Website Conversion Secrets

"How To Make Your Website Sell Like Crazy!"

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About The Author

Ewen Chia

Ewen is an expert information publisher and marketer from Singapore with a fiery passion for creating unique quality content fellow internet marketers can benefit from.

He is also the owner of InstantMarketingSecrets.com, a website providing visitors with the skills needed for online success. You can receive an internet marketing training course worth $297 absolutely FREE by visiting here.

When he is offline, Ewen can be found at the movies, coffee clubs or enjoying his fave hobby of guitar playing and songwriting. He can also be found most evenings with his wife and toddler son, Clayden Chia ☺

Ewen has been regularly publishing his two main internet marketing ezines "Web Marketing Exposed" and "Marketing Ebooks Exposed" since 2001 and 2004 respectively. You can subscribe to these ezines for powerful content and exclusive special offers as and when they are available.

Other products (with more to come!) from Ewen include:

- **Resale Rights Secrets**
- **Mini eBook Secrets**
- **Turnkey Internet Profits**

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Introduction

Dear Website Owner,

You'll be shocked at how big an impact little things will do for your website conversion rate once you apply them…

The sole purpose of this guide's to point out these little things so you can act upon them immediately. It's a fast read and not some 300+ page report, it don't have to be.

This zooms right into target, powerful and concise without any fluff or fillers. I've divided it conveniently into **two sections** revealing two of the most important elements affecting website conversion - **"Website Mechanics"** and **"Power Copy"**. You'll discover **40 killer techniques** guaranteed to help skyrocket your website conversion rate… and make it sell more - much more!

Look, though the Internet has developed a language of its own, we may always find some offline predecessor to the terms commonly used.

For starters, the concept of 'website conversion' is tied to the idea of "response rate" in the Direct Marketing industry. Simply put, the conversion rate of your website measures how well you persuade your visitors to take the action you want them to. This is normally measured as a percentage, so if out of every 100 visitors to your website 3 buy your product, you'll have a conversion rate of 3%.

***Experience and simple arithmetic show that it is more beneficial to try and improve your conversion rate than to increase website traffic*.**

In other words, if you want to double your sales, try doubling your conversion rate rather than your traffic.

The whole irony of this situation is that most webmasters spend most of their time trying to double traffic to their websites rather than improving their sites conversion rate. But if you have a poorly converting website then you are simply wasting the traffic—and money!

Let us then change this situation by focusing on those elements that make up a website that is a conversion workhorse…

To your success always,

Author, "Website Conversion Secrets"

P.S. I've included some relevant resources here which are invaluable to further increasing your website conversion. They're not compulsory to have but would be helpful.

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"Website Mechanics" Section

In this section we are going to look at the mechanical side of your website that needs special vigilance. These 'principles' should be basic to any website and must not be overlooked. If you're new to this or are struggling with getting a professional website up, a good place to turn to would be the folks at Expert Makeovers who do a very good job.

Technique 1: The load time for your website should ideally be below 30 seconds on a 28K modem.

You can simply use a dialup account to check this or the services available at http://www.netmechanics.com. This service would check your loading speed, your links to make sure they are working and will point out graphics that need to be reduced.

Speaking of graphics, this is normally the one element that causes slow loading times. If you aim to reduce the size of your graphic files without sacrificing quality, this will go a long way to improve fast loading times.

Another culprit here, also, is the **wrong use of tables**.

If you navigate to a slow loading website, you'll often see that the entire site does not appear for 20 seconds and then... BAM... it appears all at once. This happens when you create ONE table and you put the entire salesletter in there.

What you want to do instead is **break the page up in several smaller tables** (at least 2-3) so that the upper table loads instantly and gives the visitor something to read while the rest of the page loads in the background.

Have a look at the very site you were given as part of the master resale license you now have for this manual. You'll see this technique in use.

Technique 2: Your website should appear well on all monitor sizes and resolutions.

You have to keep in mind that not every web surfer has a 21" monitor with 1024 x 768 resolution.

A rule of thumb is that you should always keep the 'little guy' in mind. I mean those with the **12" monitors set at 640 x 480**. If you design your website at fixed pixels, (say 700 x 600) then those surfers with smaller monitors will have to scroll across just to see the entire breath of your page. This is a little annoying and that is the last thing you want to do – annoy your visitors.

