

## **Tips to Convert Online Traffic to Online Sales**

It's one thing to boast about the number of hits your website gets every month, but bigger bragging rights come when you convert those hits and increase online sales. It's not enough to have people visit. You want them to stay, get comfortable, and ultimately purchase. To increase your online sales, incorporate these 10 easy tips, (plus one bonus tip!) and watch your conversions go up.

First, have an effective website. Nothing will defeat your goal to increase your online sales faster than a bad website. Be sure you have a clean design that is clear and uncluttered. Avoid pop-ups, which can be annoying. Use colors that are attractive. Use images that are directly related to your product or service.

Second, make sure your website is easy to navigate. Don't make it hard for people to find what they're looking for. Many people will glance at your website, and if they think it doesn't have what they want or need, they'll move on. Also, don't put so much information on one page that it takes forever to load. Make it simple!

Third, try the single niche approach. Don't display every single product or service on one page. Rather, create a customized page for each product or service designed specifically for the search engine words you want to use.

Fourth, use good copy. Build affinity with your prospect by relating to their problem and providing a specific solution that you can uniquely offer. Be sure your copy is benefit driven. Benefits will pique interest and in turn, you'll see an increase in customer loyalty.

Fifth, create a sense of urgency. Let the prospect know you have a limited time offer, or how many items remain in inventory before the product is gone. Or let them know that after a certain date the price will increase. Online sales will boost in the short term, and keep people checking back for more deals.

Sixth, offer discounts. Have a coupon with a discount code for immediate use. Offer free shipping and handling or a free service call if the order is over a certain amount. Use a bounce back coupon that gives a discount on a future order if the order is placed before a certain date. People love a bargain, and discounts will bring people back.

Seventh, have backend products for sale. If you specialize in one product or service, think of things your prospect needs to go with that product or service. One stop shopping means interest in your product or service will increase. Online sales will do the same.

Eighth, have an 800 number. Use a toll free number and the calls will increase. Online sales don't have to be the only way to get business, as some people would rather talk to someone.

Ninth, be sure you offer a safe and secure website. No one wants to do business with a company that isn't concerned about protecting customer information. Even though

hacking and identity theft is on the increase, online sales won't decrease if people feel safe.

Tenth, have a rock solid guarantee. Make sure your guarantee stands out and isn't hidden. Some companies worry about seeing an increase in returns. But a strong guarantee, along with a quality product or service will give customers peace of mind and they'll be less inclined to act on the guarantee.

Bonus tip: periodically sending out newsletters. This will keep you in front of the customer, so when they need something, they'll remember you. The newsletter doesn't have to be long or fancy. Just have useful information the customer might like to know about.

If your goal is to convert online traffic and increase online sales to improve your profits, take these useful tips to heart. Create an action plan to implement them. You won't be sorry, and neither will your prospects and customers!