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10 Secrets To Improving Your Website's Conversion Ratio

By Dean Phillips

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According to the so-called experts, a decent conversion ratio is right around one percent. In other words, one out of every one hundred visitors to your website converts to a sale.

Personally, I think you should ignore what the experts say, and strive to achieve as high a conversion ratio as possible. You should never be satisfied. You should always be looking for ways to improve your conversion ratio. My website consistently converts anywhere from 3 to 5 percent, and often converts as high as ten percent!

Unless you're selling a big-ticket item and making \$100 or more per sale, it's extremely difficult to make any real money with only a one percent conversion ratio.

Of course, there are exceptions to every rule, and if your website is attracting hundreds or even thousands of visitors a day, then obviously you can do quite well with a one percent or lower conversion ratio.

But what if you don't have that kind of traffic--and most websites don't. Then what? What if you're selling a \$20 e-book and you're only attracting a hundred visitors a day to your website? With a one percent conversion ratio, that means your website is making a measly \$20 a day. And believe me, that's much more common than you realize.

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However, what if you could improve your conversion ratio to 3 percent? 5 percent? All of a sudden, you're making \$60 to \$100 a day with the same amount of traffic. Improve your conversion ratio to ten percent and voila, that \$100 a day turns into \$200 a day!

So, how do you go about improving your website's conversion ratio? Here are some tips that should help:

1. Make sure your visitors know what you do, the instant they land on your website. Don't make them have to guess. Tell them right up front with a benefits-laden headline.
2. Make sure the design of your website is up to par? Make it easy to navigate. Get rid of distracting flash or stupid, meaningless graphics that are a waste of everybody's time and take forever to load? Simplify your website. Get rid of the flash, graphics and pop-ups!
3. Use psychologically effective colors. The color blue suggests quality, trustworthiness, success, seriousness, calmness—the perfect choice for sales pages. Avoid purple, which connotes uncertainty and ambiguity, and only use yellow to highlight key words and phrases. In addition, try to have as much white space as possible. This makes for a much cleaner looking, easier to read website.
4. Get your own domain name. URL's that contain names like, "Geocities", "Angelfire" or "Tripod" have amateur written all over them.
5. Prove what you say. Back up your claims with cold, hard, indisputable and verifiable facts?
6. Put your name, telephone number and street address on your website?
7. Use authentic customer testimonials, complete with first and last names? Just make sure you get your customers permission first.
8. Offer a fair and reasonable money-back guarantee? Thirty days is good. Sixty or ninety days is better!
9. Make it easy for your customers to pay. And offer a

variety of payment options. I can assure you, if you're using Paypal only, you're losing sales. There are a lot of people out there, myself included, that just won't do business with Paypal. It's too much of a hassle!

10. And last but not least, make sure you have a powerful sales letter. A strong and effective sales letter can blast your earnings into the upper stratosphere!

If you aren't capable of writing that type of sales letter yourself, hire a copywriting expert to write it for you.

Secrets to a higher "Conversion Ratio"

By David McKenzie

Secrets to a higher "Conversion Ratio" by David McKenzie

As an affiliate promoting affiliate programs you need to know the conversion ratio of each program you belong to.

It is something you have control over.

But what exactly is a conversion ratio?

For affiliate programs, the conversion ratio (or CR) is the number of visitors that click through your affiliate link compared to the number of sales you make.

For instance if you had 100 visitors to one of your affiliate programs you were promoting and got 1 sale then your CR would be 1%.

One sale for every 50 visitors would be a CR of 2% and one sale for every 200 visitors would be a CR of 0.5%.

So what would be a good conversion ratio for an affiliate program?

Well after much research I have seen that a 1% CR is quite acceptable. A CR of 0.5% would be a little low and if you have a CR of 3% then you are on to a winning affiliate program.

Depending on what you are promoting your goal should be to achieve a CR of 1% to 2%. But how?

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To get a higher CR you need to concentrate on the following factors:

1. Join quality affiliate programs that have products or services that are proven sellers on the internet.
2. Become an affiliate of a HOT selling product or service including marketing, travel, health & fitness and e-books.
3. The more focused your web site the better your conversion ratio. If you are promoting 100 different products or services your CR's will be low. If you promote 1 product or service at your site your CR will be MUCH higher. With affiliate programs

the less the better.

4. How often you promote your affiliate programs. The more often you promote each program the higher your CR will be.
5. How many links on your site. The more affiliate links the higher your CR will be. But do not get carried away here. Do not let your web site look like a flea market because your CR will be bound to go down.

By concentrating on these factors you should be able to achieve a CR of 1%. By doing these things even better you may be able to get it to 2%.

But do not expect the CR to rise overnight. A visitor today may only turn into a sale in 6 months time. So make sure you have 12 months of data before properly assessing the conversion ratio.

The most important thing is marketing your affiliate programs. More marketing means a higher CR which means more money for you.

So monitor your conversion ratio and make it your goal to improve it.

David McKenzie is the author of a new e-book titled "The Facts You Should Know About Affiliate Programs" Get a Free 5 Day Email Course <http://www.1sthomebasedbusiness.com>



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