



# **110 BITE-SIZED**

## ***Tips to Boost Website Conversion Rates***

**How To Quickly & Easily  
Increase Your Conversions Rates  
One Bite At a Time**

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# Introduction to Website Conversion Rates

Having an e-commerce website can be challenging. There is inventory to monitor, customers to keep happy, advertising to do, and of course security to maintain in order to protect the integrity of the site and your customers. With all of the important steps involved to make sure your business website is a success, conversion rates should be taken into account.

So what is a conversion rate? Essentially, a conversion rate is the number of visits or “hits” you receive on your website that change over, or convert to, a sale. For example, if your site were to get 100 visits in one week and one person made a sale, you’d have a 1% conversion rate.

Effective advertising is important in ensuring a higher conversion rate. Making sure your website is noticed and that the product you’re selling is very clear is essential to success. Getting the hits is important, but finalizing that sale is even more important. A good website that does a lot of business is much more involved than many people might think.

A lot of factors are involved with ensuring that visitors click on and then actually buy items they see. There are many things you can do to get the most conversion rates possible which means those website views and random clicks actually turn into cold, hard cash (otherwise known as sales).

Here are 110 helpful tips to ensure that your website’s hits and simple clicks and visits turn into actual sales.

1. Color is important. Be sure you choose an appealing color theme for your website. This should be universal throughout the site, and look appealing to the eye. Psychologically speaking, colors really do influence how people perceive things. Do a little bit of research and look for colors that will go with your overall business type and the attitude you’re trying to project. This is not limited to just the font and

background colors. It also applies to graphics and wallpaper that you might use on the website. In some cases, white is better so decide which pages need extra background color and which ones do not.

2. Logos say it all. When you create your website, think about a company logo first and foremost. This logo will be an absolutely invaluable part of your conversion rates. Good company and website logos enhance the feel of your site, and create brand recognition. When people recognize the brand or product because of your logo, the odds are they will have better faith in your goods and services, which results in a sale.

3. Make the website easy to use. Be sure your website is easy to navigate, and products are clearly described and thoroughly explained. Divide the site into sections based on item type, and make each page look professional. People will want to buy your products only if they get a complete description of them. Otherwise, they may shy away and turn to another site.

4. Shopping carts should be easy to use. Choose your shopping cart software carefully. Include an area for promotional codes, sales tax, and make choosing shipping options easy. This really helps so that customers can see the total amount of their order before they check out, and can easily add or delete items from their cart as they shop around.

5. Security is number one. Ensure that your website's SSL Certificate is up to date. The small lock at the bottom of the website ensures people that you are secure and that their information is completely safe. This will not only instill confidence in the visitors, but will protect you from liability in any potential cases of fraudulent activity.

6. Headlines, headlines, headlines. The headline of your site is usually the first thing people see when they click on the home page. You want the headline to be catchy and something they will easily pass on to other people. Make sure the headline is snappy, intelligent, and unique to your site.

7. Incentives help increase conversions. Tantalize people with free gifts, or free months' supplies of your products can help convert that hit over to a sale. Free shipping, or a coupon code that allows for a certain percentage off of their total purchase are also both good incentives to offer. These encourage people to buy something since they get a freebie or a discount so they can save money. In today's economy, free shipping is a huge bonus and will almost always encourage sales.

8. Affiliate programs work. Come up with a good affiliate program. Affiliate programs offer people incentives for directing visitors to your site in order to get sales. The affiliate can get revenue from the sale, free products, or other things that will get them to promote the website. A good affiliate program can help your conversion rate increase quite significantly. Remember to keep in touch with your affiliates on a regular basis and encourage them to get those sales! Affiliates can do wonders for your business, and hit the ground working for you. Come up with a good template that affiliates can use to publish on their own websites and include in their own emails.

