

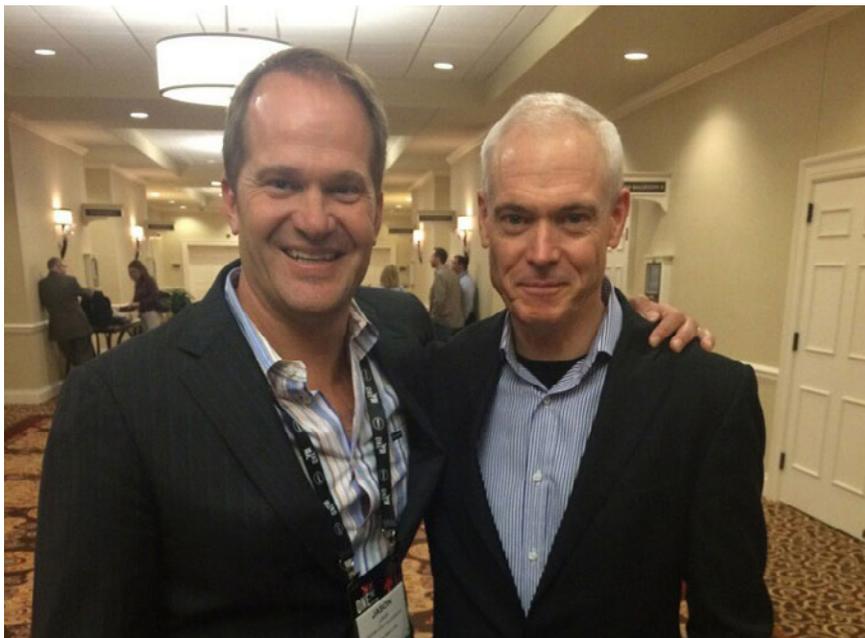
Golden Rule #10 of 20

Create a Hedgehog Site for Lead Generation



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If you have ever visited our building, attended one of our seminars or been through a deep dive of your company with our staff, you'll quickly realize that Jim Collins is one of our heroes.



If you're not sure exactly what a Hedgehog is, or if you think it's a small, adorable critter covered in spikes, then we have some recommended reading: *Good to Great; Chapter 5*.

Those familiar with Jim Collins' Book "Good to Great" know this is a business concept surrounding the idea that a business should focus on doing one thing, and doing it really well. By doing so, they can beat their competitors and become a truly great businesses.

A business finds its "Hedgehog" by making three assessments:

- What its people are truly passionate about.
- What it does better than anyone else.
- What drives its economic engine (e.g. what it can make lots of money doing).



Now let's apply this Hedgehog Concept to Internet Marketing.

Once you've identified your Hedgehog, chances are that your Hedgehog is someone else's problem. Test it. Ask yourself, "What's our Hedgehog?" After you arrive at the answer, ask yourself if your Hedgehog is someone else's problem.

Now, let's test this assumption.

If someone does not already know you (or your company) and they have a problem, they care more about their problem than they care about you.

Do you think that assumption above is true or false? If you think it's true, keep reading.

The fastest way to find new clients, outside your existing ecosystem, is by building and marketing a Hedgehog site. And because your Hedgehog website is 100% dedicated to the promotion of the concept (e.g. someone's problem) and not necessarily your brand, people that don't know you are more likely to interact with it.

A perfect example is our client, SA Recycling (SARecycling.com). SA Recycling is recognized as a world leader in the scrap metal recycling industry, with over 50 facilities located conveniently throughout the Southwestern United States.

One day, their CEO, George Adams, says to us, "You know, we make a lot of money in car recycling." George was explaining to us how they have relationships with most the auto-wrecking industry and signs outside all their yards that they pay cash for junked cars. "We probably recycle more cars than anyone in California," he tells us. "But I want to get a LOT more cars."

Enter Hedgehog site: RecycleCars4Cash.com



The RecycleCars4Cash.com website focuses obsessively on the service at hand – scrapping junked cars - and doesn't concentrate on the brand of SA Recycling. In fact, you don't see SA Recycling mentioned until you scroll to the footer of the website.

The design is functional, centered on user experience to drive conversions. There are bold call to actions, clearly defined services, and a condensed number of pages for ease of navigation.

The results of this program has been exceptional. A few, but not all, of the perks are:

- Lower cost per click for keyphrases mainly because of relevancy and quality score
- Lower cost per lead
- Lower cost of acquisition
- Higher conversion rates

Hedgehog sites don't just work for B-2-C businesses, B-2-B businesses can participate as well. Some examples below:

- VLAdvisors.com vs. PhantomStockOnline.com
- And we practice this concept ourselves with GoldenComm.com vs. AuComm.com

Check those sites out and you'll quickly see the strategy.

Conclusion

If you are a business with multiple offerings and a breadth of proficiency, it would be wise to focus time, and energy, into the thing you are the best in the world at - your Hedgehog.

After all, making money from what you are most passionate about doesn't quite seem like work!

All of our **Golden Rules of Harder Working Websites** are only a sampling of what's possible.

The case studies are real, but your results will vary, depending on your business and how well you execute.

However, whether your company is in B-2-B or B-2-C our experience consistently shows building and marketing a Hedgehog website can make you more money.

Be sure to let us know if you have any questions, or if you try this Golden Rule, let us know how it worked!

**WE'D LOVE TO
HEAR FROM YOU**

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