

The Biggest Open Secret To Increasing Online Sales

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This Is NOT A Step-By-Step Guide

I get paid thousands to look at somebody's website and point out the obvious. It's what I do when I take a break from my Internet business. I look at other people's businesses and help them improve sales and conversions.

But sometimes people ask me how I came up with my "brilliant" makeover ideas. Maybe it's that I have been online for a few years. But maybe it's just common sense and pointing out the obvious.

So this book is about that. But I need to warn you that this is not a step-by-step guide.

This is more a rambling than anything else. I can't express myself totally if I can't ramble. Perhaps, at another time, I can give you a step-by-step guide.

This is for those who already have a website and who want to improve their performance. If you have been struggling to make money with your website, maybe some of my ramblings can help you.

But even if you are a beginner, perhaps this little book can prepare you from the costly mistakes that most people do.

If you can take away one idea from this book, I believe I have done my part.

So on with my ramblings...

The Biggest Open Secret To Increasing Online Sales

“If only someone would take a look at my website and tell me what I am doing wrong...”

Hah! I have heard that before. In fact, I said that!

Wait. You said that too. Are you still saying it now?

Everybody wants more sales, right? And I am sure that you do too. You feel like you’ve done everything, but things are not getting any better. It sucks.

I mean, you spent a lot of time and effort and money on your Internet project. But when days go by, and it’s not making the money you wanted, you feel really, really bad.

And worse, your family ridicules you. Your spouse started being concerned with all the money you are spending. And she even gave you a time limit and a budget to get it to work or to shove it. Even your closest friends make fun of you.

Well, it’s time to turn things around.

I know you can make it online. I made it online. Maybe I am not rich with my own yacht and a \$13.4 million mansion. But I don’t have to beat the traffic jam everyday. I don’t have to suck up to my boss and play “office politics”.

I work when I want to work, from where ever I want to work.

Sometimes I work from a café with Wi-Fi access. Sometimes I work from home. Sometimes I visit my mother and just plug-in my 3G Internet device.

As long as there’s Internet connection, I can work. Hey, I can also work when I don’t have an Internet connection, like writing this report to you right now.

It’s a great life.

Alright, maybe I am rubbing it in too much. But I want you to know that you can have this too. Have time for yourself, your spouse (wink), your children and the rest of the family.

You just need a bit of direction on WHAT YOU NEED TO DO WITH YOUR WEBSITE.

Is that right? Well, at least we've established that.

Let me tell you why it's so hard for you...

Apart from you never having done this thing before, there are other things that are pulling you down.

Going into Internet marketing, you think about a lot of things.

You think about the things you've spent money and time on. The web design, the product creation, the advertising, the membership sites, the ebooks, the reports, the home study course...

And you also think about where and when the money's going to come. You think about what you need to do for traffic. You think about why people are not buying even though they got to your website.

A lot goes through your mind but you are forgetting about one very important thing.

All those problems clouded your mind about what's important – **how to think like a customer.**

Here's the fact: As a business person, your money comes from your customers.

There's no way to deny it. You need to sell something to get money. That's why it's so hard for people to get into business. They fail to understand how the customers think and what their customers want.

They are too fascinated with their products and they fall in love with them.

The right attitude and mentality is to fall in love with your customers. They are the ones giving you the money, remember?

So Here is the Big Open Secret: Think Like A Customer!

Sadly, it's not a skill that many master.

Not that it's hard. Most of it is just common sense. But we fail to understand customers because we get too attached to our business – the product, the expenses, the investments, and the money.

Don't go out there building a business only to make money. Understand your customers and your customers will pay you handsomely with a smile on their faces .

Wait. You think I am rambling too much. When will I get to the Internet marketing part? What can you do to increase your online business?

We will get there soon enough. But I need to tell you what's important first. I need you to understand the foundation of this whole report before we get any deeper. A good foundation can build the tower high, they say. Same goes for this one.

But I already have traffic. I just need to convert them. How do I do that?

Yeah. Some people have that traffic part figured out. But has it ever occurred to you that your traffic is not converting because of the type of traffic you are getting?

For an online business, understanding your customers starts with traffic generation.

How?

Answer me this question. Do you know where your traffic is coming from? If you don't, then there's your problem. Let me walk you through some of the things that I do to investigate and start to optimize a website for increased sales.