9. Customer service can keep them coming back for more. Be sure you offer thorough and efficient customer service. People will not return and will tell others about the website if they are not receiving top notch customer service. This includes technical support as well. Make sure you are able to answer all customer questions and help people in a timely manner so they will want to buy from your website. People who get less than stellar service often never return.

10. Make your return policy clear. Customers want to know they have 100% satisfaction guaranteed, and that they can return items they are not happy with. Be sure your return policy is very clear and shown somewhere where people can easily find it. Some customers will not make an online purchase if they are not assured that it can be returned. Let people know in advance if your company will pay for the return shipping, or if they are responsible for paying to get it back to you on their own dime.

11. Privacy is important. Aside from the return policy, you also need to include a good privacy policy. Make sure people know their information is protected and will not be sold to a third party. A privacy policy should be easy to find and easy to read. You can use several different

templates, as long as the company name is changed, and you revamp some sections of it to fit your business.

12. Having sales creates more sales. Come up with creative sales so people will want to buy something from the website. Use promotional emails, forum postings, and banner ads to attract the attention of customers who are looking for a good deal. Forum links can encourage people to check out your website.

13. Advertise effectively. Use banner ads, flash movies, and other forms of Internet advertising to attract new people to your website. Think of some unusual ways that will grab people and force them to click onto the site. Teaser ads and colorful flash are great ways to attract new visitors that will hopefully become sales. Talk to affiliate websites, and other businesses who sell products in the same niche as yours, and see about perhaps swapping your ad on their site for their ad on yours. Look for advertising discounts, and only advertise in places that will attract real buyers.

14. Describe your products fully. Be sure every item you sell has a thorough description about it and good, clear, professional pictures. Every single thing you are selling should be easy for the customer to see and understand. This includes color, size, and detailed descriptions such as materials used (i.e. if you sell shirts, let customers know the material like 100% cotton, etc). The more description included with each item, the better. Remember, people cannot actually hold these items in their hand and look at and touch them, so they need to be able to get a sense of everything they look at on the site.

15. 800 numbers really matter. Website surfers and e-commerce shoppers want assurance that they can contact anyone at any time if they have a concern with your website. Adding a 1-800 phone number can actually increase your conversion rate by a few percent each month. If customers can call and get in touch with someone if they have questions, they will most likely continue shopping and make the sale. If they have a difficult time getting a hold of someone, then they will probably move on to another website.

16. Enlarge the photos. As previously mentioned, good clear photos can really make a difference. Having the enlarge and zoom option

make it even more appealing. If people can get a clear view of the items they might buy, they feel much more confident in making that final purchase without holding the item in their hand.

17. Add in FAQ's. Frequently Asked Questions are a great tool to help encourage customers to get the help they need simply by clicking on your FAQ page. Come up with the most common questions people would ask, and add them on a dedicated page along with answers. Of course, people can always email or call your 800 number, but having FAQ's really does help.

18. Be upfront with all pricing. Don't try to hide pricing, especially shipping. Make it easy for potential customers to know just how much their total purchase will be with shipping right from the outset. A lot of times, Internet shoppers will turn away at the last minute if the shipping cost is unexpectedly too high.

19. Use Heat Map technology. This new technology allows you to see what your visitors are hovering or clicking the mouse on. You'll then be able to optimize or tweak any particular area that's getting a lot of attention and areas which aren't. [www.CrazyEgg.com](http://www.CrazyEgg.com) is a heat map service you can use.

20. Live chat is effective. Include a live chat option to your site if possible. The 1-800 number is great, but some people prefer to just email or chat online. Adding in a live chat feature is a good way to show your business is sophisticated, and concerned about its customers' needs. While you probably won't have Live Chat online 100% of the time, it's good to have operators on staff during regular business hours, or during your particular website's peak hours.

21. Prove you're real and physical. A real, physical address is definitely a reassurance for people when they look at the website. It also encourages them to correspond via regular mail (or snail mail) as well as email. A physical address ensures that you are legitimate and shows them that you have a business address.

