



MAXIMUM CONVERSION RATE TACTICS

**Increase Your Web Copy Conversion Rates Significantly
by Making Small Changes!**

LEGAL NOTICE:

The Publisher has strived to be as accurate and complete as possible in the creation of this report, notwithstanding the fact that he does not warrant or represent at any time that the contents within are accurate due to the rapidly changing nature of the Internet.

While all attempts have been made to verify information provided in this publication, the Publisher assumes no responsibility for errors, omissions, or contrary interpretation of the subject matter herein. Any perceived slights of specific persons, peoples, or organizations are unintentional.

In practical advice books, like anything else in life, there are no guarantees of income made. Readers are cautioned to rely on their own judgment about their individual circumstances to act accordingly.

This book is not intended for use as a source of legal, business, accounting or financial advice. All readers are advised to seek services of competent professionals in legal, business, accounting, and finance field.

You are encouraged to print this book for easy reading.

TABLE OF CONTENTS

1.0 Introduction to Web Copy	7
1.1 Introduction to Web Copy and Why Tweaking is Important.....	8
1.2 Why Tweaking is Important	9
1.3 Writing and Tweaking Copy.....	10
2.0 Quick Ways to Boost Your Conversion Rate.....	12
2.1 A Photo Can Make All the Difference	13
2.2 Hire a Professional	14
2.3 Make Your Words Sing on the Page	15
2.4 Are Potential Customers Attracted By Longer or Shorter Copy?.....	16
2.5 Font Choice Can Influence Website Success.....	17
2.6 Using Endorsements or Testimonials	19
2.7 Keeping Your Copy Simple	20
2.8 Featuring Product Applications.....	21
2.9 Using Video to Improve Your Conversion Rate	22
2.10 Presentation is Important.....	24
3.0 Common Web Copy Mistakes that Reduce Conversions.....	26
3.1 Avoiding Sales Copy Mistakes – Making Unbelievable Claims	27
3.2 Avoiding Sales Copy Mistakes – Long Blocks of Text.....	28
3.3 Avoiding Sales Copy Mistakes – No Solid Proof	29
3.4 Avoiding Sales Copy Mistakes – Spelling, Jargon, and Large Words	31
3.5 Avoiding Sales Copy Mistakes – Putting in Too Many External Links	32
4.0 Testing and Tracking.....	34

4.1 Testing and Tracking Your Copy35
4.2 Introduction to Web Copy and Why Tweaking is Important.....36
Recommended Resources38

BONUS! Grab Your Lifetime GOLD Membership Access To:
RESELLRIGHTSMASTERY.COM
(\$197.00 Value)



Gain INSTANT access to Resell Rights Mastery as a Gold member and get your hands on:

- ✓ **A constantly adding collection of brand new Resell Rights products** that you can resell and keep all the sales,
- ✓ **Rich Private Label Article archive** that you can use to build your own Information Products and expand your Online Empire,
- ✓ **Beautiful templates** that you can for your own graphic design purposes – E-Covers, web pages, etc.
- ✓ **Advanced Reseller Strategies** NOT covered in most paid products on the same subject,
- ✓ **And much, much more!**

[Click Here to Join ResellRightsMastery.com](http://ResellRightsMastery.com)
[as a Gold Member FREE!](#)

MAXIMUM CONVERSION RATE TACTICS

**Increase Your Web Copy Conversion Rates Significantly
by Making Small Changes!**

1.0 Introduction to Web Copy

1.1 Introduction to Web Copy and Why Tweaking is Important

As an up and coming online marketer, there are really only two things standing between you and your website making massive amounts of profits – or going bankrupt before your eyes.

The first of these two things is how much drive and effort you have to sell your products and work for yourself. You will never get anywhere if you do not have the motivation or the ‘know-how-to-run-your-own Internet-marketing-business’. Without either of those two characteristics, your business is doomed to failure.

The second thing that all fledgling Internet marketers must learn if they are to compete with the big boys for potential profits is to write excellent web copy. Your sales copy needs to be fluid, compelling, and totally logical to everyone who reads it. It should sound conversational – but not to the point where a client would rather be your friend than buy your product.