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Technique 3: Make it easy on your reader's eyes.

Make sure your font type and size are **easily *readable* and *available***. Keep in mind that it's more strenuous on the eyes to read from a computer screen than to read the printed page.

Here you can learn a lot from those who do direct marketing by mail. They seldom divert from the **12-pt. courier font** because it is easy to read.

On the point of font availability, if you use a font that is not available on the readers computer then the default font for the browser will be substituted and this may not look the way you intend it to.

A common online practice is to use a script font for signatures, but this can easily backfire if the font is not available to the website visitor. A better method is to use a scanned image of your actual signature.

You should also break up long passages of text into shorter paragraphs and sentences. Long paragraphs without much 'white space' are discouraging to read. Leave that for the sections of your website that the law requires but you hope no one reads.

Another point to keep in mind is that your background image should not compete with your foreground material. In most cases a **plain white text background** would serve you best. Make sure that your background image or 'water marks' are not competing with the text. If you have gray colored fonts against a black background this will create unnecessary strain on the eyes.

Technique 4: Avoid those needless doorway Flash pages.

Time is a big factor on the web and Flash presentations take time to load.

This is not a criticism of the Flash program itself. However, when this is the first thing your visitor is hit with – "wait while your movie loads" … he can quickly lose patience. The majority of web users are still using dialup connection; so don't insult their lack of bandwidth.

Except that the purpose of your website is to parade the latest web technologies, avoid "show-offs" that delivers little else to your visitors. Ask yourself the question: "Why does my website need an introduction?" If you cannot come up with a good answer, leave it off.

Technique 5: Make your site navigation easy and simple to follow.

Your website navigation system should be ***obvious***, ***simple*** and ***uniform*** from page to page.

Simple underlined texts are just as effective as tabs used by sites such as Amazon.com. The key here is that you must be able to predict what your customers want from your website and just serve this to them in an easy format.

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Take, for example, a website that sells replacement inks for printers. Now think as the customer coming to that website; the only item you want to find is the ink that goes with *your* printer. The navigation system should allow you to choose the brand and then model of your printer and so easily find the page about the ink cartridge type.

Your navigation system is not a place where you want to get fancy. *Simple text links ordered vertically or horizontally work well.* So do buttons and the most effective of all, filing-cabinet-like tabs.

Technique 6: Form must follow function.

Without reading one line of text your website should exude a message through its **design** and **feel**, though this is a very subjective area and may be more art than science.

There really are no 'standards' and 'controls'. At the same time if you go to CNN.com, the website should say "NEWS", and Disney.com should say "FUN".

Did you ever notice the way that government buildings appear institutional and cold? Maybe that's because of the function that they perform. Be sure the theme of your website is easily seen from just the layout and design.

Technique 7: Look out for the 'little things'.

Have you ever heard the saying that it is the little foxes that spoil the grapes?

There are some **'little foxes'** that can spoil the overall professional appearance of your website. Some pointers:

(a) ***Don't use a visible site stats counter***. Except you want to show off how popular your site is you should keep your stats private. A BIG number at the bottom of your website looks like you are still living in the disco age.

(b) ***Make sure that your site prints well.*** There are many web surfers who prefer to read long text from a printed page rather than the computer screen. You may want to make a 'printable' version of your websites for such users.

(c) ***Make your website 'scannable'.*** The majority of webs surfers will do a quick scan of your website before they are convinced that it is worth reading. This means that you should emphasize (through use of bold, colored, underlined text, and appropriate headings) the high points of your website.

(d) ***Avoid using large header graphics that take away from the topfold of your website.*** The 'topfold' of your Home page is what the visitor sees before he or she scrolls down the page. If your header graphics with your company logo takes up too much space, then less is left for the text that carries the major weight of your message.

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"Power Copy" Section

So far we have only talked about getting your website opened and making your site inviting…

…but what will really convince your visitors to take action are your words – your webcopy.

Excellent resources to turbo-charge your copywriting skills and to easily create your sales letters include Killer Copywriting and The Amazing Sales Letter Creator.

