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# TRAFFIC CONVERSION PRIMER

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

Provided by Raam Anand

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 only one element altered.

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 multiple 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

At <http://Traffic-Sales-Profits.com> we are offering a package that could bring you tons of highly targeted TRAFFIC to your website.

Just visit and take a look at how a team of qualified professionals could drive REAL visitors to YOUR website.

This is a brand new SERVICE that we are offering.

## HOW DO I DRIVE TRAFFIC?

Did you know that there are dozens of ways to attract targeted traffic to your website?

Out of those dirty dozens, we have tested, tweaked and improved upon 15 STRATEGIES that could drive unlimited traffic to YOUR website.

Visit our website below to learn "How to get all the Traffic, Sales and Profits you deserve..."

<http://Traffic-Sales-Profits.com>

Show me how to:

Get more website traffic ▾

GO

Recommended Resources:

#1. Social Bookmarking Automation Software Blog Comment Software. Two New Software! BookmarkingDemon.com - Tagging With Social Bookmarking And Get Targeted Traffic And High Pr Backlinks Automatically Blogcommentdemon.com - Find Hundreds Of Themed Link!

<http://infoyogis.bookdemon.hop.clickbank.net/>

#2. Brand New: Web 2.0 Traffic Stampede. Drive A Stampede Of Free Traffic To Your Site Using The Power Of Web 2.0.

<http://infoyogis.blakes7.hop.clickbank.net/>

#3. Search Engine Cloaker - King Of Search Engine Optimization And Traffic. We Are The King Of Search Engine Optimization. We Guarantee That You Will Get More Search Engine Listings And Traffic Within 30 Days. Our Advanced Software Writes Unique, Automated, Optimized Content Just For The Search Engines.

<http://infoyogis.cloaker.hop.clickbank.net/>

#4. Michaels Traffic Videos. The 33-Year-Old English Man Behind The Best-Selling "Michael's Traffic Videos" Has Been Declared INSANE Because... he is now GIVING YOU TWO of his best-selling paid videos for FREE!

<http://infoyogis.htmlintro.hop.clickbank.net/>