It should tell everything there is to know about what you are selling without making false claims or hyping your goods to the point where people do not really believe in your product. And your copy needs to not contain any errors of any kind, whatsoever.

But why is web copy so important to an Internet marketer of any kind? Because it is the only thing that can really make or break a sale. Your Internet business is not like a brick and mortar store. Your customers cannot eyeball the items that you are offering. They cannot touch them and feel them or examine the product’s box.

A customer who is visiting your website will not be able to call over a store manager to talk about whether or not the product is right for them. No, or anyone

who visits your website has to go on and depends how well your web copy is written. If the copy is good – you will get the sale. If the copy is poorly drafted – chances are you could have month upon month go by without even the slightest tug at your line.

1.2 Why Tweaking is Important

Now that you know exactly how important web copy is to the success of your online business, you need to get to work on the basic format that your sales copy needs to take.

As mentioned earlier, your sales copy should sound relatively conversational while still keeping the ability to persuade your customers that your product is the one they should buy. There is a fine line between these two goals that you need to make sure that you can aim for.

In order to make your sales copy as good as it can possibly be, you need to start by thinking about what things make your product different from the rest.

Say you are selling an E-Book which you have written about the best how to get amazing deals on all kinds of computer programs, just as an example. You want to sell that E-Book for as much as you possibly can – but first you need to convince those who visit your website that they should pay you for your E-Book. This is where your sales copy skills will come into play.

You need to start out your sales copy composition endeavor by making a list of all of the great points about your E-Book. Be sure to highlight points that separate your product out from the rest of the pack, as there will probably be other people out there who are selling roughly the same product as you.

Once you have compiled a list of the top reasons why a person would want your product, start to write around that list and eventually turn it into a full-fledged sales copy document. If you need inspiration, all you have to do is browse around to other E-Book marketing websites and see how their sales copy looks.

Be sure that your tone is relatively conversational, you are not using any big words or sales jargon, you are using plenty of bulleted lists and colors that will stand out to the customers, and above all else – make sure that your sentences and paragraphs are pretty short for an easy read.

1.3 Writing and Tweaking Copy

Once you have your sales copy nested comfortably on your website, you may be tempted to think that your work is done and you can move on to a new project.

But, for the Internet marketer, your work is never done – and if you want to be truly successful, you always have to be on top of things on your website.

Therefore, tweaking your sales copy is a tactic that more and more marketers are taking part in so that they can boost sales and maximize their profits.

Just because you may think that your sales copy sounds good to you, it does not mean that it sounds equally as good to the rest of the public. Continuously tweaking your copy though can make all the difference in the world in terms of getting your message across to the masses.

If you have recently posted your copy to its website, keep it as it is for now and wait until you start getting some traffic flowing into your web servers. After a few weeks, whether or not you are getting any sales, it is a good time to update your copy.

Start by adding in any recent testimonials that you may have received from satisfied customers. Testimonials can really help you boost your sales because they give your copy an extra shot of trustworthiness.

Apart from adding testimonials to your copy, you should just tweak a few of the ways that you have worded your sentences and maybe add or remove a few bulleted lists and longer paragraphs.

Post everything back to your website and see if your sales change. If sales change for the better, then keep your copy in its new form.

On the other hand, if sales start to drop, change your copy back and then start from the original again the next time you make some tweaks. By tweaking your copy, you can squeeze more and more cash out of your customers without having to raise or lower your prices.

2.0 Quick Ways to Boost Your Conversion Rate

2.1 A Photo Can Make All the Difference

If you have noticed that your web copy does not seem to be generating as many sales as you had hoped, then you need to make some changes to get that happening. The key to a website business is the conversion rate of traffic to sales. The conversion rate is the number of new users who visit the site and then take some action once there.

This action can be as simple as signing up for a newsletter or as profitable as making a purchase. Either way this is the result you want to see. The question is always what can be done to make more people interested in making the next step and going past the copy to sign up for your newsletter or purchase your product.

One way is to make the copy have a more personal touch. This can be done in several ways, one of which is making it feel more like you are there with the potential customers.

One thing that bothers people about shopping online is that they do not get to see the person they are going to buy from. It is still a new way of shopping for many people who are used to browsing in a store and dealing directly with a salesperson, or the store's manager when making a purchase. With web based stores this is not possible.