Marlon Sanders has also released another automated 'fill-in-the-blanks' software which churns out profit-pulling customized sales letters for you - literally in minutes! It's called Push Button Sales Letter and you'll be absolutely thrilled using it.

Let us look then at some very important tenants of writing for the web…

Technique 8: Keep your writing customer-focused.

A common temptation that many companies fall into is to present their entire glowing resume to the customer—their size, history, achievement— and forget the most important person: the present visitor!

You must show what you can do for the customer before you attempt to show off your company. This does not mean that there is no place in exhibiting your qualifications (e.g. to build credibility), but be sure to answer the question you're often confronted with when entering a brick-and-mortar store: "What can I do for you?"

Technique 9: Emphasize your product or service benefits, not their features.

I think that this is one of the most fundamental principles of sale. Yet again, simply because something is well known doesn't mean that it is well used.

Most people are not concerned about your *"Kenwood's 2-way speakers, featuring a 6 ½" pearl-mica injection-molded poly woofer, PEI balanced dome tweeter and a range of 2 to 40 watts RMS, and a 160-watt peak power handling. Plus, they come with mounting tabs, so the speakers can be mounted in a 6 ¾" opening*." Tell me how the speakers sound, how they make me **feel** - how they will take my music listening to angelic heights.

This doesn't mean that the shopper will not be concerned about the specs for these car speakers. It simply means that the technical specs are **secondary** to what the speakers can do for my auditory nerves.

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Technique 10: Write as if to one person; not to a group or the whole world.

You must write as if speaking to **one visitor** – just as if he or she were sitting right across from you.

The reader must feel that you are speaking to him, now, at this very moment. You must **connect emotionally** with the customer. And you can because you sense his problems, you've been there and now you have found the solution. Keep foremost in your mind that Internet marketing may be equally called **'Relationship Marketing'** – because that's what it is really.

So, write in a conversational tone. Forget about the dry formality of the instructional manual type writing you did in school.

You are building a relationship with the reader and you want to speak *his language*. To learn the reader's language you must have done your **research** to discover what the problems are and how they are normally talked about.

Don't be afraid to use contractions (you'll, it's, we'll, can't) … ellipses to break up long sentences and long and short sentences to develop rhythm. No need to use big words. Let the simplicity of your vocabulary be prominently eminent. You don't have to break the rules of grammar but do not be a slave to it either. If bending the rules allows you to get across your point more effectively, then go for it.

Technique 11: Deliver immediately on what you promised.

Is your website about fishing? Don't greet your visitors with the latest news on golf. You have to deliver immediately on what you 'promised' from your advertisement or search engine listing. **Be relevant!**

This works on another level apart from your Home page as well.

All your hyperlinks should deliver what they promise. What does this mean?

If a visitor clicks on your 'About Us' link, he expects to see a page describing what you are about – here may be a good chance to show off – he asked for it!

He doesn't expect to see a form asking him to subscribe to your newsletter. Far worse is to discover that he has to click on two more links before he gets to his destination page.

Technique 12: Involve your visitors in your website.

Ask for your visitor's **opinions**, **vote**, and **reactions** by using online forms and running surveys.

What this does is that it gets the customer involved in your website and so they stay longer increasing your chances for a sale. *They are also more like to revisit your website.*

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This is the method behind direct marketers who send you letters that require you to scratch, place a stamp, cut out coupons, and a myriad of other activities that get you involved with the mail piece.

Technique 13: Build your credibility in the customer's mind.

Because of the nature of the Internet and the fear of making credit card purchases online you will need to place the customer at ease by saying, **"I am for real"**. Except that you are a large corporation these tips will be of benefit:

(a) ***Include your picture/product graphic on your website*.** This shows that you are upfront and have nothing to hide, and product graphics give 'feel' and 'tangibility' to what you're marketing. Make the picture or graphics appropriate, a professional site needs a professional looking subject and a joke site … you get the idea. If you're looking for ecovers, you'll love the explosive results you get at Cover Software Pro and Dynamite Covers.

