

Are You Getting the Most out of Your Web Site?

By Teresa King

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There is a great controversy about whether or not, a person should sell one item on their website or more. Some gurus believe and prove that selling a single product on a website and advertising that product is the most lucrative way to go.

- 1.) It does not confuse the person reading the sales page.
- 2.) It does not offer choices, other than payment methods.
- 3.) It does not overwhelm the person who is deciding to buy.

On the other hand, a site with a theme can bring in good money, too. The site would have great content and have things for sell that has something to do with the theme.

But, it has to be done properly.

- 1.) Do not place banners all over the page.
- 2.) Do not lead them off your site. (make a new window)
- 3.) Do not put up a new window if they are on your site, just link back to the page they were just on.
- 3.) Do ask them to bookmark!
- 4.) Do make a separate sales page for each item that leads back to your main site. You can advertise the page on its own that way.
- 5.) When they are through reading your page, a small banner in the right hand bottom corner, is the best place to put one.

It always amazes me, to walk into a site, and the first thing I see is a big banner at the top of the page. Huh, I just searched to get to your site, do you really want me to click on that banner and go somewhere else?

So, link to each sales page with text. If you have content that you want people to read, do not put blinking banners on the

page, it is distracting and can destroy a person's concentration.

Good luck on the improvement of your sales!

Teresa King (c) 2001 is a successful net marketer and invites you stop by her site, where you find things you need as a marketer:

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