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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!**

**Secrets of the most successful sites**

**By Alan Goodwin**

Secrets of the most successful sites by Alan Goodwin

What makes a site successful?

Discover how can you turn your website into a highly successful online business.

There are millions of sites all trying to sell you something but statistics suggest that only 1% of websites are profitable. We have been looking at exactly what it is that makes a site successful – so that you can make sure you are one of the top percent making huge profits.

Choosing what to sell...

First you need to decide on a niche market. Research all your potential competition. Forget trying to compete with the likes of Amazon and CD sites. Try focusing on a niche market that you are familiar with.

Next you need to ensure that the market exists for your chosen product. There are research tools that you can use to find this out. Have a look at

<http://www.wordtracker.com/> and make use of the overture search suggestion tool –  
<http://inventory.overture.com/d/searchinventory/suggestion/>

Building your site...

Once you have built your site there are some important factors that you need to consider.

## Secrets of the most successful sites

When a visitor finds your site, your page must load quickly – in less than 10 seconds. Cut down on flashy graphics to speed up your load time and make sure that all graphics are optimized.

As soon as your page has loaded you have about 6 seconds to convince your visitor to stay and look around.

Think about removing your logo. If you really want to use your logo, shrink it and put it to one side. More important than your logo is an opportunity to promote your site – highlight the benefits of your site,

convince your visitor that it is worth their time to stay on your site and have a look around.

For example if you're selling magic tricks or party products, remove your logo and replace with powerful headlines, "Become the Life and Soul of any party.."

That way your visitor knows exactly what you have to offer and you have given them a reason to stay on your site and motivated them to explore – already you are half way to a sale!

Using email addresses...

As well as gaining sales, you also want to collect email addresses from your visitors.

Encourage your visitors to sign up to a newsletter by offering them something in return – the chance to win a gift voucher, discounts on future orders with you – use competitions, pop ups – anything you can.. Once you have an email address you can keep in touch with your visitor; use it as a promotional tool to advertise special offers and new products.

Be adventurous...

Test and try absolutely everything. Be adventurous and try out new marketing strategies, look at your shipping costs, change the layout of your site...

Example – I recently changed the shipping costs on my site – to my surprise this led to an increase in sales. Postage was originally \$2 for orders under \$20, \$3.50

for orders between \$20 and \$25 and free over that price. I noticed that I had few orders in the \$20 – \$25 price range. I decided to lower shipping costs to \$2 for all orders under \$25 and free for over that price. Orders especially increased in the \$20 – \$25 price range.

I know for a fact that very few website owners will do any testing or make any changes. Make sure you do – the only way to increase your profits is to try out new ideas.

### Content for your site...

When writing the text for your pages, make sure it is personal. Remember that it is just you and your visitor. Be honest, build up trust so that you gain repeat customers.

Your text needs to be simple and easy to read. Use short sentences and paragraphs.

Emphasize and point out all your benefits throughout your text.

Example – imagine that you are selling a car that does 0–60mph in 5.2secs. Don't just state the facts, point out the all the benefits – be the first off at the lights, impress your friends, plus increase your safety – accelerating quickly may get you out of trouble!

### Securing the sale...

It must be easy for your visitor to order. Limit options and choices to make the ordering process as simple and fast as possible. Use simple buttons like 'Order Now'. Think about the details you need when someone orders – don't include irrelevant questions as this will put your visitor off. Do you really need date of birth, occupation, etc..

### The power of your guarantee...

Use guarantees so that your visitor feels secure and confident in ordering with you. The more security you can give, the safer your visitor will feel. This way they are more likely to order.

Use the best guarantee you can – the longer the better no matter whether you are selling an information product or a tangible product. Research shows that you'll get less returns and it will help convince people to order. As always test your guarantee and try using different guarantees.

<http://www.Secrets-of-the-MOST-Successful-Sites.com>  
Download your FREE ebook now. Discover profit generating ideas used by the people with SIX Figure Incomes – Use these techniques to turn your website into a highly profitable business now.

We interviewed a number of highly successful website owners and discovered how they achieved their success.

## **7 Tips to Choosing a Successful Affiliate Program**

**By David McKenzie**

### **7 Tips to Choosing a Successful Affiliate Program by David McKenzie**

When selecting an affiliate program to join you need to know how to choose a successful affiliate program.

Look in the wrong place and you might find a dud but look in the right place and you might be on to a winner.

Here are 7 tips to help you choose a successful affiliate program to join:

1. Look at [associateprograms.com](http://associateprograms.com) This is the affiliate central' of affiliate programs. You can virtually guarantee to find a successful program here and you can choose from tons of subject areas.
2. Look at [clickbank.com](http://clickbank.com) Nearly every product they have for sale has an affiliate program. Many of them are extremely good and most pay very high commissions. (some over 50%)
3. Affiliate resource sites usually offer their best affiliate programs. As affiliate resources sites are specialists in affiliate programs you can be pretty sure of choosing a successful affiliate program from them.
4. Look for affiliate programs that are offered through any ezines you receive. Chances are the ezine owner has an affiliate program and if they have a good ezine they probably will have a good affiliate program.
5. Think of things that ALWAYS sell. Like web site design, ebooks, music and travel. Stick to proven

## Secrets of the most successful sites

online sellers and the affiliate program will have a much greater chance of being successful.

6. Seek out articles on affiliate programs. There are many good writers out there who have been successful with affiliate programs. Try to find articles they have written to see what has worked for them.

7. Take courses. Many sites offer free online email courses for affiliates. Take some of these courses to learn more about what it takes to be a successful affiliate.

Affiliate programs are a great way to make money but one of the secrets to affiliate success is to choose the right program in the first place. Use these 7 tips to help you succeed.

David McKenzie is offering a Free Email Course "5 Tips to Being Successful with Affiliate Programs"==> <http://www.1sthomebasedbusiness.com> Click now for your FREE course!



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