

SAME TRAFFIC, **MORE** ORDERS

10 Simple Things You Can Do To
Get More Browsers To Become Buyers

THE C.O.N.V.E.R.S.I.O.N. CHECKLIST



Everyone I know is interested in getting more website traffic. And, to be sure, that's something to be desired. All things bein equal, the more traffic you get the more orders you get.

But, what if you could get more orders from the same traffic? That would be great too, right?

Think about it like this: If your conversion rate is 2%, that means 2 out of 100 people who visit your sales page buy the offer. That also means that 98 out of 100 people do not buy. Yikes.

What I'd like to do in this checklist is help you get more of those 100 people to buy from you instead of walking away empty-handed. While you do want to get more website traffic, you also want to convert more of whatever traffic you get into paying customers.

So, let's talk about ways you can get more people who visit your sales page to actually buy what you are selling. You should print this out now. :) Here are the 10 ways to get a better C.O.N.V.E.R.S.I.O.N. rate:

- C Credibility
- O Offer
- N Navigate
- V Videos
- E Engaging CTA
- R Reviews
- S Security
- I Images
- O Optimize
- N Name

Let's jump in...



Credibility

If a prospect lands on your website who has no idea who you are, they're not really going to believe anything you say on your sales page. That's why your sales page needs to seek to build credibility. In other words, it needs to tell people who you are and why they should listen to you.



Now, this doesn't mean you drone on and on about yourself. The key is to build your credibility succinctly – by sharing only what's needed to boost your conversions.

So, what do you share? Basically, your sales copy should answer the question that's on your prospect's mind: "Why should I listen to you?"

For example, if you're sharing weight loss information, then you can talk about how you're a certified personal trainer with 15 years of experience and thousands of satisfied clients.

Another example: if you're teaching people how to craft a novel, then you'd build credibility by sharing your successes (such as landing on the New York Times bestseller list and/or winning awards).

Now here's the key: you should provide proof of these claims in the form of testimonials or endorsements. In other words, use third-party validation to boost your credibility.

Next...

Offer

Another big factor that's going to really impact your conversion rate is your offer. This includes the following components:



YOUR MAIN PRODUCT.

Is it something your audience really wants? Is it a high-quality, useful product that solves a pressing problem?

YOUR BONUS PACKAGE.

Do you offer in-demand, valuable bonuses? Do these bonuses complement the main product?

THE PRICE.

How much are you charging for the package? Did you justify the price to overcome any pricing objections?

THE OVERALL POSITIONING OF THE OFFER.

In other words, what is your unique selling point? Why is your product better than what the competitors are offering?

If you have the right offer at the right time in front of the right audience (a targeted market), then you're going to have a good conversion rate.

Next...

Navigate

The next thing you'll want to consider is how easy it is for your prospects to navigate your sales page (and website as a whole). Consider these factors:



SPEED.

Does your page load quickly? Generally, people get impatient if the page (especially the information appearing above the fold) doesn't load within a few seconds.

MOBILE RESPONSIVENESS.

Many of your prospects are going to visit your site using their phones, so you want to make sure you're using mobile-friendly (responsive) web design.

USABILITY.

Is your sales page user-friendly? For example, be sure there are no extra hoops (such as "registering for an account") on the order form.

Here's the next factor that will affect your C.O.N.V.E.R.S.I.O.N. rate...

Videos

Another great way to boost your conversion rates is through the use of video. For example:



USE A SALES VIDEO (AS OPPOSED TO JUST A TEXT LETTER).

You'll need to test this to be sure it works for your audience, but many sales pages benefit from providing a video sales letter alongside the text.

A DEMO VIDEO.

When you're selling something online, your prospects don't have the luxury of picking the product up, looking it over, thumbing through it, etc. That's where a demo video comes in handy, because it shows the product in use.

For example, if you're selling software, then your demo would show the dashboard and how easy it is work the software.

TESTIMONIAL VIDEOS.

As mentioned early, social proof is a powerful way to boost conversions. In many cases, your testimonials become even more powerful if you show videos of the customers providing their testimonials.

