



Sample Funnel Pages



315-766-8906
help@deltapointpartners.com



[HOME](#) | [SERVICES](#) | [ABOUT US](#) | [FREE RESOURCES](#) | [NEWS](#) | [CONTACT US](#)

BUILD PREDICTABLE REVENUE GROWTH **WITHOUT** HIRING MORE STAFF

Strategic Sales, Marketing, and Business Development Systems Installed For You.

- ✓ Fractional Sales & Marketing Leadership
- ✓ Lead Generation & Revenue Systems
- ✓ Supplier Diversity & Private Sector Growth
- ✓ Business Coaching & Strategic Consulting
- ✓ Revenue Partner Program
- ✓ Sales Mentoring

REQUEST YOUR FREE GROWTH STRATEGY



Sample Funnel Pages



Outlook 10:06 AM Thu 28 May
deltapointpartners.com 67%

HOME SERVICES ▾ ABOUT US ▾ FREE RESOURCES NEWS CONTACT US

✓ Revenue Partner Program
✓ Sales Mentoring

SCHEDULE YOUR FREE GROWTH ASSESSMENT

Veteran & Diverse Business Growth Specialists

Why Businesses Struggle To Grow Consistently

- ✗ Inconsistent lead generation
- ✗ Sales teams lacking structure
- ✗ Limited access
- ✗ Marketing with no measurable ROI
- ✗ Marketing with no measurable ROI

REQUEST YOUR FREE GROWTH STRATEGY SESSION

Name *

Email Address *

Company Name *

Company Revenue:

☐ Under \$1M ☐ \$1M - \$5M

☐ \$6M - \$10M ☐ Over \$10M

Growth Goals

✓ Success!

GET MY GROWTH STRATEGY SESSION

100% Risk Free • No Obligation • Results Focused



Sample Funnel Pages

Outlook 10:06 AM Thu 28 May

delpointpartners.com

67%

HOME | SERVICES | ABOUT US | FREE RESOURCES | NEWS | CONTACT US

HOW DELTAPOINT PARTNERS HELPS YOU WIN

**Install Revenue Systems**

Sales & marketing frameworks that create predictable pipelines.

**Expand Market Opportunities**

Supplier diversity, procurement positioning, and strategic partnerships.

**Execute Growth Strategy**

Fractional leadership that installs systems and drives accountability.