22. Customer testimonials matter. Use your satisfied customers' kind words as testimonials on the website. Put them in a prominent place

so people can clearly see them. Customer testimonials make people feel better about buying from you since there has been a past history of others who are happy with your products or services.

23. Inform people about you. Include an “about us” section on the website. Give a company history, as well as more detailed information about what it is you’re selling. You can tell people the year you were founded, where you’re located, and what ideas you came up with to start the business. An “about me” section is always helpful and attracts people to your site.

24. Always check your work. Whenever you add, delete, or make any kind of changes to your website, make sure you check the spelling. Product descriptions often change, so it can be very easy to make typos. Be very careful of all text and ensure that everything is spelled properly the first time. Misspellings tend to scare people away, especially when it comes to spending money.

25. Be realistic. Use compelling text that convinces people to make a purchase, but stay away from melodramatic or overly exaggerated words. Sounding too unrealistic does not appeal to most logically thinking customers. They want the facts and want to hear or read more, but don’t need too much.

26. Display stock status. If you only have a few of each item, consider showing the number of items in stock somewhere near the product. This usually gives people the idea that the items are limited in quantity, and it may entice them to buy more than one. It also helps you to track your inventory a bit better.

27. Keep it fresh. Try to rotate your items as much as you can. If something has been on your website for a long time and it is not getting any bites, consider removing it and adding something new. Changing up your inventory entices people to see what’s new.

28. Check on the copyright. Make sure the copyright at the bottom of every single page is up to date. If it’s 2009, you don’t want your copyright to read 2001. This makes the whole site look and feel outdated, even if you’ve just recently updated it.

29. Customize errors. If your customer happens to run across an error, you can customize your 404 error pages. If there's a problem with the server, make it look professional and give people a secure sense that the website will be back up and running as soon as possible.

30. Sorting makes life easier. Add a sort items option to your web store. Allow people to sort by sizes, price, color, and most recently added items. This makes navigating the website much easier, and shopping a breeze. You should also allow customers to choose how many items they see per page of results, such as only 10 per page, 40 per page, or all items on each page.

31. Too many choices can be annoying. If you're selling blue t-shirts, and blue t-shirts only, there is no need to have a color choice drop down box. This can seem misleading and make people think other colors were once available. It is also overkill, so try to only use this when there are actually multiple colors or other options to choose from.

32. Give people estimated delivery times. Although it's impossible to predict UPS and the post office, adding an estimated delivery time for your customer is helpful. This keeps up anticipation, and encourages people to make a purchase since they have an idea when the item will arrive.

33. Allow for mailing list sign ups. Create a page where people can enter their email address in to sign up for a newsletter or mailing list. That way, they can be updated when you have new sales and your conversion rate will improve. A lot of online merchants add this to the home page, but you can put it wherever works best for you.

34. Don't get too technical. When customers enter in their credit card number, do not use the term CVV code. Instead, explain that it is the last 3 digits on the back of their card. Avoid sounding too techie, since a lot of online shoppers will not understand the technical lingo. Show a picture of the back of a "fake" credit card, and circle the last three digits so people can clearly see and understand what the CVV code is.

The CVV code is an excellent anti fraud method, so it's recommended that you turn on this option in your shopping cart.

35. Showcase your best sellers. Use the home page or another main shopping page to highlight the top 5 or 10 items that sell on the website. By showing people what is selling well, they will be interested to learn more. Don't feature more than 5 to 10 items, or else it will look cluttered and the customer may think that you're boasting that everything is a big seller. By choosing a few select items, you're enticing people to buy these items and to check out some other things throughout the website.

36. Make your buttons stand out. Be sure your "buy now" button and other buttons on your website look professional, colorful, and attract people to buy. Even something as small as a button can make a big difference in what people end up doing when they visit.

37. Highlight your links. Underline and highlight all clickable links. This will entice people to click on, and it lets them know that certain text can be clicked on to take them to a new page with more information.

