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20 Ways to Improve Newsletter Conversions

By Kimberly Krause Berg

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We've all seen them.

They come in various sizes, and though they look innocent enough, they're really a mysterious black hole leading to something even more puzzling.

A newsletter!

Hard to believe, but it's true. A newsletter signup box can be that easy thing you stick in a corner, yet you come to realize it's not earning its keep. People aren't signing up. Not long ago I did some troubleshooting for a company who couldn't figure out why there were so few subscribers to their newsletter. After they received my report, they wrote back, "To be honest, we put that up because we were told it's good to have a newsletter." Nobody told them it takes a lot more than putting up a little signup box on a web page.

Here's a rundown, in no particular order, of things to consider if you want to present a newsletter or any type of subscription-based publication (such as news updates, sales promotions) that requires asking for someone's email address and their name. The idea behind the list is to increase conversions, reduce signup abandonment and inspire interest in your subscription offering.

1. Are there too many opportunities for signup?

Some web sites appear desperate. There may be a text link in the global navigation and footer, plus a box placed on every single web page. Some web sites have two boxes - one above the page fold and a duplicate below the fold.

2. Did you extend a polite invitation during conversational content somewhere?

There are many ways to invite signups, such as when introducing yourself or company, in a form return page when you direct visitors back to the homepage or somewhere of interest, or as an item in the About Us content. Link to a page containing information about the newsletter, which also has a sign up form on it.

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3. Does the box contain scan words such as "Free", "Sales", "Special"? (Ex. "Subscribe to our free newsletter.")
4. Did you study your target market to learn if there is a need for your type of newsletter? Who are your intended readers?
5. Be careful. Some forms are confusing, such as when they ask for a mailing address for an EMAIL only newsletter. Why do you want to know where they live? (If you have a good reason, it's best to clearly state what that is.)
6. Is the newsletter intended for an International audience? If there is a reason to ask for personal information, make sure the form is designed for International users to fill out.
improve your life and find your happiness. Only 9.95Seven ways to improve your life and find your happiness.
7. Link to a privacy policy at or near the top of the sign up form. This explains exactly what will happen to the subscriber's email address and any other information they're asked to give. If they don't trust your motives, they may refuse to sign up.
8. A simple newsletter sign up box should request a user name and email address that will accept the email. Instructions near or inside the box, or in the newsletter information page, explaining they'll receive a confirmation email verifying their information will increase user confidence.
9. Always link to a sample issue. Otherwise, they have no idea what they're signing up for. Always refer to the title of the publication. I've seen signup requests for publications with no name!
10. Provide free archives. A history of a newsletter indicates if it's new, or an established publication. The latter hints at authority on the subject matter. If new, note somewhere that archives will be provided. In this way, you offer a second chance to sign up later, once the prospect has an opportunity to see the product.
11. Have you seen this? I have. Some newsletters ask for content suggestions and ideas, but they don't have an issue available, or archives online, making it difficult to understand what they cover, or what was previously written about.
12. How often does it arrive? Make sure this is indicated on the informational page.
13. Is it HTML or text based? Do you offer a choice?
14. What are the benefits of subscribing? Does it teach? Offer discounts? Accept advertising?
15. How good is it? Provide testimonials and reader feedback, with their permission. This is especially helpful in competitive industries.

16. If your publication is monthly, here's an idea from magazine publishers. In your information page, list the topics to come in the next year beforehand. This is great for fee-based publications too. Keep the reader interested by what you plan to cover.

17. Offer referral incentives. This may make more sense for fee-based publications, but be creative. If you're a consultant, and want to drive up readership, is there something you can offer such as free 15 minutes of your time, or a give away ezine, or discount on future services?

18. Announce upcoming issues on your homepage, and the publication itself. Some newsletters come the same day, every week. If for some reason they will NOT be delivered, make sure to warn subscribers in the previous issue. Otherwise, you may be bombarded with "Where's my newsletter!" emails.

19. Avoid relying on a simple box signup alone. Place a "View information" text link inside it that invites your visitor to learn more, gain trust, and get excited about your publication. Place a "Tell a friend" box on the information page too, for fast and easy referrals to your newsletter.

20. For more ideas on how to promote and present a newsletter offering, study the techniques used by

Successful-Sites. There's information on the writers, pictures, archives, topics, resources, and more!

