

# Traffic Conversion Secrets

How To Turn Your Visitors Into Subscribers And Customers



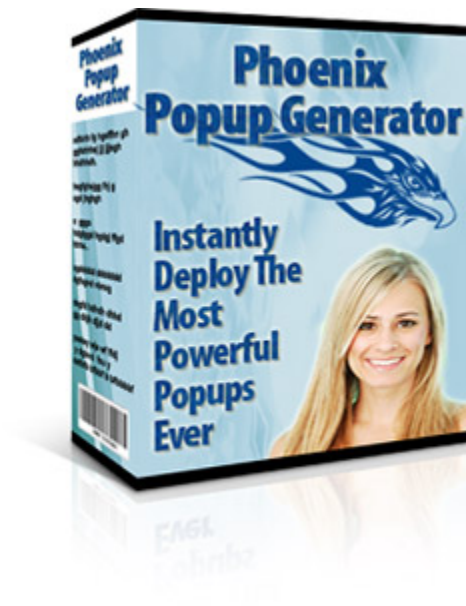
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**"Here's How You Can Easily Get Loads Of **New Opt-in Subscribers** Simply By Adding These Brand New, Highly Effective Unblockable Popups To Your Websites"**



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## Introduction

This concise ebook will show you 12 simple things that you can do RIGHT now to improve your conversion rates.

I believe traffic conversion to be MORE important than traffic. Yes, it is the “chicken before the egg” idea. If you don’t have traffic you can’t convert it, but if your site doesn’t convert that traffic into buyers or subscribers, why send people to it?

This is a lot of information to absorb, so get something to drink and get comfortable. I’ve got a load of valuable information for you...

## Traffic Conversion Tip #1

My first tip is how to get more subscribers to opt-in to your list. Most of us have the standard opt-in form on our site, and although it may work for you, wouldn't you like to get MORE people to opt-in to your list? Of course you would. Here in the south we have an expression that goes like this... "There's more than one way to skin a cat." Meaning there is more than one way to do something. So if there is more than one way to ask your visitors to opt-in to your list, then why are you just using ONE way? Why not use a few ways on your page? Here are a few ways you can use an opt-in form.

- A standard opt-in form
- A pop up, pop under, fly in pop, or exit pop (see our special offer for the brand new Phoenix Popups)
- Offer a special offer for subscribing.

You can use a few of these on the same page. Don't over do it, but you can use two-three of them on the same page. By asking people to opt-in to your list in different ways, you have more chances of getting them to opt-in. Try different methods to see how each one works.

## Traffic Conversion Tip #2

This second tip is also a way to get people to opt-in, but it also shows you how to get something more important. Your visitor's input.

What do you do when you have a question about something? You can do a few different things, but mainly we ask someone right? So, why not do that with your customers? Aren't they the most important part of your sales puzzle?

Let me explain how this works. Say you have an ebook site. You sell 5 different ebooks on Internet marketing from your ebook site. You want to get more people to opt-in to your list and you need to know what other ebooks your customers would like to see offered on your site. Instead of using the every day opt-in form, why not make it look like a questionnaire? You could also change this "questionnaire" whenever you wanted to ask other questions you may have. You could place this in a pop up on your site, and offer a free gift to those that fill it out. You could also combine the above tip with this one and offer it in a few different ways on your site.

Having feedback from your customers on what they want to buy is very POWERFUL! You will know exactly what to sell them, and I don't think making money gets any easier than that!

## Traffic Conversion Tip #3

Making your website more personable.

My dream website for marketing anything would be for the ability to make myself be the website. I wish there was some way that I could greet every visitor that came to my site. That way people wouldn't come to a faceless store. You can help this problem though.

Make your site more personable. Put as much of yourself as you can into your website.

You can do this by:

- Adding audio
- Real pictures of yourself
- Telling a story in your copy
- Putting all your contact information INCLUDING your phone number on your site.

Just be creative. Make people "feel" like you are right there with them. By doing this you are establishing trust and that's one of the most important keys to converting your traffic into buyers and/or subscribers.

## Traffic Conversion Tip #4

Adding an audio intro to your site. How many times I have you been surfing the Internet, and had three of four windows open looking at different sites. All of the sudden you hear someone start talking. What does that do? It gets your attention, doesn't it? You know what it makes me do? Drives me to find the x at the top of the window to close that window as quick as possible.

So, is what you want to do is make it a permission based audio intro. Meaning you need to put a link on your site, that says "Listen to...(catchy headline here).

The key here is to get them to click on the link that lets them listen to your intro, and then get them to HEAR what you are saying. What I mean by this is people are going to be looking at and reading your site while they are listening to you speak. So, you need to use attention-getting words to keep their attention.

Don't use a ho-hum voice with a dry intro. You want to get these people excited. Excitement is one of those viral emotions. You can pass it to those around you. So speak like you are really excited about what you are saying.

Audio intros shouldn't be long either. Keep your audio intros short and sweet. Try to say what you need to in less than two minutes.

## Traffic Conversion Tip #5

I'm sure you've heard of the "name squeeze" technique. Some will argue when the best time to use this technique. I think that ANY time you want to collect your visitor's information, you should use this technique.

Basically is what a "name squeeze" is a lead capture form where you ask your visitor for their information and in turn they will get some kind of free gift you are offering.

In order for this to really work, you have to do a few things.

1. Your lead capture form needs to look good. Pay attention to your design. I pay a lot more attention when a lead capture form really catches my attention. Don't go over board or you'll just drive people away.
2. You must have a privacy statement. I learned some great information on privacy statements from Alex Mandossian. Alex said that by just putting a simple "I Respect Your Email Privacy" and link it to your privacy statement he had 65% more people opt-in than he did without the "I Respect Your Email Privacy". Isn't that mind blowing?