**TRUSTED BY GROWTH-FOCUSED COMPANIES
NATIONWIDE**

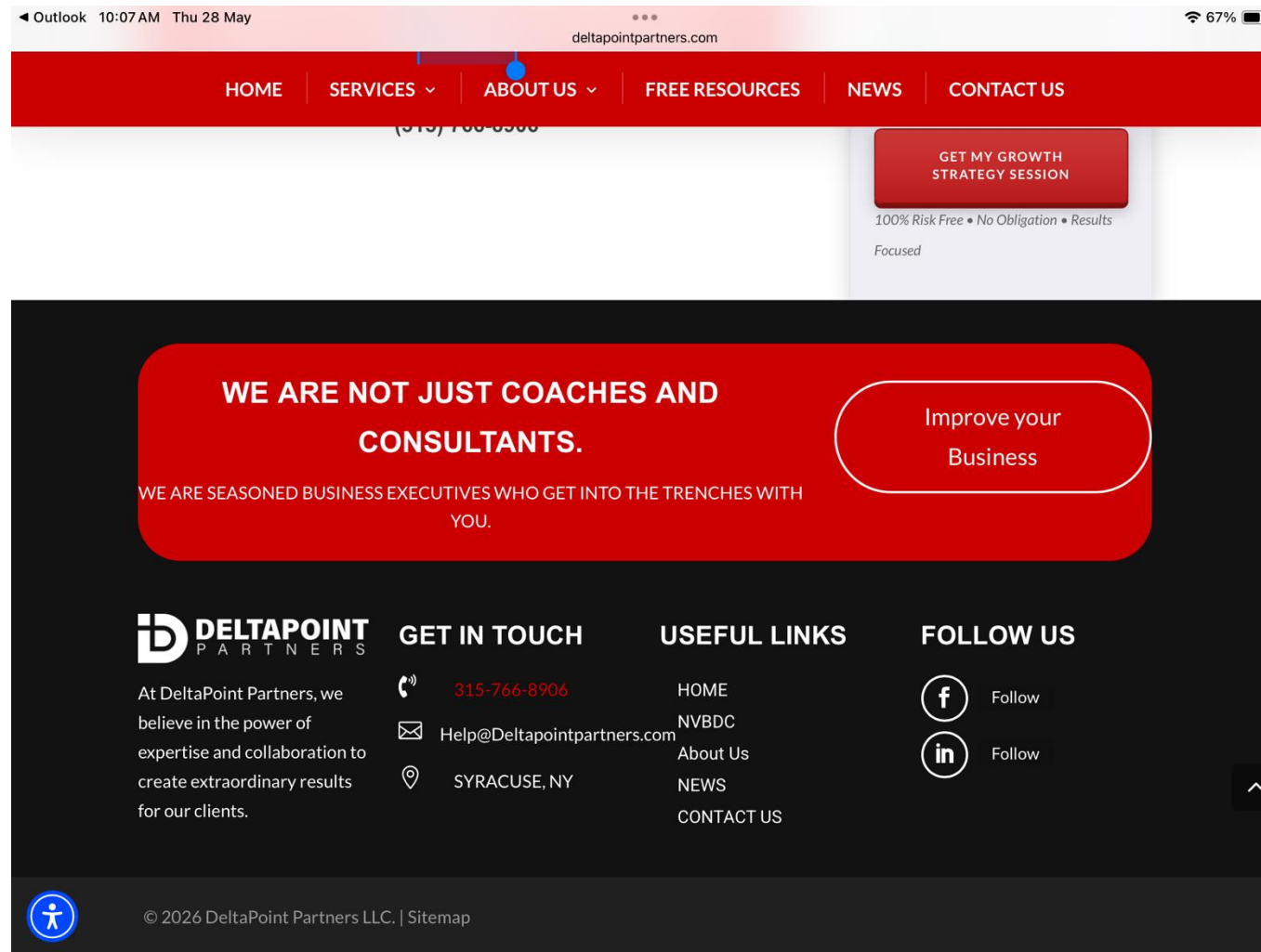


SCHEDULE YOUR FREE GROWTH STRATEGY CALL

**READY TO BUILD A PREDICTABLE GROWTH ENGINE?**



Sample Funnel Pages



Sample Funnel Pages

WHY TREE TRIMMING & MAINTENANCE MATTERS

Healthy Trees. Safe Properties. Strong Communities.

FOR HOMEOWNERS

PROTECT WHAT MATTERS MOST

FOR BUSINESSES

SMART MAINTENANCE. BIG IMPACT.

IMPROVE PROPERTY APPEARANCE

Well-maintained trees boost curb appeal and increase your property value.

REDUCE SAFETY RISKS

Remove dead or weak branches that can fall and cause injury or damage to your home, vehicles, or loved ones.

PROTECT YOUR HOME

Prevent damage from branches rubbing on roofs, siding, gutters, and windows. Protect your investment.

IMPROVE TREE HEALTH

Proper pruning removes disease, deadwood and weak growth, helping your trees grow stronger and live longer.

PREVENT EXPENSIVE EMERGENCIES

Routine maintenance costs far less than emergency tree removal, repairs, and insurance claims.

REDUCE LIABILITY EXPOSURE

Well-maintained trees reduce the risk of injuries, property damage, lawsuits, and costly claims.

ENHANCE PROPERTY IMAGE

Clean, well-kept landscapes create a positive first impression for customers, tenants, and employees.

AVOID EMERGENCY DOWNTIME

Prevent storm damage, blocked entrances, and disruptions that can impact operations and customer access.

PROTECT STRUCTURES & INFRASTRUCTURE

Trees near buildings, parking lots, lights, and utilities can cause serious and expensive damage if not properly maintained.

SUPPORT LONG-TERM PROPERTY VALUE

Healthy, well-maintained outdoor spaces attract tenants, retain customers, and protect your property investment.

HEALTHY TREES PROTECT PROPERTIES, PEOPLE, AND INVESTMENTS.

PREVENTATIVE TREE CARE TODAY CAN HELP AVOID MAJOR PROBLEMS TOMORROW.

NEED PROFESSIONAL TREE SERVICE?
315-TREE-111
CALL TODAY FOR A FREE ESTIMATE!

LICENSED & INSURED

24/7 EMERGENCY SERVICE

EXPERIENCED LOCAL TEAM

SERVING HOMEOWNERS & BUSINESSES

A Cleaner Workplace Starts With the Right Partner

For over 35 years, Hygeia has helped businesses across Silicon Valley maintain spotless, healthy, and productive work environments with professional commercial cleaning services.

Schedule Your Free Site Analysis Today
A Hygeia specialist will review your facility and provide a customized cleaning strategy.

Andy Montero
President, Hygeia Janitorial Services
20+ Years of Operations & Facilities Experience

✓ Customized Cleaning Plans ✓ Fully Insured & Professionally Trained Staff
✓ 24/7 Support & Emergency Services ✓ Trusted by Offices, Healthcare,
✓ Retail & Property Managers ✓ (950) 8.2034.2025

Why Businesses Choose Hygeia

Cleaning That Reflects the Professionalism of Your Business

Customized Cleaning Plans

Every facility is unique. Hygeia develops cleaning schedules and service plans designed specifically for your space.