What can you do to help with a potential customer's comfort level about dealing with you? The easiest thing to do is put a picture of yourself on the opening page along with your copy.

It need not be a large photo, and can be placed at the top as the copy begins, at the bottom next to a signature or even off to a corner near your company name or the opening headline. The position of the photo is not nearly as important as it

being there. Customers react positively to a kind face, a warm smile and an ability to know more about the person they are going to do business with.

2.2 Hire a Professional

Your website is the key to your web based business and that opening page is the one that will decide if your potential customer is going to browse through your website, sign up for your newsletter, purchase a product, or simply return to the search engine they are using and look elsewhere for the product or service you are offering from someone else.

If your conversion rate, the number of people who visit versus the number of people who take some type of action of your site, is just too low, then what you may need is a professional copywriting company to take your thoughts and put them into more compelling words.

There is nothing wrong with having to take the step of hiring someone else to do the writing. There are many companies that offer this service simply because it is a very much needed one.

You may have terrific products, great prices and fast delivery, but if you cannot tell that story in a compelling way, the customer will never find out. If your copy is slow, plodding, and boring, it needs spicing up and these professionals can do that job for you.

You need to understand that they will not just write what they want. You will provide them with guidelines including the length of the piece that you want, what important points you want made and what subjects they need to emphasis.

You can also suggest the keywords to use. Keywords are the words that the average person will use to make their search on the Internet.

These are important because they are what that brings to your website up as a search result. If you are not sure what these should be, the copywriting company will be able to make suggestions.

Usually it is just common sense and you want the keywords to reflect the product line that you sell or the services that your company offers. Either way, you want interesting copy. You can get it by hiring professionals and it will not even cost you that much.

2.3 Make Your Words Sing on the Page

Sometimes the biggest problem with your copy is that the style and flow is boring. This may sound a little harsh, but the fact is that if you do not catch your potential customers with compelling copy, they are not going to continue to look through the rest of it.

You need to think of your copy as your only chance to make a sales pitch. How would you phrase it if you were face to face with a customer? You would make it lively, interesting, and exciting enough to catch their interest. You must do the same with the copy in your website.

Think of the sales copy as a conversation. Make it interesting. You need to think of this as you would when making your sales pitch; remember that the difference is the body language, facial expressions and voice intonation have all been taken away from you.

You need to replace these with something else. That something needs to be spirit, pizzazz; you need to communicate everything in your words that you would otherwise be able to use emotions for. That means you want your words to paint the picture for you.

Think about the phrase “every picture tells a story.” You want your words to be that picture and your story will be how you explain your service or product and why the reader should continue through your website to do business with you.

Getting the potential client to continue and do something, whether it is make a purchase or sign up for a newsletter is referred to as the conversion rate.

This means how many new users, this does not include those who are return customers, take some type of action when they visit your website. This is your goal so you must encourage this action by making your web content worth reading.

2.4 Are Potential Customers Attracted By Longer or Shorter Copy?

There are many alternatives to improving your web copy when trying to not only bring more people to your website but also prompt them to take some kind of action. The term for this action is conversion rate.

It explains the number of unique, which means first time, users who do something in the website other than just reading copy. What they do might be clicking to get further information, buying something or anything else that can be tracked on the website other than reading the opening page.

The question is: How to encourage the reader to take action? One question is will the reader prefer short snappy copy or do they want to read something that is more informative but longer. Tests have found that people prefer more information rather than less.

When the copy on the first page is short, readers are less likely to proceed through the website and less likely to take some kind of action. In tests, long articles received more than forty percent more action on the website than short.

The advantage to longer articles is an obvious one. The more that is written the more information the reader gets. This means they are more likely to glean answers to their own questions just by reading the introductory page.

The reader will be more comfortable with fuller disclosure and feel that the website company is more honest and forthcoming if there is a product or service that is being sold. Comfort is important if you are expecting someone to do business with you.

If the opening page has a lot of keywords, those words that a person is most likely to use to search the Internet; it makes it easier for the customer to find your website. A long article gives you more room to put in your keywords.

Another useful thing about long articles is it gives the reader the option to read it all or skim it for the information they are looking for. This is one more useful option for those looking at your opening web page.