It Starts With the Traffic

One very important thing that you need to know is where your traffic is coming from. When you know this, you will start to know what is in your customers' minds. And your website needs to be prepared to deliver what your customers have in their minds.

You need to capture your visitors' attention while they are interested in what you have.

Let me give you an example. If you have a website that sells shoes, and a visitor comes to your website with the intention of looking for Nike shoes, your website better have that stated very clearly. If your visitor can't find her Nike, then you've just lost a customer.

But how do I know what is in my customers' minds?

When you know how your customer found your website, you can get a better idea of what's on their minds. A visitor can come from a number of places. Let's consider the possibilities:

- From search engines after doing a specific product search like "Nike soccer shoes"
- From search engines after doing a general product search like "soccer shoes"
- From search engines specifically looking for your company's name or website
- From other websites that are linking to you
- From advertisements that you put online
- From advertisements that you put offline
- Visitors that know you from your business card or your letterhead
- Visitors that purposely typed your website URL

To know where your visitors are coming from, good web traffic statistics should come in handy. Most web hosting companies should have AWStats or Webalizer. Either of these tools should be able to tell you where your visitors came from and what they were looking for.

If they don't, then you can consider Google Analytics, which is free, and really, really good and easy to use.

- Google Analytics
<http://www.google.com/analytics>

Using website traffic tools like those will show you where visitors are coming from, which web pages they landed on and what keywords they are using in the search engines.

Knowing this, you must prepare your website to meet their expectations.

If you really look through your website statistics, you will start to see which website refers the most visitors to you. One thing that you can do is examine that website and see how it links to yours, and also which web page your visitors will arrive on.

When you do this, you will also start to understand what is going through your customers' minds before they arrive on your website. Knowing this, you need to evaluate your website again, seeing if it meets your customers' expectations.

If the referring website talks about soccer shoes, and later gives examples of places to buy them, your link on their website should take the visitor directly to a page about soccer shoes, and not to a general page on your website.

Here's an advance tactic that you can look into. It's called cloaking. Cloaking is changing a web page's look or content according to the traffic it receives. You can cloak your website according to the browser, operating system and even referring website.

At the very least, you can use cloaking to identify a referring website and greet them with something like, "Hello friends of ReferringWebsite.com".

This is not a report about how to cloak your website. But you can do a Google search and research about what it is all about.

Let me give you another example. Not a very good one but something you can learn from.

Here's a stupid example!

Let me explain further about this by showing you a very, very bad example. And don't get offended if you do this.

One website I found recently had an advertisement on Facebook. It was an online computer shop and they were advertising about their "Stock Clearance Sale". But when I clicked on the ad and arrived on their website, I couldn't find any "Stock Clearance Sale".

It turns out they only have a small one line text that says "Stock Clearance" within products that they are clearing. Visitors would have to browse products to actually find it.

Chances are this website has lost yet another customer. And they have wasted valuable money advertising.

People have short attention span when they go online. So you need to pull your visitors' attention by the nose.

Obviously, this particular online business is not paying attention to where their traffic is coming from.

What would be a better strategy is to create a specific page which explains about the stock clearance that they are having, and list out all of the products for that offer.

In other words, that website should
prepare a... landing page.

Now this is just one simple example. And you can learn a lot from this mistake. Something is so obvious and common sense. Yet many people fail to see the obvious.

In the case where you advertise with pay-per-click (PPC) networks, you must match your keywords to the keywords in your landing page. The first thing that you must do is segment your keywords. Create a group of keywords for Nike soccer boots and Nike soccer shoes.

And then create ads that use those specific keywords. You may want to create a few variations of your ads so that you can test and optimize for better traffic.

And lastly, use those same keywords in your landing page. This also means that you may need to create many landing pages according to the keyword groups that you have.

Search phrase ➡ Ads ➡ Landing page

Your customers are thinking about one thing. So you want to maintain that same thought throughout the whole process. You take them from the search phrase, to the ads and finally to the landing page. If you do this, more visitors will turn into customers.

That is why you MUST have the same keywords in all of those stages.

A landing page is the solution for many situations. Sometimes, when advertising your website for branding in TV or print media, it's logical to use your short domain name rather than a long landing page URL.

Which would you use in TV and magazines?