38. Pay attention to your keywords. Implement good keywords into your website so people who search with them will stumble on your site. Be sure to use a good SEO service or program that can help you maximize your keywords effectively.

39. Showcase one special deal each week. If you can, try to rotate a hot deal every week. This will keep customers coming back, and will entice new ones. This is not the same thing as the special items or best sellers, but instead one, specific item that is on sale for the week.

40. Highlight the seasons. Make a list of all seasons and holidays, and then come up with interesting graphics and promotions for each. Don't forget to include these promos in your email newsletters or weekly mailings for those who have signed up on the sight.

41. Look for niche groups. Think about the products and services you're selling, then try to find the niche groups who would be

interested in them. Find forums, websites, and other sources where these people frequent, and then post some information with your link. Target groups are the way to get people who will be more likely to make a sale to come to your site and buy something. You wouldn't add a link to your site that sells women's clothing on a gun and ammo site, and vice versa. Be aware of who your niche customers are, and then focus in on those websites. Register as a user, and post in their forums and include your link. Many people will at least take a look at it via this method.

42. Surveys matter. Don't be afraid to follow up each purchase with a customer satisfaction survey. It can be completely up to the customer to fill it out, but often you will get some constructive criticism and some helpful input from others this way. The survey can be a pop up once they've completed an order, a link at the order confirmation page, or through an email when they are done. Survey Monkey is a good survey client, but there are many others you can use and recruit to help compile your survey data for you.

43. Be prepared. If you don't have anyone at certain times to answer your 800 number or you cannot answer all customer emails immediately, it's important to be prepared. Come up with a pre-recorded message stating your hours and an alternative contact method for those who call. For emails, have an autoresponder set up so people will at least have a confirmation that their email was received before you answer them.

44. Make it short and sweet. Don't make the checkout process so tedious that it scares buyers away. Try to streamline your cart so that adding items, entering in billing & shipping information, and then paying with credit card is a snap.

45. Go above and beyond. Do not use a generic template to create your website. Instead, design the site yourself or hire a web designer who will give your web page pizzazz. You don't want to look like other sites, and you want to have a unique feel to your business that distinguishes you from the rest.

46. Test, test, and test some more. Always test your site and cart to make sure it's working properly. Feel free to make changes as you see

fit, and try to eliminate website errors. By performing frequent and thorough testing, you will ensure that your website is working the way it should be.

47. Delegate duties if possible. Depending on the size of your business, you may want to hire or utilize one person who is solely dedicated to the sales portion of your business. This person's mission should be to market, advertise, and reach out to potential customers. As an e-commerce business owner, that person should be you, but if you're too busy or have too much volume to handle it all yourself, you'll want someone else to help grab the reigns.

48. Show costs as they go. Instead of tallying up the total cost when the customer adds in their shipping information, try to tally this info. as they go along. People are very money conscious these days, so knowing how much they're spending in total as they shop can be very helpful.

49. Be competitive. Not only does your site need to be competitive in the Internet world, your prices should be also. Don't overcharge people if you can avoid it. Most web savvy shoppers know a good deal when they see one, and if they feel like they could find it elsewhere, odds are they will.

50. Search tools rule. Make sure your search box and tool work properly. Be sure to program this script so that it shows results to the customers in detail. A lot of people go to different sites just to search for a specific item, so you want that item to easily be displayed. Test your search tool often to ensure that the results are being displayed properly.

51. Place the cart in a good spot. Make sure the shopping cart is easy to find and easy to see. The upper right corner seems to be a popular place versus the bottom of the screen. If someone updates their cart, the pop up and cart window should show this immediately, so they can track their purchases.

52. Avoid the country selection. The odds are very likely that most of your customers will be from the United States. That annoying choose

your country option is not really necessary and can be rather tedious. If you only ship to the US and Canada for example, make those the only two options to choose from.

