

Solving the "I Get Tons of Traffic But No Sales" Mystery

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By Karon Thackston

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I can't even begin to tell you how many times I've heard the statement, "I get tons of traffic, but no sales." It's normally followed by comments like: "My site is highly optimized for the engines and my rankings are great. I don't understand why no one is buying." Let me shed some light on this mystery.

Most often, when site owners (or professional copywriters for that matter) write "search engine optimized" copy, they develop tunnel vision. They are so focused on the placement of keyphrases throughout the copy that they neglect something very important... the customer!

Because the immediate task at hand "seems" to be getting the site ranked high, the writer neglects to take out his or her crystal ball and gaze into the future. What should you be asking the crystal ball? "What happens when the customer gets to my site?"

Oops! Didn't think of that? Don't feel embarrassed. Many people don't. Developing SEO (search engine optimized) copy is like creating a complete circle. You have to have good keyword saturation in order to get ranked in those prime spots. You have to have keyword-rich title and description tags (mostly the title tag) to land in the top 10. Once you achieve that your site starts drawing in surfers. Now that they've clicked to your site, what happens? The copy has to give them what they want/need. That's the missing piece to the puzzle and the factor that causes so many people to scratch their heads in disbelief.

When writing SEO copy, you have to think of the beginning AND the end of the process. You have to create copy that satisfies both the engine and the customer. Once you do, you'll not only have boatloads of traffic, but you'll have the sales that go along with it. So, there... mystery solved! Or at least part of it.

We've covered the "why," now let's look at the "how."

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1. Know Your Target Audience

In order to give someone what he/she wants, you have to know what that want is. Take the time to research your target audience (also called target customer, perfect customer, or ideal customer). Find out as much as you can about them including who they are, what they do, how they use your product/service, how old they are, what problems they have, and how they prefer to receive information.

2. Stop Selling and Start Solving

So many people are pushing to get that almighty dollar (or euro or pound) that they forget something.

Customers don't like to be sold to. What they really want is someone to solve their problems. Once you show that your product/service can, in fact, solve the problems your customers face, sales will come on their own.

3. Appeal To Emotions

Most buying decisions are emotional so it makes sense that your copy should be, too. While your customer's need may be logical, the actual buying decision is anything but. Think about it. When you bought your last car, did you go for the "logical" choice? Did you pick the ugly, shapeless, "no personality" car that had the best gas mileage and the highest safety rating? I doubt you did.

You most likely took a look at all the options and - taking some logic into account - bought the car that suited you best within your price range. Emotion sells!

No, I'm not talking about getting mushy. What I AM talking about is touching the emotional chord that draws customers to your product or service. Those problems you found out about when doing steps #1 and #2 above... use them to add emotion to your copy.

With these three vital elements in your forethoughts, you can sit down and write your copy - with your keyphrases in mind - for tremendous results. When you understand the entire process and take the time to learn to write emotional, sales-oriented, SEO copy, you will keep your traffic count high and your checkbook balance higher.

Copy not getting results? Let Karon write targeted, SEO copy for you. Visit her site at <http://www.ktmarketing.com>, or learn to write your own copy at <http://www.copywritingcourse.com>. Don't forget to subscribe to Karon's free ezine at <http://www.ktmarketing.com/ezine.html>.

Solving The Murder at a Murder Mystery Party

By Steve Hatherley

If you are invited to a murder mystery party you have the chance to act out the role of your favourite

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detective – whether it's Miss Marple, Sherlock Holmes or Inspector Morse.

While many murder mystery parties have a role specifically for the detective, everyone can join in the hunt for the murderer. Sometimes the games are written so that even the murderer doesn't know that they have committed the crime – so they can join in the fun as well.

So while these tips are particularly useful for anyone taking on the role of the detective, they will also help anyone else trying to solve the murder. (They may also help the murderer cover their trail...)

The secret to solving murder mysteries is in determining three things, the "Holy Trinity" of detection: Means, motive and opportunity.

"Means" is probably the easiest of the three to determine. By "means", I mean how the murder was carried out and usually an examination of the body will tell you this. Typical examples include stabbing, shooting, poisoning, drowning and so on.

In the case of something like poison, you might need to find out how it was administered. Was it something the victim ate or drank? Was the poison injected?

Sometimes it's not always easy to work out how the victim died – particularly if there are other wounds or marks. Also, the murder might be disguised as an accident.

Once you have determined the means, you should have more avenues of investigation. For example, if the victim was shot, who has access to a gun? This line of questioning brings us to the next in the Holy Trinity: opportunity.

"Opportunity" refers to the timing and planning of the murder, rather than the actual method of killing. In the case of a poisoning, for example, it means having the appropriate access to deliver the poison – such as in a bedtime drink, a favourite chocolate or whatever.

Opportunity also means being in the right place and time to commit the murder. Once you know where and when the dirty deed was committed, you can eliminate from your questioning anyone with a concrete alibi.

Which brings us to motive.

"Motive" answers the "why" question. Why was the victim killed?

Motive can be both the easiest and hardest of the Holy Trinity to solve. Sometimes there are lots of people with a good motive to kill, and sometimes it can be hard to find anyone with any kind of motive

at all.

So, the first thing you should ask is "Who benefits?" Who has the most to gain from the victim's death? And if it's not immediately obvious, then you are going to have to talk to everyone.

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(And even if it is immediately obvious, you may still have to talk to everyone as the murderer isn't always the person with the most obvious motive. Things are rarely as straight-forward as that!)

If nothing else, whenever you talk to one of the other guests at a murder mystery party, you should ask them who they think killed the victim. Someone will have a clue as to the identity of the murderer, but without asking absolutely everyone, you might never find them.

You need to watch for the various tricks and twists that can confuse things further. These can include the misdirected murder (where the victim wasn't the intended victim at all but just happened to be in the wrong place at the wrong time) and murder-by-proxy (where the murderer isn't the one with most to gain, but is a misguided friend or servant).

Here, then, are my tips on solving a murder mystery: Find a piece of paper and write down three headings: Motive, Means and Opportunity. As the party progresses and you learn more about the murder, write down what you learn on the paper under the appropriate heading. Keep a checklist of everyone present and work through them, one by one. Most murder mystery parties have a list of characters who are present, so you can use that to make sure that you don't miss anyone.

Steve Hatherley lives in Yorkshire and enjoys hosting and playing murder mystery party games. Find out more at

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