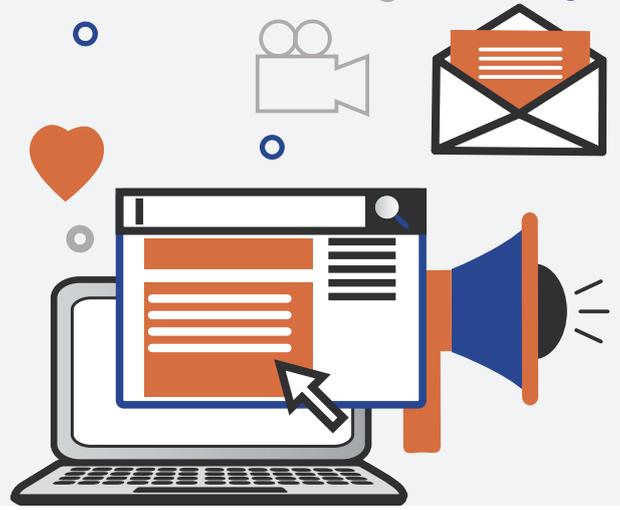
ONE NOTE:

Be sure to create your own videos and embed them into your sales letter. You don't want to link to other people's sites or use platforms that advertise related videos. These problems would create sales page leaks that dampen conversions.

Next...

Engaging CTA

Another factor that's going to influence your conversion rate is your call to action (CTA). Let's take a look at the factors that go into creating an engaging CTA:



SPECIFICITY.

This is about telling your prospects very specifically what you want them to do next. E.G., "Take out your credit card and click here to order now!"

URGENCY.

Your call to action will be more effective if you can provide a sense of urgency. One example is to present a limited-time offer.

E.G., "Take out your credit card and click here to order – and do it now while you can still take advantage of this amazing bonus offer and discount!"

ACTIVE.

Your call to action should use active, compelling language. For example, use action verbs such as: Order, join, register, download, buy, act, etc.

Here's the next factor that will affect your C.O.N.V.E.R.S.I.O.N. rate...

Reviews

As you already know, people are generally looking for third-party validation of your claims. As much as they want to believe your claims, they're skeptical. That's why it's very powerful to have other people back your claims.



As you know, testimonials and endorsements boost conversions. And here's something else that helps generate sales: **reviews.**

A review is when a customer or other third party thoroughly uses and then reviews your products. Often they talk about both the advantages and perceived disadvantages of the product. And then the reviewer specifically recommends the product for others.

The most powerful reviews are those that turned perceived disadvantages into strengths. For example, if a perceived weakness of a dieting product is that it doesn't include recipes, the advantage could be that the diet shows users how to turn their existing favorite dishes into healthier versions.

Here's the next C.O.N.V.E.R.S.I.O.N. factor...

Security

Here's the plain and simple truth: if your site doesn't look secure, then people aren't going to trust you. They're not going to give you any information (not even an email address). And you can bet they're not going to enter their credit card information on your order form if they have any concerns about the security of their data.



That's why you need to make security a top priority. Here's how:

BE SURE YOUR SITE IS SECURE.

You may need to purchase an SSL certificate so that your site's visitors can use your site securely. If you're unfamiliar with how to make sure your site more secure, talk to a qualified tech expert.

USE A TRUSTED PAYMENT PROCESSOR.

There are plenty of payment processors to choose from, but you're going to hinder your conversion rates if you use one that's unrecognizable. Instead, use a trusted, secure and well-known platform like PayPal.

OFFER A PRIVACY POLICY.

The point here is to tell your visitors exactly what you plan to do with their data, how secure it, and whether you plan to share it. While not everyone will read your privacy policy, those who do will feel more comfortable using your site.

Next...

Images

You shouldn't insert images into your sales letter just for the sake of having images. Random images don't do anything positive for your conversion rate.

Instead, what you want to do is insert high-quality images that serve a specific purpose. This means your images should demonstrate your value proposition.

For example, if you're selling software (such as split-test software) that promises to make a complex process more simple, then your images should demonstrate this. You might show a screenshot of the software's dashboard, which should be clean and intuitive.



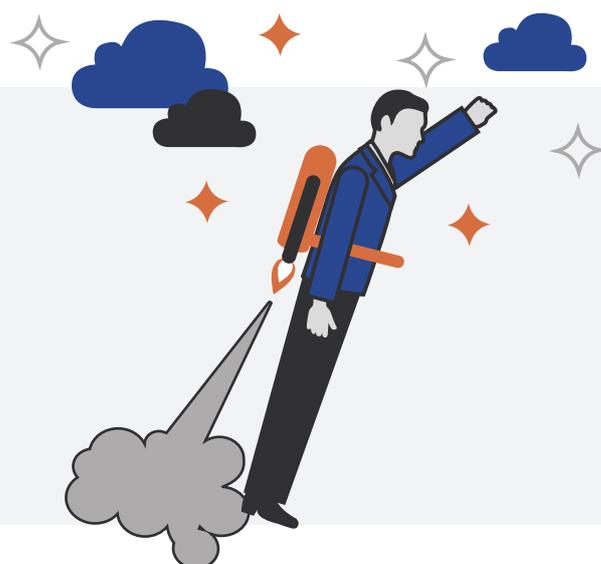
Simply put: if an image doesn't support your value proposition, then remove that image. You'll also want to be sure that your ecover graphics accurately depict the product and reflect the value proposition.

