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# Traffic Conversion Guide

Is your website generating a lot of traffic, but your conversions don't seem to increase at all? Are you wondering what should you do to finally start converting your visitors into customers? If you would like to know the answer, apply these four principles to promote your online business and get more sales.

The first is making sure that people are getting what they expect from visiting your site. Ask yourself this: how specific is my offer in relation to the advertisements which are generating my traffic? The most important thing to focus on here is being specific.

For example, your site may be about teaching people to play blues on the acoustic guitar, and yet your advertisements are for how to play the guitar. That is not how it should be done. Well, the problem with this is that you may have people coming to your site who are interested in blue grass, or electric lead guitar, or classical guitar. You may have to focus your messages and narrow down your traffic to make sure that you are attracting the right kind of traffic.

The next principle is to facilitate a process for your visitors. Don't offer them to leave a comment, sign up for your newsletter and take a survey at the same time, they will end up doing nothing of these. Make it a step by step process instead.

People become overwhelmed by too many choices and usually end up doing nothing. It is best to have a chain of offers that lead someone from receiving something free, to buying something that can make them a lot of money.

The third thing to remember is that you have to tell customers what is in it for them. No one is going to come to your site because they want to support your cause or buy your product. They are going to come there because they are expecting to get something of value.

So, when it comes to that try to be very clear about what people are going to get. simply telling them your product is great doesn't work - everyone is saying so.

Finally, do not expect a sale on the first visit. This is one of the leading causes of failure for online businesses and if you ask for a sale right away, you are bound to sell nothing. Think of marketing as dating. Work on building relationships with people and really caring about them. This will insure that you will gain trust with the public, which is what marketing is all about anyway. So get to work on your site and your offers and soon you will have the conversions you need.

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