

7 Conversion Tips To Getting Extra Sales From Your Website

**Quick and easy insider tips
guaranteed to boost your
profits**



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Every business could do with some extra sales.

Here are 7 no cost conversion tips that are quick and easy to implement but will significantly increase your profits week in, week out.

1. Limit The Time And Offer

**LIMITED TIME
OFFER**
TICK - TOCK

"The clock is ticking . . ."

You will sell a lot more products if you place a time or number limit on what you are offering.

"This offer is good forever and just buy whenever you feel like it" does not convert very well at all. There is no sense of urgency and the customer will put off buying, even if they really like it.

"This offer is only valid until 3pm and then will be withdrawn" or

"Demand for this product is huge but we will only be selling 50 at this special price then the offer will gone forever" adds urgency and will encourage your customer to buy.

2. Show Off Your Testimonials



Customers like to know that they are making a wise choice. Reading testimonials from other buyers will confirm to them that they are making a good decision by choosing to buy from you.

Place your testimonials on your sales page, near your "add to cart" button and on the actual checkout page. This will reduce cart abandonment if they decide at the last minute not to buy.

3. Focus On One Benefit



What is the ONE awesome thing about the product or service you are offering?

If you offer too much choice then people find it hard to make a decision and actually buy. So concentrate on just one amazing reason why they should buy your product or use your service.

4. Behind The Curtain



Some potential customers get nervous about what will happen after they purchase an item. For example they might worry that your online processor won't take them to the download page or what to do next after they have entered their credit card details.

Why not make video showing exactly what will happen once they enter their credit card details, guiding them from the order button right the way through to the download page.

This will be reassuring to them and will generate a lot more extra sales from some clients who might have had second thoughts about buying.

6. No Risk, Hassle Free!



"What if I don't like it?"

"No problem. We will give you ALL of your money back!!"

People must know that they can get their money back if the product or service is not what they thought it was.

Offering a no quibble money back guarantee will take away any of the anxiety or worry that a client may have and they will buy from you with confidence.

5. Product and Service Demo

"Seeing is Believing . . .



Why not create a video giving a demonstration showing how awesome your product or service is. If you are selling an amazing vacuum cleaner, for example, then demonstrate how good it is.

Once a customer sees that the product or service does exactly what they want it to do then they will be more than happy to buy.

7. Positive Passion



You will always sell more when the audience can feel your excitement for a product or service. Your passion and enthusiasm will shine through and help convert sales.



Kongnect Design
connecting your business ideas

How We Can Help

If you found these tips helpful then you are going to love all of the other ideas and suggestions we have that are guaranteed to promote your business online and get so many more online traffic.

We are a local web design company who specialise in “One Stop Shop” web service including Web Design, Graphics, Multimedia, SEO and Internet Marketing.

We are incredibly friendly and have a wealth of experience in online marketing so we can help you to gain more loyal fans, convert them into customers, get your website noticed in the search engines, gaining new traffic and brand exposure.

If you don't have the time or confidence to get started online then please give us a call or email us. You will be so glad that you did. We are not pushy but you will love our enthusiasm and will be very excited to learn what we can do for your business.

About Us

We are based in Cardiff, South Wales (Web Design Cardiff) and we have diversified our web services to a huge number of clients across the UK. Our clients place repeat orders, born from confidence, friendly customer service and reliability. With many years of experience within the IT industry, you can be rest reassured that you will receive cost effective web services and eye-catching design to help your business stand out from the marketplace.

Our underlying philosophy is simple, and that is to work closely with our clients on a one to one basis, making sure that they get the most appropriate web solutions and original designs in order to stimulate awareness, client retention and build sales.

Contact Details

Web: www.kongnectdesign.co.uk

Facebook: www.facebook.com/kongnectdesign

Twitter: www.twitter.com/kongnectdesign

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