

# It's All About Conversion

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At the bottom line, whether you make money online depends on conversion. Therefore, it is vital that you know that your current efforts at Web site design and development are not diluted by a lack of understanding about the nature of conversion.

Conversion is both an idea and a process. It is an idea that shapes the interaction between you and your prospects, and a process that affects the whole range of activities that made up your online efforts. When the word "conversion" is used in the web marketing industry, it generally refers to persuading visitors to take the action you want them to. This kind of action refers not only to sales, but also to opt-in registrations of every type (signing up for a newsletter, becoming a member, etc.).

To be a successful Internet marketer, you must be cautiously aware that there is only a thin line between persuasion and misleading. Although you do want to communicate with your prospects in a way that ultimately makes them take the action you desire, you must do so without misleading them. Prospects who realize that they have been misled into taking an action on your site won't patronize your web business again. Worst still, they may pass nasty comments about you to anyone who cares to listen.

With the basics in place, you are now ready to put conversion into practice. First, there's a need to recognize that conversion is about understanding the psychology and process of persuasion. Next, you need to adapt this understanding to the online medium.

Your conversion strategy has to address your prospects' point of action (POA). This means providing answers to your prospects' objectives at the point when they are ready to take an action on your site. The ready-to-take action juncture is crucial to converting your traffic since this is the point where customers experience their greatest cognitive discord, which gives you the perfect opportunity to deliver the greatest impact in your message.

Apart from targeting at your customers' POA, you need to get aquatinted with the idea that there are more than 1,000 variables which influence conversion that experts have identified. When an ad campaign fails, advertisers frequently blame the advertising firm for having the wrong audience or for having executed the campaign in the wrong way. But the truth is, more often than not, your conversion is influenced by various elements of your site's presentation. Marketers have long known that anytime you wish to make a presentation, you have to seriously address your prospects' attention, interest, desire, action, and satisfaction (AIDAS). How to tackle AIDAS is determined by factors as diverse as font size, text colour, and how to effectively you put forward your unique selling proposition (USP). Overall, to bring about AIDAS, your web pages should do the following:

- (1) Grab your users' attention and inject in them an interest to move forward.
- (2) Keep them focus.
- (3) Develop a rapport with them by conveying the idea that your company understands their needs and can meet them in a manner that will result in both satisfaction and delight.
- (4) Sometimes, it is even necessary to help them clarify their exact needs since people are not always sure what they want. After your clarification, the next step is to suggest ways on how you can meet those needs.

All the above nurture desire for your products or services until the decision to take action happens. All of the components of your site, from web design to your written sales copy, must reinforce each other so that a coherent message addressing your prospect's AIDAS is presented. People intuitively find comfort and acceptance in harmony. With your harmonized presentation, you will gain your prospect's rapt attention.

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Valerie Tay is the Webmistress of AdHomeBase.com, an ezine co-op that provides advertising in multiple ezines. Visit <http://track.ezinetactics.com/?id=ebooks-1528> to receive FREE 500 visits to your Website, grab a FREE copy of Val's eBusiness

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