URL 1 – www.mywebsite.com

or

URL 2 – www.mywebsite.com/page/mag-ad1.php

It's obvious that you will want to use URL 1. The second one doesn't look professional at all. It's almost like you setup your website in one of those free web hosting services. Plus, how can you make people read a magazine to remember your long URL? So using the short, root domain only, is a better choice. It's good for image and branding.

But if a visitor is responding to your ad in a magazine, how would you treat a situation like this?

Remember, think like a customer.

It boils down to what you are advertising in that magazine. Let's imagine that you are web designer and you are advertising a web design package for \$799. And your advertisement only states your short, domain-only URL.

Obviously your visitors coming from that magazine will land on your main page.

In this case, you need to prepare your main web page to cater to the magazine visitors. You should at least have a small banner with the same theme and design as the advertisement you have in the magazine. It should shout the same offer – \$799 web design package. Clicking on that banner should bring visitors to another web page which explains the detail of the offer.

Let's consider what's in the visitor's mind.

I want to know more about that \$799 Web Design Offer advertised in Designers magazine. Let's go to webdesignco.com. (The visitor arrives on the website and sees the banner) Ah, here's the information about the \$799 Web Design Offer. Let's click on that and see the details. (Your visitor has arrived on the page you wanted them to)

That is another use of a landing page, but with a different approach than PPC.

For some intermediate Adwords (pay-per-click network by Google) users, you may know how to track click-through rates and conversions.

Click-through rates are the number of clicks you get on your ads versus the number of impressions your ads get. Conversion is the number of actions recorded from the traffic you receive from your ads.

If you get 100 impressions on your ads and you get 5 clicks, you have a 5% click-through rate. With 1000 impressions, you get 50 clicks, which translates into visitors to your website. From those 50 visitors, if you make one sale, that is a 2% conversion (1 sale / 50 visitors).

Sometime it puzzles the Adwords users why low performing ads produce more sales.

You may have an ad with a 5% click-through rate that only produces a 1% conversion. But an ad with a 2% click-through rate produces a 5% conversion.

That is why it's not just about having the best performing ads. What you really want is an ad that converts.

But why do some ads that perform really, really well do not convert?

The answer is simple. You forgot to think like a customer. While you may have compelling ad copy, the ad copy does not reflect what the visitors see in the landing page. Perhaps you were advertising for “Nike shoes” and your landing page contains a general listing of soccer shoes from all brands. And that reflects in poor sales.

And for the ads with the low click-through rate that converts better, it is clear that the ad copy relates better to what is on the landing page.

Remember this?

Search phrase ➔ Ads ➔ Landing page

So how can you improve the performance of your low conversion ad with the high click-through rate?

If you remember what I said earlier about knowing where the visitors are coming from, and about preparing your website for your visitors, then you know what to do.

The answer is easy. Now you need to work on your landing page. Improving it to a higher sales conversion may require some testing and tracking. I will talk more about that further into this report.

Web Design to Control the Eyes

You can't really control what website visitors see. They look at what they want. But when you start to understand how your website visitors look at a website, you can design your website in a way that takes advantage of that behavior.

Let me put this out first.

First and foremost, your web design needs to project professionalism. I remember when I first started years ago. I got so impressed with the capabilities of HTML that I would put all of my skills in one website.

So there goes all the blinking, the cool javascripts, and a bunch of ridiculous effects, which you don't really need. You end up with something I call a junkyard website.

Here's a shortcut to a professional-looking website. Let me tell you two main ingredients. They are...

White-space and simplicity...

These two factors can improve the look on your website a huge boost. Your junkyard website can be turned into a credible website in an instant.

You and I know that people still judge a book by its cover, no matter how many times they have been told not to.

A website that has a good design will project professionalism, credibility, and trustworthiness. When you see a website that is poorly put together, you start to think about how stable they are financially. Putting together a website should not be a daunting task.

Look at the websites of top brand names. Examine how their websites are built. Visit some of these websites and you will start to see a common factor:

- Google.com
- YouTube.com
- Facebook.com
- eBay.com

- Amazon.com

You can see that these websites use a lot of Simplicity and White-Space.

Alright, maybe you are not a top Internet brand. But here's a question that you need to ask yourself right now. Answering this question truthfully can bring a huge impact on the performance of your website.

“Would you buy from your own website right now?”

This is one very important exercise and a huge step into learning how to think like a customer.

Come on. Don't B.S. yourself. It won't do you any good.