2.5 Font Choice Can Influence Website Success

For many, the point of having a website is to conduct business. That means not only drawing people to the site, but making it attractive and interesting enough to

keep them there and encourage them to do business. This is what your aim is whether your business is selling products or services.

Bringing new users to the website and having them do something other than simply look at it is called “converting” them. The average conversion rate is under two percent.

That is why it is important to work hard to make the website and especially the opening page, appealing. Many people will come to your website, but it is harder to get them to do business than it is to get them there.

One way to influence this is by the font used in the various pieces that are to be read. This may seem like a little thing, but just like the colors you use, font and therefore reading comfort, may make more difference than expected. Some people suggest that using the clearer fonts like: Georgia, Trebuchet MS, Tahoma or Verdana will make your website a more popular and so more profitable place.

No one likes to see copy that is too tiny. Your readers do not want to work extra hard to read what you have to say. They want the words in a comfortable format and that very much can be reflected in the font and the size of the font that is used. Do not worry that larger letters mean your page will be longer or that it will carry on to other pages.

Your potential customers will be happy with that as long as they can read your copy clearly, easily and enjoyably. This is reflected in your choose of font. Something too fancy will also be harder to read. Despite the fact that some of those flowing writing styles seem to be attract they are not as clear and you want to be certain what you say comes across clear and concise.

2.6 Using Endorsements or Testimonials

If you are looking for a way to give your web copy a little extra boost, there is a resource that is only a phone call or email away. One of the easiest ways to create credibility with prospective clients is to include quotations from persons who already do business with you and are impressed with what they have received in return.

The fact of the matter is that existing customers are often very willing to put in a good word for you. However, the exact way you do this must also respect your client's wish for privacy.

The last thing you need is for all sorts of people – including your competition – to begin contacting your customer directly. This will eat up your client's valuable time as well as possibly create some bad blood between you and your customer.

In order to make sure your client is not inconvenienced by the endorsement, you may want to ensure your customer that what you have in mind is keeping the actual source of the quotation a little general.

For instance, instead of providing the whole name of your customer, you might identify the quote as coming from "John, an IT manager with a national pharmaceutical firm." This type of designation will prevent anyone from doing a quick Internet search and attempting to woo John away from you.

At the same time, it will help visitors to your web site understand that you are familiar with ways your product or service can be used by pharmaceutical companies or similar business models.

If you have several different professions or industry types represented in your client base, then attempt to obtain endorsements that represent each of them.

The greater diversity you can demonstrate for your product, the better chances you have of appealing to those who find you through Internet searches.

2.7 Keeping Your Copy Simple

The Internet has made it possible for many businesses to compete in ways that were never possible before. In many cases, this has meant being able to connect directly with the residential consumer and create sales opportunities that generate an impressive amount of sale volume.

Much of this potential for increased sales volume relies on the type of content that is provided on the web site for your company. The fact of the matter is that good content results in greater interest on the part of your prospects. Greater interest means you have a much better chance of converting the prospect into a loyal customer.

Unfortunately, where many designers of web content fall down on the job is by creating sales content that does not capture the interest of the prospect, or either turns off the prospect because it dwells too much on factors that are not of any real interest to the average consumer. Here is a tip to help you make sure your web content will hold the attention of your target audience.

The first rule of thumb is to forget all the technical mumbo jumbo. Unless you are targeting IT personnel for your client you don't need all the industry buzz words and jargon.

The average consumer is more interested in what your product or service will do to help him or her with some aspect of their work or home life. You only lose your chances for making a sale as someone reads on and begins to get bored with parts of your information.

Once a prospect has to begin to skip over text that is of no interest to him or her, you are well on the way to losing your chances for a sale.

A good rule of thumb is to write out your text and then see how it works as part of a conversation. Imagine you are at a party and someone asks you what your company provides and how it works.

With this thought in mind, read your text as if you were responding to that question in a public setting. If you find that the sentences are too long or the words are a bit too technical, so then make the changes. What you are shooting for is concise simple verbiage that tells your prospects what they need to know in a straightforward manner.

Remember that you have only a matter of seconds to grab the attention of your prospect and keep it all the way through to the completion of a sale. The quicker the prospect grasps what a great deal you have, the better your odds of increasing your sales volume.

