TRAFFIC CONVERSION PRIMER

HOW TO INCREASE YOUR CONVERSION RATIOS BY UP TO 300% OR MORE IN LESS THAN 90 DAYS

Provided by MaximumTruthMedia

If you're interested in increasing your web site traffic, there are tried and tested ways to accomplish this. But don't stop at increasing traffic! 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, you'd still be missing out on easy money - unless you're regularly testing the multiple variables of your various marketing messages and landing pages.

Q. But how do we test every variable on our web site that could positively impact sales?

A. By doing Multi-Variate Testing.

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*. He explained that advertising need not be a gamble. 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 conduct A/B Split Tests. These 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 then take the better performing headline and test it against yet another headline until we are satisfied that they are generating the desired number of 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 a requisite for any advertising campaign. However, only a few business owners bother to test the marketing messages on their web sites, landing pages, email campaigns, and product descriptions/purchase pages.

One reason is that sometimes they forget that a web site is a sales channel. Every word, every link, every image and even the layout, color, and design, are all sales agents that influence their ability to sell a product or service.

People concentrate on driving traffic to their web sites, accepting whatever conversions are produced, but they overlook the fact that they can systematically improve their web site's sales conversions.

The second reason few business owners test their web site'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.

To scientifically test marketing messages online is nearly impossible when you are forced to test one element at a time across a large and wide audience. By the time you identify 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 abandoning the whole idea. This is where traditional web site analytics come in.

Though a company would be hard pressed to scientifically test and improve its marketing messages, it could track and analyze visitor behavior to try and ascertain what visitors want and how they 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 mentioned earlier...

WHAT IS MULTIVARIATE TESTING?

Multivariate Testing is a unique and rapid methodology for testing mutliple variations across dozens of elements to not only reveal the winning version of each element, but also the winning *combination* of various elements.

Until now, such testing was impossible. For instance, if you had 15 elements on your web site to test, and you had 2 variations of each element, that would require 32,768 different versions that need to be tested on a large representative sample of your visitors. This would take nearly a century to test and is of course not plausible!

However, just as search engines have developed sophisticated algorithms to measure and analyze numerous elements on your web site to determine relevance, we now have algorithms to accurately rotate, measure, and analyze thousands or even tens of thousands of variations of your web site. The process does not alter your web site's code, nor will it interfere with your visitor's experience.

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 significantly outpull all your previous web site efforts.

WHERE TO BEGIN

As powerful as multivariate testing is, you'd expect it to be an excruciating process. Thankfully, it's not!

Unfortunately, very few professionals or companies offer multivariate conversion analysis. That's probably an advantage for us because this is one expertise that we're proud to offer to our clients. And because we do it often, we've become competent in refining the process.

And this is also to your advantage! Our analysis experts will work with you to determine which elements you'd like to test and how many variations you'd like to test (you can have two variations for one element, four for another, and so on). We will analyze your current traffic, support

inquiries, assess the competition, and ensure we've covered all your bases.

Next, you'll create the different variations of copy necessary for testing (one of our professional copywriters can do this for you), and provide any graphics for design variables.

We then customize our software with your data and let it run through a series of mathematical queries to determine the 10-20 combinations of element variations that will deliver the highest impact to your sales.

As each new visitor lands on your site, our software rotates these versions[1], collecting data to determine which version pulls the best results. You will receive daily results and weekly reports during the test period.

When sufficient data has been collected, our software calculates precisely which combination of variables will maximize your sales gain (in addition to only the 10-20 combinations actually tested).

This results in 3 or 4 "greatest gain" versions of your web site that are then tested in a traditional A/B Split test. We compare these to your control (original) version of your web site so you see the precise increase in conversions and sales.

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[1] We track repeat visits so your visitor will see the same version each time.

The entire process takes roughly 90 days or less.

One essential fact we should mention: the increasing popularity of multi-variate testing for large-scale optimization of web sites and sales pages has given rise to software programs that focus on multi-variate testing. Our experience has shown that there is no perfect software that will satisfy ALL criteria when coming up with variations.

But this much we can say: we have tested and used many software products for multi-variate testing that we do for our clients and by evaluating the results obtained, we have become familiar with those that consistently produce superior results.

Contact us – at no obligation on your part - to learn more and request a free conversion consultation. We'd be delighted to discuss this more in detail!

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You can reach us via:

❶ Email: [YOUR EMAIL]

❷ Phone: [PHONE]

❸ Complete the following Contact Us form and one of our staff will phone you in the next 24-48 hours.

We look forward to hearing from you.