Don't tell me how good your product is. Don't tell me how good your copywriting is. The first thing that a visitor will notice when they arrive on your website is your design.

If even you can't stand the look of your own website, imagine what visitors will think. And that will never generate into sales.

My design principle is easy.

First: Project professionalism. Your design must be good and clean, and not a circus. Get a professional web designer if you must. But be sure to check out previous works to make sure that your chosen designer can deliver what you want.

A simple solution is to browse through website template galleries. You can get a good template for less than \$100. And who cares if 11 other people already downloaded that template. Chances are you are not even after the same market category. Check out TemplateMonster.com for some website template designs.

- Template Monster
<http://www.templatemonster.com>

Second: Be objective. What are you trying to achieve. Do you want to capture leads? Do you want to make a sale? Do you want to help customers navigate to find what it is they are looking for?

When I create a product, my objective is to sell. So I create a one-page website providing all the details I can about it. And at the very bottom, I make my offer big and clear, with a huge order button below it.

But selling a product immediately may not be the case for everybody.

Look at Amazon. They carry a lot of products and they can't possibly know what their customers want from that one visit. So they design their website so that it's easy for visitors to look for products. They make their search form very visible and clear at the top of the website.

Third: Shed lights on what's important. In many cases, this would be the headline. But in many other cases, it's not just the headline.

I also use squeeze pages in my marketing. And whenever I build a squeeze page, I want visitors to know that it's a squeeze page. So I make the subscription box (the part where you have your form) visible above the fold (the first view without scrolling down).

In case you don't know what a squeeze page is, it's a web page with one objective. To capture visitors' details, in most cases name and email address. But it can also be other things like address, phone number or weight. A squeeze page would contain a short form and enough copy to get visitors fill in the form.

Remember that very bad example? Yes, the Stock Clearance example. I mentioned that the website should at least have a huge banner, in conjunction with their sale. This will draw attention to what is happening at the moment.

Fourth: Use related images and photos. A picture is worth a thousand words. A simple little photo can go a long way. People buying your products online can't touch and feel what it is you are selling. And they really can't touch it when it's a digital product.

What can I say, I am a visual creator. But wait. So are you. I can say "ant" and suddenly an image of an ant pops into your mind (don't lie, I know). In your mind, you don't see A-N-T, but you see an ant.

That is why I always make a graphic of a book when I am selling an ebook. I also display a graphic of CDs when I am selling MP3 audios. All these give a quick understanding of what it is that you are selling.

A picture, photo, or image explains things much faster than words can. So you must use these when selling your products online.

Some Internet marketers take simplicity to the extreme. Just because they are selling “information products”, they consider it OK to have a blank, text-only website.

Don't try to trick your customers with cute copywriting about what you are selling. And worse, don't make them guess. The minute they start to think, “What is this guy selling here?” – You have lost them.

When applying this strategy with photos and graphics, make sure you don't over do it. And please resize and crop your images nicely so that it doesn't burden your visitors from having to load a huge web page. Make sure your photos and graphics complement your copywriting – don't use them just for the sake of using pictures. They should help to clarify your message, not detract from it.

Remember simplicity and white-space...

Well, there's a lot more things that you can do with design. But design is such a subjective topic that it's really hard to cover in detail. Nevertheless, applying the right kind of design can really boost conversions.

I remember doing a makeover on a squeeze page about dating. It was doing alright. But it was a plain, text-only squeeze page. Plus, the subscription box was positioned below the fold where visitors would have to scroll down to see it.

I put in some simple hip design, and pushed the subscription box above the fold. Just a simple design makeover increased its subscription rate by 50.2%. I am sure I can improve further over time, but I was caught up with other things.

I think what you should do now is read this Web Design section one more time to really understand what you need to do with your website. This may be short advice on web design and improving your website's performance. But if you really take this little note and put it work, it can work wonders for you.

I am going into my next section. Later I will also be discussing testing and tracking your web design for better performance.

What is Mightier than Good Copywriting?

Imagine your kid's (or your niece's or nephew's) response when you ask "What do you want to be when you grow up?"

"I want to be a copywriter like Gary Halbert, Dan Kennedy or Ted Nicholas."

I bet you would have a huge smile on your face.

The Internet is a powerful thing. And as an online marketer, we have been hammered with the importance of copywriting in business. I am sure at some point you've read and studied copywriting. You read and hear about it so much that you want to become one.

