

SPECIAL REPORT

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Web Traffic Monetization Tactics



Special Report (C):

Tactics on Converting Visitors into Customers

By Raam Anand

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Introduction

Not all websites are intended to make money. These rules are for webmasters and website owners who want to monetize their websites and make a decent sum of money off their websites. Follow these simple rules and you will laughing all the way to the bank and you will be glad you built a website.

Keep it simple

Make your website easy to navigate and easy to understand. Do not use confusing set ups and a lot of technical jargon that will only confuse visitors. The copy should be written to the level of high-school comprehension.

Use targeted headlines

Your headline is the one thing that holds the most power on your website. It must be strong or visitors will be quick to leave. Your headline is like an advertisement to the rest of your website copy. So, give sufficient time to craft a headline that stands out and makes the visitor read the rest of your website copy.

Get rid of distractions

Get rid of flashy banner ads and multiple links off your website. You want to make the visitor stay on your site and focus on what you are selling. By providing links to other websites, you are robbing yourself. Make easy transition from one paragraph to the next logical and transparent.

Ask for the sale

It may seem like a given, but it doesn't hurt to remind you that you have to ask for the sale. People respond much better when you simply ask them to buy your product. This is also known as "Call to Action". Without a proper call to action, most people just leave your site and buy from your competitor who just "asks" them to buy.

Make it easy to buy

The visitor should be able to clearly find where they need to go to buy your product. Make it obvious. Provide order links or payment buttons at the right places. Do not forget to ask for the order and place an order button or a payment link right next to your call to action.

Make it secure for the visitor

You need to have security in place that will protect the personal information of your customers. People are scared to give their financial information online. Tell them they

are safe and you are using industry-standard, military-strength security systems to protect their personal and financial information.

Learn how to write copy

Good copy is vital to your success. Your copy draws their attention and gets them to buy. Learn how to write it. Take a lesson on copywriting or attend a workshop. You can also outsource this task but it will be much more beneficial if you learn to write your own copy rather than depending on someone whom you have to teach everything about your product or service to come up with a compelling offer.

Don't sell too much

Do not be too pushy. Visitors will just leave if they feel they are getting pushed too hard before making a decision. Instead, help your visitors choose your product or service on their own. Provide testimonials, comparison charts and your physical address and telephone number so that they trust you before they hit the order button.

Know your target market

Tailor your website to your ideal customer and you will see a better response. This is also known as "niche" marketing. Instead of coming up with a product that suits for everyone on this earth, narrow down or make products for a specific group of people. Niche products sells more than generalized ones because it is easy to reach targeted prospects than just hurling your offers everywhere.

Use links carefully

Links can be damaging if you have too many in the wrong place. You want people to stay on your website, not be drawn away to another website. Avoid links to other sites at all costs, if possible. Links are source of distraction and you don't want your visitors to get distracted and move away from your website.

Grab attention

A visitor will quickly leave if nothing on your website grabs their attention. Make sure everything on your website is attractive and looks professional, including headline fonts, graphics, layout, color, theme etc. A boring website will drive people away faster than they can click their mouse. You want your website to be a place people want to be. Give them reasons to explore and stay on your website.

Check out top sites

Look at what others are doing to keep visitors on their websites. Take a few tricks you learn and incorporate them into your website. Why re-invent the wheel? Observe what

others are doing, customize the ideas to suit your requirements and implement. Test different variations and stick to the ones that produce results.

Give enough information

Do not be subtle or secretive. Visitors like to know what you are selling. They want information, so give it to them. Tell them everything you have got to say WITHOUT boring them. People like to have all the information before they make their decision to buy from you. So talk about each and every benefit and feature your product or service will provide.

Link your pages together

Make sure a visitor can easily get to and from each page of your website by linking them all together. Arrange the pages in a logical way. Categorize related pages together and make navigation easy. A link to your home page from every other page is a must and it should be clearly visible.

Use a good sales model

You should do research into sales methods and see what works best with your website. You can put your original twist on a standard sales model and still retain the benefits of a proven method. People like new things all the time. By being the first to introduce something new, you will have a clear edge over all others vying for the attention of the same group of people. You will get the “first-mover” advantage – a “trend-setter” in your niche.

Get help from the professionals

Try to find as much information from the professionals as you can. Benefit from what they know. They are top sellers and they know how to keep visitors on a website and turn them into sales. Listen to what they have to share. Buy their products and observe how they are presenting their offers. Track them, learn from them and use their wisdom to build your business.

Don't change what works

If you are revamping your website, then you will be changing things, but the most important thing to remember is that if something works – don't fix it. Leave it alone and let it continue to work for you. Split-testing two variations can help you decide whether you have made the right choice.

Use videos

Videos bring a whole new dimension to your website. They allow you to really talk to your visitors. Video can really catch attention and sell your product. They also allow you to connect with your customer on a deeper level than you would through print alone. The level of trust you get using videos is tremendous when compared to other forms of communicating. You can demonstrate your product, show a video of how to use your services, welcome your visitors or even tell them a few solid reasons to buy now.

Highlight what you are selling

Put your products in the best light possible. Don't play anything negative and back up positive things with facts and figures. Give them proof that your product is good. Stack up testimonials on your sales page. Insert pictures to provide your claims. An audio or a video testimonial works wonders.

Give them a reason to buy

You have to convince the customer that they need your product. Make them understand how this product can solve a problem they have or make their life better. Make it clear why they need to buy. Remember, features tell and benefits sell. Stack benefit upon benefit and also remind them what happens when they DON'T order your product now. This is a psychological tactic called "scarcity" and most people like to avoid the "pain" of losing. Use this behavioral pattern to your advantage.

Offer freebies

People love free stuff. Giving away freebies is a great way to get people to your website. It is also a great way to get them to stay and buy something. You can build a list of prospects (list building) by giving away freebies. However, make sure you are giving away something that is valuable and useful. Just for the sake of giving away, do not offer some useless, common stuff that nobody wants.

Have sales and offers

The idea of saving money makes me want to look around. You should have regular sales and offers that people will not want to pass up. Make sure that you display sales and offers prominently so visitors see them right away. People love to get something at a discounted price so that they feel proud they saved a few bucks. Special offers work but do not overdo this technique. If you keep coming up with special offers every week, then people will wait to get another offer from you instead of buying right now.

Show products

Make sure you show your product. Have pictures that really give a detailed look at your product. People are not going to buy something they do not get a chance to see. If you

are selling information products, add an attractive graphic eCover or a picture of a CD or a software box.

Use email lists

Emails are a great way to bring people to your website. You want to send out offers and information that will make them want to look around your website. Have a subscription box on every page of your website. Giveaway something special and valuable to entice visitors to join your list.

:: Recommended Resources ::

How To Get Traffic, Sales and Profits You DESERVE...

For the first time ever, Raam Anand reveals the 15 'secret' strategies that he used to get over 65117 REAL visitors to his website in 30 days!

Get a first-hand look at how you will be able to become a "TRAFFIC MAGNET" and attract unlimited, highly targeted TRAFFIC to YOUR website, including the amazing traffic "Blueprint" that you can use TODAY to flood your website with visitors.



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