2.8 Featuring Product Applications

When visitors to your web site are looking over your product and service offerings, don't make the assumption that they already know all the ways that your offerings can benefit them. To inspire some creative thinking, make sure you include a page that suggests possible applications for your product.

Including possible uses of your product is a great way to increase your sales in two different ways. First, there is the actual text that you use to describe each of the applications.

If you work the text to your advantage, you will create several keywords and key phrases that will help to drive your applications page up to the top of more search engines. This can lead to more people engaged in the professions that you want in your client base to see your web site.

The second advantage of including applications of your product on your web site is that they will not only educate visitors as to what all your product can help with; it will also inspire them to think about what your product can do for them in similar circumstances.

For instance, if you offer a product that is very helpful in board meetings, then someone who is looking for additional products to support a quarterly earnings meeting may see the value of your product in a new way.

Perhaps someone who works for a state level non-profit agency will look at the way your product or service helps with communication between the various locations of a large corporation and find that a viable solution to communicating with field operatives around the state.

By putting your best foot forward about the potential uses of your products and services, you only increase the chances for showing up on more Internet searches, as well as helping people to see your product as being much more flexible in actual use than they may have thought otherwise.

Why not brainstorm a list of twelve different ways your products can be used? You might amaze yourself at what you come up with.

2.9 Using Video to Improve Your Conversion Rate

It is a fact that many of us are primarily visual in the way we relate to the world around us. With this in mind, it only makes sense that you would be able to make the content of your web site more accessible by adding the video features to your web site.

The thing to remember about using video is that you need to keep it short, sweet and to the point. No one is looking to settle down with a bowl of popcorn and a soda while watching the video presentation on your site.

You want the video to follow the same lines as your text. Let it be concise, to the point, and call attention to the features of your product or service that will be of most interest to prospective clients.

Prepare the text for your video script and run through it with a couple of people before you ever begin the process of videotaping. You want to make sure there are no dead spots in the text that would create a pregnant pause during the video presentation.

Also take care to choose locations that will provide you with sufficient light. Nothing will turn off a prospective client like clicking on a video presentation and finding it is too dark for anyone to see what is happening.

There is also the need to consider the Internet connections that potential clients will be using to get to your web site. If your product or service is mainly for a midsize or large business, then chances are they are using a high-speed connection.

Residential customers and small businesses may be using a dial up connection. Make sure you allow for each of these possibilities by providing your video presentation in versions that can buffer and run for at 56K and higher speed connections.

Videos, when planned well and accessible to any potential client, can help to set your web site apart from your competition. Check into the possibility of preparing a short video to include with your web site today.

2.10 Presentation is Important

If you have not been having the luck you think you should experience with sales from your web site, the problem may not be with the web copy itself. Your problem may be that you have not found the right way to present your text in an appealing manner to your prospective clients.

Here are a few tips you can use to dress up that perfectly sound web copy and make it more visually attractive to your potential clients.

Nothing turns off a prospective client quite like the prospect of having a page full of small print to read.

Imagine the consternation of a prospect who comes to your site hoping to quickly learn what you are about and what you have to offer and what he or she finds is a thousand words on a web page. More than one prospect will simply go back and search for someone else to meet their needs.

Using headers to break up your text can make all the difference. Bright colored headers that work well with the background of your pages will allow the prospect to quickly locate and read the parts that are of immediately interest.

Avoid using color schemes that will call more attention to the colors than to the text. The idea is to make the reading experience more attractive to the consumer, not sidetrack him or her into wondering what you were drinking when you came up with that color combination.

Consider the use of bullets to make your key points. If you have a page full of text, chances are you used too many words to make your very important points. Scale it back and use the bullets to help your prospect focus in on what you have to offer.

You may also want to vary the actual font size a bit here and there. While keeping all the fonts in a style that is easy to read, think about using a slightly larger font for your headers or perhaps having all your bulleted points in bold. The slight variety in the way the text appears will add a note of visual interest, as well as help your web pages to be more easily scanned by your visitors.

Approach your web page design just as you would design a one page print ad. Incorporate visual elements that make your excellent web copy stand out and pull potential customers in rather than repel them. With just a little visual diversity, you can have a look that is both visually appealing as well as informative.