53. Credit cards are not the only way for people pay. While most online shoppers use credit cards, including other payment options gives people more choices as to how they buy. Think about adding a service such as Paypal or accepting e-checks as an alternative payment. You can even offer a printable order form for those who still prefer to mail checks or money orders through snail mail. This should most likely boost your conversion rate, since the customer can pick his or her preferred payment method.

54. Speed is key. Make sure your site loads as quickly as possible. Studies have shown that most visitors who have to wait more than five seconds for a page to load will move on to another one. Having a good web host that will display your website quickly is very important.

55. Relate your products. Add suggestions for other products on your individual product landing pages. For example, if a customer buys a widget, add an application that says something like, "If you like this item, you will also like widget 2!" and include a photo. Often, people are not aware of what else you have to offer till you direct them to the right place.

56. Make sure shoppers know it's a sale. Just lowering your prices is not enough. Be sure to put a red slash through the original price when showing the sale price. That way, customers will know how much they have saved. In addition, you can also add a special headline whenever you host a sale. This makes people look more carefully at your products to see how much they can save.

57. Network. Use helpful marketing and pricing websites such as Froogle, BizRate, and Eopinions, to name a few. Once you get the exposure on other sites, your hits and conversion rate should both increase significantly. Many online shoppers look for bargains through these types of websites first, so if you are not included, you are definitely missing out.

58. Discern the differences. Don't make all of your products sound the same except for differentiating sizes and colors. Try to be as specific as you can, so people will know exactly what they're buying.

59. Be as reassuring as you can. Include as many reassurances in regards to your website's security, money back guarantees, and ensuring that people will have 100% satisfaction. They want to know they can trust you as a merchant before they buy.

60. Push the positives. Include as many detailed descriptions of how your product will enrich your customers' lives as possible. The goal is to make people feel good even before they commit to buy.

61. Seals boost confidence. Include seals on your website such as the Better Business Bureau, Verisign, and Hacker Safe. These instill confidence and show your professionalism.

62. Font size matters. Be careful of your font sizes, and remember that larger font sizes for certain key words or items will increase sales. Studies have shown this to be effective, so use it to your advantage where possible (without looking too obnoxious, of course).

63. Brainstorm. Think hard about things that make your products stand out. Then expand on that. Come up with creative marketing ideas unique to your website, and do some promos that will create a buzz online.

64. Single columns work. Try to maintain a single column layout on the site. People want to be able to read things smoothly, and it should flow. Too much junk on the sides or several columns of text can turn people off.

65. Switch till you find what works. If you need to switch back and forth between two or three different headlines, you can. Testing out which headline brings in the most sales is an effective way to know what techniques are bringing buyers in.

66. Headlines aren't the only things to revamp. Look at EVERY aspect of your website: item photos, descriptive text, buttons, color schemes, etc. Then change them around until you feel like you're getting the most sales. Don't be afraid to update or make changes as you see fit.

67. Use software that helps. Google's Website Optimizer is a great tool to help you get the most out of your site. It's effective, easy to use, and has a lot of powerful extras to get people clicking, and most importantly, buying.

68. Analyze the data. Use Google Analytics ([www.google.com/analytics](http://www.google.com/analytics)) to your advantage. This software allows you to test your hits, as well as track them. Getting a good tracking tool is definitely invaluable to having a better picture of where your visitors are coming from, and who is making a sale.

69. Use other media to advertise. You don't have to just stick to Internet ads. Remember that magazines, newspaper, and even TV ads (if you can afford it) will also bring more people to your website, so don't be afraid to use them.

70. Increase other things as your conversion rate increases. As you start to see sales go up, it's important to continue to increase other things like product availability and selection, advertising, and affiliate incentives. As your business gets busy, the number of hits will go up, so in order to increase the actual conversion rate, you may need to double your efforts as well.

71. Don't forget directories. Although advertising is effective, do not forget to include your website in different directories as well. For example, if you sell shoes, be sure to get your website on related directories that list shoe retailers. Find specific websites that relate to your niche business and include yourself on their lists if possible.

