

Is Your Web site..'Over-stocked? Or...Just Right?

By BJ Evans

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Is your website selling?

When it comes to selling on the internet, we've all heard many ideas on "The Only" way to do it.

Some say to have a "Direct Sale" web site, with just 1 or 2 sales pages, and an order page. The idea being that if you put too many choices in front of your visitors, they could become 'information over-loaded', and make only one choice - Leave!

But, with only 1 or 2 items to choose from, they have only 3 choices; buy, bookmark, or leave. Simple!

On the other hand, there are visitors who WANT more than one choice, and just love sites that are filled to the brim. I think it depends mainly on what it is they're looking for in the first place; opportunities, or freebies.

Ultimately, we can't know what everyone wants, so why not try each method?

We started with a website that was jammed with affiliate programs, freebies, etc. Our thinking, of course, was that if we gave visitors enough choices, we were bound to make sales ... But, it didn't work for us!

So, we switched over to a Direct Sales site. Just one or two sales pages, and an order page. Very simple. And our sales increased enough to make it all worth the effort.

Will it work for you?

Are you ready to switch?

It may be worth a try!

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