

How To Convert More Traffic Into Cash!

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Based on Marty Foley's presentation at the MegaSeminar, held in Denver CO. Formerly the only way for you to access this was to pay at least \$495.00 for an Early Bird ticket to the event.

This checklist reveals proven tips, tricks and techniques you can use to boost conversion rates and visitor value. Some can be implemented instantly, at little or no expense. Others may take a little more time to implement, but can be well worth the effort.

Briefly, here are some reasons why it's smart to boost conversion rates, versus only focusing on driving more traffic to your web sites.

Obviously, greater web site conversion rates mean that a higher percentage of your visitors will take the actions you want them to take. Whether those actions involve more

- Sales
- Leads
- Inquiries
- Opt-in subscribers
- Downloads
- Registrations
- Clickthroughs, etc.

Greater conversion rates also means offering more visitors what they want, the way they want it. Happier visitors and customers translate to:

- More repeat visitors
- More repeat sales
- More positive word of mouth
- Greater credibility with your target market.

Better conversion rates also mean:

- Lower customer acquisition costs.
- Lower customer service costs.
- Less business lost to competition.
- Greater market share.
- Greater lifetime customer value, and more.

And all of those benefits can be gained from the same level of traffic you're getting right now. Then when you do increase traffic you'll squeeze that much more value from it.

Let's dive right in to the checklist.

Remember that there are few hard and fast rules. What works best in one case may not work best in another. If there's any doubt about the best option, one smart thing you can do

to find out is to test it.

So where do you start? First, fix in mind the main action(s) you want your visitors to take. Changes you make to your site should be done with those visitor actions in mind. Always asking: Will this change help or hinder conversion rates?

Be careful that your changes don't hurt response rates.

Ad copy. Your ad copy is one of the most obvious areas that will have the greatest influence on conversion rates. Remember that although pictures or graphics can enhance the selling process, it's mainly the words that make the sale.

Here's a "checklist within a checklist" of ad copy elements that influence response rates.

- Pre-head
- Headline
- Opening sentence.
- Opening paragraph.
- Any other elements "above the fold."
- Subheads
- Bullet points
- Testimonials
- Calls to action
- Offer
- Price (Testing higher prices is often a good simple way to increase value per visitor.)
- Guarantee
- Bonuses
- Reason to act now
- P.S.

Visitor Feedback. There are various forms of feedback you can benefit from:

Email or phone feedback, especially from targeted prospects who are otherwise ready to buy but first have questions or concerns they want addressed.

Remember that for every prospect who takes time to bring up a question or concern, likely several more didn't ask and would have likely bought if these issues were addressed on the site for them. Keep track of such questions/concerns/objections, and consider how you can minimize or pre-empt them by addressing them more effectively on your site.

Not only can detailed FAQ sections that answer prospect questions or concerns be helpful, but you should also address them in the right place and at the right time: On the precise areas of your site where they are most likely to come up into visitors' minds.

As an example, on one of my sites I noticed a few people asking if they were going to be charged only once, or on a recurring basis. So on the order form, right at the point where most people would think about it, I clearly stated that it was a one-time charge.

That simple change alone boosted sales, and I don't recall the question being asked again.

Surveys. There are various options for surveying your visitors. You can do so on Thank You

confirmation pages. You can tie in a temporary survey with an opt-in subscription form, which may reduce opt-in rates but yield better targeted subscribers. You can send list members an email inviting them to reply to survey questions by email or fill out a form on the web.

An especially good place for a survey is on an exit popup on an order form, which pops up only if they don't submit the order button. Basically it asks visitors why they didn't buy.

You can offer visitors the option to give anonymous feedback, but if they provide their contact info you can respond if necessary, perhaps counter objections, and turn some of those into buyers.

Bribe visitors for their feedback. You could get more web site feedback by offering visitors free gifts or money (perhaps by PayPal) if they make suggestions you decide to use.

Web Usability. Improving a web site's usability means making it easier to use; more user-friendly. This is crucial to maximizing response.

You could pay usability experts tens of thousands of dollars to help improve your web site, but you can also go along way by conducting your own simple usability tests.

Simply invite someone unfamiliar with your site to perform a key task on it, such as place an order or find a product, as you observe them. Ask them to think out loud about any issue, snag, question or concern that comes up as they perform the task.

Don't help them any, but assure them that no matter what problem they run into, it's not their fault, but the web site's. Simply watch and take notes, which you'll later use to smooth out your conversion process. A few tests like this with different people can uncover various conversion obstacles you never thought of, even on small web sites.

