

Converting Web Site Visitors Into Subscribers

By Raymond Johnston Jr

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If you publish a newsletter or ezine, you should have a website geared towards getting more subscribers. This should be the sole purpose of this particular website.

The first thing you should know is give your prospective subscriber plenty of opportunities to sign up. Put a sign-up form on each page of your site. Make it highly visible as well. Put it at the top of each page where it cannot be missed.

You should include information on your site that will inspire return visits. It sometimes takes multiple visits to get a sign-up. Give them some reason to return to your site.

If you write articles, include them on your site. If you write an article a week, make sure that your visitor knows that you will have a new article each Monday or whatever day it will be. Try to make it a routine. People are more likely to return if they know that they will find new material on a certain day each week.

Include some type of resource page that has useful information for your visitors. Always remember that your visitor is looking for useful information. If you provide it, he is much more likely to return to your site. The more times he visits, the better chance that he will subscribe.

Don't be afraid to use pop-ups on your site. Too many pop-ups can be detrimental to a site,

but the fact is that a good pop-up can do amazing things for the amount of visitors you turn into subscribers.

Here is the approach that has worked best for me. On your home page, put an exit pop-up. Offer a free ebook as an incentive to sign-up to your newsletter or ezine.

If you have an ebook that you have written, this is a great chance to get more exposure.

If you don't have one of your own, there are many that offer you the opportunity to brand your own information into the book. I suggest you find one of these and use it as a gift for those who sign up from your pop-up.

Many are still ignoring the productivity of pop-ups. This one simple act has increased the percentage of visitors who becomes subscribers by over 20%. You may not like pop-ups yourself but the fact is, used with taste, they work.

There is a new program by Wes Blaylock that is quite effective at generating new sign ups. It involves the use of an exit pop-up as well. I would suggest using it on one of your other website pages. Use it on your second most visited page.

This pop-up will offer your visitor the opportunity to sign-up to some of the top newsletters or ezines on the net. For each time this pop-up is seen by a visitor on your site, the opportunity to sign up to your site will appear on four other sites. This program has proved to be quite successful. You can check it out here.

<http://www.moneyforhire.com/subdrive>

This is a twist on another method that can be quite effective. Work out a joint venture with another publisher. When the visitor exits your site, he will receive a pop-up with an offer to join the other person's publication. Likewise, when a visitor leaves your joint venture partner's site, the opportunity to join your publication will be offered.

Do not be shy about asking your visitor to

sign up to your publication. Be direct. Tell him how you can help make his life easier. Tell him the benefits that your newsletter or ezine can provide.

If he is leaving your website without signing up, give him another chance. This time offer him something free. This can be an ebook or something else that you choose. Try to make an offer that your visitor cannot refuse.

When it comes to getting sign-ups, be persistent. Give your visitor numerous chances to sign up. Make it simple and make it beneficial to the visitor.

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