I can't deny that copywriting is important. I consider copywriting important because most of your marketing is done in writing. Further more, as some copywriters say it, "Every business is info-marketing business."

I agree with that. Every business needs marketing. And marketing, in some form is educating and informing your prospects about your products and their benefits.

Good copywriting can change views, motivate the masses into action, get people to consume your information effortlessly, and get people to buy your products.

But what you need to remember here is that copywriting is just one piece of the marketing puzzle.

Something that is mightier than good copywriting is a good offer.

Many times, it's difficult to fix a bad offer with good copywriting. You can put in all the copywriting tricks you know to work, but it can't make up for that bad offer.

It's like trying to sell cow dung covered with colorful icing. You can hire the best cake decorator there is but the cow dung still smells.

But on the other hand, a good offer can still generate a huge number of sales even if the copywriting is bad.

Remember Domino's Pizza 30-minute delivery guarantee. That was a good offer. That offer was responsible for Domino's exponential growth between 1973 and 1984, from 100 stores to over 1000 stores.

The offer simply stated, "Delivered in 30 minutes or it's free."

Do they have the best pizza? Probably not. Did they have a great offer? You bet.

What makes a good offer? Well, there's not fixed rules to this. Sometimes a good offer is in the price. Sometimes a good offer is in the bonus. Sometimes a good offer is in taking away the risk from the customers.

Have you encountered an offer where they would let you try out a product for \$1 for 30 days? And then they would bill you for the rest if you decide to keep it.

Have you bought a computer where they would let you buy a printer for an additional \$10 instead of the full \$150?

A clothing store let housewives buy clothes for their husbands to try at home, with a no-hassle return policy.

Many e-commerce websites offer free shipping.

Now this is the time I give you an exercise to do. Think about an offer that you can give, that will be the core message of your marketing.

One excellent way to craft an offer is to think about your customers' biggest concern. Take that and offer something to overcome that concern.

With Domino's, people ordering pizzas don't want to have to wait too long. With housewives buying clothes for their husbands, they don't

know if their husbands would like it. And with information products, customers always think about whether it will be a worthwhile investment.

Remember the first lesson I wrote? It's about thinking like a customer. It's time to put that into practice.

Re-writing the headline for your website...

Now I don't want to write too long about copywriting. I am not a pro copywriter. Whenever I need copywriting, I would write something in my own words and order a copywriting critique from a pro.

But I had to put something in about headlines.

Before anything, you need to know what a headline is for. Many people get it wrong when I ask them what a headline is for.

The primary objective of your headline, being the first sentence of your letter, is to get your prospects to read your second sentence. That is why it's so important. If it doesn't grab your prospects by the neck, it won't get their attention.

My favorite strategy when writing headlines is to use something that will paint a picture in the prospects' mind. That is why I like to use "Picture Words". This is also something like metaphor, mental imagery, analogies, or stories that people can relate to.

Here's an example of a headline... **that I don't like!**

Who Else Wants To Remove Stress, Get Into Success Zone At Will & Add Zest and Joy In Their Lives Without Working Too Hard For It? 100% Guaranteed!

This is the headline for a website that sells subliminal audio CDs. I don't like this headline. Here's why.

The headline starts with a "who-else". The "who-else" is a good headline technique. But it's good if you have a success story to lead into your copy. Maybe with a photo of the guy with the success story next to it. But there's almost no story that you can tell with this headline. It's too general.

Another thing that I don't like about this headline is the "remove stress", "success zone", "zest" and "joy". These key phrases are not picture words. You can't put a picture in your prospects' mind with them.

Tell me, what do you see in your mind when I say, remove stress, success zone, zest and joy? For me, I don't know what to think. If you can put the same picture in your prospect's mind, no matter who reads it, then you are on the right path. If not, then you need to re-think your headline.

One more thing that I don't like about the headline is the offer. If you read it carefully, the offer is "without working too hard for it – 100% guaranteed."

First of all, the headline did not use a good picture word. With a good picture word, your prospects have no idea how hard or easy it is to achieve it. And now the headline offers "without working too hard".

The irony is that success zone, zest and joy are just a state of mind. You don't have to work hard for any of those.

And one more thing, what does it mean when you don't have to work too hard for something? To me, you still have to work (a little) hard, right? And that is not a good image you want to paint in your customers' minds.