So in your lead capture form, you need to add this right below it or next to it. Somewhere close where your visitor can see it.

3. The last thing has to do with your submit button. Don't make your submit button just say "Submit". If you are giving away a free report, make your submit button say "Get My Free Report". If you are giving away an ebook, make your submit button say "Get My Free Ebook". See what I am saying here?

It's these little things that are going to help you convert your traffic into subscribers.

## Traffic Conversion Tip #6

Tip eight is another tip that has to do with audio. Notice that we are talking about audio a lot? Why do you think that is so? Because it WORKS!

This time, we are going to use it for your benefits on your site. That's right, you know those benefits you have listed on your site (if you don't go find a good copywriter RIGHT NOW!)? How about putting a link right above them that says "Click here to listen to how (what you are promoting goes here) can benefit you.

Isn't that attention getting? You are able to TELL your visitors right from your site what your product/service can do for them. Again, don't make your audio all stuffy. Have fun, and let your visitor hear how excited you are!

## **Traffic Conversion Tip #7**

This tip is one I use so often, and it really does help convert visitors into buyers. Using case studies is a great way to drive home a point. You can use case studies in two ways.

Either you can write a 3-5 page case study and give it away free to promote a product, or use short little case studies in your salesletters.

Let's go over how to accomplish using a case study in either way.

First let's go over what a case study is. A case study is a story. It's a story that has a problem, an action, and a good result that comes from that action.

I have written a couple of 3-5 page case studies on various topics. In each of those case studies, I have promoted a product that was relative to the topic that the case study was on. So if you write a case study to promote a certain product or service, make sure that what you are promoting is relevant to your case study.

An even better way to use a case study is to use them within your salesletter. Grant it you can't write a 3-5 page case study as part of your salesletter, but you can use them like you use testimonials.

## **Traffic Conversion Tip #8**

When you sell a big ticket item, offering payment options may be a good thing for you.

Many people in this day and age, don't have the money to buy a \$397. By breaking it up into payments though, you will get more people to buy from you because they don't have to pay such a big price all at one time.

Maybe charging a low monthly fee to access your product or service is a good way for you to go if you can do that with what you are offering.

There are a lot of options with this one. It just depends on what you are promoting. Test different methods to see which one works best for your site.

## **Traffic Conversion Tip # 9**

Placing anchor tags through out your site linked to your order page, testimonials (or reviews), bonuses, and benefits is a sure fire way to up that conversion rate.

You've probably noticed on some of the well-known marketer's websites that they are putting a link to their order page through out their site. Why? Because they are putting the money jar (the order page) in front of them as often as they can! You can also do this with testimonials, bonuses and benefits.

For instance when you are writing your ad copy for your salesletter and you are trying to prove that your product is the best. After you make the statement about how great your product is put a link to your testimonials right after it. Example: Top online marketers are using (your product) and they can't get enough of it. Just read my testimonials to see what they are saying!

You can also use an anchor tag to show that you are over delivering on your customer's purchase. Example: Not only will you get (your product) for the low price of \$47 but you'll also get these exciting bonuses.

By exposing your visitor to something over and over again, you are giving them more chances to take the action you want them to take.

## **Traffic Conversion Tip #10**

Get a 1-800 number. There are several services now that will give you a 1-800 number for about the same price as you pay for long distance. It used to be very expensive, but now days you can get one relatively cheap.

By having a 1-800 number you look more professional and people are more apt to call you when it's on YOUR dime and not their dime.

What if you had a product that sold for \$197, and someone came to your site. They wanted to purchase your product, but like the typical person wanted answers NOW. If you had a 1-800 number they could call, you could answer their questions and make the sale right on the phone!

Here's an extra little tip I have discovered about having a 1-800 number. If you have a customer that comes to your site, has answers about your product, calls your 1-800 number, and you answer all their questions and get them to buy, guess what? That customer is 99.9% more likely to buy from you again than customers who purchase off your website. Why? Because they feel like they know you.

## Traffic Conversion Tip #11

We've all heard about autoresponders, but here's a powerful way to use one. If you do offline advertising of any sort (radio commercials, tv commercials, public speaking, etc.) instead of putting your website in an ad or giving it out, give them your autoresponder email address.

Example: A client of mine has a construction business. I just developed a radio commercial for him. He wanted to put his website in the radio ad. I talked him into letting me set up an autoresponder series for him and giving out the email to it instead.

Not only does his information get delivered to his potential customers, but he has their contact information so he can contact them at any time!

This is a very powerful tip and there's about a 100 different ways you can use it!

## Traffic Conversion Tip #12

The last tip I would like to share with you deals with emails you send. The From field and Subject field are the two most important parts of your email. If they don't grab your reader, your email will never get opened.

The From field should be your "brand" do you brand yourself with your name or your product name? You shouldn't use anything else besides your "brand" in the From field of your email.

Subject Line should be your headline. Make it short and snappy. Use it to create curiosity to get your email opened.

Example:

Hey, Name, I just had to share this secret with you.

That's a short and snappy headline that creates curiosity.

By using a tracking url in your emails you can test different subject lines. If you are seeing that more people are opening your emails with certain subject lines, modify it a little and use it again!

Well, that's it for this course. The only way to know what works for your site is to TEST! You must test any changes you make to your site. Keep what works and throw out what does NOT work. If you don't test, you'll never know how much profit your site CAN pull!

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