In the lead generation process, many potential leads start at the top, but only a few become paying customers at the bottom. To improve lead conversion, focus on nurturing leads in the middle stage. Identify the best prospects based on factors like ‘TotalVisits’ and ‘Total Time Spent on Website.’ Keep a list of leads to inform them about relevant offerings, such as courses, services, and job opportunities. Tailor your communication to their interests and prioritize converted leads by engaging in question-answer sessions and further inquiries.”