Subject: [Day 2] Is it red?

Some interesting tips I came across over the years doing business online:

1. Make your hyperlinks red

Studies have shown that blue links converts the best because it the natural colour of links used online. However, experiences tell us that link clickthroughs are boosted by making links red. (Beamax boosted their link clickthroughs by making the links red.)

2. Create demonstration videos

Professionally created videos that demonstrate the use of your product will often improve responses and conversions. This has to be tested.

3. For physical products, offer next-day shipping

Companies have tested and found that offering next-day shipping of products boosts conversion rates.

4. Conduct split tests

Split tests help business owners understand how visitors are looking at and clicking on things on the website. Create two different versions of a page and launch them at once with split testing and get concrete answers on what works and what doesn’t.

Check this out:

>> YOURLINK

Regards,

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