



Checklist #2

The Traffic Conversion Checklist



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Getting traffic to your landing pages is half the battle. The second half is to turn those browsers into buyers. Here's a checklist to help you get more visitors to buy or opt-in.

Focus on Targeted Traffic

The very first thing you need to do is be sure your traffic is as targeted as possible.

For example, if you're buying ads on Facebook, then use their ad platform to narrow your audience demographics down to those who are most likely to purchase your product or opt-in to your list. This includes being aware of your audience's:

- Age
- Gender
- Income
- Education level
- Marital status
- Whether they have kids
- Where they live
- What languages they speak
- What their problems are
- What solutions they've tried
- What sort of solutions they want
- Hobbies

HINT: Don't know much about these demographics yet? Then you need to do market research. This includes spending time with your audience to find out what they want, surveying them, and studying your audience demographics to really determine who they are.

The more you know about your audience, the easier it will be for you to do two things:

1. Select traffic sources with the highest quality of targeted traffic.
2. Create ads that really speak to your targeted market.



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If you do these two things, then you'll be able to turn more browsers into buyers.

Next...

Present an Irresistible Offer

Now that you have targeted traffic coming in, you need to put an irresistible offer in front of them.

If you're going for opt-ins to your email list, we call this a "lead magnet."

Nevertheless, this is an offer that's *the right product at the right price* for this particular audience.

Keep these points in mind:

- Find the pricing sweet spot. If the price is too high, people will think they can't afford it. If the price is too low, they might assume the product is junk. You'll need to test to find the pricing sweet spot.

Remember, if this is to get an opt-in, it's most likely going to be free. Just make sure whatever you are giving is worth their time and will help them in a very specific way.

- Consider how to position the offer. Your positioning is going to affect pricing. For example, people will pay a high price if they think they're getting the best product, they're getting good value, or if purchasing the product brings them a pleasurable feeling (think of the prestige of buying a Mercedes car, for example).
- Offer bonuses. Adding value to the offer in the form of related bonuses helps to boost conversions.



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Explain the Benefits

In order for people to get excited about your offer, your copy needs to clearly answer the question, “*What’s in it for me?*” That means you need to explain the **benefits** to them, as opposed to just listing the features.

For example, the **features** of a diet book are that it includes grocery lists, recipes, and meal plans. The **benefits** of these features include:

- You can lose weight while eating delicious meals.
- These features save a lot of time – the recipes are quick, perfect for busy people.

HINT: Don’t just share the benefits. Be sure to let prospects know how using the product will make them FEEL. For example, “*You’ll be thrilled and your friends will be jealous when they find out your diet includes decadent desserts such as fudge brownies!*”

Tell Prospects Why Your Offer Is Different

Your prospects have a lot of options from your competitors. That’s why you need to create a unique selling proposition (USP), and share this USP on your landing page. Your USP is a succinct statement that lets prospects know how you’re different and better than your competitors.

Here are real-life examples of USPs:

- Fly The Friendly Skies
- We Try Harder
- Pizza Delivered in 30 Minutes or It’s Free
- No More Medicine Breath
- Mountain Grown Coffee



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- When It Absolutely, Positively Has to Be There Overnight

Those are just examples. What you need to do is figure out what benefits are most important to your audience, determine your competitor's USPs, and then craft a USP that speaks to your audience without overlapping your competitors' statements.

Stir Up a Sense of Urgency

Once your landing page is clear about how your offer benefits your prospect, you're going to have a good conversion rate. But you can up that conversion rate even further by providing a strong **call to action**. Ideally, you should also create a sense of urgency so that people buy now rather than later.

For example:

- *Buy now before this special 50% discount offer ends! Click here to get started...*
- *Hurry, this offer is only good for the first 199 people who act now, so click here to claim yours!*

Seal Up Page Leaks

Remember that any link that takes your prospect away from your sales page (or order form or opt-in form) is going to dampen conversions. To that end, look for **page leaks**. This may include:

- Installing on-page help icons so that people don't need to navigate away from the page to find your help desk. Make these links open in a new tab.
- Using pop-up boxes for features such your terms of service and policy links.
- Getting rid of links that point to any other website.



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- Getting rid of internal links that point to non-necessary pages of your website.
- Removing ads for other products. (Unless it's an upsell on an order form.)

Test and Track

No conversion checklist is complete without mentioning testing and tracking. Here's the long and short of it: Don't guess what works. Instead, use a tool like Piwik.org or SplitTestMonkey.com to find out the truth about what really works.

Or use [Thrive Themes](#) (WordPress users) for A/B split testing.

HINT: Spend 80% of your testing resources focusing on the factors that will have the greatest impact. This includes your overall offer, your headline, and your call to action.

Conclusion

There you have it – a solid checklist for turning more of your browsers into buyers or subscribers. Go ahead and put it to work for you today!

Want more? Have a question?

Need help with your business? Email me. I answer all emails myself.
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I have written several books about blogging & WordPress for the Amazon Kindle platform:

[The Ultimate Guide to Blogging Series](#)