

Customers Not Clicks!

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By Patrick Lysons

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I received an email recently from a fellow who was extremely excited about the hits he was getting at his web site. His claim was that he got over 70,000 hits each month. "That's nearly 1,000,000 hits per year" he proudly said, after being online only three months!

Here's what I thought:

"This guy's got to be doing something right".

Wrong!

Sure, he was getting the hits. He had nearly every traffic-producing tool ever imagined. Here was the sites flaw. It didn't motivate. It contained nothing that would ever motivate a person to make a single purchase.

I sent him an email and asked how business was going. His reply was surprisingly candid. "I'm getting lots of traffic, but not making much money!"

The problem was in his approach to marketing. His aim – like that of so many other online entrepreneurs – was to attract clicks, not customers. The problem is that clicks don't make purchases – customers do!

How do you attract customers? Here are three indispensable steps that you MUST follow....

A VALUABLE PRODUCT

First you need to represent a product of true worth and value. If you can create your own product, that's best. If that's not a possibility your next best bet is to represent another person's high value product!

How do you determine the value of a product? Here is the first and greatest rule of thumb.

Do you use the product? If it is the latest and greatest herbal supplement, do you actually use it? If

it is a book, have you read it? If it is a software program, do you use it?

Think about it! How can you really endorse the value of a product if you don't believe in it enough to own it and endorse it?

TARGETED TRAFFIC

The next step is to think in terms of quality not volume. Pay close attention! The number of hits on your web site does not matter. What matters is the quality of those hits! You need to attract people who are interested in what you are selling. That's the central difference between a click and a customer.

We are care givers to both a dog and a cat. I love the dog. My wife loves the cat. Now if I have the best tasting new doggie bone ever developed, I wouldn't market it to cat lovers. I need to attract dog lovers. If you were selling a dog bone, wouldn't it be better to have 5000 dog lovers visit your site than 50,000 cat lovers?

There are dozens of techniques available for targeting traffic, especially via search engines and directories. Learning how to properly craft your title page and meta tags will certainly help. It will also be beneficial to purchase targeted traffic through some of the better "pay-per-click" services such as Goto.com.

A KILLER SALES LETTER

There is one more piece of the puzzle that's missing. The Internet is filled with thousands of sites owned by webmasters who represent great products. Many of these webmasters have learned the fine art of targeting traffic. Nevertheless they are still not making many sales.

The problem is that their site just doesn't sell. As such, it is just wasted cyberspace. To succeed online you must learn how to write "CASH PRODUCING" text! You need to learn the art of writing a killer sales letter, geared toward the customers needs. Without this skill the best you can do is attract clicks. You'll never convert them into customers.

Follow the above steps, and you're already on your way!

What Your Click Tracking Script Should Tell You?

By Radhika Venkata

You run an ad spending \$100.00. How could you possibly know how many people bought your product? If you don't know your ROI on that particular campaign, how will you spend another \$100.00 on it?

Simple is You have to track your advertising campaign. This is done by – By keeping specific URL in that specific campaign

Ex:

By giving '?source=campaign1' tag to your URL

Ex:

By using a Click tracking script

Click tracking script is a cgi script that gives you information about a click. The click may be on your website, emails, ezines, banners or anything.

If the click tracking script tells you the number of clicks it is not going to be useful to you. Because you can't differentiate the people buying through your campaign links or your regular links.

So what a Click tracking script should tell you?

1. Tell the number of clicks to tell the click thru ratio:

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By this you can optimize your ads. If a specified ad get low click thrus you can change the optimize it.

2. Tell the ip address of the visitor:

By this you can know which ad bringing you the sales. If a particular ip clicking on a specific link buys your product you can know that ad campaign's ROI.

3. Tells the geographical distribution of the clicks:

This is useful when you want to know how many clicks coming from different countries. Like if you see 'jp' with ip address, you can know the visitor from Japan. But this is not possible in all cases.

4. Tell the date and time of clicks:

Some online entrepreneurs are more interested in sending promotional emails in the weekends. But I guess it is subject to their personal experiences. If you know that particular campaign gets lot of clicks in certain days, you can concentrate showing ads at that particular time.

5. Referers:

You can know that which link exchange program or banner ad on web sites bring you the most clicks.

6. Clicks by time and date:

You are able to get the results by time and date. Like your click tracking script must provide daily stats seperately. This is useful to see which day you sales page gets most clicks.

Radhika Venkata

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What Your Click Tracking Script Should Tell You?

Get Thousands Of Clicks To Your Website For Free

How to Instantly Boost Traffic and Sales for Just Pennies!

Tracking Autoresponder Responses

More For Your Money – Pay–Per–Call—A Smarter Way To Advertise

ScrollPops

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DOS Made Easy

Magic Subscriber – Automaically capture your visitors email addr

Instant Email Scramble

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