Sometimes it's better to use simpler words in your copywriting. Simple words that paint pictures in the mind.

I would consider using these alternative keyphrases:

Old Keyphrases

Remove Stress

Success Zone

Success Zone

At Will

At Will

Without Working Hard

Without Working Hard

Without Working Hard

Zest

My Preferred Picture Words

Feel Relaxed

"Olympian" Mentality

"Millionaire" Mindset

Like Turning On a Switch

Like Snapping Your Fingers

As Easy As...

Like Snapping Your Fingers

In Only XX Minutes...

Glowing, Radiant

Joy

Happy

Now here's a rough makeover of the headline. Please bear in mind that this is not a polished headline. Just something off the top of my head.

What If You Can Snap Your Fingers And Have The Success Mentality Of A Millionaire, The Focus Of A Hawk And A Relaxed Body Of A Yoga Master... While Working Towards Your Own Self-Satisfying Goal?

Or maybe something like this...

It Only Takes 30 Minutes to Develop The Success Mindset Of A Millionaire And The Desire Of A Hungry Lion... And Get Yourself Off Your Butt And Achieve Your Goals...

Or if you have a wonderful success story, you can write something like this...

The 32-Minute That Changed The Life Of A “Retail Assistant” Into A “Successful Multi-Millionaire”...

I know, the headline is just one little part in copywriting. But it is the most important part. If you fail to get your prospects attention beyond your headline, your copywriting failed.

Using picture words is not only for headlines. You can use it in any of your writing. It can be your sales copy, your ads, your ebook, even your articles that you distribute for free to article directories. Using picture words is a great method to a well-written copy.

This is not a copywriting book. And I am not a copywriting master. So I can't really say much about other things when it comes to copywriting.

But here's another exercise. It's time for you to re-look at your headline and add in some juice in there.

Do You Need A Sales Funnel?

I don't know what you sell. But you do. Some business is very straight forward. You sell specific things that people are looking for. This is mostly shopping cart websites selling things like “Nike Mercurial Vapor” (it's a soccer shoe), or “pink iPod touch skin” or “93 Ford Mustang Hood”.

With products like that, customers already know what they want. And you just have to give it to them. To do that, you need to get yourself in front of these people.

That may involve setting up a lot of pay-per-click ads and optimizing each product page for natural search engine traffic. And probably getting outside websites to link to yours.

For further marketing, you can invite your visitors and customers to join your newsletter after they have bought something from you. This way you can notify them about new products that may interest them in the future.

But some products may need a longer sales process. Some people don't just buy the first product they see. This could be products like “math board game”, “lose weight”, “avoid divorce”, or “patio garden”. For something like these, you may need a sales funnel.

So what is a sales funnel?

In my own terms, a sales funnel is a process of capturing website visitors from all over your website and directing them closer to your goal – the order page. Just like a funnel, directing fluid from a wide opening, to a one specific point.

You need to take a look at the type of business that you have. Think for a while about what you can offer to help visitors make a decision to do business with you.

Building a sales funnel may involve educating website visitors, building relationships and demonstrating your expertise.

One way to do this is by giving away valuable information. Your information can be in the form of a short report or ebook. It can be about

something like “How To Lose 10 Pounds In 2 Weeks”, or probably something like “10 Simple Math Games You Can Play With Your Kids”. This is how you educate and demonstrate your expertise.

To give this report away, you create a web page asking for your visitors’ name and email address.

After getting their name and email address, you can direct them to another web page that contains download information. With the ebook you just gave away, your visitors are one step deeper into your sales funnel.

Combining this with an autoresponder, you can send pre-written emails automatically, on a preset schedule. You can send one email today, another the next day, another next week and so on. Using an autoresponder, you can build a relationship with your website visitors on autopilot.

Here are some email autoresponders that you can consider using:

- GetResponse
<http://www.getresponse>
- Aweber
<http://www.aweber.com>

Sometimes, a sales funnel doesn’t have to start with a squeeze page. You can also create a review website and review your own products. Or it can be an educational website which informs and educates about the type of products you sell.

Consider yourself becoming your own affiliate.

I can’t say which the best method is. You need to look at your website and your products. I like the squeeze page method. But it may not be a good strategy for you.

