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100% Effective Natural Hormone Treatment
Menopause, Andropause And Other Hormone Imbalances
Impair Healthy Healing In People Over The Age Of 30!

12 Tips To Help You Turn Your Visitors Into Customers

By Ken Hill

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1. Make buying your products hard to resist by giving away free bonuses for purchasing your product.

Your free bonuses can be ebooks you have the resell rights to, free one on one consulting, promotional resources, or anything else that you feel your visitors would find to be valuable.

2. Listen to your customers and incorporate the positive things they say about your product into your sales message.

3. Provide testimonials on your site from your happy customers. This will assure your visitors that your products will more than meet their expectations because your products have proven to successfully produce great results for other people.

When asking if you can publish your customers testimonials, ask if you may also include their name and website information along with their endorsement.

This will add more credibility to your testimonials and further decrease any resistance your visitors may have to your sales message.

4. Find out from your own sales statistics how well your products sell at different prices, using different promotions, or when offering different bonuses for purchasing your products.

Remember that underpricing your products is just as dangerous as overpricing them because if you price your products too low you run the risk of people not viewing them to be as valuable as they are.

5. Identify the key benefits your visitors will get by purchasing your product, and stress those benefits repeatedly in your copy.

6. Use subheadlines throughout your copy that grab your readers attention, that keep them reading through your sales message, and that stress the benefits of purchasing your product.

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7. Assure your visitors that they have nothing to lose by purchasing from you, by offering them a strong money back guarantee.

8. Make customer service a top priority. Answer any questions your visitors or customers have about your products or services as quickly as possible.

If you have people working for you that are responsible for customer service, train them how to successfully deal with your visitors and customers in a friendly, professional way.

9. Show your visitors that you offer a high quality product by providing them with a free trial. This could be the first couple of chapters of an informational product, or a free trial version of a marketing

resource or software product.

10. Use a call to action that directs your visitor to order from you, to start their free trial or whatever the next step is in your sales process.

11. Use a PS that stresses again the benefits of purchasing your product or that tells your visitor of a new added benefit such as a free bonus that your visitor will receive for buying your product.

12. Follow up with your visitors after they leave your site by providing free email courses or by publishing a newsletter.

This will keep people visiting your site and capture sales you wouldn't have made without a follow up system in place.

Cleaning Tips – Their Usefulness To Website Visitors And The Cleaning Company

By David Andrew Smith

If you type into the search engines the phrase "cleaning tips" you get a choice of something like 14,800,000 websites to choose from and many of those websites will redirect you to scores of other websites. There are specific sites that are dedicated to giving hints, advice and tips on a variety of topics with seemingly no vested interest. Many of these tips are useful. However many cleaning companies include on their websites a cleaning tips page. I would argue that many of these are useless both to the visitor and to the company.

Why do they do it? To attract more visitors to their site? To gain more customers? The purpose of the website is to provide information to potential customers on the services and products the business provides. Every visitor should be a potential customer. If a visitor leaves without making an enquiry then you have to improve the website and or the services you provide. Or you are not using the right keywords so are attracting people in by default. It is not really your type of services that the person actually wants. No matter what you do you will always attract a certain number of these. What you actually require is lots of high quality visitors. The best way of achieving this is to provide the surfer

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with as much high quality content as you can whilst still accurately describing your own companies products and services accurately. Good content will go down well with the search engines and raise your profile on them, which in turn should drive quality visitors to your site. Hence improving sales.

This is the whole purpose of the website. For businesses it is purely a marketing tool and another method of gaining customers. So how do cleaning companies produce lots of high quality content? Many go for "frequently asked questions" which is quite a legitimate way of producing content whilst informing potential customers of things they are likely to want to know about you and your products and services. So we come to the "cleaning tips". A little research has demonstrated to me that well over half the cleaning companies with visible websites have at least a page on cleaning tips and some have multiple pages divided up into different categories. Try reading through these sometime. Carpet cleaning companies are the biggest users of these types of pages. How useful are they? Some of the tips provided by these carpet firms are quite useful, but the general cleaning companies leave a lot to be desired. Their cleaning tips are akin to those you might see on the TV reality programmes about cleaning. For example "make a paste with baking soda and vinegar and smear over your taps; wrap cling film around and leave over night. Scrape off in the morning." It may work but why would anybody want to do that when two minutes using phosphoric acid with the minimal of effort would achieve much better results? Do the cleaning companies themselves make use of any of these tips? You can bet your life that very few do. The object is to get the job done as quickly and efficiently as possible so for each job you choose the most effective and efficient cleaning product available. So why do they have these pages? They attract people who are not likely to be turned into customers because they are looking for ways to do it themselves. So it can only be for the purposes of attracting any visitor type. It is content and content about cleaning but very few companies are going to give away their actual methods of doing something quickly and efficiently which would be beneficial to the visitor instead they perpetuate old style cleaning methods which bear no resemblance to the modern world.

So for the web browser I would suggest that if you are looking for cleaning tips look elsewhere than at those provided by cleaning companies except possibly the carpet-cleaning firms. If you are a cleaning company looking to increase your content on your website look elsewhere than at providing a "cleaning tips" page. You can produce better and more relevant content than that unless you are prepared to

give away your trade secrets!

David Andrew Smith runs a successful cleaning services company found at [www.dasmith.com](#) which apart from general cleaning specialises in the cleaning and polishing of natural stone.



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