(b) ***Provide an audio message in your own voice.*** This is closely tied to the former tip. It all has to do with *feeling connected and human*. We are not computers – we just use them. We have emotions and use them to communicate. There is nothing that can communicate emotions like the human voice. Many webmasters have discovered recently that adding audio messages has boosted their conversion rate using Sonic Memo and Audio C4.

(c) ***Place your PHYSICAL address and contact information on every page.*** Your address also adds a sense of structure to the very fluid environment of the Internet. It is much like the sign on a brick and mortar store – this is where I'm located. That is why just a post office box number would not suffice. Can you be reached by fax, landline phone, email, and mobile phone? This information adds to your credibility, not to mention your perceived availability.

(d) ***Avoid using free email services and domain hosting companies.*** Using these services makes you appear too volatile. At the same time your image is at stake. The question that looms in the customer mind is, "Why should I buy from you if you cannot even buy a hosting account?"

(e) ***Have an "About" page.*** Here is where you can place a quick resume-type synopsis of your company or yourself. Still keep the customer in mind though. If you are selling computers, it doesn't matter how long you've been in the entertainment industry.

(f) ***Include a 'Privacy Statement'*.** Internet users are becoming more and more sensitive to how their personal information is being used. This makes it almost imperative for you to provide a page with your privacy policy. General concerns that would have to be addressed are:

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- How you use the information that is collected.
- Is the information shared with a third party?
- How they can opt out of any mailing list they sign up for.
- Why you track their IP address.

(g) ***Use your customers' unsolicited testimonials and product reviews.*** What you write about your own product or service is always viewed with some skepticism. What carry the greater weight are the opinions of other experts in your field and the testimonials of your satisfied customers. These testimonials should be accompanied with the email address or website and full name of the customer. The less information you give about the customer providing the testimonial, the less believable it is.

(h) ***Provide a 'No-Risk Money Back Guarantee'.*** A guarantee puts the customer at ease in knowing that he can secure a refund if he is not satisfied with your product. This says that you believe in your product or service and stand behind it 100%. (It is also a legal requirement in many places.) If you are perceived as not standing behind your claims then you lose credibility instantly.

(i) ***Use a Secure Server to process all payments.*** It will help if you let the customer know that his or her information is secure and will not be available to anyone else. For example if you're selling digital information online, ClickBank offers one of the best solution for no-fuss secure payment processing.

(j) ***Provide a user help forum for your product.*** Install a message board for customer feedback. This will allow customers to air their grievances and feel heard. Michael Green has created a perfect product called How To Start A Forum if you need help starting your own forum.

(k) ***Provide 'Live Support' from your website.*** It can make a significant difference if you are there when the customer needs you most – during the buying decision.

Technique 14: Shout your strongest benefit in the headline – think 'Newspaper'.

One of the most important parts of your sales copy is the **headline** and it should show your strongest benefit. "*Learn to Speak Spanish in 21 Days*!", "*How to Fire Your Boss*". Each of these headlines tells you what is offered in no uncertain terms. It may require a number of tests before you find that perfect headline, but **just a change in the headline can work magic for a website.**

Let your headline act as a *qualifier* for your visitors. Your readers should know after reading the headline whether your site is for him or not. You don't want to waste your time with an unqualified prospect.

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Technique 15: Use subheadings that give secondary benefits.

Keep in mind that we are pushing benefits and not features.

After you have floored your visitor with your strongest benefit, you want to follow this with your second strongest blow. Hopefully they are already on the sales floor so it is not difficult to keep them there.

You have to always keep in mind that most people scan a website before they decide to read it through—if ever. **You will want your subheadings therefore to tell the summary story for your site.** If someone was to just skim through your letter they will in essence get a classified ad for your product.

Technique 16: Fill your copy with emotion and passion. Don't bore your customers!

It's a known fact that people make purchases based on ***emotion*** and then rationalize their decisions based on facts…

What does this mean for you? **You have to fill your copy with emotive words and translate facts into feelings.**

When we are immersed in the decision process, we evaluate how we would feel if we did make the purchase versus if we didn't. It is not so much the 'superior engineering of the Germans' that caused you to buy that latest BMW sports car but how you thought owning that piece of steel will make you feel— important, admired, safe. Of course this is not the explanation you give to your significant other.