When it comes to usable web design, assume no knowledge or computer skill level on the part of users - beyond newbie level. Keep things as simple and focused as possible, with a minimal number of steps. Don't make them think more than necessary to take the actions you want them to take. Make all calls to action strong, enticing, prominently visible, clearly and easily understood.

Ideally, whoever your website developer or webmaster is should be knowledgeable about web usability guidelines, because they can make a big difference - for good or bad - in web site profitability.

I can recommend some useful books for getting better educated about usability: "Don't Make Me Think" by Steve Krug is a basic primer. The title does a good job of emphasizing the main thrust of usable web design.

And two books by Jakob Nielsen: "*Designing Web Usability*" and "*Homepage Usability: 50 Websites Deconstructed*."

Build credibility. You have various options for building credibility:

- Third-party secure certificates or seals can help. Some examples are Verisign, Thawte, Hacker-Safe, even the logos of major credit cards you accept.
- Post privacy policies, guarantees, or warranty information.

- Use testimonials.
- Tell some personal history of the business and the people behind the site.
- Provide contact info prominently, including address.
- If you can, have someone available to answer live questions, via phone or online chat.
- Consider the use of audio and video to humanize your marketing.
- Let your personality come through in your marketing, instead of being stiff and formal.
- Show pictures of your office or other things. Do anything you reasonably can to build confidence that you're a real person, with a real legitimate business.

Follow-up and repeat contact. The more you can stay in touch with your market, the better your conversion rates will tend to be. If you already do email follow up, do more of it. Simply adding more messages to your follow up autoresponder series can boost conversions.

Consider other forms of repeat contact. Things such as blogs, desktop marketing, eclasses, PDF reports or whitepapers, and discussion forums. Focus on those that yield a good payoff for the effort expended, and that best fit your schedule and marketing strategy.

Forced opt-in, or "NameSqueeze" pages. This is where the first landing page in the sales process isn't a full sales letter, but just provides enough detail to target visitors and pique their curiosity to learn more, and invites them to provide their email address to get more information. When they opt-in they're redirected to the full sales letter and/or are sent a link to it.

This is a proven way to build a targeted list, and more and more marketers swear by them. Some are switching over all their sites to forced opt-in landing pages.

An option is to provide a link to the actual sales letter on the opt-in page, for those who may be interested but refuse to opt-in, or can't opt-in for some reason. Another is to pop up the sales letter if visitors leave the page without opting in, so they see the sales letter either way.

Upsell and downsell offers. Upsell offers can work great at boosting your average order size. You can add bonuses or other bells and whistles to an existing product to create a deluxe version, then offer it as an upsell version with a higher price.

Or you can create a stripped down version of a product with fewer bells and whistles, or in a cheaper format (a PDF version of a hard copy course, for example) at a lower price.

You can put such offer on the sales letter, on an exit popup on the sales letter or order page, on an intermediate order page, or on the order form itself. Done properly, both methods can boost profits considerably.

Online Shopping Carts or Order Forms. When it comes to boosting conversion, most focus only on their web pages. But every step of the sale process is important. Shopping cart abandonment in particular is a huge problem, and most merchants aren't even aware how badly it affects them.

Testing my own order forms has revealed conversion improvements that have recovered countless thousands of dollars worth of otherwise lost sales.

If you don't have control over your own shopping cart software you're at the mercy of whoever you're using for payment processing. Most designers of payment processing

systems are more or less clueless about shopping cart abandonment, as evidenced by the common problems encountered trying to purchase online.

How can you convert more traffic into cash in the checkout process?

- Restatement of benefits, exactly what they get, how, and when.
- Details of any guarantees or warranties.
- Give reassurance of security.
- Include strong testimonials.
- Minimize the number of pages and steps needed to purchase. (The more steps required, the more prospects will bail out from one step to the next.)
- Minimize the number of form fields.
- Minimize the number of required form fields.
- Make it easy to recover from errors.
- Offer contact options on the form, in case of last minute questions/concerns, or for those who still resist buying online.

Offer more payment options. If you have a merchant account and offer only Visa and MasterCard, consider adding Discover and American Express to increase sales. So too with PayPal, checks and money orders.

If you only accept online orders, consider offering the option to order by phone, fax, and postal "snail" mail.

Offer payment installment options. Especially for products with higher price points. For example, instead of requiring payment of \$995.00 all at once, try accepting payment in 2, 3, or 4 installments of a few hundred dollars each.