72. Diversify the tools. While Google Analytics is helpful, don't forget there are other software vendors and other testing methods you can use. Some examples include the A/B test, split test, and usability tests, to name a few.

73. The customer rules the day. While you might prefer a green color scheme over a red one, remember that the customer is always right. Follow their patterns, look at what they are clicking on, and go with whatever template and products are getting the sales. Although you may like the way something looks better, it's the customer who has the final say and will get you the conversion rate you want.

74. Patience is important. No website is a complete success overnight. Remember that it takes hard work and a whole lot of revamping and revising to get the "perfect" site, and even then you'll end up making changes. It takes time to get yourself known out there in the World Wide Web.

75. Don't be afraid to mimic. While you don't want to copy other companies' websites, feel free to use their same layout and other similar things that they do. If it works for one site, the odds are it could work for you, too. As long as you are not using copyrighted material or the exact same wording, descriptions, etc., it's ok to mimic the same style of website if you find it works out better for your business as well.

76. Keep in mind that setbacks happen. If you have a day or two where your conversion rate is low while you're testing something new out, don't panic. Remember that the rate will come and go in spurts, and that things will fluctuate as you make changes.

77. The more data, the better. Be sure your testing period is long enough to get the proper data you need to make a real assessment. If it takes more than a week, then bear with it. It's essential to get all of the needed data so you can get a big picture of what is working for the site, and what is not.

78. Find a good shipping service. Be sure you choose a shipping service that provides delivery confirmation and fast shipping. Whether it's the US Postal Service, UPS, or Fed Ex, find the best service that will get your products to the customer quickly. You can also include overnight and 2-day shipping options if available.

79. Make lists. Come up with the top 5 things you like about your website, things you dislike, things that are effective, things that are not, etc. Then look at them side-by-side so you can brainstorm the differences. Making lists is a great way to get everything on one piece of paper (or computer screen) right in front of you, all together at one time.

80. Use your best customers as a good gauge for your success. Don't be afraid to ask some of your repeat or bigger customers what they think on a personal level. The loyal customers are an excellent way to see where your best assets are, and what your shortcomings might be. They are usually honest and will tell you their true opinion.

81. Make sure headlines are believable. While the headline's purpose is to attract people to the site and to buy, they should not be so outrageous that the claims sound unbelievable. If they are, many customer will steer clear of your website. Headlines are imperative to your success, so write them and publish them very carefully.

82. Don't forget the tagline. The tagline is also very important, and is usually found right underneath the headline. Basically, your tagline will be a further explanation of the headline, and is usually smaller in font size. This is also important to express in a way that customers understand your intentions without sounding like a snake oil salesman.

83. Use out of the box selling techniques. If you dare, you can always use the buy now, pay later approach, monthly installments, and free trials. This is a little bit risky for new businesses, but for more established websites, it's an excellent way to bring in new customers, and keep them.

84. Separate your customers and/or products by type. You can always distinguish your customers by type such as silver, gold, or platinum, and offer deals to the best ones. This offers people an incentive to buy more in order to receive rewards. This can also apply to your products. For example, if you sell several different "grades" of an item, show the difference by attaching a type to them such as premium, etc.

85. Utilize tools for text. In other words, be sure to use bold, highlighted, or italicized text to bring attention to the important key words, or the “buy now” type of words. You can also use some customized text types, including fonts and “hand drawn” things like stars, circled words, and more.

86. Keep the clutter out. Do not allow any of your pages to be cluttered. While you want to pack in as much information on each page as possible, clutter will almost always drive people away from your website, and on to another one. Try to make the format and layout look smooth, organized and most importantly, easy to navigate.