Do not be afraid to be audacious and provocative. Speak your mind. Give your opinion. Nobody likes to read boring copy. Surprise the reader, make an impression. This makes the visitor sit up and pay attention!

Technique 17: Do not give away your intentions too early.

We are bombarded everyday with advertisements. We are pitched with ads on television, in print, radio and now the Internet. Our brains are now trained just to ignore commercials. If you show right up front that you are trying to sell your visitors something, you are likely to be ignored. So use some **stealth**.

A very successful method in webcopy writing is to present your sales letter hidden in an informative "report". The customer's guards are down and he is more likely to be 'trapped' into a sale. This also allows you to develop some authority status in the reader's mind. This method is often referred to as the **"by the way" strategy** since you are asking for the sale in a 'by-the-way' manner.

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Technique 18: Make use the AIDAS formula.

This formula has been used for years as an outline for good copywriting.

It stands for:

Grab Attention – this is the purpose of your headline. You have just about 10 seconds to accomplish this.

Strengthen Interest – Show your visitors immediate that you can meet their needs and solve their problems. Do this in a user-friendly way and they will stick around.

Stimulate Desire – Keep piling on benefit after benefit so that you can fan the flames of their desire to have your product or service.

Action – You must get them to take the appropriate action. This may be to click on a link, register, subscribe to your newsletter or go to your order page. Here is where you will want the action to be as easy and obvious as possible.

Satisfy them – Provide what you promised in the timeframe you promised and even more than you promised. You want to aim to delight not just please your customers.

Technique 19: But use only one type of copywriting style on one site.

Joseph Sugarman in his book ***"Advertising Secret of the Written Word: The Ultimate Resource on How to Write Powerful Advertising Copy"*** gives this suggested outline for writing advertising copy:

- Open strongly by eliciting interest and excitement
- Develop drama
- Explain why the product or service is different
- Explain how to use the product or service
- Elaborate on the unique benefits
- Justify the purchase
- Identify the lasting value
- Address after sale concerns
- Ask for the order.

Another style made popular by John E. Kennedy is to make a **PROMISE**, give the **REASON**, then **PROOF** and finally **CALL TO ACTION**.

Finally, the Dale Carnegie "*How to Win Friends and Influence People*" book style.

- Tell a memorable story.
- Call to Action.
- Show all the benefits to be gained by taking action.

The key here is not to mix whatever 'structure' you are going to use to frame your copy.

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Technique 20: Use one or more Post Script. (P.S.)

The offline field of Direct Mail Marketing informs us that the P.S. is often the first section of a letter that the reader turns to after the headline!

Armed with this fact, you should include one or more P.S.'s. Make this a short summary of the entire sales letter—a little classified ad. You will want to *repeat* some of your strongest benefits and an ironclad Guarantee.

Technique 21: Use as many bullets as possible.

- Bullets help to break up long chunks of text.
- Bullets can give a list of benefits for quick reading.
- Bullets are perceived as added value – the more the better. (Of course within reason.)
- Bullets should be all benefits not features.

Technique 22: Include your Unique Web Position. (UWP)

Tell your reader **why** he or she should buy from you and not your competition.

What do you have to offer that is unique to yourself? Other businesses may have similar products but you have added value that they don't have.

Remember that there is one thing that your competitors can never duplicate and that is YOU. Here is where you'll want to differentiate yourself from your competition.

Technique 23: Tell your visitor why you are making such a special offer.

Simply because your product is the cheapest on the market, does not automatically guarantee you more sales. If your offer appears too good to be true, then this can be a potential turn off. In fact, some marketers have seen an increase in sales when they raised their prices!

If you are making a special offer then an explanation will set the customer's mind at ease as to why they are getting away with this "steal".

Some merchants have special sales every year where they sell 'used or slightly damaged' products at a discount. If the merchant were to label these products as 'new', their sales would plummet at this same low price.

Technique 24: Change your general statements into specific ones.

Instead of writing, "This diet can work great with your weight loss program," you write instead: "This diet can drop off up to 11 pounds in one week." The second statement is **more measurable** (specific) and therefore **more believable**.