But what ever you do, you can always plan for a sales funnel. Once you have a successful sales funnel that converts visitors into customers, all that you have to do next is to direct as much traffic as you can to the top of your sales funnel.

That can be directing traffic to your review website, or your squeeze page.

Second-Tier Sales Funnel

In the first sales funnel, you are trying to capture leads, and move them from one place to another, getting them closer to the order page.

The second-tier sales funnel is to make you more money. You move your customers from one product to the next bigger one.

In an info-marketing business, the funnel may start with a free ebook. Then, you market your \$49 book. Then you can upsell your customers with your \$299 kit. And after that, you can promote your \$799 home study course. After that, you can sell your \$1499 seminar. After that the seminar. Later you invite those who are interested to join your \$4999 coaching club.

All these can be automated using email marketing.

Of course not everybody will get \$4999 coaching. But a handful may. Just five coaching clients is enough to get you busy. You may ask why customer would want to do this. Simple, customers want better, faster results and more satisfaction.

For many business owners, the profit is not in first upfront sale. Sometimes they barely breakeven. But the profit is in the backend sales.

One method is the upsell. I am sure you are familiar with the McDonald's story, right? They always ask you, "Do you want fries with that?" And then when they want to know what size you want, they will ask, "The **large** one?" *See how they don't even ask whether you want the regular or the large?*

An example of implementation in an online store, you can make recommendations on the order page itself. If your customers are buying soccer boots, you can make some nice looking pair of socks appear on the order page, ready to be added to the shopping cart.

If you've bought a domain name from GoDaddy, you'll realize that when you buy a new dot-com domain name, GoDaddy will make you an offer for the same dot-net and dot-name.

You may need the help of a savvy programmer for this, but it's a fantastic strategy to bigger sales.

Back to the soccer example, your customers could be a soccer mom or a coach. With constant communication using email, you can recommend other things like maybe a jersey set for the whole team. You can even inform them about summer soccer camps.

As you can see, the price tag that you recommend gets bigger and bigger. A full jersey with shorts and socks is more expensive than a pair of boots. A summer camp is more expensive than a jersey set.

Remember, with the whole soccer example, your customers already shown interests in soccer. Why not recommend more. Some might bite on your offer. And you have nothing to lose.

But what ever you do, you can always plan for a sales funnel. Once you have a successful sales funnel that converts visitors into customers, all that you have to do next is to direct as many traffic as you can to the top of your sales funnel.

That can be directing traffic to your review website, or your squeeze page.

Nothing Beats Testing And Tracking

Nothing beats testing and tracking. No matter how seasoned an expert is, his/her opinion is no substitute for testing.

There have been many stories where experts have been asked about which design and color is going to perform best. But in the end, after testing none of the experts actually mentioned the winning design and color.

Before you do any changes to your website, you need to prepare a testing and tracking platform. Without proper tracking, you will never know if the new changes are improving performance, or hurting it.

So what can you track? Frankly, you can test all that we have talked about previously.

Copywriting

- Headline
- Sub headline
- Lead in
- Call to action
- Offer
- Guarantee
- Price

Web design

- Header graphic
- Color
- Layout
- Product graphics

Advertisement

- Website banner
- Email ads
- Pay-per-click ads
- Keywords

A few months back, I improved the subscription rate of my friend's squeeze page. Had I not used some kind of testing method, we wouldn't

have found out that my changes actually improved the performance. And I wouldn't be writing about it now.

The squeeze page, which was already doing great, had another 50.2% more subscriptions after the changes. But this 50.2% increase in subscription rate is a lot bigger than you think.

After getting visitors to subscribe to his mailing, he then promotes his ebook about how to get girls. He is converting 20% of his new subscribers into sales. If he normally gets 1000 subscribers a month, that will translate into 200 sales. Selling the ebook at \$27, he makes \$5,400 in gross sales a month.

With a 50% increase in subscription rate, my friend gets about 1,500 new subscribers a month, without any additional traffic. And with 20% sales conversion, that's 300 new sales. 300 ebooks priced at \$27, that's \$8,100 in gross sales a month.

But wait. What you don't know is that my friend spends about \$2,000 a month on PPC traffic. And let's take away another 4% for transaction fee.