87. Place links to every other page on every single page. You want to make sure people coming to your website can find the “about us,” FAQ page, privacy policy, home page, and shopping cart from anywhere they go on your website. If they cannot easily get to their cart to see what items they’ve purchased they may try another place to buy. It’s also essential that your FAQ’s and contact us pages are very easy to find. If people cannot get their questions answered, they will probably move on.

88. Make sure home is the place to be. Ensure that the home page is the most powerful page of all. The people coming to your site need to immediately feel comfortable, excited, and interested in what you have to sell. By making the home page full of interesting things to look at and information to discover, you’re automatically making people feel welcome and intrigued.

89. Remove unnecessary links. Don’t include links to other websites, links to affiliate sign up, or other extra links on every page. It only distracts people and can often lead them to click on the link, and totally forget where they were (which is YOUR site!). There’s nothing wrong with including links to other places, just be sure it’s on dedicated pages, or after the customer has purchased something.

90. Don’t forget to say thank you. When someone makes a purchase, be sure there is a thank you page that people will see to show how much you appreciate them buying. It gives people a good feeling and also gives them confirmation of their order.

91. Order confirmation instills confidence. Make sure you have a good, solid order numbering system as well as a thoroughly written autoresponder. When people make a purchase, they need to not only get the thank you page and an order confirmation, but they should also receive an email confirming the same. Be sure to include their order number with the email.

92. One good purchase deserves another. If someone is a first time buyer, offer them a coupon for a percentage off of their next purchase. Include this either in their order confirmation email, or on a printed coupon code postcard you can include with your shipped items.

93. Shipping confirmation is important. In order to avoid people asking "where's my stuff?" or constantly bombarding your 800 number and inbox with shipping questions, include shipment confirmation to all customers. This way, they can track their package status without worry. People want to know the progress of shipped items ordered online so they know it's on the way to their home.

94. Pictures of customers help boost reputation. If you have a product people really like, encourage customers to send in pictures of themselves using it. This can be added to the testimonials page, and it gives new potential customers an idea of what your product looks like in person and while it's being used. You can even sponsor a contest to encourage people to send in their photos.

95. Audio and visual make it fun. Include things like music, flash movies, and other things to make the site more interactive. People want to feel like they're really involved with the site, and video can especially help with this. You do not want to bombard people with too much media, but the option to click on a video here and there can boost the look and feel of the site.

96. Don't get too complex with your wording. While you definitely want to get the point across to people, don't make your sentences too fancy, too long, or too complicated. Use simple, fun language that gives people a good feeling without causing them to feel like they're

overwhelmed or intimidated. Then, include the description in a smaller font underneath that.

97. Bulleted points grab attention. If you have a few pages that look like a sales letter, be sure to include bulleted points. These are basically a list with bullets that point out unique, individual points about your product. Bullets make the page easier to read, and point out the important, essential facts in a nice format.

98. Do not ask for too much info. Never ask customers for things like their social security number or date of birth. Even if your website is extremely secure with no worries about fraud or identity theft, most people will immediately shy away once you request this kind of information. In most, if not all cases, you really don't need this information anyway, so steer clear from asking for it.

99. Thumbnails look terrific on any website. When your customer adds an item to his or her shopping cart, include a little thumbnail photo of it. Not only does this look terrific, it reassures the customer that they have just ordered the correct number. It also looks very professional and streamlined when people look at their order summary before paying.

100. Make sure coupon fields work. Include a coupon code field, and then make sure it works. Since you will most likely rotate coupon promotions, make sure the new ones work. Test them often, and expect a few hiccups along the way. Whenever you introduce a new coupon, it's a good idea to test it out several times before you release it to the public for use. There is little more frustrating than entering in a coupon code and then having it not work! Often, customers will turn away from your site if they cannot get their codes to work.

101. Logos for your credit cards and shippers are an added bonus. While logos for things like the BBB and Hacker Safe were discussed earlier, don't forget to include other logos such as Visa and Mastercard, Discover, and UPS or Fed Ex. These logos show you're legitimate, instill confidence, and also look really nice on a website.