Not "this fuel additive can boost your gas mileage" but "this additive can increase your gas mileage by 17.5 %".

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Technique 25: Include at least one free bonus.

Bonuses add value to your offer. The more value you extend, the greater your chances on making the sale.

These bonuses do not have to be expensive but should have a high **'perceived value'**. *In fact you should NOT give away bonuses without building the value of the gift first.* Keeping in mind that 'value' and 'cost' can be very different entities.

One note of caution though: If your bonuses valued at $1,000 and your product $19.95 the reader would question the real value of these bonuses. Just seems strange giving away $1,000 in value with a $20 purchase – just does not seem credible – except you are running a charity!

Also make your bonuses **complimentary** to your main product. If you are selling a camera why not add a bonus carrying case?

Technique 26: Give a deadline to take action to get the "special deal."

Humans are by nature procrastinators. If you don't give them good reason to take action now, then most likely they would put it off for later. This is especially true on the Internet where there are so many 'distractions'. (As far as you are concerned anything that leads away from your order page is a distraction.)

Limited quantity offers provide more pressure to buy on the customer than limited time offers. A limited quantity can disappear quickly whereas in a limited time offer the customer may wait until the last minute to make a purchase.

Technique 27: Tell what would happen if they don't order your product.

The two main emotions that copywriters aim at awakening are ***fear of loss*** and ***hope for gain***.

We are all motivated by these two emotions. Then make the pain of what will happen if they don't order now real. *'You will continue to feel left out at pool parties because you are ashamed of your weight'*. *'You will continue writing sales letters the hard way without these easy fill-in-the-blanks templates*.'

By the way, there's a guide called Order Button Triggers showing marketers how to get prospects to hit the order button and buy, it's a great read I must say.

Technique 28: Build up the value of your product just before stating the price.

Your full copy should be bleeding value and benefits.

However, the place where you want to lay it on thick is just before you give the price. Let them know how expensive it was to produce, how much it will cost them if they had to do it all by themselves, how much time and money it will

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save them, how much others were willing to pay for it … just lay it on then … your price … ONLY $X! By this time they should be giddy from the fall in price from stated value, to what you are offering.

Also you should give *several* ordering options. Your goal is to secure the sale. When your visitor has gone through all your copy and is about to make the purchase you don't want to hinder this. Not everyone is blessed (or cursed) with a credit card. You can accept money order, check by phone, check by fax, echeck, egold, phone order and whatever is feasible. If you omit just one channel, you may never tell how many sales you are losing.

So, make ordering as easy as possible. *Your order link or button should be prominent and obvious.* You don't want to crowd this link with either texts or pictures. The process should be as smooth and pain-free as possible—like going down a water slide. If you complicate this transaction unnecessarily, you will incur a lot of abandoned shopping carts!

Technique 29: Amortize the price.

A full year's membership to your site may be $199. Well spread the payment over the 365 days to show how much they are really paying per day – just 55 cents per day!

Again it is a **matter of perception**. $199 per year sounds much more than 55 cents per day. Another way in which you can word this is to use statements such as: 'For less than the price of a piece of pizza'. You are reducing the perception of the cost in the reader's mind.

For example, the membership site **"Infinite-Revenue"** uses the same strategy. If you go here: http://www.infinite-revenue.com and subscribe to the free 7-day ecourse, you will be redirected to the main page where it says*: "**All the Services, Products, Tools and Resources You'll Ever Need to Run a Profit Hungry, Money Making Internet Business... ...for Less Than the Cost of a Candy Bar per Day!"*

(By the way, this is a fantastic membership site that will save you tons of money. You don't know what you are missing if you are not a member already…)

Technique 30: Include answers to common objections right in your webcopy.

After you have been selling for some time, you'll have a pretty good idea of the common objections that potential buyers may have. A great way to handle these objections is to *work these answers into your adcopy*. **Simply ask the questions and answer them.**

Example: *At this time you must be thinking 'Is it possible to make this kind of money working from home?' Thousands of users of our system say a big 'yes"!*

Questions are also great way to pull the reader into the 'conversation' and get him talking back to you.

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Technique 31: Show how your product would save both time and money.

