

# How to Make Better Use of Your Website Traffic

By Angela Wu

How to Make Better Use of Your Website Traffic

Angela Wu  
angela@onlinebusinessbasics.com

Online Business Basics <http://onlinebusinessbasics.com/>

Every online business is faced with the challenge of finding some way to get their web pages noticed from among the billions of others online. So it's understandable that much of our efforts go towards getting 'traffic'. Without it, a website has no prospects and thus no sales.

But instead of a constant push for more traffic, why not try to make the most of the traffic you already have? For example, you might currently make 1 sale for every 200 visitors. With a few changes, you could make 1 sale for every 100 visitors, effectively \*doubling\* your sales!

Here are a few suggestions. Test each one to see which methods work best for your business - and don't be afraid to modify them, too! The only way to know what's going to work for you is to try it and track the results.

## \_\_1. Experiment with Popups or Popunders.

Many people have a strong dislike of popup or popunder windows, so please use them judiciously. Some suggestions on how you can use them include:

- \* A subscription box that appears only once per day for each user (or once a week, or whatever time frame you would like to use).
- \* A window that appears only as the visitor leaves your site.
- \* A 'timed' popup that waits a few seconds or minutes before it appears on the screen.
- \* A 'countdown' popup box that makes a special offer to the visitor if he or she takes action within the next

5 or 10 minutes. The visitor can only click on a link within the window if he or she wants to take advantage of the offer... otherwise the window closes and the offer doesn't appear again for a week.

There are many free scripts available all over the web. However, if you would like a custom script written for you, freelance programmers are one way to get professional and affordable help: <http://buildyourhomebiz.com/rd/gethelp.html> .

## \_\_2. Experiment With Site Design.

- \* Add a select image or two. Do you sell an eBook? Or perhaps offer a newsletter? Get a custom 'virtual cover' designed for you. Or try using a prominent 'order now' graphic.
- \* Simplify your page. More choices is not necessarily better. Try removing some of the 'clutter' to help your visitor focus more on what you'd like him to see. For example, you could remove links to help minimize distractions.
- \* Make your page more visually attractive. For example, use black lettering on a light background (this is easiest on the eyes). Use HTML tables to properly lay out your site. Limit your use of different fonts and colors, but at the same time use SOME color to add visual interest.

## \_\_3. Make the Ordering Process Clear and Simple.

The ordering process should be as easy as possible -- make it difficult, and your visitor can leave with a simple click-of-the-mouse!

- \* Clearly state the price. It is very frustrating when the only place to find the price of the product is on the order page.
- \* Reassure the visitor that your order form is secure. (if it's not, it should be!) Many people still worry about placing an order over the Internet, so anything you can do to alleviate their worries can only help.
- \* Tell them what's going to happen after they order. Will they be able to download your product instantly? Will it be physically shipped to them, and in what time frame?
- \* Provide a clear ordering link. I've gone to websites

before where I'm ready to buy -- only I can't figure out how to place my order! It only takes me a second to leave the site and go to a competitor.

#### \_\_\_4. Build Credibility and Trust.

Ordering online can be very impersonal. Your visitors don't know who they're dealing with, so it's your job to show them that you're a business that they can trust.

- \* Give your visitors a way to contact you. And when they do write or call you, answer them promptly, courteously, and helpfully.
- \* Consider a FAQ page (Frequently Asked Questions). If there are common questions, for example, about shipping time, fees, package tracking and delivery, etc. then a page with the answers to these questions will help to eliminate any uncertainty on your customer's part.
- \* Display testimonials from happy customers. This helps to show new visitors how good your product really is, and also helps to dispell any lingering doubts they may have.

#### \_\_\_5. Touch Up Your Sales Copy.

This is the most obvious and arguably the most important part of your website. The best product in the world won't sell unless you can successfully show your prospects how it will benefit them. Work particularly hard on your headlines -- they'll determine whether or not your prospect continues to read the rest of your sales copy (one good tool for quickly generating effective headlines -- based on your answers to four questions -- is [Headline Creator Pro: http://onlinebusinessbasics.com/hcp/](http://onlinebusinessbasics.com/hcp/) ). A good sales letter can make a significant difference to your bottom line.

A reasonable amount of traffic is obviously necessarily if a site is to make sales. However, you can still improve your profits, just by making better use of the traffic you already have!

---

Angela is the editor of Online Business Basics, a practical guide to building an Internet business on a shoestring budget. If you're tired of hype and just want solid, down-to-earth information, then [click here now](#) -- and in

moments you can have access to loads of instantly useable tips, specifically chosen for beginners!

<http://onlinebusinessbasics.com/article.html>

[Get-Articles.com : 1000's of reprintable business and internet marketing-related articles.](#)

[Submit your article for reprint.](#)