Finally, be sure to include compelling, benefit-driven captions beneath your images. Sometimes skimmer's eyes are drawn to images, so you can pull the prospect into the copy if your caption is enticing.

Next...

Optimize

The next factor that's going to impact your C.O.N.V.E.R.S.I.O.N. rate is how well you've optimized your sales copy. Ask yourself these questions:



- > Are you using a targeted, compelling, benefit-driven headline that captures attention?
- > Does your opener pull people into the copy and show them you understand their problem?

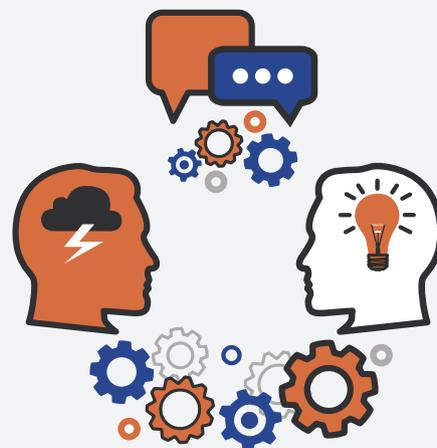
- Do you provide a bulleted list of benefits?
- Do you offer proof of your claims?
- Do you have a strong call to action?
- Do you justify the price?
- Do you raise and handle objections in the copy?
- Do you offer risk reversal in the form of a strong guarantee?
- Does your postscript reiterate a top benefit, prove your claim and provide another call to action?

Now, while the list above does provide a nice starting point for optimizing your copy, you can't optimize based on whether you think the copy looks good or not. What you need to do is test your copy. This means testing several headlines, testing several calls to action, pitting different postscripts against one another and so on. Then you let people vote with their wallets, which is the only way to know for sure what your audience responds to the best.

Next...

Name

The final factor that can really influence your C.O.N.V.E.R.S.I.O.N rate is the name of your main product and your bonus products. This is literally so important that it can make or break the success of your offer.



See, here's the problem...

Plenty of marketers slap a name on their product almost as an afterthought. While they may spend weeks or months planning and developing the product, they end up naming the product in two minutes. And usually it ends up being a pretty "blah" name.

For example: Weight Loss 101.

Huge yawn. About the only person who'd purchase a product with that sort of name is the product-creator's mom.

Here's something more intriguing: The #1 Fat-Blasting, No-Hunger Way to Lose Weight.

Point is, you need to create a benefit-driven title that arouses curiosity whenever possible. It's also a good idea to include power words in your title which almost always get attention. These words include:

- > You.
- > Guaranteed.
- > Quick.
- > Easy.
- > Fast.
- > Amazing.
- > Secret.
- > Revealed.
- > Discover.
- > Surprising.
- > Shocking.
- > Guaranteed.
- > How to.
- > New.
- > Scientific.
- > Proven.

Need a real-life example? Here's a bestselling and very famous book: How to Win Friends and Influence People.

It's a benefit-driven headline that includes power words, and this book has sold millions of copies.

Now let's wrap things up...

Conclusion

You just discovered the 10 factors that affect your C.O.N.V.E.R.S.I.O.N. rate. Here's a quick recap:

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One thing that is fully in your control and super easy to get done is to create high-value, in-demand bonuses.

Now you may be saying, “But I already use bonuses in my business.” I know you do. Most smart marketers do. But very few people know how to make the most of their bonus strategy. Most marketers are leaving a lot of money on the table.

You see, offering a bonus is one of the very best ways to boost your conversion rates. Consider this:

- The best way to get your prospects off the fence and clicking the order button is within a bonus.
- The best way to get your prospects absolutely scrambling to order is with a special limited bonus.
- The best way to beat your affiliate competition is by offering customers a bonus if they order through your link.
- The best way to get more referrals is to offer a bonus.

And I could go on. Point is, a bonus is hands-down the best way to boost your conversions and grow your business...but if and only if you use bonuses the right way.

That's where the Bonuses that Convert package comes to your rescue. This exciting 10-lesson course will teach you everything you need to know to start harnessing the power of bonuses to make more money.

Ready to grow your business with bonuses?

[THEN CLICK HERE TO LEARN MORE...](#)