3.0 Common Web Copy Mistakes that Reduce Conversions

3.1 Avoiding Sales Copy Mistakes – Making Unbelievable Claims

How many times have you watched a commercial or an infomercial on your television and realized that the advertisers have gone much too far with the hype for their product?

You often see people (in fake testimonials even) saying that the product is some amazing creation sent from the heavens that will make your entire life better for less than the price of a full tank of gas.

Thinking how ridiculous this all sounds, you decide you have had enough television and you promptly get back to work on your marketing website. On a quick read through of your sales copy, you suddenly realize that your marketing hype is just as bad as the rubbish you just saw on that commercial.

There is a fine line between hyping your product enough to get people excited and going overboard on all of the unbelievable claims. Unfortunately, far too many fledgling Internet marketers (and master marketers alike) fail to notice where that line begins and where it ends.

Even some of the biggest names in the online marketing business have been known to make the mistake of over-hyping their product at least once or twice, so remember that you are not alone.

Above all else, if you want people to spend time at your website and eventually purchase your product, you need to be able to draw them in with compelling copy. So do not even think about inundating your guests with all kinds of crazy, unfounded claims about what your products can do.

Simply give your visitors the skinny on what your product does, what it is designed for, who it is designed for, and why a person should consider purchasing it.

While you have to give some hype to your product in an attempt to make people make an impulsive decision to purchase it then and there – never go so far as to make outrageous claims like your articles were written by God himself or that you discovered the instructions to your mind blowing affiliate marketing program in Leonardo Da Vinci's Note-Book.

That kind of copy just makes you look foolish and will not contribute to sales in any way whatsoever.

3.2 Avoiding Sales Copy Mistakes – Long Blocks of Text

Writing great sales copy takes a different kind of mindset. Sure, you probably made it through high school or college without a hitch by writing all kinds of different essays, but an academic paper is a far cry from compelling sales copy.

While the differences between the two types of writing would create a list as long as my leg, one of the most obvious discrepancies between the two formats of text is the length of sentences and paragraphs.

Academic writing usually focuses on longer paragraphs chocked full of information while sales copy should be based on smaller bits of information all broken up into bite sized morsels.

If you are making any mistakes with your sales copy – you have sentences that are too long, paragraphs that look daunting due to their size and a distinct lack of

bullets on your page. As a sales copy writer, it is up to you to convince people to buy your product – not scare them away because they refuse to read long chunks of text.

Even though long paragraphs and sentences is a problem that plagues a lot of copy, it is an easy fix for just about anyone. All you have to do is go through your copy word by word and fix it all.

Sounds tough right? But amazingly enough, more often than not, you can go through your copy quickly and shorten it into more easily digestible portions.

If your paragraphs are more than four sentences, just divide them in half to make two paragraphs. If your sentences are too long, remove any extraneous words that you do not need.

Finally, if you want to really make a mark on the customer with your sales copy, you need to include a few bulleted lists. Bullets make your text stand out and make your page as a whole much easier for your potential clients to scan. So, if you have a list or two that is in paragraph form – just break each sentence apart and turn them all into bulleted lists for maximum effectiveness.

3.3 Avoiding Sales Copy Mistakes – No Solid Proof

If you are trying to convince someone to buy one of your products, what do you think they are likely to look for in your copy? Do you believe that a prospective client will take you on your word that your product will be perfect for them?

While everyone would be able to trust all of the online marketers if this were a perfect world – it is far from it, so it takes much more than just your word and your word alone to convince a possible customer that they should buy a product. Oftentimes, it takes a whole slew of testimonials to back up what you are saying if you really want to make sure that your product will sell.

When you are starting off in the world of Internet marketing, it may be extremely hard for you to break into the market with your product. You feel your copy is compelling enough to entice people to purchase your wares, but for some reason nobody is biting yet.

The most probable reason for lack of sales from newly established online marketing businesses is because they have no solid proof behind their claims. All any potential customers have to go on is what the website tells them – and if you (as the salesman) are the only source of information, many people will simply never purchase anything.

So, how do you change your sales copy to include testimonials from satisfied customers or actual solid proof that what you are selling will actually work? There are a couple of easy ways.