Usability Consultant, Kimberly Krause Berg, is the owner of UsabilityEffect.com, Cre8pc.com, Cre8asiteForums.com and co-founder of Cre8asite.net. Her background in organic search engine optimization, combined with web site usability consulting, offers unique insight into web site development.

The 3 secrets to successfully analyzing your marketing

By Shaan Yuhas

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"The 3 secrets to successfully analyzing your marketing campaign"

By Shaan Yuhas – February 17, 2003

It used to be that just getting traffic to your website was success. Today that just isn't the case. To survive on the internet, marketers have to increase traffic and improve conversion ratios, requiring more accountability from marketing efforts and investments.

What does this mean?

It means analyzing traffic from your marketing campaign to

the user's action. Whether it's an affiliate sign-up, sale, newsletter opt in. Such data is vital in learning how to better target your customers and improving profitability.

What to analyze?

The great thing about the internet marketing is that you can monitor your campaigns traffic, conversions, and evaluate the overall performance.

It's important that you analyze, measure and continuously improve the overall performance of your marketing campaign.

As simple as it sounds, many people find it difficult to analyze the data captured.

How do I analyze my traffic...

The first step to analyzing your campaign is pinpointing exactly where the users are coming from. Whether it's email, search engines, or affiliates. So let us talk a second about how to gather this information.

All the data resides on your server in logs. While the logs can be confusing and frustrating to read. There are some great traffic analysis tools such as...

- extreme-dm.com

- hitbox.com

- web-stat.com

- webtrends.com

Many are free and very useful. Although you can pay a few dollars a month and get some extra features.

You can track keywords, web site referrals and much more. By taking this information and familiarizing yourself with how users are getting to your site. It will help you better optimize, improve, and target traffic.

Converting your traffic

What do you want to measure to determine what site changes might improve your conversion ratio? This depends on the

nature of your site. What is the focus for the visitor at your site?

- Buy a product?
- Subscribe to a service?
- Opt-in to your newsletter?
- Recruit an affiliate?

Each site will have specific goals. The best way to determine how well your site attracts and converts visitors is to analyze, test and tweak the different elements of the site such as:

- Sales Offers.
- Sales letter copy.
- Photos and other images.
- Product/Service Price.
- Headlines.
- Guarantees.
- Different products and services.
- Site design, color schemes, fonts, navigation, etc.

Troubleshoot and determine what areas appeal to the user and once you identify the reason why users visit your site, you can assign desired variables to the visitor's actions and follow their movements within your site to determine how successfully you are meeting your goals.

If you lead them to subscribe to a free newsletter and only get 2 or 3 leads a week. You might be asking for too much information or the form might not be user-friendly. Take whatever variables come into play, then tweak and test until you get the desired response.

Always strive to improve your conversion ratio! We all can improve ;-)

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Shaan Yuhas has developed a revolutionary ad management tracking system called "ROI Cruncher," track every action at your web site, increase return of investment, cut marketing cost, better target your customers with an all new TRACKING system!

Click Here ==> <http://www.roicruncher.com>  
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Evaluate the campaigns Performance

There are many different tactics you can use to analyze the effectiveness of your marketing campaign. Each site has different objectives; therefore, the key performance measures will vary.

However, below are six basic measures you can use for evaluating the performance of your campaign.

Total Unique Visitors

– The number of visitors that responded to your campaign.

The call-to-action depends on your objectives

- Registering for a newsletter or trial
- Purchasing a product or service.
- Subscribing to paid services.
- Cost Per Desired Action

This is the cost of generating each desired action.

– It is measured by dividing total campaign expense by the number of desired actions generated.

Conversion Rate

– This is the percentage of unique visitors completing your desired action.

It is measured by dividing total desired actions by the total unique visitors.(Actionsunique hits)

Percentage ROI

– Calculate the return on investment for each campaign by subtracting total costs from total revenue, then dividing by total cost.

Once you've defined your performance of your campaign, you

can use this campaign to test the marketing message on your site, the effectiveness of your offer, test the appropriate variables. Tweaking your campaign will likely result in increased conversions, lower marketing costs, and improved ROI.

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Menopause, Andropause And Other Hormone Imbalances
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