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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!

Discover How To Redecorate Your Website To Increase Sales

By I-key Benney

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What colors do you have at your website?

Can they make a difference in the number of sales that you generate?

The use of the right colors on your website can actually increase your sales.

When people see certain colors they can change their emotions or they can symbolize things related to the colors.

Here are a list of colors with some emotions and symbolizations they can cause:

Red – love, excitement, warmth

Pink – romantic, affection, sensuality

White – purity, peace, perfection

Blue – sky, water, travel, freedom, truth

Purple – royalty, dignity

Black – space, night, authority

Green – money, calm, envy, greed

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Yellow – light, purity, understanding

Orange – autumn, youthfulness, fire

Brown – wood, comfort, strength

Its very important to know which emotions or symbolizations will trigger your target audience to buy your product or service. If your selling a money-making product you should use green colors to represent money or bring out the emotion of greed. People also associate comfort and travel with

money so you maybe want ad in some brown and blue colors on your website.

The same principle can be applied to graphics or pictures of your product on your website. Package your products with colors that will trigger your audience to buy. If your selling a book about how to be more romantic, use red and pink colors on the cover. I hope these simple web site color techniques will increase your business's sales.

Warmly,

I-key Benney, CEO

Ten Tips for Getting More Sales From Your Website

By Michael Southon

- (1) Create a Direct Response Website, with the minimum number of pages possible (e.g. an Index Page, a Contact Page, and an Order Page).
- (2) Make sure your sales copy is positive and inspiring – people buy things because they want to improve their lives.
- (3) Identify a problem and show people how and why your product or service solves the problem.
- (4) Keep your paragraphs short – no more than 2 sentences per paragraph.
- (5) Use bold headings to break up your sales copy into short chunks of text.
- (6) Use a bulleted list to itemize the benefits of your product or service. Start each benefit with an

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action word: "turn", "make", "triple", "grab", "create", "build", "convert", "start", "change", "drive", "organize", "promote", "develop", "learn", "compel", "fill", "attract", "get", "earn", "take", "discover", "produce", "find", "generate", "acquire". "inspire", "send", "blast".

(7) Give your visitors at least 3 order links (e.g. 1/3rd of the way down your page, 2/3rds the way down, and at the bottom). But don't stop there – turn some of your key phrases into hyperlinks that go to your order page. Here are some examples of phrases that you could link to your order page: "increase your sales", "take advantage of this offer", "try it risk-free for 30 days", "get the following 5 bonuses", "the competitive edge you need", "this risk-free offer".

(8) Use purple (#990099, R=153 G=0 B=153) text – the color purple (used sparingly) has been shown to increase sales.

(9) Give a time limit – most people are procrastinators.

(10) At the end of your sales copy make a call to action: "Act now – don't let this opportunity pass by"

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Michael Southon has been writing for the Internet for over 3 years. He has shown hundreds of webmasters how to use this simple technique to get massive free publicity and dramatically increase traffic and sales. Click here to find out more:

Ten Tips for Getting More Sales From Your Website

Website Not Making Any Sales?

Seven Simple Questions to Build Your Site's Sales

How Can Seo Help My Website?

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