

AUDIENCE & CONTENT STRATEGY

Fix your content, fix your *pipeline*

How to move from vanity traffic to sales-ready leads



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Your traffic is up.
Your *fit* is down.



FRAMEWORKS

Your page decides who converts before your form does

01

INFORMATION SCENT

02

SIGNALING THEORY

03

JOBS TO BE DONE

04

SELF-SELECTION



01 / 04

Information Scent

Readers decide whether content matches their situation within seconds, based on cues in the opening, not the whole page.



02 / 04

Signaling Theory

Signals are only trustworthy when they're too costly to fake. Specific detail works because generic language can't produce it convincingly.



03 / 04

Jobs to Be Done

Content built around a product category speaks to everyone loosely connected to it.
Content built around a specific circumstance speaks only to the people living in it.



A circumstance has three parts



FUNCTIONAL

They need something specific done.



EMOTIONAL

They want to feel a certain way about the decision.



SOCIAL

They want to look a certain way to others involved.



04 / 04

Self-Selection

Content that closes those gaps does something more valuable than converting a reader. It lets the wrong-fit reader rule themselves out before a person ever gets involved.



Vague content doesn't repel anyone. That's the *problem*.

It gives off no real scent, earns no particular trust, and asks no one to rule themselves out. Anyone who clicks stays in the funnel.



Higher quality likely means lower quantity.
At least at first.

Be prepared to manage expectations. Your sales team's. Your stakeholders'.
And your own.



The Specificity Check

01

What specific circumstance is this reader in, right now, that brought them here?

02

What would make a wrong-fit reader move on?

03

What's missing that a right-fit reader needs to see?



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HYPOTHETICAL EXAMPLE — B2B MANUFACTURER, BEFORE

**"We provide high-quality manufacturing solutions
to meet your production needs."**

This version names no specific circumstance. Nothing here gives a wrong-fit reader a reason to leave.



SAME PAGE, AFTER

"We machine tight-tolerance aluminum parts for aerospace suppliers running low-volume production runs, typically under 500 units per order."

This version names a specific circumstance: an aerospace supplier running low-volume production. That detail also gives a wrong-fit buyer a clear reason to move on.



Try this on your own highest-traffic page



The Specificity Check



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Depth and specificity change who ends up on the page. Often that means fewer people. But it means more of the *right ones*.

[FREE DOWNLOAD](#)

The playbook contains the full Content Signal Evaluation Framework, built for your highest-impact pages.

www.fourfront.us/audience-quality-playbook



Let's talk about your pages.

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