

3d Internet Marketing Proudly Present...

SMALL CHANGES THAT LEAD TO HUGE RETURNS!



**Discover The Simple Website
Changes You'll Want To Make
If You're Honestly Looking To
Increase Your Online Revenue**

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3d Internet Marketing

Small Changes That Lead To Huge Returns: Simple Changes You'll Want To Make To Your Website In Order To Increase Your Online Revenue

Let's face it. When we get our website all set up and look at it a thousand times, it's easy to get complacent and not really view things with a critical eye. But it really is amazing how a few tweaks here and there can make a world of difference in your visitor retention, mailing list sign ups and ultimately, your conversion rates.

That's not to say that you have to constantly be changing and obsessing over the state of your website. In fact, constantly changing things can end up confusing your regular visitors and it also makes it difficult for you to track the results of changes you've made.

This guide will give you a number of easy-to-apply strategies to simple changes that can make big improvements to your website's performance.

Understand Your Website's Purpose First

There are different types of websites (online stores, sales letters, opt-in pages, blogs, message boards, etc.) and they all serve a different marketing purpose. You need to define your website's main purpose to ensure that it is serving your ultimate goal.

Some of your goals might be:

- To sell a product (ex. online store, sales letter)
- To get a mailing list / newsletter sign up (ex. opt-in page)
- To develop a closer ongoing connection with a target audience (ex. blog)
- To get people to click links (ex. affiliate content sites, AdSense sites)

Your website may have one main goal and a secondary goal as well. For example, if you have a sales letter website, you're first goal is to get the sale, but you also probably include an opportunity to opt-in to your newsletter as well so you can keep in

touch with those that don't buy the first time. Your goal is to ensure that your website is working toward this goal at all times and where possible, remove distractions that take away from that goal. More on that a little later...

Understand Who You're Targeting

A target market exists for every single product. If you haven't already done your research and brainstorming for each and every one of your products, you need to do that now. Even if you have done it, be sure to re-evaluate on a regular basis as you can constantly learn more about your target market.

If you have more than one target market, consider creating a specific sales page for each audience. Formulate each page to appeal to an audience on their own terms. Use the audience's language to offer solutions to their problems. Try tailoring your listing of product benefits to suit each target market. By simply speaking directly to a particular audience, you'll find it's a lot easier to sell to them.

Things You Should Know about Your Target Market:

- 1) **Demographics:** How old are they, what gender, how much money they make, where they work, etc. These are fairly superficial things, and although they are important, it's simply a starting point to knowing your market.
- 2) **Psychographics:** What problems they have, what they believe, what drives their buying decisions. This is truly key to understanding your target market and writing to sell to them.
- 3) **Technographics:** This is crucial information, especially since you are selling online, which can be intimidating for some consumers. If your audience isn't particularly web-savvy, you might stick a simple design and explain various processes (how to navigate, order, download, etc.) can go a long way. If you're reaching a technologically-savvy audience, for example, you might choose a more high-tech looking design that they would come to expect.

Know What Makes You Unique: Unique Selling Position (USP)

Once you streamline your website, identify your target market and find prices that appeal to them, your next duty is to develop a unique selling position (USP).

A USP sets your product apart from others on the market. It's what increases conversion rates and turns a potential customer into an actual one.

- ◆ **What Makes Your Product Different & More Desirable Than Others?:**

Compare yourself to the competition. Why would your customer buy your product instead of your competitors?

Examples (your USP may be completely different):

1. Fast, no-hassle service
 2. Step-by-step help
 3. "XX" in a box (i.e. all the work is done for you)
 4. Fresh, not frozen, processed, etc.
 5. Pay for results only.
 6. Eco-friendly
 7. Money-back guarantee
- ◆ **Incorporate Your USP into Your Website Message:** Ensure your USP is clear when you put together your website and sales pages. If this is what truly draws your target market to your product, making it known can produce big results.

Analyze What's Really Going On

Analyze what happens when visitors come to your website. Find out how they get to your website, which pages they are most frequently viewing, which pages they visit, how often they buy and more.