First, you can offer your product for a short time at an amazingly low price or for free if your customers will leave you a positive review that you can put on your site to attract more buyers.

This is a great way to get your name out there and get some solid evidence that your product works.

Alternatively, if you are still having trouble attaining customers, you should start putting up actual screenshots of how your product helped get you more business, more page views, or more money on one of your other websites.

3.4 Avoiding Sales Copy Mistakes – Spelling, Jargon, and Large Words

As an online web marketer, you owe it to yourself to become a master in your field. Not only will this mastery help you make more informed decision on what products will and will not sell, but you can also use your status as the reigning online marketing guru to help you create a persona that people can trust (and subsequently buy products from).

However, far too many online marketers take their mastery a bit too far and end up confusing their potential customers which can have devastating results on their overall profit margins.

In order to create an online persona that allows you to be heralded as the master in your field, you have to write sales copy like a master – which means that it has to be perfect and easy to understand.

Therefore, you need to spend a lot of time on your grammar and your spelling, as mistakes in those areas (of which there are plenty in sales copy from around the web) will make you look foolish in no time.

Write your copy in a text editor with a spell checker and make sure that there are no spelling or grammatical errors before you post your text.

Another problem that occurs when trying to create a feeling of your mastery is that many marketers begin to use business jargon or long words. The use of either of these two types of words or phrases in your sales copy can cripple sales, as it alienates many potential customers who simply do not know what you are talking about.

Furthermore, even if a person is in tune with your jargon, they may refuse to buy a product from you because the use of unnecessarily long words or marketing jargon can make you sound pompous and arrogant – and nobody likes to support people who come across like they are better than everyone else.

You want to establish a friendly, conversational tone with your audience – but you end up driving them away.

3.5 Avoiding Sales Copy Mistakes – Putting in Too Many External Links

As an online marketer, the difference between making a sale or having a potential customer simply turn around and leave your website without purchasing anything is almost solely due to how good your sales copy is.

If you are really serious about making money online through sales then you owe it to yourself to learn how to write compelling copy.

While you could hire someone to do it for you, if you are a small startup you really do not have any funds to spend frivolously – which makes it even more important for you to learn to write excellent sales copy yourself.

In order to teach yourself the best techniques to write sales copy that will actually generate results; you first need to learn about some of the common errors that others have experienced.

One of the most prominent errors that we see far too often on many people's websites is that they link to way too many external sites. When you are trying to sell someone a product, no matter what that product is, the last thing that you

want is to divert your potential customer's attention away from the product at hand.

You need to focus their mindset on what you are selling and how they can get it. Anything else could easily distract your customers and lead to a lost sale.

Luckily enough, this common mistake is very easily rectified as long as you know the basics of HTML. If you coded your site or blog yourself, all you have to do is look through the HTML and remove the troublesome links to external sites.

On the other hand, if you hired someone else to design your website for you, you can still easily remove all of the offending links. Just open your website's code in a text editor, do a search for `<a href>` tags that contain links to other websites and remove them.

4.0 Testing and Tracking

4.1 Testing and Tracking Your Copy

Despite what anyone else might try and tell you, the sales copy that you put on your website is the single most important way to gain sales of your product.

Sure, there is something to be said about the quality of the product you are offering, the graphics and web design that your site features, and the price that you sell your items for – but all of those extra additions to your sales page are only there to complement your web copy.

Because so much is riding on how well crafted your sales copy is, you need to be absolutely sure that you have written it with love and care – because your whole livelihood may be riding on it.

You should treat your sales copy as more of a living organism in a science experiment instead of a static display on your website.

This is not to say that you should jazz it up with some fancy Flash animations or words that are actually animated GIFs, but instead you need to constantly keep updating your web copy so that you can maximize your sales.

There is no better way to make sure that you are getting as many sales as you possibly can than through a trial and error approach to tweaking your sales copy.

While you may be dying to bring in the customers to your fledgling website, you need to wait for awhile until your website is scoured by all of the robots from the major search engines so that you can actually have people coming in to visit your site before you make any changes to your web copy.

When you are satisfied with the daily flow of traffic thorough your website, you should start to tweak your web copy ever so slightly and then test to see what the

general reaction is. Do more people visit? Do less people visit? Have my sales increased? Is my ranking in Google and Yahoo! higher than it was before I made the tweaks?

