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7 Tricks To Increased Site Income

You may have traffic arriving on your website and they are ticking over making purchases, but how else can you turn these visitors into cash? Here are 7 steps that you really should be trying out. And if you are looking for more tips to a href=http://www.promotionalgiftitems.co.uk/blog/ target=_blankget extra traffic to website/a, then dont forget to check out the blog for more tips!br /

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1) Use displaying adverts for other sites. Depending on your site, it may be suitable to carry some advertising. Maybe Google AdSense or banner ads. Google, and similar schemes, have the useful advantage of picking adverts most likely to be clicked on according to the content of your site whereas banners, depending on their source, are likely to either be paying a fixed amount for being displayed or be an affiliate banner. With either of these you have to be swap the banners - removing those that expire and finding new ones as required. Also, for affiliate schemes, swapping between the best performing schemes.br /

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2) Sell add on products. Look at what they have in their shopping basket and see what other customers who have chosen those items have bought with them. Doesn't work so simply if you are using a third party's shopping basket, but if it is coded using your own database then you can write a report to show you common selections and if you are a bit cleverer, also display the common additions either with the item or in the basket page.br /

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3) Sell special offers. Add small ticket price items that they might be interested in. Display them around the basket areas of the site. All you need to be selling is little add on gadgets that don't cost that much, but if there are enough extra sales, that can make a tidy amount of extra income.br /

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4) Offer free postage. Take a look at your customers' average basket order value and offer free postage for a small amount above that. Then watch and see if the average basket value increases. The lure of a something for free could just encourage people to buy more. Just watch that people aren't buying more then returning the extra (it's happened before).br /

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5) Offer special offer items for basket amounts. Again, look at the average basket order values and offer free or discounted goods when the basket total is a little more than average. If most buyers spend £20, then for £25 orders give a small item for free. And hopefully watch your sales increase. Just remember to state that the free item must be returned if other parts of the order are returned.br /

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6) Add monthly 'trinkets'. Have a special low-cost gift made and each month make one of these available for above average order baskets. Using the same theory as the previous step, but encouraging the people to come back next month to get the next item.br /

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7) Ask your customers to join your mailing list. Then you can sell them more by emailing them of latest stock, current promotions etc.br /

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All are very simple ideas, aimed at increasing sales and bringing in more cash in other ways. If you are looking for the answer for how to a href=http://www.promotionalgiftsitems.co.uk/ target=_blankget more free traffic to website/a, then check out the latest on the blog.

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