

Maximize Your Opt-In Conversions

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The Importance Of Conversions

So, you have worked hard building backlinks, optimizing your site, using social bookmarking, blog commenting and forming email joint ventures and you have attracted a visitor to your website.

As you know already, the money is in the list so you need your web visitor to Opt In (i.e. to give you their email address) and voluntarily join your mailing list. Now this sounds simple enough but many people see very low conversions (in some cases as low as single digit conversions) on their sites. Few marketers focus enough of their attention on their conversion rates and this is a massive missed opportunity.

Improving your conversion rate is one of the cheapest way of increasing your profits. It's logical that increasing your conversion rate will have a corresponding effect on your site's profitability as you have the chance to guide every new subscriber through your sales funnel and you can do this without increasing your traffic generating activities or expenses.

The generally accepted rule of thumb is that a good marketer should make \$1 per Opt In per month. So, an extra 300 Opt Ins (just ten more a day for a month) should result in an extra \$3600 per year.

Squeeze Page Conversions

Squeeze Pages by definition are designed to get the web visitor to Opt In and usually consist of a simple design with very few components:

Headline

The Offer

Opt In Form

Video (Optional)

However the effectiveness of Squeeze Pages can vary hugely. I have seen some squeeze pages convert as high as 60% while others can barely convince 2-3% of their web visitors to Opt In.

As you can tell from these figures there is a big difference between an effective squeeze page and an ineffective one. So the big question is how to maximize your squeeze page's performance?

The Headline

Starting at the top of the page your headline is probably one of the most important factors (as it is on any page). A great headline should be a "Call to Action" including both the what you want the web visitor to do (i.e. watch the video, opt in get a free report, etc, etc) and the benefit that the web visitor will receive for doing so.

As with any good headline, yours should avoid the passive tense and it should engage the visitor in some capacity. Compare the following two examples:

"Do You Want More Traffic To Your Website?"

"Get The Traffic Tsunami Report Today And Learn How To Double Your Website Visitors By Spending Just 90 Minutes Per Week Doing These 5 Things..."

I hope it is obvious which headline is likely to be more effective. The first is a bit flat, the second not only has the call to action (Get The Report) but it also defines the scope of the effort involved (90 Mins Per Week) and engages the curiosity of the viewer (i.e. What are the 5 magic activities that will double traffic).

The Offer

Next on the list is your Squeeze Page's Offer. This is all about the exchange, remember you are going to be asking for the squeeze page visitor's email address in exchange for something.

Consider the following two offers and assess which do you think has the greatest value:

Offer 1: Opt In To Receive My Free Report On...

Offer 2: Opt In To Receive This \$27 Report On...For Free Today!

It's obvious that, all other things being equal, Offer 2 seems more attractive. While everyone likes something that is free, it's even better to get something at a good discount (especially a 100% discount).

So, the better the offer the more likely the visitor will complete the Opt In form and give you their name and email address. The higher the perceived value of the item you are exchanging for, the higher your conversions should be. While short reports are quick and easy to produce, a small video tutorial may take a similar amount of time but be considered a much higher value by your web audience.

The Opt In Form

Considering the huge volume of spam bombarding most people's inboxes on a daily (if not hourly) basis it is vital to establish a level of trust when asking for your web visitors email addresses.

In testing, a short sentence along the lines of: "Don't worry, we hate spam as much as you do. Your email address is safe with us, we will never disclose it, share it, rent it or sell it to a third party" can have as much as a 30-40% increase in the conversion rates on an average squeeze page.

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