These are questions you need to ask to determine how effective your tweaks were.

4.2 Introduction to Web Copy and Why Tweaking is Important

When tweaking your sales copy, you should try not to treat it as a chore – but more of an experiment. You need to take roughly the same approach that a scientist would use when trying to construct an experiment.

This way you can add some structure to your changes and be able to keep a handy record of whether or not each of those changes actually contributed to increased sales, page views, or search engine position.

To easily test and track your conversion rates by tweaking your web copy, you need to first formulate somewhat of a hypothesis. Think of a way that you believe could make your sales copy better. Then make the changes to the copy and post the new document on your website.

Once your copy goes live, you should check the stats of your web page to see how much traffic you are getting before you put the copy online and after you put the copy online.

Plus, consult your records to see how many sales you got in the period before you tweaked your copy and calculate your conversion rate for page views to actual sales.

After a set amount of time using your new copy (a couple of weeks to a month should be plenty), you should get a final tally for how many people visited your site in that period.

Also, see how many sales of your product you had during the period that you were using your new copy and calculate your conversion rate on that data as well.

From there, all you have to do is compare your previous conversion rate with your new conversion rate to see whether or not the changes that you made to your sales copy helped or hindered your website.

If it turns out that your tweaks helped your conversion rate go up, you should stick with the tweaked copy and tweak it some more to see if you can make even more people buy your product.

On the other hand, if you find that your conversion rate was actually lower, scrap the new copy, make a note of the changes that you had made so you will never make those changes again and then start from scratch with all new tweaks.

Then repeat the process over and over again until you have found a conversion rate you can be happy with.

Recommended Resources

Recommended Reading

[Edmund Loh's 8 Profit-Pulling PLR Strategies That Really Work!](#) – unlock the secrets to making money with Private Label Rights using 8 totally unique, killer strategies!

[19 Internet Business Models](#) – eliminate guesswork and discover what makes the world go round for Internet Entrepreneurs and copy their success business systems for your own in a flash – low cost, high profit!

All-in-One E-Commerce Solutions

[SOLOBIS](#) – all-in-one solution comes with unlimited web hosting, domain name, unlimited auto responders, broadcast feature, custom web builder, file manager, link cloakers, JV manager, 500+ beautiful web templates, online support team, and many more. No HTML and programming knowledge required.

Recommended Payment Processors

[2Checkout.com](#) – start accepting credit card payments from customers from several parts of the world!

BONUS! Grab Your Lifetime GOLD Membership Access To:
PLRSECRETSEXPOSED.COM

(\$97.00 Value)



Discover the jealously guarded secrets of Top Internet Marketers who are making a killing from Private Label Rights! Imagine learning things like:

- ✓ **The expert answers to the most Frequently Asked Questions on Private Label Rights!**
- ✓ How to take full advantage of every Private Label products you have in your hard drive and convert them into cash!
- ✓ **How to effortlessly create your very own Private Label content at **ZERO** cost!**
- ✓ What to look out for in a Private Label product before purchasing it,
- ✓ **How to smack your competitors flat even though they may own the Private Label Rights and (Master) Resell Rights to the same products as you do!**
- ✓ **And so much more! This is barely in a nutshell.**

[Click Here to Join PLRSecretsExposed.com](http://PLRSecretsExposed.com)
[as a Gold Member FREE!](#)

BONUS! Grab Your Lifetime GOLD Membership Access To:
RESELLRIGHTSMASTERY.COM

(\$197.00 Value)



Gain INSTANT access to Resell Rights Mastery as a Gold member and get your hands on:

- ✓ **A constantly adding collection of brand new Resell Rights products** that you can resell and keep all the sales,
- ✓ **Rich Private Label Article archive** that you can use to build your own Information Products and expand your Online Empire,
- ✓ **Beautiful templates** that you can for your own graphic design purposes – E-Covers, web pages, etc.
- ✓ **Advanced Reseller Strategies** NOT covered in most paid products on the same subject,
- ✓ **And much, much more!**

[Click Here to Join ResellRightsMastery.com](#)
[as a Gold Member FREE!](#)