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5 Tips To Improve Your Conversions

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Sales pages can be difficult to optimise effectively. With so many different variables contributing to your [success as an affiliate marketer](#), it's essential to optimise your page by focusing on the aspects that are most highly converting for you. With so much information available on sales page resources and design, and so much argument and debate around what features and page types are the most important and effective, it can be difficult to know where to start when you're creating an affiliate sales page. This simple guide is designed to let you know what is effective and what isn't. When you focus on the most important parts of any page design and content, you can effectively abolish the ineffective and unworthy parts of your page with ease. So, here are five simple tips that can change your online sales page for the better:

1. Use different colours and text styles.

There's nothing less alluring than a sales page that's all black text. How will you ever catch the attention of someone if it's totally typed in Times New Roman or Comic Sans MS. If you have an boring sales page that reads just like a block of text then you will never [improve your conversions](#). Sales pages need to inspire your readers, and make them want to buy. Using different colours, text sizes, and styles can massively effect your audience. This variation succeeds for two reasons. Firstly, it divides your page into easy to read sections which is easier on the eye and will encourage users to read all the page. Secondly, it can be used to effectively highlight the most important and valuable sections of your sales page. By creating clear sections and highlighting the most important parts of your page, you can guide readers through your sales text, and effectively lead them towards your buy button and sales pitch.

2. Advise your readers why they need your product.

By giving an incentive and building up anticipation and enthusiasm, your readers grow to expect the level of quality that your product offers. However, when you reveal a low price at the end of this copy, you can amaze your readers and allow them to see the real value in your deal. When you create anticipation and excitement, then relieve people with an affordable and reasonable price, you'll see huge conversions and effective sales.

This all boils down to some basic psychology and economic principles. People will usually respond to incentives. Incentives are what drive people to buy your product, and as a marketer you need to create them. This can be anything from creating a sales page that describes a lifestyle that people want, to showing how your product can truly help people to solve their problems. When you imprint these ideas in peoples minds, the chance of a conversion and commission are much higher than when you simply tell them what features your product offers. Make things personal and easy to relate to and you'll see a massive increase in your conversion rate.

3. Build a good reputation.

Because of the huge amounts of scams and get rich quick schemes online, many people instantly switch off when they see the standard sales page. This is reinforced by the fact that many dodgy internet marketers operate outside of the reputable systems and services, leading them to project an image of distrust. While these unscrupulous marketers can create problems for those new to online business, building up a reputation for providing quality products and offering real value to customers will provide you with an extra avenue for which to promote and market your products.

By providing only high quality products that people genuinely want and need you will build yourself a good reputation which can only encourage people to buy from you. Who wants to spend their hard earned cash on inferior products? When you win the respect of customers and other marketers you will realise that you are close to achieving success as an affiliate marketer. Your reputation will stand you in good stead for years to come. When you reassure customers, you'll see massive long-term payoffs. This leads on to the next point...

4. Always operate within the systems that customers are familiar with.

When you stick with the big names like Paypal, EBay and Google, you create an aura of authenticity and authority. This boils down to a simple psychological phenomenon-people are much more likely to trust those that are associated with positive and genuine experiences than those that they associate with unfamiliarity and uncertainty. Always go with the big, well thought-of providers. For example, when you have a Paypal button on your page, you instantly generate rapport and trust with eBay users. They're grown familiar with Paypal through

their experience on eBay, and will be that much closer to trusting you completely. These small additions to your page can have substantial effects on sales.

5. Test and trial everything.

Testing allows you to see what's working successfully and what isn't. Any experienced marketer and webmaster is familiar with analytics and optimisation testing. This is an absolute necessity for marketing sales success. When you optimise your page to best support your users, you can guide them through your sales copy and towards your buy button. Use discerning optimisation and testing to determine what elements of your page are most effective, and then trim the fat away from your page so that only the most successful parts remain. This could be as simple as testing two different adverts in Google Adwords or trialing keywords.

These simple tips will guide you through your journey to success as an affiliate marketer and make certain you improve your conversions. Although it can be daunting sometimes, don't let it stop you continually striving for the best whether that be sales or your reputation as a marketer. When you optimise and focus on the important few parts of anything, you'll get to the root of the issue and the pinnacle of success faster than you can ever imagine.

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