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Improve Conversion Rates With Content

Your site is fast and getting traffic, but conversion rates are disappointing. You may have problems with the tone of your content

Do You Believe?

You must have passion for the product or service you are providing. If you don't believe in it, why should visitors to your site? A lack of belief will result in weak content and poor conversion rates. If you are selling quality, you are doing the prospect a favor. The tone of your site should reflect this in the content.

To effectively convert prospects, every entry page of your site must tell visitors:

1. What you offer,
2. How they will benefit, and
3. Demand they take action.

Entry Pages

Many sites have conversion problems related to entry pages. Most people automatically envision the home page as the sole entry path to the site. Sweat, blood and tears are spent making the home page just write. Conversely, a fraction of the same effort is applied to internal pages. This is a fundamental mistake.

If server statistics are checked, you may be surprised to find significant amounts of traffic entering your site through internal pages of your site. Yes, a large percentage of visitors are entering the site without seeing the home page. If your "hook" is only on the home page, your conversions will suffer. Make sure you have a concise summary of your service and the benefits on every entry page to the site and conversions will improve.

What You Offer

Tell visitors exactly what you do with the first sentence. Don't be subtle. You only have a few seconds to get their attention. Don't waste it. The opening sentence should read something like, "At XYZ, we offer quality tools at wholesale prices." Bam! The prospect knows exactly what you are offering and if it fills their need.

Benefits

Tell your prospect how they will benefit from doing business with you. Don't assume they understand it. Again, be blunt with something like, "You save money when you buy from us because we have a low overhead and free shipping." Bam! Now the visitor knows you sell tools at a low price. This combination should result in shopping activity if they have any need for the tool products.

Demand Action

What do you want prospects to do when they visit your site? At the end of your content, make sure you tell them. "Click here to order" is a perfectly fine statement, but adding a benefit is optimal. "Click here to order with free shipping" is a superior demand. Regardless, make sure you tell them what to do and make it is easy as possible to take the requested action.

If you are offering quality, you are doing clients a favor. Make sure the tone of your site reflects that fact.

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