Subject: [Day 1] 4 Tips To Improve Your Conversions

Hi there -

In this 5 days mini-course I'm going to share with you some very powerful conversion strategies that you can implement right away.

So let's start with the first 4:

1. Pick up copywriting and persuasion skills

Copywriting is a skill that all online business owners should master. Be it in writing PPC ads to writing sales letters, copyrighting is one of the important techniques you need to boost conversions.

2. Adding proof

Find and communicate proof or testimonials of your product to boost conversion rate.

3. Accreditation and Credibility

Demonstrate that you’re certified by placing credible logos from 3rd party sites linking to a Google Places, Yelp, Yellow Pages listing or a professional group. This helps prove that you’re not a shady character and immediately, people notice that you take your business seriously.

4. Use multi-variant testing software such as Google Optimizer

Google optimizer allows you to increase the value of your existing websites and traffic without spending money. This tool tests and optimizes site content and design, you can quickly and easily increase revenue and ROI whether you’re new to marketing or an expert.

Now, click this link here:

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I'll catch you tomorrow for another series of tips!

Regards,

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