

This Free E-Book is brought to you by [Natural-Aging.com](http://Natural-Aging.com).

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

**2 Percent Conversion Rate**

**By Kurt Geer**

**2 Percent Conversion Rate by Kurt Geer**

Do you wonder why the industry average of conversion rates of a customer buying on web sites is only 2 percent?

Have you tried to purchase anything online from some of the Big Boys? I have a feeling that it's a game with them to load all the graphics they can and slow down their sites to be the slowest loading sites on the net. Once you get the site to load they make it almost impossible and frustrating to try to purchase from them.

What about the consumer who is ready to buy, if they find the product they are looking for when they hit the site ? Why do some sites make it so difficult? You have to get out the magnifying glass to figure out how to purchase, find the product, and surf thru 6 pages to purchase.

Click==>gone!

Once you do purchase from them on the special that ends at midnight tonight, for a saving of 10 percent and it doesn't arrive with the other products that were purchased at the same time, it really gets frustrating to send an email to customer service and get a reply that the shipping department is looking into it, and not getting back to you with an answer for two weeks. The kicker is that the site wasn't updated soon enough to take the out of stock product off the site before I was lucky enough to purchase it.

## 2 Percent Conversion Rate

I am to the point that if a site does not have a phone number or contact email I will not purchase from them, period! In the last year there have been a few problems with products that I have purchased online and trying to straighten them out with the company has been next to impossible. One of the only ways to get any satisfaction is to stop payment thru the credit card company that you purchased the product with.

Granted some folks are to scared to purchase online for fear Their credit card info will be stolen or sold. These people are going to be a real hard sell and won't convert until they are ready to do it themselves, and some of these people may never purchase online.

Look for sites that have Verisign, Icop, Etrust or Paypal on the secure server pages when you decide it's time to purchase something online.

If you think that I am just blowing off steam your right, but I do believe there are a lot of people who agree with me. Check out Smart Business Mags article comparing and testing 20 of the major sites from eToys to Amazon with testers in the Dec 2000 issue <http://www.zdnet.com/smartbusinessmag/stories/all/0,6605,2646457,00.html>

Side Note– Last I heard eToys stock price was \$.28 a share from a high of \$86 early in 2000, and they are looking for a buyer.

The 2 percent Conversion Rate really needs work before the magnificent projected numbers that Juniper, Forrester and other Advertising watchers are predicting by 2003 or 2004. Of course with more user–friendly sites, things could change and the 2 percent could easily double or more if the larger sites take a lesson from some the smaller ones.

One of the reasons that some of the smaller sites don't convert customers is trust, they are unknown to the average consumer. This can be overcome by getting the customer back to your site, by offering something that will bring them back and stay or stick to your site. One of the best ways to overcome this is to get their email address when they hit your site, and give them a reason to come back.

I do have to say that a lot of the smaller or unknown sites really do make it easy to buy from them when you decide it is time to purchase their product. The smaller Internet Marketers

are blowing the socks off some of the Big Boys when it comes to Conversion Rates. Their guarantees and customer service really does stand up to scrutiny when you call them on it. How else would they survive if they didn't?

Click==> sold.

<http://www.planetfeedback.com/>

<http://www.epinions.com/>

<http://www.bizrate.com/>

<http://www.ecomplaints.com/>

Kurt Geer Are you Just WINKING IN THE DARK? or are you serious about Making Money on the Net. Have an idea for a Product or Service, but still haven't acted upon it yet? ACT NOW Join the E-Commerce Explosion at <http://www.NewbiesNet.com> FREE UNLIMITED ADVERTISING! Limited Time Offer [mailto:webmaster@newbiesnet.com?subject=SubscribeMe\\_2P](mailto:webmaster@newbiesnet.com?subject=SubscribeMe_2P)

### **10 Secrets To Improving Your Website's Conversion Ratio**

**By Dean Phillips**

#### **10 Secrets To Improving Your Website's Conversion Ratio by Dean Phillips**

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

## 2 Percent Conversion Rate

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.

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!

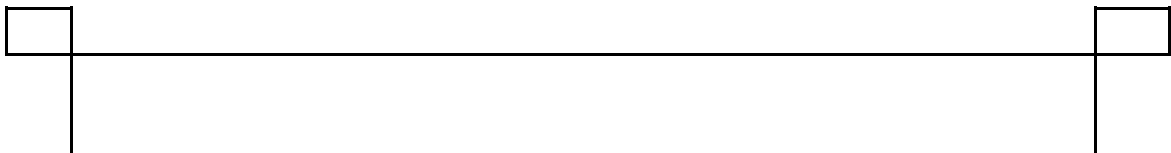
9. Make it easy for your customers to pay. And offer a variety of payment options. I can assure you, if you're using Paypal only, you're losing sales. There are a lot of people out there, myself included, that just won't do business with Paypal. It's too much of a hassle!

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.



**This Free E-Book has been brought to you by [Natural-Aging.com](http://Natural-Aging.com).**



**100% Effective Natural Hormone Treatment**

**Menopause, Andropause And Other Hormone Imbalances  
Impair Healthy Healing In People Over The Age Of 30!**