You can do this with a variety of tools including:

1. The website statistics provided by your web host.
2. Services like [Google Analytics](#) that give you detailed data about your visitors behavior.
3. Services like [Crazy Egg](#) that create a heat map that shows where your visitor are spending more time and clicking.
4. Try click tracking services like [Your Ad Tracker](#) or your own shopping cart may include some click tracking.

Statistics like this help you understand a whole lot about how your website is performing for example:

1. How many visitors you have in a given month, particular day, etc.
2. Which days and times are most popular.
3. Where your visitors are coming from.
4. How long they are staying on your site.
5. How many pages they view before leaving.
6. Whether or not they're coming back.
7. How many new and repeat visitors you're receiving.
8. Which keyphrases they are entering into search engines to find your site.
9. Which pages are most popular.
10. Which products they spend the most time on.

11. Which pages they enter from most frequently.
12. Which pages they exit from your site most frequently.
13. Geographic location of your visitors.
14. Which operating systems and web browsers they are using to access your website.
15. Which links they are clicking.

This information allows you to make many adjustments including:

- Knowing which pages are most popular allows you to maximize your selling opportunities on these pages.
- Knowing where your visitors are leaving your website allows you to plug any possible links (of course, if they're leaving to click and AdSense ad or visit an affiliate site, that's a good thing).
- Knowing where on a page the majority of your visitors are drawn to, you can readjust and maximize your results.
- Knowing how long visitors view a page can help you analyze the effectiveness of the page itself.
- Knowing which links are being clicked on can tell you what offers your visitors are interested in and gives you a chance to test different approaches to making offers.

...and the opportunities are endless from what you discover.

Be Objective

Viewing your business with a fresh mindset is often one of the hardest things for a business owner to do. As mentioned at the beginning of this guide, your perception of every element may be biased. Assessing your business with a neutral eye is necessary when trying to improve its efficiency. Ask yourself how you would respond to every element of your online business if you were part of your target audience.

Discriminating business owners who want to stay on top of their business as much as possible should instead take the stance of a fence-sitting customer, as fence-sitters already have cases for and against a potential buy. Such customers may be difficult to win over at first, but once you determine what their concerns are and address them in a satisfactory manner, you can begin implementing copy that converts potential fence-sitters into automatic customers.

We'll talk about specifics in testing different elements of your design and copy, but the following will help you view your site with a more critical eye.

Reviewing Your Layout / Design:

- Imagine yourself visiting your website for the very first time (you can get others to do this for you as well)
 - What is the first thing you notice?
 - Are there any obvious distractions?
 - Is it easy to find the information and navigate through the website?
 - Is it clear what you should do on each page of the website (ex. what links to follow, which call-to-action to consider)?

Reviewing Your Sales Copy:

1. If you've just finished writing the copy for your website, take a break and review it when you feel refreshed.
2. When you're refreshed, review it in a few different ways:
 - a) Review and edit on your computer.
 - b) Print it out and edit it on paper.
 - c) Print out again and read it out loud. It's amazing what things stand out when you hear what you've written aloud.
3. Hire someone else to thoroughly read your copy and ask if they find the offer credible and if they have any unanswered questions. Ask them:

- a) Did the offer seem credible to you? (Ex. If you're teaching something, do they feel you are qualified to teach it? Are the claims made believable?)
- b) Were there any unanswered questions about the product or the offer? If so, what were they?

Use Split-Testing: Introducing A/B Split Testing

Simply put, A/B Split Testing helps business owners determine which website element is more likely to produce a desired response from your prospects.

For example, you can test two headlines to see which performs better. You simply make two versions of the same page, with the only difference being the headline, so you are more likely to pinpoint EXACTLY what is causing the change in response. The key is to only change one thing at a time.

You can conduct split-testing through a wide variety of software programs and you may already have some available to you through your shopping cart and other services. If not, you can look at a script like [DynaTracker](#) to help you split test.

Some of The Items You Can Test on Your Website:

- **Headlines:** Try different versions of your headline, but usually only with small changes each time.
- **Subheadlines:** Do the same with your subheadlines as you do with your headline.
- **Product Offer:** Try different ways to present your product for ordering.
- **Colors:** Test background colors, headline colors, etc. but test one color element at a time.
- **Fonts:** Test different fonts in headlines and in sales copy text, but again, test them one at a time.