Not every customer is seeking to save more money. For some people their time is more important than the money they will be saving. Be sure to include **BOTH** the time-saving benefits and the money-saving benefits to satisfy both groups.

In our busy age having more free time is becoming increasingly precious.

Technique 32: Address after sale concerns in your webcopy.

After-sales concerns can prevent a potential customer from making the final decision. You must include what the customer can expect after they make their purchase. You have to build assurance that you will still be available after the sale to provide support and answer questions.

Many companies like *Dell* advertise their customer support as a major selling point. **Do not fail to assure the customer of your after sale services.**

After a purchase is also the perfect time to follow up with a 'thank you' message and reassure the buyer that they have made a good decision. This will take care of the usual 'buyers remorse'.

Technique 33: Add a sense of scarcity and exclusivity to your offer.

It's a fact. We want what we can't have and bypass what we can. It all boils down to **human nature**.

You have to present your offer as only available to a choice group of people. The more expensive your products are the more you must appeal to this side of human nature. The reason why the rich buy certain products is because the poor can't. This sets them apart and so the wealthy feel special. Uniforms serve the same function for armies and other forces—they are set apart from civilians by their dress.

You can also use an **"If you don't plan to order"** link…

This strategy is borrowed from the world of direct mail marketing. Along with the usual sales letter the mail order company includes another small envelope that reads, "Open only if you decide not to order". It's that last ditch to make the sale. Here you can link to a third party testimonial or offer a sweeter deal to seal the sale. You may offer a stronger guarantee or an extra bonus.

Technique 34: Build a mailing list by collecting email addresses of your visitors.

Veteran Internet marketer, Terry Dean, teaches that the *one main purpose* of any website is to **collect email addresses**. If you accomplish nothing else from your visitors it should be to get their contact information. This can be accomplished by using popups on exit and/or entry.

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Marketers have a love-hate affair with popups. We hate them because they can be so annoying, but they produce results so we love them. Go to any well-known marketer's site and you will see them. Even a big company like AOL uses them.

In fact with popup killers so rampant these days, new popup technology using DHTML has emerged. PopUp Master Pro is one of these which allows you to still reach 95% of your visitors in the face of popup killers, using their new OptInOvers system.

You can use these emails to build subscriptions for your newsletter which will be an ongoing sales arm for your website. The newsletter is also a critical tool for relationship building. Even if you don't offer a full fledged Ezine, you can just offer an update to your product or articles by other writers.

The real goal is to keep your name in your customers' minds.

If you want to build a huge profitable opt-in list the quick and easy way, Graham Hamer has created a very unique system called Go-Ahead-Mailing you may want to check out.

Technique 35: Break up big decisions into tiny steps.

If you are selling a product or service for over $500, you may want to make this a **gradual process**. It is very unlikely that a customer will make a purchase like this on first contact. So maybe start by offering a free report, then a $47 ebook, a $97 teleseminar and finally the $500 offer.

This works when asking your customers to fill out your web forms as well…

Don't ask for too much too soon. For your subscription box all you need is a first name and email address. If you try and ask for more detail than this you are likely to see a drop in your subscription signups. Web surfers are becoming more wary of their personal privacy and their email boxes, with the onslaught of all the junkmail.

Technique 36: Make good use of Anchor Tags.

Anchor tags are like hyperlinks **within** the same page. A common use for them is in a frequently asked question document. You have all the questions listed at the top and when you click on the question link it takes you directly to the section where the answer is given. They are convenient and direct.

How can this help with conversion?

Well, remember we said that web surfers are scan readers? If you have a content rich website, you can place anchor tags at the top of the pages which link to your most popular sections. In this way visitors can find what they want as quickly as possible and are more likely to stay with you longer. *The longer they are in the store the more likely they will purchase something!*

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This is a sweeping principle that can apply to several areas of your business. We already looked at one – the less detailed personal information you ask for the more signups you'll get. Here are a few applications of the same idea:

- Offer an 'easy payment plan' for your higher ticket items.
- Offer a 'try before you buy' for your membership site.
- Give away bonus chapters from your ebook.
- Offer lower ticket items first then higher ticket items as a 'backend' product.
- Give away a 'free report' that presents your pricier product as the solution.