Before the improvement, my friend would make \$3,184 in net sales.

$$\begin{aligned} & \$5,400 \text{ (sale)} - \$216 \text{ (transaction fees)} - \$2,000 \text{ (PPC fees)} \\ & = \$3,184 \end{aligned}$$

Now my friend makes \$5,776 in net sales.

$$\begin{aligned} & \$8,100 \text{ (sale)} - \$324 \text{ (transaction fees)} - \$2,000 \text{ (PPC fees)} \\ & = \$5,776 \end{aligned}$$

That is an increase of \$2,592 a month. You can do a lot with that. And that translates to an increase of **81.4%**, without additional ad spending. So that little 50.2% increase in subscription-rate is actually worth a lot more when it comes to money earned.

Using testing and tracking, you would know about which changes to keep, and which changes to discard.

I have another squeeze page that was turning visitors into subscribers at a rate of 19.33%. I thought there's no way that I could improve on that. But somehow, my little changes boosted the subscription rate to 23.56%.

Maybe not much, but at 100 visitors a day, that is an extra 4 subscribers. In a year, that translates into 1,460 extra subscribers.

If you have not been testing and tracking your results, that it's time to start doing so.

Testing and tracking has to be objective.

When testing and tracking, you have to be objective about what it is for. Are you testing the headline, the header graphics, the copywriting or the layout? If you just create a number of different web pages and just test them against one another, you won't know what made the improvement.

For example, the squeeze page in my last part. I was testing a new design layout. I put the two web pages that have the same copywriting, just different layouts and test them against each other.

Traffic would be split evenly (almost) between the two web pages and we will see which converts more visitors into subscribers.

And when we have the winner, we know that it is the web design that helped improve the performance.

By the way, this is also known as split-testing.

If you have a few designs, you can also test them all at once. Maybe you are testing for which color add more sales. You can create four different web pages that have the same design, same copywriting and just different color sets. One is orange, one is blue, one is red and another is green.

Just remember to only change ONE thing in each design, otherwise you won't know which element resulted in the winning performance.

I can't say which is the best split testing solution.

But perhaps I can shed some light on the type of solutions that are out there.

Some split-testing solutions are built as ad-trackers. This is where the system will generate a unique URL that you can use to track your ads. You can use these links in Adwords, email advertisements, website banners and more.

And the split-testing feature is where more than one URL destination is rotated when using the unique ad-tracker URL.

If you are testing two different web pages, the tracker URL will send one visitor to the first web page, and then the second visitor will arrive on the second web page.

Another type of split-testing solution is where it is installed on the website you are testing. You don't need two different web pages because variables and changes are set in the web page you are testing.

So you don't have a tracker URL. You only have your specific destination URL. And the content of your web page will change according to the variables you are testing.

Which is the best is actually up to your preference. For me, I like when I don't have to install the script too many times. And that would be ad-tracker type.

Here are some solutions you can consider.

Ad Tracker Type

- Add2It GoTo Pro - \$27.00
<http://add2it.com/scripts/go-to-pro-2.shtml>
- Stuffed Tracker (Merchant) - \$127.00
<http://www.stuffedtracker.com>
- Google Website Optimizer (inside Google Adwords)
<http://adwords.google.com>

Core Split-Testing Type

- Split Testing Pro - \$99.00
<http://www.absplittesting.com>
- Evo Split Tester - \$27.00
<http://www.evosplittestester.com>
- SplitAnalyzer - \$129.00
<http://www.evosplittestester.com>

Most Things Are Common Sense

But most of the times, you get too focused on other things that you lose your common sense.

I guess in this closing chapter, what I want to do is give you a simple plan that you can use.

Remember at the beginning of this report, we talked about the biggest open secret to online sales. And that secret is – thinking like a customer.

I want you to prepare a notebook. And then take a closer look at your website right now. Be your own website makeover consultant. And then, start taking notes on the things that you can improve on.

The next step is to devise a plan on how to improve your website. And improving your website will make no sense if you don't track your changes. Make sure you have a testing and tracking platform to track the changes.

Looking at your own website, you may come up with a dozen things that you want to do and change. But my advice is this – do one at a time. Take one plan and start implementing it. Make sure you track how things are going and keep improving it.

I tell you to do ONE plan because the whole testing and tracking may be something that you may have never done in your life. So it's wise to take a step back and get familiar with the whole concept.

I hope this little book has helped you understand about a few techniques to improve your website performance and conversion. If you need to get in touch with me, just email...

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