- **Graphics:** Test different product images, guarantee graphics, website images, etc.
- **Price:** Test different price points for your product.

Of course, what you test will depend on your unique website, but the point is you can discover a great many things by performing simple split test.

The Specifics: Design Stuff to Consider

Generally speaking, when it comes to design, the simpler the better. We want our visitors to follow our calls-to-action and when we add a bunch of bells and whistles, options, etc. – we make it harder for our visitors to do what we want.

Limit The Distractions on Your Page. If your site is full of links, banners and flashy things, you can bet it's less likely that visitors will respond to your call-to-action. Limit distractions by:

- **Limiting advertising banners on the page.** If you sell advertising, offer fewer spaces at a more premium price. That way, your advertisers are more likely to get good results and your visitors are more likely to respond to your personal call-to-action themselves. If you don't sell advertising, but post affiliate and other banners – test their effectiveness. In many cases, graphical advertisements cause more distraction than they're worth.
- **Limit navigation.** Keep your navigation as simple as possible. You don't need to link to every product in your main navigation if you have 50 products. Make use of categories and sub-categories and guide your visitors through your website so they can find what they want. If you are using navigation for SEO (search engine optimization) purposes, put some of the links at the bottom of the page to keep the top and sides of your pages uncluttered.
- **Keep your main navigation in one place.** Generally speaking, keep your main navigation in one place. Either put it on top (which is my least

recommended positioning, unless you only have a very, very small handful of links) or on either side. Avoid three column websites that have navigation on both side columns. If you have a third column, place your sign up box there or even a simple graphical advertisement, but avoid making your visitor look all over your page to try to find what she wants.

The only exception is the bottom of your page. It's okay to put additional links or repeat your navigation at the bottom. Because the bottom of the page is where someone look last, they aren't as likely to become distracted as when they see a bunch of links at the top and both sides of your page.

Specify the width of your page Avoid a website that is set to 100% width of the screen. It might look okay on smaller resolutions, but makes your site virtually unreadable on a wider screen as your reader has to move to far left and right to read each line.

Not only that, when you allow your site to be resized in different resolutions, you lose control over the way your site appears and how the elements are laid out on the page. You always want complete control of your marketing messages.

How wide your page is, depends on your site design and any columns you may have for navigation or newsletter sign ups. As a guideline, I'd recommend the actual **main body text area** of your site to be no wider than 650 pixels.

- ◆ **Avoid making them click for additional product info.**

If you're selling a product on a particular page, try to have all the information they need to make an informed decision on that single page. You may have little windows that pop-up when they click for more info, but you don't want to have visitors clicking around trying to find what they want. They're more likely to get lost and give up their quest if they can't readily find the information they want.

- ◆ **Fix Hyperlinks That Don't Look Like Hyperlinks:**

Don't get cute with links. People are accustomed to blue underlined links, use them. If you insist on using a different color, at the very least, make sure they are underlined all the time (and not just on a mouseover). If your links don't look like links, people just aren't going to click them as readily.

Of course, how simple you make your page will depend on the page's purpose. If you are trying to sell a product, the simpler your design, the better. If it's a content site, you're more likely to have more distractions like your navigation and advertisements. Blogs, by their nature, also have more links and a few more distractions. That's okay, but make sure the links are purposeful.

The Specifics: Copywriting Stuff to Consider

Design can have a big impact on your website's success, but even more important is how you communicate with your target prospect. A well-designed and organized website is nothing unless it grabs your visitors attention, keeps it and compels them to take action. And you can achieve those goals with well-crafted copy.

- ◆ **Improve Your Headline**

When approving copy to appear on a website, many business owners don't consider the effectiveness of headlines. The assumption is that readers will continue to the rest of the copy regardless of what is at the top of the page. This assumption can be a very costly mistake.

Make sure your headline is an accurate representation of what your product is it's main benefit or USP. Ideally, your headline will represent your product and move it at the same time, as headlines are rife with the potential to sell your product before readers even begin reading your copy's body. Two ways to ensure that your headline sends out the right signals is to be specific and to include benefits in it.