If you have a members site or other recurring payment product or service, consider offering a trial period charged to their credit card for a small amount to get them in the door, which automatically increases to regular price after the trial period. Test anywhere from several days to a month or longer.

You could also offer a free trial but that tends to draw more tire kickers. A small charge for the trial period helps weed out tire-kickers, and since the credit card is already in the system, the transition from trial period to regular recurring payments can be automated.

Notes to keep in mind:

- Some methods of payment could possibly reduce conversions, such as if users are sent through order forms that aren't user-friendly. You may want to split test with and without alternate payment options, if this is a concern.
- Additionally, order forms can be programmed to present alternate payment options only if primary payment options are unavailable, or when regular transactions are declined.

Quality of traffic. Good targeting is important. If you want to turn more traffic into cash, improve the quality of the traffic. A top goal of all your marketing efforts should be to effectively target prospects truly interested in your product/service. Instead of taking the

shotgun approach, take the rifle approach.

Testing and tracking. No matter how good your conversion rates, there's always room for improvement. A powerful way to boost web site profitability is through testing and tracking.

Split testing has long been the best method direct marketers knew of for generating more profit from every dollar spent on advertising & marketing.

Everyone here is likely familiar with split testing on web sites. This is where multiple versions of a web page are displayed in rotation to visitors, each with a different variable that you're testing, such as a headline or whatever. The response of each version is tracked and compared to find the best performer.

From there the winning variable is adopted as the control, and losing versions are dropped. Then we can go on to test something else, with the goal of steadily making incremental improvements.

As far as I can tell, I developed the first commercially available script for split testing of web pages, called [Split Test Gold](#). That was when the idea of split testing was new to online marketing, although smart marketers had been profiting from it offline for many years. Now split testing on the web is very popular among online marketers.

For many years, standard testing advice has recommended that we should never test more than one ad variable (headline or whatever) in a single test.

And that was excellent advice at the time. That was back when we didn't know of any better way, especially because of the difficulty of measuring the impact, or level of influence, that a specific ad variable exerted on response rates.

But little did even highly successful marketers and advertisers know, that scientists and engineers had long ago developed an ingenious method of testing multiple variables, even multiple combinations of variables at once, in a single test.

This technique is called multi-variate testing, or MVT for short. It's based on the "Taguchi Method," from an established field of science known as "Design of Experiments."

Scientists and engineers had long applied it to engineering and industrial processes. As an example of its effectiveness, the Japanese used it to dominate the auto industry, through high product quality.

In the 1990's a rocket scientist named Dr. James Kowalick realized that multivariate testing had broader applications. He started applying it to advertising with the goal of substantially improving response rates.

With multi-variate testing it's now possible to determine the best performing combination of variables, out of hundreds, or even thousands or more possibilities, in a single test!

Properly applied with well selected input variables, multivariate testing can boost response by 200% to 300%, although 500% to over 1000% is not unheard of. And do so much faster than would be required through traditional A/B split testing.

So, how can you start profiting from multivariate testing, or at least try it out with minimal time

and effort to prove to yourself whether it really works? There are a number of ways.

MVT is especially well suited to Google Adwords because they're simple text ads, and the Adwords system has built-in features for split testing multiple ads in rotation, and for tracking ad results separately.

A tool I've developed specifically for multivariate testing of Google Adwords ads is called Adwords Maximizer, and is at: <http://AdwordsMaximizer.com>

Here are two tools I know of for multivariate testing of web sites. Keep in mind that I can't personally vouch for them and haven't used them, and I've heard of some problems from users of both, and even one of the developers. They are:

- MultiTrackGenerator.com
- SplitTestAccelerator.com
- Another tool I've used to manually set up multivariate tests is at AdComparator.com.

The main drawback of this tool is the manual setup required. But it can be used in conjunction with Split Test Gold to do multivariate testing of web sites.

The bottom line of testing is: It's responsible for earning many of us a lot more money than we would have otherwise earned. If you don't do it, you're leaving a lot of profit on the table.

Obviously there are many ways to Convert More Traffic into cash, but due to limited time I've only been able to skim the surface. If you'd like to learn more, join my private members site, at <http://ConvertMoreTraffic.com>. It helps you with 2 of the top 3 most important keys to online success: Targeted traffic generation and website conversion.

You can also sign up for my free Convert More Traffic E-Course, at: <http://ConvertMoreTraffic.com/tips>

Profit-Building Resources

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