Technique 37: Study the websites of your more successful competitors.

Good news - graphics and words can be copyrighted but *not* *ideas*.

The Internet is an open play field and you can see what your strongest competitors are doing that you are not. Maybe they know something that you don't. Maybe what you discover is the very reason why they are doing so much better than you. *Which army blindly goes to war without first studying the enemy?*

Technique 38: Offer different versions of your products.

You can take your ebook and convert it into a physical product for increased profits. This is because physical products tend to have higher perceived value than digital ones primarily because of their bulk.

The same holds true if you convert your digital product into audio and video downloads/tapes, manuals, CDs and seminars. Sometimes by just repackaging a digital product you can charge **5 times** the amount that you would originally charge.

Many marketers have taken a simple ebook and convert it into a "course", "manual" or "seminar" and attach a higher price. Explore how you may present your information products especially in a different form, be it audio, video or CDs etc.

If you want to own physical information products (audiotapes, CDs etc...) that are not available **anywhere** else online and are of extremely high quality, you can send an email to George Katsoudas of http://www.frankensteinmarketing.com and he will tell you how you can get the resale rights to them (meaning that you can sell them for 100% profit!).

For example, two of the products you can have the full resale rights to are: *"29 Sales Letter Secrets That Can Make you Money Virtually Overnight"* (audiotape) and *"List Building Secrets"* (2 CDs), a secret conversation about building a huge list of subscribers between The "Magic List Builder" Steven Quartermaine and "Australia's Walking Idea Machine" Chris Bloor. You can contact George here: mailto:george@frankensteinmarketing.com

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Technique 39: Do not ignore your customer list.

This may appear as an obvious but you will be surprised to know how many entrepreneurs work so hard for that customer then ignore them after the sale!

The proverb is still true that a '**bird in the hand is worth two in the bush'**.

Your customer list should be your most important asset.

Offer them added value to build their loyalty, not just more sales pitch. Delight them, surprise them with an extra-added bonus and provide superior after-sale support. You worked hard for them; this is not the time to turn your back on them.

You can present products that are complimentary to what they have bought before. First you sold a golf club set; do you think they will be interested in a golf video by Tiger Woods?

The point is your customer should be worth much more to you than the initial sale.

Technique 40: Test, change, test, change and test again!

An important aspect of improving your website conversion rate is to continually keep tweaking and testing your website.

You will need to keep one version as a 'control' copy and test new headlines, different guarantees, even different prices to strike your maximum profit.

Sometimes only the market can really tell you what works and what doesn't. Practically all the 'principles' of great salescopy came out of marketing tests run by different companies.

If you continue to listen to your customers you will learn over time what their wants are and how better to satisfy these wants, thus improving your bottom line.

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Closing Words

Thanks for reading through "Website Conversion Secrets"…

If you use this guide as a checklist and apply every technique in here, you'll be astonished at how your website conversion rate can improve dramatically very quickly.

Remember, traffic plays a part but it's just a small part of the total equation.

Increasing your website conversion rate is more important, and if you understand this, you can make your website sell like crazy with the techniques revealed here!

As a matter of fact, I twisted the arm of George Katsoudas' from http://www.frankensteinmarketing.com/ and he agreed to give you a web copy review of your site (normally $500) for a whopping **40% off**. He will make sure that **all** the above points are implemented correctly in **your** site (as well as some **advanced** tricks that cannot be disclosed in print).

Just send him an email at this address: review my site … so that he can get back to you immediately. This offer is only for people like you who have purchased this ebook. Please, do **not** forward it to anyone else as others will have to pay $500 for a review and not $297. Thanks for being so understanding. ☺

George has also negotiated something very special for his subscribers and friends. At the time of this writing, you can get a site review by Jason Anderson of Achievenetprofits.com (along with a few other goodies) for just… $17 (no, this is not a typo). However, there are only a few review certificates that can be given for obvious reasons. Here's your special link:
http://www.instantebizsaver.com/george.html

Hope these are useful and good luck with the conversion rate!

- Ewen Chia

P.S. If you haven't yet, click here to *customize* this ebook to turn it into YOUR OWN 24/7 viral money generator instantly!

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