Highly Trained Cleaning Professionals

Our team follows strict cleaning protocols and quality control standards to ensure consistent results.

Reliable Service & Communication

Our bilingual management team ensures clear communication and reliable service for every client.

Comprehensive Commercial Cleaning Services

Industries We Serve

- ✓ Corporate Offices
- ✓ Healthcare Facilities
- ✓ Schools & Educational Facilities
- ✓ Window & Glass
- ✓ Waste Management & Recycling
- ✓ Electrostatic Disinfection
- ✓ Pressure Washing

- Corporate Offices
- Healthcare Facilities
- Schools & Educational Facilities
- Retail Locations
- Property Management & Multi-Tenant Buildings
- Restaurants & Industrial Facilities

See the Difference Professional Cleaning Makes
Get a free facility evaluation and custom cleaning plan tailored to your building. >>>



How Funnels Support a Balanced Growth Strategy



We can offer:

- Funnel page checklist
- Funnel planning worksheet
- Funnel headline template library
- CTA template library
- Funnel ROI calculator
- Funnel performance scorecard

How Funnels Support a Balanced Growth Strategy



We can offer:

- Funnel strategy consulting
- Funnel build services
- Funnel traffic generation
- Funnel analytics reporting
- Fractional marketing support

PROGRAM OPTIONS

- “Turn Website Traffic Into Sales Opportunities”
- “Stop Building Websites... Start Building Revenue Engines”
- “Funnels: The Missing Link Between Marketing and Sales”

The DeltaPoint “Consistency Creates Opportunity” Model



DeltaPoint Balanced Attack Integration

Social media strengthens:

- Email Marketing Campaigns
- Referral Development
- Event & Networking Follow-Up
- Outbound Sales Prospecting
- Brand Authority



QUESTIONS



The Marketing Revenue Engine for Small Businesses in 2026



THANK YOU FOR ATTENDING TODAY'S WEBINAR

We appreciate you taking the time to learn, **grow**, and invest in your future.

Your commitment to exploring new ideas, strategies, and opportunities is what drives **innovation, progress, and results.**

We hope today's session provided insights you can **immediately apply** to your organization.

Stay connected with us for more strategies, tools, and resources designed to help businesses **grow smarter** and **move forward** with confidence.

WE LOOK FORWARD TO STAYING IN TOUCH.



Please Feel Free To Contact Us For Any Questions You May Have!



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A stylized American flag with stars and stripes, positioned in the top left corner of the slide.

Q & A



NVBDC Events



**View All Events &
Register Today!**

***NVBDC.org/event
s***

Upcoming Digital Readiness Webinars:

- **Cybersecurity 201: Building Your Security Posture**
Tuesday, June 16 – 11:00 a.m. to 1:00 p.m. ET
- **AI Advantage: Using Artificial Intelligence To Grow and Scale**
Tuesday, June 23 – 11:00 a.m. to 1:00 p.m. ET

Upcoming Mastering Resources Webinars:

- **From Foundation to Growth: Building Talent with H.O.P.E. and Vanguard Rising**
Thursday, June 25 – 11:00 a.m. to 12:30 p.m. ET

Missed a webinar or want to rewatch? Access recordings at NVBDC.org!

Stay tuned, more powerful webinars are on the way!

We're continuing to equip veteran business owners with the digital training, tools, resources and insights needed to scale both domestically and internationally.

Veteran-to-Veteran LinkedIn Group



A place for NVBDC Certified SD/VOB's to connect, build relationships and share business successes and challenges.

Corporate Members are encouraged to join and participate in the conversation!



We value your feedback!



Scan here or visit
bit.ly/49cMMKn

Please take a moment to complete our post-event survey. It only takes a few minutes and helps us improve future programming, resources and engagement opportunities.

Your input helps us better serve the Veteran business community!



Meet the Team



John ("JT") E. Taylor
Services Committee Chairman
NVBDC Board of Directors



Annette Stevenson, US Army Veteran, CPSP, C.P.M.
NVBDC Board of Directors
Services Committee



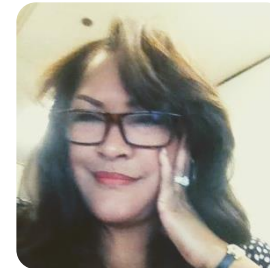
David Brazda
Co-Treasurer, NVBDC
NVBDC Board of Directors



LTC (Ret) Kathryn M. Poynton
Director, MVO Task Force
NVBDC Board of Directors



Tammi Hart
Senior Vice President, NVBDC
Services Committee



Toni Moses
Relationship Manager,
Certification Committee
Services Committee





Thank You For Joining Us Today!

**Turning Website Traffic Into Revenue:
Creating High-Converting Funnel
Pages**

