

The **My Online Biz** **Tool Kit**



**The 50-piece toolkit to start, scale and
sustain your online business!**

Tool #8 - 5 FAQs About Converting Browsers Into Buyers ... Answered

One of the keys to digital business growth is to optimize your conversions. After all, there's no use in spending time and money generating traffic if this traffic isn't converting. That's why you'll want to check out these five frequently asked questions for converting browsers into buyers.

Let's get started...

Question #1: What is the best way to start converting more browsers into buyers?

The best way to optimize your conversions is to improve your sales copy. However, you can't just start making changes and cross your fingers that these changes are improvements. Instead, you'll want to complete this process methodically, and that means you need to test and track everything in order to determine what works, what needs a tweak, and what needs to be tossed out.

You'll need a split-testing tool (*like SplitTestMonkey.com*) and a systematic process. Pick ONE factor to test – like a sales letter headline – and be sure to hold all other variables constant. That way, if there is a change to your conversion rate, you can be confident that it was caused by that one factor you were testing.

Question #2: What variables on my page will have the biggest impact on conversion rates?

Excellent question as you could spend all day, every day testing factors – but many of those factors will make little to no difference in conversions. As such, the following are the factors to test on your sales page / order form:

- ⇒ The headline on your sales page.
- ⇒ The opener on the sales page.

- ⇒ The bulleted list of benefits.
- ⇒ The call to action.
- ⇒ The price justification.
- ⇒ The guarantee.
- ⇒ The overall design and graphics of the sales page.
- ⇒ The overall design and graphics of the order form.
- ⇒ The title of your product.
- ⇒ The price of your product.
- ⇒ The bonuses included with your product.
- ⇒ Any upsells or cross-sells on your order form.

Note that if you're working to improve the conversions on a lead page, most of the same factors apply (*except, of course, any that are directly related to pricing, the order form or similar*).

Question #3: I've tweaked my sales page and order form, but I'm still not converting very well. What are other potential issues that cause low conversions?

Here are a couple of questions to ask yourself in order to pinpoint the potential issue with your low conversions:

1. Does your niche audience *WANT* the product you're selling?

If you're not sure, then you need to do your market research in order to determine what your audience wants. If you find out what they're already buying, then you'll know what they want.

2. Are you sending high-quality, targeted traffic to your lead pages and sales pages?

The more narrowly targeted your traffic, the better your conversions will be.

For example, let's suppose you're selling organic vegetable gardening information. If you place an ad on a *"gardening"* site, that's not very targeted. If you place an ad on an *"organic gardening"* site, that's better. The best placement is putting your ad on a site that's all about organic vegetable gardening, as that traffic will be highly targeted and very interested in what you're selling.

That's just an example, but the same applies to all the traffic methods you use. From choosing keywords for SEO and pay per click marketing to choosing audiences on Facebook ads to choosing guest-blogging opportunities, you want to be sure your audiences are highly targeted.

Question #4: Aside from the factors discussed above, what's another way to improve conversions?

People like to do business with those they know, like and trust. As such, another way to improve your conversions for both free and paid offers is to build relationships with your audience.

The primary way to build relationships is via email as getting your prospects on a mailing list gives you the opportunity to follow up with them at any time. Be sure to send high-quality content and offers to them. If you wouldn't send content or an offer to your best friend or to your mother, then don't send it to your list.

A secondary way to build relationships is by interacting with them on your other platforms. If you have a blog, then be sure to post high-quality content on this platform and encourage people to comment.

Likewise, you should establish a presence on social media and develop a reputation for posting high-quality content. Be sure to encourage your followers to comment such as by posting questions or encouragement at the end of your posts. (E.G., *"What do you think? Post your thoughts below..."*)

When people do interact on social media, be sure to reward that by *"liking"* their comments and / or replying to them. As your platform grows, you won't be able to

like and reply to all of them, but you should continue to interact with at least a handful of your followers every day.

Question #5: How can I improve the offer itself to boost conversions?

Here I'll assume that you've got an in-demand offer, and you've optimized the sales content. Then there are a couple other things you can do to boost conversions:

- ⇒ You can offer enticing bonuses. A good bonus that adds value to the overall offer will help boost conversions. Even better is if you use bonuses strategically, such as offering a bonus that overcomes a common sales objection.

For example, if your prospects object and say they don't have enough time to do a process, then offer a bonus that speeds up the process (*such as templates, an app or similar*).

- ⇒ You can provide a limited-time discount. This creates a sense of urgency which, in turn, improves conversions.

For example, you can offer a 25% discount that's good for the next three days.

Now let's finish up...

Conclusion

You just learned how to start converting more of your browsers into buyers. Your next step is to review the answers to these questions once more and then identify the places on your site, sales process and order form where you can improve your conversions.