

Improve Website Conversions Through Persuasive Copy



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Does this describe your company and your website? You have a great product or service, but you simply don't present it in such a way that gets people to buy or take some type of further action. People bounce right off your site faster than you can flip a switch.

Question: What's the quickest way to get people to leave your website?

Answer: Having a **BORING** headline that doesn't grab the visitor's attention or compel them to take further action.

You may be getting tons of traffic to your site, but if your website doesn't convert, it's like putting a bunch of coins into a broken coke machine over and over again, hoping to get a drink that never comes. What's worse, if you're paying for that traffic, it hurts your bottom line. Having a high conversion rate allows you to outspend your competitors on advertising and still make money, which is a tremendous competitive advantage.

The first step is to know what emotional buttons to push with your prospects and differentiate yourself from the rest of your competition by showing them you're credible and that they can trust you enough to buy from you - or at least begin the buying dialogue.

It's **NOT** about all the fancy, wonderful features your product or service has or how long you've been in business. What your website visitors **REALLY** care about is how you are going to solve a problem or need, and how quickly, easily and cost-effectively you can do it.

In other words, does your copy make it clear what's in it for **THEM**?

Below are the four biggest persuasive copywriting secrets. Follow them, and let them change the way you think and write web copy in order to dramatically increase your conversion rates.

1. Figure out the one or two biggest benefits of your product or service or headaches your product or service eliminates and construct a compelling headline using this information.
2. Focus your content on "benefits" and not "features" and write as if your prospects are sitting across the table from you. Explain to them why they should buy from you or choose you over your competition.
3. If you want to sell more, you have to put your prospects at ease. Offer them a guarantee! Example: "Your satisfaction is guaranteed. If you are not completely satisfied with our product then simply send it back to us within 30 days or less and you will receive a complete refund."
4. Add testimonials to your website. This adds third-party credibility and endorses your offer. If your prospects see that you've helped others with the same "pain" as they have, then they will be more inclined to buy from you.

Always include compelling reasons why your product or service is superior to others, why they should believe what you say to be true, and why they should immediately respond to your offer.

Implement the above action items and you will see a significant **BOOST** in conversion rates from your website.

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Page 2

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