IMPORTANT: It doesn't matter what type of website you have...an online store, a content site or sales letter...you need a headline! You only have a few seconds to grab your visitor's attention. Do it right away with a headline or it might be too late.

Tips:

1. **Be specific:** Add specific figures (price points, time investments, results), instead of generalizations.
2. **Benefits:** Make sure you include (a) benefit(s) that will make your visitor want to read more.
3. **Look at other headlines:** View other sites and headlines and see what grabs your attention.

◆ **Price Testing**

Testing different price points for your products should be done to make the most profit, but also to generate the most visitors on your website and the highest conversion rate. Like with headlines, the appropriate price can attract a slew of new customers.

There are several key factors that a business owner should consider when test pricing a product.

Tips:

1. **Product Value:** When pricing a product, make sure that your selling price is greater than its worth to ensure a profit, but don't price a product low in an attempt to possibly generate more sales with a low price. Remember that you run your business to make money and not lose it.
2. **Perceived Value:** It's true that target markets can differ in what they find valuable in a product, especially if it has many features/benefits. But what is also important is how customers perceive its value in the marketplace.

Pricing a product well below the standard could arouse suspicions in potential customers. They may believe that the product has been misrepresented somehow, that there's a catch in the fine print, that the item is defective or just isn't in demand. Don't sell your product short by slashing prices so much that they become undesirable to the public.

3. **Numbers in Prices:** Some numbers prove to be more inviting than others when it comes to product pricing. You can test different numbers with your own target market. Test prices ending in 5, 7 or 9, for example.
4. **Conversion ISN'T Everything:** Do some math. You may find that a lower price results in more sales, but your profits may diminish as a result of a lower profit per sale. Sometimes it's worth taking on fewer customers for more profit...plus you won't have as many customer service issues to deal with.

- ◆ **Make Your Site Scannable**

The sad fact is, most people who visit your website aren't going to take the time to read what you have to say. You have a better chance of drawing them in and getting them to pay attention to your offer if you make your copy easy to scan.

A few ways to make it easy to scan:

- **Subheadlines:** They serve a similar purpose to your main page headline. They are used to get people to keep reading your page or to get them to start reading. Internet users generally skim pages to see if the information they are looking for is on the page. If you use bold subheadlines to draw the eye in and show what each section is about, they are more likely to stay and read. This applies to your sales pages, content pages, blog entries...and all types of pages. Keep them interested in what you have to say.

- **White Space:** Having a lot of white space around text makes it much easier to read your copy. Your website needn't be crammed to be valuable.
- **Bullet Points:** Using bullet points actually makes it easier for you to write your copy AND it makes it easier for your readers to scan the features and benefits of your products.
- ◆ **Focus on YOU, not WE:** Let's face it, when we surf the net, we only care about what we want. We want a solution to our problems and possibly a product that will help us get to that solution. It's the same with your own target market. They want to know how you can help them.

One way to convey that you're there to help is to change a lot of your language to be "you-focused". A lot of sales copy is too focused on the business who is doing the selling. For example:

"We sell this..."

"We're great at this..."

"We believe in customer satisfaction..."

It's simple enough to change wording around to focus more on "you" and how you can help your potential customer. Turn it around and write things like this instead:

"Are you looking for..."

"If you need reliable..."

"Your satisfaction is guaranteed..."

Go through your own pages and see where you can change "we" to "you" and see how much more appealing it sounds.

- ◆ **Eliminate excessive adjectives and exclamation points:** Adjective and exclamation points convey hype. You want your words to convey the irresistibility of your product in a more honest and straightforward way.

Let's look at an example:

"The biggest and best e-book that will make you the happiest person on your block!"

Here's the problem: Outside of the fact that it's pretty over-the-top with its claims, that sentence above is pretty meaningless. Nobody really cares if an ebook is the biggest and this sentence really doesn't say anything about why it's the best. Also, the word happiest is kind of meaningless. We all want to be happy, but if we are unhappy right now we have specific problems we need to solve. Telling someone they're going to be happy doesn't answer much for them. They want to know HOW you're going to make them happy and how you'll make their specific problems go away.

