

mainstreet R.O.I.

Online Marketing Made Simple

For Main Street Inner Circle Members Only...

How to Double Your Website Conversion Rates

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Our Agenda Today

- The 3 Ways to Increase Revenue
- What is a Good Conversion Rate?
- 4 Steps to Increase Conversion Rates
- Action Checklist
- Q&A and Website Reviews

The 3 Ways to Increase Revenue

Revenue = Traffic x Conversion Rate x Value

1. Increase Website Traffic
2. Increase Website Conversions
3. Increase Customer Value

How to Increase Revenue by 120%

	Traffic	Conversion Rate	Customer Value	Revenue
Initial Example	1,000	1%	\$500	\$5,000

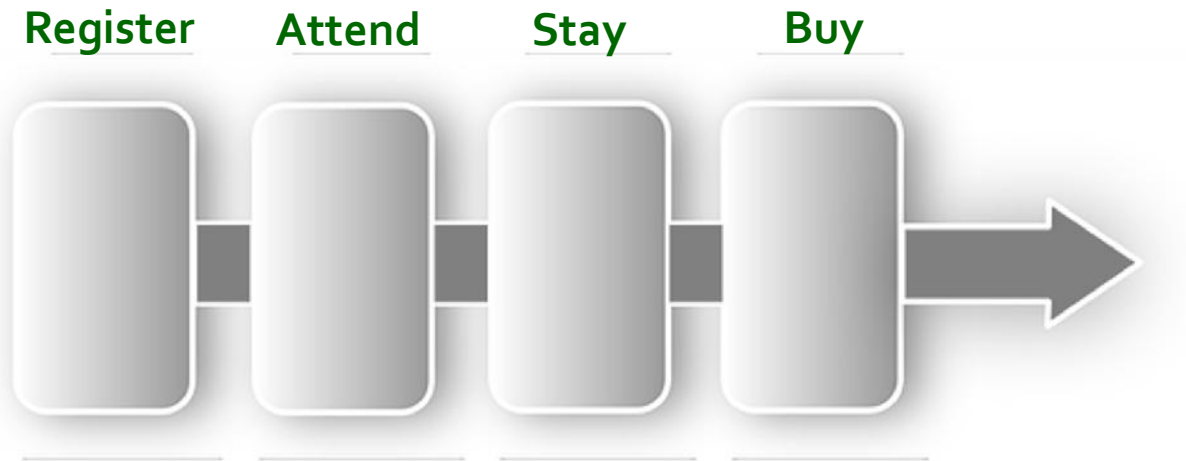
What is a Good Conversion Rate?

- It depends...
- How do you define your conversion?
- Free reports, webinars, etc. can be 20 – 50%
- Sales are typically around 1%

4 Steps to Increase Conversions

1. Define Your Micro-Conversions
2. Improve Your Sales Copy
3. Offer Lead Magnets
4. Improve Your Follow-Up

1. Define Micro-Conversions



2. Improve Sales Copy

1. Unique Selling Proposition (USP)
2. Irresistible Offer
3. Prominent Call to Action
4. Strong Headline
5. Benefit Focused Text
6. Social Proof
7. Credibility Indicators

1. Unique Selling Proposition (USP)

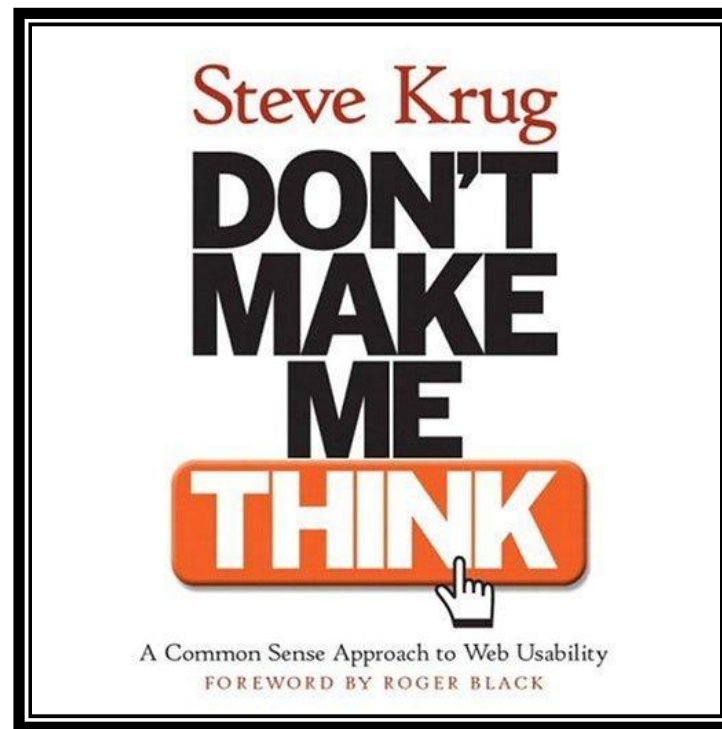
"Why should I, your prospect, choose to do business with you versus any and every other option available to me – including doing nothing?"

~ Dan Kennedy

2. Irresistible Offer

1. Free sample
2. Special discount
3. Strong guarantee
4. Free gift with order
5. Free information

3. Prominent Call to Action



4. Strong Headline

- 2 Primary Goals
 1. Reassure prospect is on the right page
 2. Encourage prospect to Keep reading

5. Benefit Focused Text

- *"How does this benefit ME?"* ~ Your prospect
- Match features to the real benefit

6. Social Proof

- Text, audio, video testimonials
- Two goals:
 1. Proof your product/service works
 2. Proof other people **in your prospect's exact situation** have seen success

7. Credibility Indicators

- List as much contact information as possible.
- List any groups and associations you're a member of.
- List any online or offline press mentions.
- List 3rd party trust seal

3. Offer Lead Magnets

1. Vast majority of visitors are not going to buy
2. Need to collect contact information and then use follow-up marketing
3. Create lead magnets for each of your target prospects

4. Improve Follow-Up

- What to follow up with
- How to follow up
- When to follow up

Action Checklist

- Define your micro-conversions
- Improve your website sales copy
 - USP, Irresistible Offer, Call-to-action, Strong Headline, Benefit-focused text, Social proof, Credibility indicators
- Create your lead magnet
- Improve your follow-up

Questions?

