



31 Tips to Jump Start Your Web Site

Quick and Easy Adjustments to Boost Your Web Sales Conversion

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If you are a five or six figure coach, consultant or speaker who wants to achieve a bigger income, then keep this in mind: what brought you to this point in your career, as far as your website goes, probably won't take you where you want to go. One of the primary reasons is usually the copy.

To help you make some profitable adjustments, here are 31 different ways you can improve the copy on your website.

Number 1 is the Headline: I start with the headline because the headline is usually the first ingredient. I don't mean one that's over the top with unnecessary and off-putting hype, but one that's compelling and reflects the benefits of your product or service in an attention grabbing manner.

Think of your headline not as an elevator speech, but as an elevator speech in a high speed elevator. Let's say you're in a 10 storey hotel and you can go from floor one to floor ten in about ten seconds. You get on the elevator with your ideal client. What do you say to that client in ten seconds?

You have 10 seconds because once that person leaves the elevator you're either going to get their business card or they're gone forever.

Similarly, on your website you have less than 10 seconds to get their attention and to get them to do certain things, take certain steps, whether that's to continue reading or to sign up for a free item or to read your testimonials or to contact you. You need to make that headline as compelling as possible.

Now, if you're generating good results from your existing headline, then wonderful! The way you can tell is by going into your control panel and seeing how long people are spending on your website. If they're spending less than 30 seconds on your website, that means your headline did not pull them in enough and you need a better one.

Number 2: A sign-up box for your E-zine, special report, e-course or video. You must have that sign-up box, but it can't merely say "Sign up for my newsletter". There's nothing more frustrating than for me to go to a website and see just a name, email address, and sign-up box with no text providing me with one good reason to give out this information.

It's frustrating because you've gone that far to actually pay for an auto responder, and you have shown a desire to collect email addresses, but you're not making a strong enough point for people to actually give you their information. Nobody wants to sign up to receive something if they don't have some reason to do it. They're not just going to sign up for your newsletter if you ask them to. You must make your case.

Now I know they are signing up to get something free from you, but here's the deal. They don't want to give their email address out with no reason. They're sick of it. They're sick of the spam, so they're very hesitant. They're skeptical of everything on the internet, even you. You may be the most honest person on the planet, but they might not know that.

It's up to you to prove to all these people that your material is going to hit a home run with them and explain why by listing the reasons very briefly but very succinctly, in that sign-up box and,

give a value of your newsletter's worth. There's no reason why, even if it's free, you shouldn't tell them that it's worth, let's say \$97. For instance you can say "sign up for my newsletter and you'll receive weekly tips on this, this, this. It's a \$97 value, yours free today. Just fill in your first name and primary email address and click the sign-up box below."

This is important. I can't stress to you enough how much that's going to help you to grow your list and to get people coming back to your site.

Number 3: A Call to Action: Here's another thing that drives me crazy. Maybe you've done a good job pulling me into your copy and to your services, but now what? You need to give them a prominent enough link to contact you and /or a home number and/or an email address, or better yet, all of the above. Don't just assume they're going to go to a contact page and fill out a long form. You want them to call you or do something that's easy for them.

Number 4: Sub-headlines. We've talked about how important the headline is, but there's more you'll need in order to keep things flowing on your website. You need to keep people interested at all times, and that's where sub-headlines come in.

These are like mini-transition points where, if you feel like you might be losing them in the text of your copy, you can come up with a secondary headline. You can take a sentence out of your existing copy, put it in bold, centre it and make it a sub-headline.

This needs to be something that you feel is a strong statement which emphasizes what you are all about, who you are, or the benefits that you provide.

Half the battle is getting people past your headline and reading your text. But as they move through the copy they may say something to the effect of "Oh, okay, I don't know if this is for me" and click away.

A sub-headline, at the right point, pulls them back in. It does the job of what your initial big headline did earlier. So, if you have a few of those on your site, that really helps.

