

"Find Out How You Can Sell More On Your Website Using Proven Online Marketing Strategies And Web Psychology"?

In this article, I will cover how to boost the sales once the visitor arrives to your website. Just driving visitors to your website is just half the battle (or less). Your website success is dependent on how well of a job your website sell your products and services to your prospects.

First, if you ever want to increase sales and cut cost you must know your website conversion ratio (a.k.a sell through the ratio of visitors to buyers).

For instance, let's say you receive one order for every 100 visitors to your website. Then your conversion ratio (or sell-through) is 100:1 or 1%.

Knowing this number is essential because you will be able to know how much you can spend in advertising and make a return. Surprisingly, many website owners do not even know their conversion ratio and thus waste lots of advertising money.

So to break it down even further, you also need to know your CPO.

CPO refers to cost per order. If a \$100 ad sells 20 widgets, your CPO is 100 divided by 20, or \$5 per order. Take that CPO of \$5 and factor in your cost of employees, say \$2 per order. Your calculated CPO is now \$7. Once you know your CPO it's easy to see if your selling price makes sense. Let's take your \$7 CPO and add \$3 to cover the cost of making a widget. That brings you up to \$10. Would it make sense to sell your widgets at \$12? Most likely not. You should either re-evaluate your selling price, or find ways to lower your CPO. It is critical that you calculate your CPO in order to determine your pricing model and whether you can market to a particular target audience.

So once you know your "website math", it's time to make an in depth analysis of your website and implement the below strategies to increase the conversion ratio.

There are numerous ways to increase your website conversion ratio but there is not enough space to list them all in this article. As you keep working on improving your website conversion ratio, just remember there is no 100% perfect website out there, but it can always get better.

Once the web visitor arrives to your website, you have around 3 seconds to grab his/her attention and interest. If you fail to create attention and interest immediately, the user will simply click away and you may lose him/her forever.

The information above the fold (the web page you see before scrolling down the page) is the prime selling space of your website and what you put in it will make or break the success of your website. So to start off, you need to craft a riveting headline that pulls in the visitor to your website. According to David Ogilvy (the world famous advertising executive) says, "5 times as many people read the headlines as read the body copy. It follows that, unless your headline sells your product, you have wasted 90% of your money".

This means your headline has to be a killer headline (or else they the visitor will click away) and the main purpose of a headline is to get the reader sufficiently interested to read on to the web copy to the first paragraph. Your headline should convey strong benefits of interest to your audience and it must answer the reader's unspoken question, "what's in it for me". Did you know that by just changing a single word in a headline alone can make a dramatic difference in reader response.

The first paragraph should maintain the momentum and the emotion that the headline created. It needs to follow through with the idea presented in the headline because that's what compelled the reader to read in the first place. Therefore, the first paragraph must immediately start delivering on the promise made by the headline. The first paragraph is crucial because that's where the readers are likely to stop if you don't give them enough reason to read on to the next paragraph and so on. So as you can see, you want to lead the reader down the intended linear sales path with minimal distractions and minimal click able links that does not support the sales process until he/she signs up for your services.

Since you probably won't know who is



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visiting your website, you also need to make it a dialogue and appeal to their needs. Too many websites make the mistake of creating a monologue and fail to communicate with the user. If you create a dialogue, the user will say to him/herself "hey, this guy really understands and listens to me" and the more you can appeal in this fashion the more you will sell. At the same time, you also need to inject emotion into the web copy, built upon proven emotional drivers and build in psychological devices that will motivate the prospects to buy.

Next, don't make the mistake of introducing the price to early in the web copy. Let the visitor go through the linear sales path on your website and then make the decision. If you announce your price to early, the user may think you are too expensive without knowing what he/she is actually getting. Just think of your website like a sales person. A successful sales person does not present the price first and then present the product.

Make sure to use testimonials in strategically placed areas on your website to reinforce your selling arguments. They add credibility because they are actual words of real people and the user can identify with him or her.

Lastly, ask for the sale and make it easy to order. Many websites make the mistake of not asking for the sale.

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