

Want to Increase Your Online Sales? Make Sure That Your Web Site Has a Unique Selling Proposition

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By Gerardas Norkus

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If you own a web site or if you are going to build a new one, the most important thing about your site is to achieve as high as possible visitors to sales conversion rate.

Although they say that "the traffic is king online", if your website converts poorly, your online business will fail, unless you receive tons of free traffic which I doubt.

On the Internet today every website has competitors. So, in order to have a high conversion rate your online business should have a unique selling proposition, sometimes also called "unique value proposition" (USP or UVP).

What is this unique selling proposition? Your USP is the biggest unique benefit to your prospects. A benefit is an answer to your customer's question of "What's in it for me?" You should tell your prospects what makes doing business with your company better than doing business with your competitor.

Here are some guidelines for creating a compelling unique selling proposition – USP:

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Write down every possible reason you can think of why someone would want to do business with you. Review the list and eliminate everything that is also true of your competitors. If a competitor can make the same claim, it's not a "unique" proposition.

Some quick guidelines:

1. What is unique about your service compared to your direct competitors?
2. Which of these factors are most important to your prospects?
3. Which of these factors are most difficult for your competitors to imitate?
4. Which of these factors can be understood most easily by

your prospects?

Rework your USP until you have it simple and clearly defined that your customers can instantly identify with. USPs work best when they are a sentence or two for the most.

Lowestfare.com is an example of a company whose unique selling proposition is clearly defined in their domain name. This company provides the lowest air fares in the air travel industry.

If your business doesn't have a unique selling proposition, you must create one in order to be successful on the Internet!

When you have your USP, you should present it in your web site's headline, web copy, in every ad, do so year after year, and... remember that you must deliver what you promise.

When writing your web copy, it is also important to understand that there are four online personality types, and they look for information that specifically answers their questions. Note that sales conversion rate also highly depends on personality types:

1. Competitive/Assertive personality – answer "What can your solution do for me?" question.
2. Spontaneous/Amiable – "Why is your solution the best

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for me?"

3. Humanistic/Expressive – "Who has used your solution to solve my problem?"

4. Methodical/Analytical – "How can your solution solve my problem?"

So, try to answer all above questions (What? Why? How?) in your web copy or sales letter.

After your website is up and running, in order to further increase sales conversion rates of your online business, you should run a split-testing, or A/B test, on your web site.

Note that direct marketing professionals don't guess – they base their decisions on statistics.

What is a split run?

A split run is where you measure a new idea or way to sell

a product against a control or default that you know works.

So, you might have two pages of sales copy – one that you know sells 2% to a targeted audience, and another that is selling the same thing but at an unknown rate.

To do the split-testing online, you should have a decent measurement system that accurately records the number of people arriving at your web site and their actions (leads, sales).

You could test different headlines, graphics, background/text combinations, link colors, buttons (buy now, order now, buy, order), you can even test paragraphs of content. There is nothing on a website that cannot be split-tested.

Any of these changes affect your sales conversion.

After you have run a split-test, you should find out if your test results are statistically significant.

Use SplitTester. This free tool will tell how likely two ad copies are to have different long-term results:

<http://www.splittester.com/>

So, before thinking about how to drive more traffic to your web site, first make sure that your web site has a unique selling proposition (USP) and converts well.

Imitation, The Smartest Form Of Flattery

By David Geer

Unless you are an inventor, most likely you are selling a product or service that is being offered by someone else, somewhere, at some time. The first person to start your type of business would have gone through a lot of trial and error. Thank that person, as now you can not only profit by not repeating the same mistakes, but by learning what they do to get business.

The best way to do this is to practice what any businessperson knows: know your competition. The most beneficial thing you can do is to study what they are doing to attract customers.

Go online, do a search, pull up the web sites of your competition, and start taking notes. Here are some things to look for. What do you like about their web site? How can they improve upon it? Is it user-friendly and easy to understand? Is it too wordy or complicated? Could someone browsing this web site learn quickly what this business actually does? Does their web site move too slowly, due to an over-emphasis on graphics that sacrifices the actual message?

With your notes, you can begin to set up the key points that you feel your target audience needs to know about your product or service, and why it will benefit them to do business with you.

Look at these different web sites and read the headline. Does it draw you in? Do you care to read more? Do you feel intrigued, or more than a little confused?

If you find one you like, there is nothing wrong with re-wording it to fit your business. Remember that we are talking about imitation, not plagiarism.

It has been said that there is nothing new under the sun. While this may be the case, at least give what your company is offering a unique slant, and make an effort to provide it in a more informative and interesting format than what your competition is doing.

====Side Bar====

This "unique slant", often called the "Unique Selling Proposition (USP)", opens the door for effective competition among businesses selling a similar product — even the same product.

Rosser Reeves was the first to coin the phrase Unique Selling Proposition in his book "Reality of Advertising", published in 1961.

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Here's Reeves' 3 part definition of USP: Each advertisement must make a proposition to the consumer. The proposition must be one that the competition either cannot, or does not offer. It must be unique—either a uniqueness of the brand or a claim not otherwise made in that particular field of advertising. The proposition must be so strong that it can move the mass millions.

====Side Bar====

Try to look at your competition with fresh eyes. Treat what they have to say as if it is the first time you have seen this information, because that may be the case for your target audience. Make a list of the questions that come to mind, or points that you feel you would want more information on, if you were in the shoes of your audience.

Even what your competition does wrong with the information they do or do not provide can be instructive. It serves to get you to think of all the things that you can do to sell the service better. You are building the structure of your business on what someone else has done before you, but improving the end product by going the extra distance in covering the whole story in a clear manner.

Now that is smart business.

David Geer's Success 4U Marketing helps small business owners discover how to market any product or service online - quickly ... easily ... profitably ... successfully.

Imitation, The Smartest Form Of Flattery

Your USP – Unique Selling Proposition

Testimonials And Bonuses The Greatest One–Two Punch To Extraordinary Affiliate Site Sales!

How to Skyrocket Your Online Sales

7 Powerful Marketing Tips To Ignite Your Sales

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