Number 5: Testimonials. You might have some testimonials on your website now, but there's always room for more. If you have customers or clients who've told you that you've done a fabulous job or your product has really helped them, and you don't have a testimonial from them, it's time for you to go back and solicit those people to give you their comments.

Unsolicited testimonials are gold from heaven but they don't always just drop from the sky. They're wonderful when they come in, but usually you have to wade out from the shore and pull in some of these people who may not be as eager to send a testimonial. They might be too busy or they just don't think about it. Most people don't.

It's also important to keep these fresh. You don't want the same old testimonials on your website week in and week out. I am constantly trying to gather these testimonials and add them to my site because it helps. It gives people a warm and fuzzy feeling about you and boosts your credibility and trustworthiness beyond measure.

Number 6: Features How are you describing the features of what you do on your website? Features are a descriptive term for what you offer and you need several.

How are you describing what it is that you are going to do for your prospects? And this leads us straight into #7, that works hand in hand with the features and is actually more important.... the benefits.

Number 7: Benefits. Your benefits are more important than your features. Here is the difference. A benefit is how your features improve your prospects situations. So you have the features, which are the actual nuts and bolts of what you're offering. Then you have the benefits, which are how the features solve their problem and in what ways they can do it.

Sit down and come up with benefits that will really enhance your website, because this is what people are there for. The benefits really speak to the core problem of your site visitors, so they need to be outlined very specifically.

Number 8: Guarantee It can be difficult to guarantee your work when you're in a service industry and you're putting in a certain amount of time. You shouldn't offer to give people their money back, but think about a way that you can reverse the risk.

Take a look at the guarantee if you have one on your website. If you don't have one right now, there needs to be one, especially if you have a product as opposed to a service.

Here's something else to consider. The longer the guarantee, the more compelling the guarantee. For example a one year guarantee works better from a sales perspective than a 60 to 90 day guarantee.

It also does something interesting. A longer guarantee will actually reduce the amount of people asking for a refund. I can't explain it but that's just an odd fact about marketing on the internet these days.

So beef up that guarantee and you'll see sales increase.

Number 9: P.S. I love the P.S. because most people, especially on a sales page, will scroll down quickly and browse after they read the headline. Often they'll scroll right down to the P.S. They skip everything. They don't go past "Go". They just go right to the P.S.

So if there isn't one, you might lose some people. Basically a P.S. is just a reaffirmation. It could reaffirm your benefits. It could be reaffirming your guarantee. It could reaffirm the urgency of them hiring you or buying something from you.

You should have at least two P.S.'s. Some sales pages have about 5 P.S.'s. And it's so funny to see P.P.P.P.S., but apparently it works. The more P.S.'s you can come up with within reason, the more compelling and persuasive your site will be.

Number 10: Reduce the amount of outbound links on your site. I know that some of you might argue with this and actually, some big names in the industry might argue with me too. Nevertheless, I'm going to state my opinion that, on a single sales page, any link that doesn't link to a Contact page, a Shopping Cart page, a confirmation of your order page or something similar, is an exit door for people to go somewhere else.

Think about this. If you have a resource page, or testimonials with live links back to the sites of

the people who gave you testimonials, you're just adding incentives for people to click away.

Link exchanges are another issue because even though you take people away from your own sites, those people are coming to your site from another site so you can probably keep those.

You want to keep people on your website. You don't want to just give them suggestions to go somewhere else. That's like somebody walking to a store that you own and you say, "Well, here we have this, this, and this but if you walk across the street, you'll find some other stuff that's like this." I don't think you would do that.

Number 11: Contact information. The contact information you give and how you give it is very important. You want to give multiple options for people to contact you. Also, on your contact page, you don't want to have them fill out a long form. I know this also flies in the face of some opinions out there but really, all you want, in my humble opinion, is for people to contact you.

Number 12: The "About" text. Whether you have an about page or you have text that describes who you are and what you do and what your qualifications are, you want to make this about them instead of just about you.