102. Refer a friend programs are good promotional tools. While an affiliate program is a great way to get others to help sell your products, a refer a friend program is also great. This offers current customers an incentive to refer your website and products to fellow friends and family members. What you offer as incentive is up to you, but many retailers online usually offer a coupon code, free shipping, or a small gift with their next purchase.

103. Have a good hosting company. Make sure you choose a steady, reliable web host for your site. Any down time is potential lost money, so it's very important that your website stays up and running at all times. You never know when people are looking. In addition, if your site is down a lot, people will give up and even worse, spread the word to others that it often has problems staying up and running.

104. Use newsletter opt-ins. If you have a weekly or monthly newsletter, be sure to include this opt-in feature on the website either on the home page, or at the check out. This way, you can keep in touch and establish a customer base.

105. Personalize. If you can, be sure to write the customer's name in all email correspondence. This can be either their first name, last name (i.e. Dear Mr. Smith), or both. Doing this makes people feel comfortable, and that instills buyer confidence. There are programs that can integrate the information the customer enters when checking out into the emails you send. When they open their email and see their name, they feel as if the email was actually typed by hand by your business.

106. Get to know your competitors. Find out what other websites are doing that make them successful. If you dare, feel free to contact the website hosts, programmer, or business owner of some other sites who compete with you and ask them what they are doing to get more sales. While you might not get an answer from everyone you contact, surely some fellow Internet businesses will be willing to share tips and tricks to help you out.

107. Partner up. Come up with a partner program with some businesses that sell items different than yours, but relate in some way. By creating partnerships, you make visitors to your website feel good

and understand that you are working with other companies. This also allows you to create new promotions that can be beneficial to both you and your new partner.

108. Test outside of the box. Something called eyetracking is a new way to test what people not only click on, but what they look at on your site. There is a few companies who offer actual hardware for eyetracking, but you can also simply ask people you recruit to do your testing. Find out what parts of the website is catching their eye, and look at what people are seeing first.

109. Large fonts for headlines are essential. Make your headline fonts the biggest of the entire website. While the headline's text is very important, the font style, size, and color are also essential in grabbing the eye. Customize a font for an even more individual experience that makes your website and your company stand out above the fold. Don't make the headline font so large it's obnoxious, but definitely make it appear to be just that: the main headline for your site.

110. Test and try, test and try, test and try. Using all of the tips here, utilize those analytical tools to your advantage. Then test out new things. Watch how you do, then test some more. You can never really test enough when it comes to getting a feel for your conversion rates. It is something that will be ever-evolving and constantly changing as your business grows and adapts.

# Conclusion

If you even use just a few of the tips listed here, you're well on your way to getting a higher conversion rate. No one can do every single thing on this list, and if they did, they would be the world's most thorough Internet company. On the other hand, just a few changes can do wonders for the sales rate of your website. By trying new things, making needed changes, and testing your results, you will be on the fast track to getting sales you expect and deserve. Look at your data on a daily basis so you can get a feel for what customers are thinking. It also allows you understand the things that are working as well as the things that are not.

Never be afraid to think outside the box when it comes to having your own Internet business. New ideas are what make people successful, and what makes them stick out to customers. Know what you want, and have a goal in mind. By writing up a mission statement and creating a realistic goal, you will have a prize to keep your eyes on. This helps to encourage success, boost confidence, and help you to continue on. If you decide to hire people such as Live Chat operators or telephone customer service reps, be sure you're using the best people possible. Using someone you know is a good idea if you're small and starting out. If you're a bit more established, use clients who have a good track record that hire representatives for you.

All of the elements shown here have an impact on how your conversion rate will do. By implementing a few changes, you will be amazed at how you can turn people who just click on the site for a quick look into people who actually buy the things you're selling. A few small changes as well as constant and thorough testing should bring some awesome results, as well as the money you expect when you own your own business. Patience is the key, as well as creativity, and a great looking website.