

Are Visitors Afraid To Buy From Your Website?

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**Are Visitors Afraid To Buy From Your Website?**

**By Bill Daugherty**

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Are you losing money everyday because of people's fear of buying on the Internet? Poll after poll continue to show that most people are uneasy about placing an order online. This is costing you money.

It is this uneasiness that causes people, who need or want your product or service, to leave your site without placing that order. I know, some people simply change their minds about making a purchase at the last minute for other reasons. But, a large percentage of those last minute back-outs are due to the fears brought about by the horror stories people hear and read about of all the Internet scams and rip offs that are out there.

To counter this reluctance to shop online, you must do everything you can to convince your visitors that your site is a safe place to do business. If you succeed, your sales will jump dramatically.

Here are some ways to add credibility to a Website:

Place your contact information – including your name, physical address, telephone number and email address on your home page, your contact page and your order page. If visitors know you are easily accessible, they will feel better about doing business with you.

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Use third party credibility by collecting testimonials from your satisfied customers and place them throughout your pages. Put the strongest two or three testimonials on the order page.

Another way to lend third party credibility to your site is to join either the Better Business Bureau or the Better Internet Bureau, and display their logo on your home page and your order page.

Pictures of your product(s) will greatly increase sales. If you are selling a service or a book, putting your picture on the site will build your visitor's confidence in

doing business with you.

Clearly state your policy on returns, including any time limits you impose on accepting returns.

Clearly spell out any guarantees you offer on your products and services.

Let your visitors know how your products and services will be delivered, and how long delivery will take.

Anything you can do to personalize your website will make people feel they know you, and this will make them more comfortable doing business with you.

The key to adding credibility to any site is to put yourself in the visitor's shoes. Ask yourself, what would make me more trusting of this site? You may be able to come up with better ideas than the ones I have listed in this article.

Bill Daugherty publishes the free Internet Marketing newsletter at <http://www.freeadsgalore.com> and can be reached by email at <mailto:bill@epower.zzn.com> View his latest project at <http://www.instantez.com>

### **What's Standing Between You and More Sales?**

**By Raynay Valles**

**What's Standing Between You and More Sales? by Raynay Valles**

## Are Visitors Afraid To Buy From Your Website?

Are your sales where you want them to be? No? What should you do first to build sales? First, assess where you are. Your answers to the following questions will put you on the road to increasing your sales.

Question #1 – What have you done so far to market your business?

Set aside ten minutes, grab a pen and paper, or a keyboard and write it out. Writing out what you have already done is key. Once you write down what you've done, you may see overlooked techniques you can implement.

Question #2 – How many leads do you get each week?

If you have a store or website, your leads are your visitors. Many business owners don't know this critical number. They assume that if they have low sales, they just need to build traffic. They could be throwing money away. Here's how:

Imagine spending money to bring visitors to an online store that looks unprofessional or where visitors can't find what they want. Most, maybe all of the visitors leave without buying. The same money that is spent on bringing more traffic would be better spent making the website work or look better.

Question #3 – How many leads become your customers each week?

When you know how many people visit each week and how many become customers, you know a very important number. This number is how well you convert visitors to customers. Is it 1 in 100? 20 in 100? Maybe it's 1 in a thousand. Can your business do a better job in converting visitors to customers?

Question #4 – Where do your visitors come from?

Which ads are sending you leads or visitors? Which websites and email newsletters are referring visitors to you?

Question #5 – Where are your SALES coming from?

At first glance, this seems to be the similar to "Where do your visitors come from", but it's not. Website A may refer a thousand visitors and give you 0 sales. Website B can

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refer a hundred people and 20 buy from you. You'll want to find more Website B's.

Question #6 – What measurable outcome would you like from your marketing efforts?

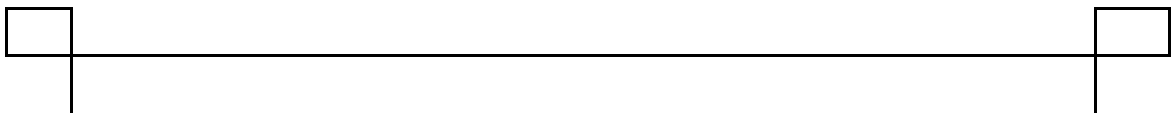
Lots more sales! Of course. But how do you hit this target? What are you aiming for so you can get more sales?

You can't hit what you're not aiming for. Would you like more visitors, more leads, and more phone calls from people who want what you have to offer? Or, if you're already getting plenty of inquiries, would you like to close more sales? Or would you like more current customers to buy again?

By evaluating what you have been doing, you can get on track to marketing better and building sales.



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