Here's what I mean. If you have all kinds of qualifications, if you have a strong education background, let's say you're a PhD or you have your masters in the area of expertise or you have a really compelling story to tell, you don't take too long. Don't take three or four paragraphs to talk about yourself.

If you have an About page that's another story, but don't do this on your homepage. You can take a little longer on your About page because if they click on that page it means they are genuinely curious about you.

However, when you construct an About page or you're writing about yourself on your homepage do it in a way that speaks not only about you but about how you are going to help them. You want to try and focus on the reader as much as possible, even when you're talking about yourself. It's tricky but it's important.

Number 13: "You" versus "Me" ratio. Count the amount of times you say "You" on your site and then, count the amount of times you say "Me" or "I" on your site. If the "Me's" and the "I's" outnumber the "You's", then you need to revise some of that so that it's the other way around.

You want to be talking about your website visitor more than you're talking about yourself. This method, while not scientific, is a quick and easy way to check.

Number 14: Your qualifications. You need to write about your qualifications in a way that's not dry and boring. I know you probably have very good qualifications and you are proud of them and you should be. But remember who you're talking to here.

Imagine you're at a dinner party and you're going to talk to somebody for five minutes about your qualifications – same with this. You don't want to dwell on how great you are. Only write enough so that they know that you are qualified to help them, and then stop.

Number 15: Emotion. This is very important. You need to bring out as many emotions from your

website visitor as possible. You need to tap in to what these people are hurting about. What is their problem and what are the emotions surrounding that problem?

Think about which emotions, whether negative or positive, that you are trying to bring out of your website visitor. It could be the emotion of frustration or anger or sadness or they're fed up etc.

Think of the emotions that suit the needs of your target market and speak to them passionately.

Number 16: Empathy. You want to empathize with your visitor. You want to "walk a mile in their shoes" and you want to actually put that experience in words on your website.

Speak in great details about the problems they are going through. Describe them, give examples. The more detail the better. You could say "You might be going through this, this, and this...." And feel free to elaborate. This speaks to the emotional aspect.

If you can empathize effectively with your target audience, it will go a long way toward bringing in more clients or product sales.

Number 17: Offer. If you're selling an information product and you're not sure about pricing, then you need to test. If you have a group teleseminar series for example, just try different offers and see what is working the best.

People are very much in the dark about pricing out there. They aren't sure what the market will bear, especially in a down economy. Maybe people can afford a higher price tag or maybe they can't. You don't really know. So test a few pricing scenarios to see what works best.

Number 18: The Close. You need to wrap things up in a way that make sense. Your text needs to summarize what you've been talking about throughout the page, and it needs to go on to the Call to Action in an intelligent way.

Think about how you could close better on your site. How you can wrap it up in one or two sentences? This is critical piece because so many people I've dealt with over the years just don't know how to seal the deal and how to put together a good closing paragraph, one that just sums everything up and brings it all home in a way that's persuasive.

Number 19: Urgency. This is very important when you're trying to close someone, when you're trying to actually get them to take action. Find a way that gets them to really feel like they had better do it NOW.

If it's a limited time offer, that's perfect. Try to justify why it's a limited time because if you're just doing it for a limited time but it's a site that never goes away, your going to lose credibility.

For example, if you're going to say, "I'm keeping this price low for only ten days" and on the 11th day it's still low, you're not going to have credibility the next time you do it.

Think about having some type of urgency on your website where one of these circumstances may exist:

- Your prices are going up soon
- It's a special discounted offer for a limited time
- You can only take a limited amount of people

If it's not urgent in your mind, it's certainly not going to be urgent in your prospective customer's mind and they'll think it's ok to come back later (which in most cases never happens).

Number 20: Establish the problem. You need to do a good job of talking about your website visitors' headaches, and then provide them with an aspirin. I know that's a cliché but you need to be doing that.

The establishment of a problem really sets the tone for your website because you need to tap into exactly what is bothering them and you need to do it in a way that either establishes some type of fear or anger. Again, here we are with the emotion aspect.

