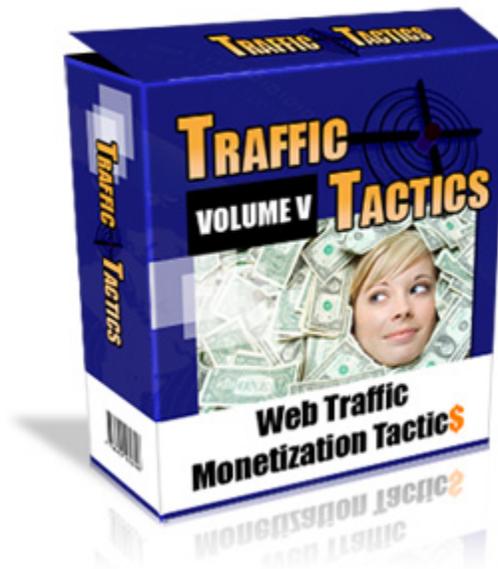# TRAFFIC TACTICS VOLUME #5:

Web Traffic Monetization Tactics

Special Report (C):

Tactics on Converting Visitors into Customers

Keep it simple

Make your website easy to navigate and easy to understand. Do not use confusing set ups and a lot of technical jargon that will only confuse visitors.

Use targeted headlines

Your headline is the one thing that holds the most power on your website. It must be strong or visitors will be quick to leave.

Get rid of distractions

Get rid of flashy banner ads and multiple links off your website. You want to make the visitor stay on your site and focus on what you are selling.

Ask for the sale

It may seem like a given, but it doesn't hurt to remind you that you have to ask for the sale. People respond much better when you simply ask them to buy your product.

Make it easy to buy

The visitor should be able to clearly find where they need to go to buy your product. Make it obvious.

Make it secure for the visitor

You need to have security in place that will protect the personal information of your customers.

Learn how to write copy

Good copy is vital to your success. Your copy draws their attention and gets them to buy. Learn how to write it.

Don't sell too much

Do not be too pushy. Visitors will just leave if they feel they are getting pushed too hard before making a decision.

Use precise wording

Be clear in everything you write. Do not leave the visitor guessing or they will simply walk away.

Know your target market

Tailor your website to your ideal customer and you will see a better response.

Use links carefully

Links can be damaging if you have too many in the wrong place. You want people to stay on your website, not be drawn away to another website.

Grab attention

A visitor will quickly leave if nothing on your website grabs their attention.

Check out top sites

Look at what others are doing to keep visitors on their websites. Take a few tricks you learn and incorporate them into your website.

Be unique

It is okay to use ideas you get from other websites, but you want a website that is truly your own creation. Avoid being a copycat.

Give enough information

Do not be subtle or secretive. Visitors like to know what you are selling. They want information, so give it to them.

Link your pages together

Make sure a visitor can easily get to and from each p0age of your website by linking them all together.

Use a good sales model

You should do research into sales methods and see what works best with your website. You can put your original twist on a standard sales model and still retain the benefits of a proven method.

Get help from the professionals

Try to find as much information form the professionals as you can. Benefit from what they know. They are top sellers and they know how to keep visitors on a website and turn them into sales. Listen to what they have to share.

Make use of tools

Use some of the many website optimization tools out there on the market. These tools make using your website easy and help to enhance the whole experience for your visitors.

Don't change what works

If you are revamping your website, then you will be changing things, but the most important thing to remember is that if something works – don't fix it. Leave it alone and let it continue to work for you.

Use videos
Videos bring a whole new dimension to your website. They allow you to really talk to your visitors. Video can really catch attention and sell your product. They also allow you to connect with your customer on a deeper level then you would through print alone.

Make your website interesting
A boring website will drive people away faster then they can click their mouse. You want your website to be a place people want to be. Give them reasons to explore and stay on your website.

Highlight what you are selling
Put your products in the best light possible. Down play anything negative and back up positive things with facts and figures. Give them proof that your product is good.

Give them a reason to buy
You have to convince the customer that they need your product. Make them understand how this product can solve a problem they have or make their life better. Make it clear why they need to buy.

Offer freebies
People love free stuff. Giving away freebies is a great way to get people to your website. It is also a great way to get them to stay and buy something.

Have sales and offers
The idea of saving money makes me want to look around. You should have regular sales and offers that people will not want to pass up. Make sure that you display sales and offers prominently so visitors see them right away.

Show products
Make sure you show your product. Have pictures that really give a detailed look at your product. People are not going to buy something they do not get a chance to see.

Use email lists
Emails are a great way to bring people to your website. You want to send out offers and information that will make them want to look around your website.

Be competitive

Make sure you know what is going on with your competition. You want your prices to be competitive with theirs and you do to want them to be drawing in your customers. If you suddenly see a change in your traffic flow then you know to go check out what your competition is doing because it is likely they are drawing them in somehow.

Avoid distractions

Strip your website of things that distract from your main goal. You want people to buy, not be distracted by a funny banner ad or a flashing link. Any distraction could mean they leave and you never get the chance to sell.