The real problem with the sentence above is that it's filled with adjectives that don't give specifics. Adjectives describe nouns and they don't provide readers with good information. Make sure you answer these questions in your copy:

- 1) How are you the best
- 2) What makes you great
- 3) How do you care for your customer

That's what people want to know. If you use too many adjectives, it ends up sounding like too much hype and the meaningfulness is lost.

- ◆ **Keep it simple and succinct:** The average reading level of the typical Internet user is quite low. Of course, it depends on your market, but the simpler you can make your language the more easily digestible and understandable it will be. Avoid using jargon unless you are certain your audience will understand it or explain it fully.

Simple and succinct not only helps accommodate all reading levels, but it also make for easier on-screen reading. The fact is, reading online can be fatiguing to the eye, so always follow these tips:

- **Keep your sentences short and simple.** It makes your writing much easier to read.
- **Use only a few sentences per paragraph.** Traditional grammar rules don't always apply and readability rules online.
- **Focus on benefits.** Every product has features, but consumers don't buy products simply because of features. They buy because of the benefits those features provide. Here's an example from my Copywriting Sweetie course:

An example: You sell a ballpoint pen.

The features are black ink, a felt tip, and it comes with a lid.

The benefits are that it reduces hand cramping and eliminates smudges.

Notice how when I mentioned features of the pen, it sounds like any other pen, but when I mention about benefits, it make the pen sound more interesting. Those are benefits and they help sell your product. People have a problem and they want to solve it by buying your product. Show them the benefits of your product.

- ◆ **Create a sense of urgency:** We all know that most people won't buy from you on their first visit. In fact, most people that visit your website will NEVER buy from you. How can you reduce the number of customers that get away? You can do it by creating a sense of urgency. Make them feel like they need that product or a free sign up now.

There are a number of ways you can do this, but here are a few ideas to get you started:

- Show your visitor how they can't afford to let their problem continue and they need your solution now.
- Offer a limited-time discount.
- Offer bonuses or other goodies with your product that are in limited distribution or only available for a certain amount of time.

It doesn't matter what type of page you're creating or what your call-to-action is...every piece of content should be designed and written to encourage people to follow through. That doesn't mean that your articles have to turn into sales pitches, but you still need to create a compelling piece that people will read all the way through and click your links or sign up for your mailing list.

- ◆ **Make Sure Testimonials Are Meaningful:** If your customer said you can only publish her first name and she simply said, "This is the best XXX I've ever tried," you probably shouldn't post it on your website. Testimonials need to come from real people with real names and talk about real things. Make sure your testimonials have concrete detail about what your customer liked about your product and what results it produced for her.

Where possible, include:

- 1) Full names (first and last)
- 2) Location (city and state/province)
- 3) Photos - Before and after photos, if applicable, can be very effective
- 4) Other proof of results – For example, if your product helped a child's grade improve in school. You can show photos or scanned images of reports showing the improvement.

Don't be shy about asking. Respect their decision if they say no, but you'll never know until you ask.

Now What? Your Action Plan

This guide has given you a number of things to do to improve your website. You may find some things work well and others may not. But you won't know until you try and test them. And the more you test, the better you'll understand what makes your target market take action. That is priceless information that will come in handy as you develop new websites, new products and so forth.

From here, you should:

- ◆ **Take Stock of Your Website, Web Pages & Products:**

1. What is the main purpose of each page?
2. What is the secondary purpose of each page?
3. What if your target market & USP (each product/page can have it's own)

- ◆ **Analyze Your Current Statistics:**

1. You can use your web stats and try some of the tools mentioned like Google Analytics, Crazy Egg and Your Ad Tracker.
2. What can you maximize now from the results you see?
3. Make it part of your plan to regularly analyze and make improvements.

- ◆ **Set up Your Split Testing and Test Copy & Design Elements:**

1. Simplify your site with the design tips
2. Incorporate the copy tips.
3. Test the results and keep improving them.

The important thing is to start doing something. You don't need to do a huge overhaul of your website (unless you think it might need it), but start making small changes, keep testing and build on your results.