Tap into the problem. Describe the problems with great detail and people will realize that you are in touch with them.

Number 21: Speak to your target demographic. If you have a product or service to offer the marketplace, and you're bringing in website visitors that are outside your target market, it doesn't matter how good your offer is, how good your headline is or anything else. If you have people that aren't interested in your particular product or service, then none of it matters.

You need to bring targeted visitors to your website, and when you bring them in you need to speak to them in their language, as the targeted visitors they are. In other words, you need to know your target market inside and out.

Who are these people?

What do you know about them?

How can you talk to them in a way that they'll realize you know what they're going through?

If you have intimate knowledge of your target market, you'll be able to answer these questions.

So, research who these people are.

What's their gender ratio? Is it 80% men, 20% women? Is it 60:40 women to men?

What's their income range?

What's their occupation?

What do they like to do in their spare time?

What drives them?

The more you learn about your target market, the more successful your website will be.

Number 22: Tell a story. Even though there's "You" to "Me" ratio, when you tell a compelling, fascinating, inspiring story about yourself on your site, it gets people in tune with who you really are.

Alternatively, if you have a story about a problem that people are having or some cautionary tale,

figure out a way that you can get people riveted enough to read all the way through to your call to action.

Number 23: Justify. Give reasons why they should either work with you or buy your product or join your club or whatever. Why would they want to do this?

Number 24: Add your picture. I've been to websites that have pictures of generic people, like picture frame models. Just go to any department store and you see these picture frames and you have all these smiling and happy people in the frames. You don't want that on your website. You want you on your website, even if you're not photogenic, even if you're shy.

It doesn't have to be professionally done, but at the same time it shouldn't be you laying on the beach or working in the garden. It should be something somewhat respectable. And for heaven's sake, smile!

Number 25: Have an audio on your site that welcomes people and lets them hear your voice or better yet...

Number 26: Have a video on your site. Video has officially arrived. Even if it's just a webcam video, or those video cameras that plug right in to your USB port, or if you have a camcorder, you can connect your camcorder to your computer.

Have a video that, within 30 to 60 seconds can get people to really get to know you and see you and hear you. And make sure you're telling them something that they want to hear.

Number 27: Simplify. Now even though I told you all these things about telling a story in your "About" page and tapping into emotions, you really need to keep it as simple as possible. By simple I mean don't get too text heavy unless it's text that is going to really hit home all the time.

Somebody asked me the other day, "What's better, a long sales page or a short sales page?" And it really doesn't matter in terms of what's better and what's worse. What matters is the story you are telling and how compelling the copy is.

Number 28: Keep them riveted. I've said this before. You need to keep doing things that keep your reader's attention, whether it's sub-headlines or testimonials or the benefits of the P.S. or the main headline. You need to keep them on your site and keep them away from outbound links and keep them going down a path that leads to the sale.

Number 29: Have some quotations on the site. If you have some favourite quotes you like, especially quotes that your target market might be able to relate to, then try them. Find some quotations. There are thousands of them online. You can get a couple of quotations and put them in bold and centre them on your site like a headline. People love reading quotations and they get inspired.

Number 30: Direction. Give it. Tell your visitors what to do. You are the boss. They are on your site. It's not their site, it's your site. They are just visiting, so they are looking to you for direction.

If your site is complicated you need to steer them in the direction YOU want them to go. Usually it's to an order page but please, give them, some direction. Don't let them fend for themselves. They are lost in the woods. You need to be their guiding light. You need to help them climb the

mountain of your website and get to that summit. And that summit in my mind is hiring you or ordering your product or service.

Number 31: Generate some excitement. You're happy that they are on the site so get excited! Don't be drab or sarcastic or melodramatic or bombastic or depressed on your site. Don't be negative. Always stay positive, happy, excited that they are there and you're happy that they are reading your words. You'll be even more excited when they place that order.

For more great information on how to **Maximize and Monetize Your Online Business** visit

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