TRAFFIC CONVERSION PRIMER

HOW TO INCREASE YOUR CONVERSION RATIOS BY 35% TO 85% IN LESS THAN 90 DAYS

Provided by WebWorldConsulting.com

If you're interested in increasing the traffic to your website, you're on the right track. But don't stop there! Yes, traffic is great, but if your visitors aren't converting into customers, it won't do your bottom line much good.

More importantly, even if you are converting a fair amount of visitors into buyers, unless you're regularly testing the multiple variables of your various marketing messages and landing pages, we guarantee you that you're missing out on easy money.

Q. But how can we test every variable on our website that could affect sales?

A. This is where Multi-Variate Testing comes in.

But first, let's talk about the traditional method of testing, also known as "Scientific Advertising." This will help us answer the more immediate question, "Just how important and profitable is testing?"

SCIENTIFIC ADVERTISING

Claude Hopkins revolutionized advertising with his marketing handbook, *Scientific Advertising*. In it, he explained that advertising need not be a gamble. That we can scientifically track, analyze, and guarantee profitability for any advertising campaign—provided we test each element of the marketing message to continually determine the best version of a headline, an offer, pricing, and so on.

To properly compare one element's effectiveness against another, advertisers would conduct A/B Split Tests. These would provide two identical versions of an ad or marketing message with <u>only one element altered</u>.

So, if we were to test the headline first, we would create two versions of the headline. 50% of the recipients would receive the marketing message with Headline A and the other 50% would receive the one with Headline B.

We would then take the better performing headline and test it against yet another

headline until we were satisfied with conversions.

Next, we'd test another element, such as the introductory paragraph, in the same way, and so on, across all elements.

THE CHALLENGE WITH SPLIT TESTING ON THE WEB

Split Testing is considered a requisite for any advertising campaign. However, few business owners bother to test the marketing messages that appear on their websites, their landing pages, in their email campaigns, and product descriptions/purchase pages.

One reason for this is that sometimes we forget that our website is a sales channel—that every word of text, every link, every image and even the layout, color, and design, are all sales agents responsible for selling our product or service.

Therefore, we concentrate on driving traffic to our website, accepting whatever conversions come our way. We forget that we can systematically improve our website's sales conversions.

Now, the second reason few business owners test their website's conversionability is that the web simply moves too fast. Many sites are now dynamic with constantly updated copy,

new offers, and shifting markets or demographics.

Scientifically testing marketing messages online is nearly impossible when you are forced to test one element at a time across a large enough audience. By the time you know which elements work best, that particular product or service is no longer being sold, or your company's messaging has shifted.

THE COMPROMISE

Businesses have found a compromise between the low-risk/high-profit scientific advertising methodology and just plain giving up. This is where traditional website analytics come in.

Though a company would be hard pressed to scientifically test and improve its marketing messages, it could track and analyze its visitor behavior to try and ascertain what its audience wanted and how they would behave.

Such analytics are powerful, but they cannot give us definitive answers that directly translate into increased sales conversions.

This issue leads us back to Multi-Variate testing, which we promised to cover…

WHAT IS MULTI-VARIATE TESTING?

Multi-Variate Testing is a unique and rapid methodology for testing mutliple variations across dozens of elements to not only reveal the winning version of each element, but the winning *combination* of various elements.

Until now, such testing was impossible. For instance, if you had 15 elements on your website that you wanted to test, and 2 variations for each element, that would require 32,768 different versions of your website that would each need to be tested among a large enough sampling of your visitors. This would take nearly a century to test and is of course not nearly plausible.

However, just as search engines have developed sophisticated algorithms to measure and analyze numerous elements on your website to determine relevance, we now have algorithms to accurately rotate, measure, and analyze thousands or even tens of thousands of variations of your website. The process does not alter your website's code, nor interfere with your visitor's experience.

Now, you can determine in as little as 90 days the absolute best combination of elements to create a marketing message or web page guaranteed to far outpull all your previous website efforts.

WHERE TO BEGIN

As powerful as Multi-Variate testing is, you'd expect it to be an excruciating process to get moving and implement. But thankfully, it's not!

Unfortunately, very few professionals or companies offer multivariate conversion analysis. You can probably count us on one hand. Plus, the software we work with is proprietary and not for sale.

However, this this actually works to your advantage! Our analysis experts will work with you to determine which elements you'd like to test and how many variations of each you would like (you can have two variations for one element, four for another, and so on). We will analyze your current traffic, support inquiries, and competition, to ensure we've covered all your bases.

Next, you'll create the different variations of copy necessary for testing (or one of our professional copywriters can do this for you), and provide any graphics for design variables.

We then customize our Multi-Variate software with your data and let it run through a series of mathematical queries to determine the 10-20 combinations of element variations that will deliver the highest impact to your sales.

As each new visitor lands on your site, our software rotates these versions[1], collecting data to determine which version pulls the best results. You receive daily results and weekly reports during this time.

Once enough data has been collected, our software calculates precisely which combination of variables will maximize your sales gain (in addition to just the 10-20 combinations actually tested).

This results in 3 or 4 "greatest gain" versions of your website that are then tested in a traditional A/B Split test. We compare these to your control (original) version of your website so you can see the precise increase in conversions and sales.

The entire process takes roughly 90 days or less.

DID WE MENTION YOU'RE GUARANTEED RESULTS?

We get paid when you get results. You simply pay us a percentage of the additional revenue we generate for you _after_ we generate it[*].

The only fee you pay up-front is a setup fee to cover our expenses while developing your campaign. This fee counts towards our commission (in essence you get your money back). Plus, if we can't increase your conversions by at least 10% above your previous sales highs, you also get your money back.

You really can't lose.

Our only restriction is that you have an annual revenue of at least $500,000.

Contact us to learn more and to request a free conversion consultation.

This is of course at no obligation to you to work with us. We're simply happy to help.

So get in touch with us. You can contact us several ways:

❶   Email: [EMAIL ADDRESS]

❷   Phone: [PHONE NUMBER]

❸   Complete the following Contact Us form and one of our staff will phone you in the next 24-48 hours.

We look forward to hearing from you.

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[1] We track repeat visits so your visitor will see the same version each time.
[*] This does not include any copywriting or design services.