

Five Fast No-Brainers to Increase Online Profits Now

By Meredith Pond

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Meredith Pond
wordsmith25@hotmail.com

CheapWriting.com <http://www.cheapwriting.com>

You don't need to spend wads of borrowed cash to make your web site sell-- you don't even need to offer the world's hottest product or feature Java-enabled animated doodads.

Making your web site a money-maker can be as easy as...well..1,2,3,4,5. Here are five simple tips that can transform just about any site into a hot candidate for profits.

1. Don't hide your best stuff. This is the king of the no-brainers, but you would be surprised how many sites are guilty of this. Take your best selling product or service and put it near the top of your opening page. Make the headline a link to more information. Give your product a delectable description that not only tells readers what it is and how it works, but how the reader will feel after they buy it.

2. For gosh sakes, make your site load faster! These days the promise of fat fast lines are fading with the falling stock prices of the telecom industry. Looks like you, I, and most of our customers will have to put up with slow dial-up modems for several more years. Keep that in mind before packing your site with stuff that complicates or delays the whole process.

Fast-loading sites sell. One customer showed me how he took ALL the cool graphics off his site until it was bare and, quite frankly, kind of ugly. Guess what-- sales shot up. People found his site, started reading, and clicked straight to his fast-loading order page where they bought in abundance.

3. Print prices. Nothing is more frustrating than to have to hunt and guess at what something costs. Put the price right near the top of the page so people know they can afford it.

There's a mistaken notion out there that if you hide the price near the bottom of the page, most prospects will read all your copy and fall in love with the product before they get to the price. Usually it works the other way. If people don't see the price right away, they'll likely figure they can't afford it, get frustrated, and leave your site.

Be sure to mention if you recently lowered the price, or if your price is lower than others in your field.

4. Put your picture, your phone number, your mailing address, and your email address where visitors can find it. Customers buy a lot faster if they feel like they know you. In this age of big corporations that make you jump through hoops just to talk with a person who can't deviate from their printed script, being able to call you on the phone and discuss what you can do really excites

customers.

5. Finally, don't go away. Thousands of sites have gone belly-up in recent months-- don't let yours be one of them! Over time, people will start to notice that you are one of the survivors. Customers will look to you as someone who will be there to help them next month and next year. That is a valuable key to the repeat business that's at the heart of all profitable web sites.

Meredith Pond and her team of top writers turn your site into a money-maker. See Meredith's editing services, advertising packages, and free business ideas at <http://CheapWriting.com>
Reach her at <mailto:meredith@drnunley.com> or 801-328-9006

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