



HOW TO CREATE YOUR OWN REFERRAL-MASK SITE

Introduction

This guide explains how to create your own Referral-Mask, which details the structure of the website as a whole, the landing page strategy, and the concept of having your own personalized listing page. We coined the term "referral mask" to describe the website used in the marketing funnel, where a separate brand is created from that of your software development company. The tactic involves this brand presenting itself as a quote generation platform. When a lead fills out an inquiry form on the referral mask site, they answer qualifying questions about their project requirements. They are under the impression they will be matched with the right company based on their specific needs. After filling out the form, they reach a listings page where they are shown one company (the client we have offered the solution to). They can review the company's details such as location, size, average budget, company description, a link to their website, and their email address. Additionally, they can book a meeting with their matched company directly on the listing page, which includes the software development company's calendar embedded under the listing. Booking a meeting is strategically emphasized as the primary call to action.

The quote generation platform provides fundamental value to leads that a standard software development company website does not. It offers a recommendation from a trusted third party on who to work with for their specific needs. This saves them time on research, instills confidence in their choice, and helps them feel they are getting the best deal possible. Leads from referrals are found to be at least 60% more likely to close, with some studies indicating a 7x higher close rate compared to other lead sources.

Next , let's dive into the structure of the website :)



HOME PAGE

The home page, though rarely visited by PPC campaign traffic, legitimizes the site for curious users. Every section has a button linking to the landing page. The basic structure is as follows:

1. Banner Section:

- Brand name, logo, and tagline (e.g., #1 source for software dev quotes).
- CTA button for "Free Quotes."

2. Text Section:

- Sentence explaining the benefits of the platform.
- CTA button.

3. Services:

- Image or icon representing different sub-categories of software development.
- Each service icon/image clickable, linking to the landing page.
- CTA button.

4. Information Section:

- Header (e.g., "Why should you work with a software development company?").
- Icons, paragraphs, or other content.
- CTA button.

5. Partners Section:

- Logos of companies, including past clients or SaaS solutions.
- CTA.

PRIVACY POLICY

Generate a privacy policy using tools like termly.io or rocketlawyer.com. Ensure the theme/design aligns with the rest of your website.

LANDING PAGE

Before delving into the landing page, let's cover some essential Conversion Rate Optimization (CRO) strategies that can significantly impact your page's success.

Conversion Rate Optimization (CRO) Tips:

1. Place the Form Above the Fold:

- Ensure that the qualifying form is prominently displayed at the top of the landing page, allowing users to engage without scrolling. This ensures immediate visibility and encourages interaction.

2. Ensure You Have a Strong Call-to-Action (CTA):

- Craft compelling and clear CTAs throughout the page, especially next to the form. Use persuasive language that prompts users to take the desired action, such as "Get Quotes" or "Start Your Free Consultation Now."

3. Include Your Privacy Policy to Remove All Doubts:

- Enhance user trust by prominently including a link to your privacy policy. This helps alleviate any concerns users may have about the security and handling of their information, contributing to a smoother conversion process.

4. Minimize Friction in and Around the Form:

- Streamline the user experience by eliminating unnecessary distractions around the form. Keep the focus on the key elements that guide users toward completing the form, reducing any potential sources of friction.

5. Include the Right Number of Fields, Remove Unnecessary Fields:

- Optimize the form by carefully selecting the fields required for lead qualification. Minimize the number of fields to only those essential for understanding the user's project needs. This reduces the perceived effort for users and increases form completion rates.

6. Align Your CTA and Form with Landing Page Copy:

- Maintain consistency between the landing page copy and the CTA. The messaging should align seamlessly, providing a cohesive narrative that reinforces the value proposition. This alignment fosters a sense of continuity, reinforcing the user's decision to engage with the form.

LANDING PAGE (CONT.)

Now, let's go over the structure of the landing page:

Landing Page Structure

Section 1:

- Left Side: Heading as an enticing tagline.
- Three bullet points describing unique values.
- Right Side: Qualifying form spanning multiple pages (project type, details, contact info). Submit button: "Get Quotes" or similar.

Section 2:

- Star rating with an explanation.
- Partners section.

Section 3:

- Text section emphasizing the value of the platform.
- CTA button.

Section 4:

- Numbered value points with three main points.
- CTA button.

Section 5:

- Services represented by icons or images.
- Images clickable, correlating with page 1 of the form.
- CTA button.

Section 6:

- Text section with a header (e.g., "Highly Rated Software Developers").
- Paragraph describing the benefits.

LISTINGS PAGE

This page serves the main purpose of serving your company to the lead on a silver platter. We want to emphasize them to book a meeting with you as our main CTA, while still making sure we provide them with the value that the platform has promised them. With that being said, let's get into the structure of this page.

Section One:

- Header (e.g., "Your Perfect Match").
- Paragraph explaining the match and encouraging booking a meeting.

Section Two:

- Company's listing with logo, name, description, website link, email address, cost range, company size, and location.
- "Free Consultation" button scrolling down to an embedded scheduling widget.

CONCLUSION

We just gave you the keys to the website structure we've used to generate high ticket software development leads for our clients which they have been able to close on 6 figure deals. You can implement this all on your own and see tremendous results with it.

Make The Most of This System:

If you believe in the system but you'd rather save yourself the hassle while ensuring everything is set up perfectly, just [chat with us](#) to see how we can help you out :)