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TURN CLICKS INTO CUSTOMERS

**Proven Marketing Techniques for
Converting Online Traffic into Revenue**

DUANE FORRESTER

DUANE FORRESTER is a senior program manager with Microsoft. He has responsibility for MSN's internal search engine optimization (SEO) program. He is a moderator at searchengineforums.com and publishes his own blog. Mr. Forrester also writes a monthly column for www.searchengineland.com and is a frequent keynote speaker at search industry conferences. He is a graduate of the University College of Cape Breton. Mr. Forrester is the author of *How to Make Money With Your Blog*.

Mr. Forrester's blog is at www.theonlinemarketingguy.com.

ISBN 978-1-77544-674-3

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MAIN IDEA

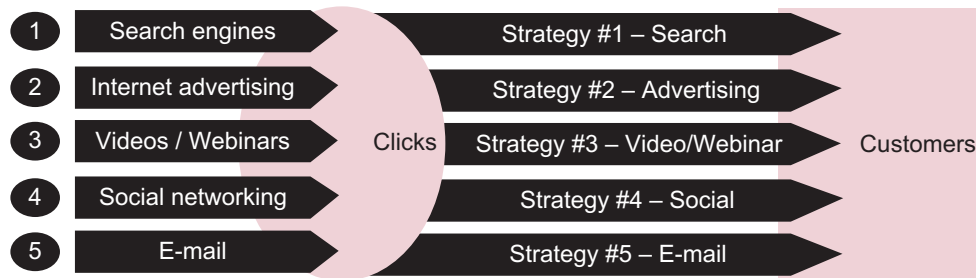
Monetizing a Web site takes planning and work. You need to have two different activities happening at all times:

➤ *Clicks* – You need to get people to come visit your Web site where they can be exposed to your offers.

➤ *Customers* – You need viable and workable strategies to convert those visitors into customers.

Your ultimate success or failure will depend on doing both these things well, or having both clicks and customers happening.

What is less well-known is the fact you have to set up your Web site to handle each source of traffic in an optimal way if you want to maximize your revenues and the amount of business you generate. Each source of traffic has its own best practices and insider secrets when it comes to converting clicks into customers. Focus on matching the “how you get people to buy” with “how you get people to visit” and your conversion rate will increase – and maybe even go off the dial.



Conversion Strategy #1 – Search engines. Pages 2 - 3

For many sites, search engines account for 75 percent or more of total inbound traffic – so getting search engine optimization right can have a profound impact on overall revenues. The keys to strategy #1 are:

- Know the essentials of how to set up your site.
- Organize an editorial plan for your content.
- Base your conversion process on the five pillars of trust.
- Simplify the path through the sales process.
- Narrow your scope and think local.

Conversion Strategy #2 – Internet advertising. Page 4

Integrating banner ads into your own site is a viable and effective way to monetize your Web site. They're also a great way to deliver prequalified users to your Web site as well. The keys to strategy #2 are:

- Find good places to place your banners either through networks or by approaching niche leaders directly.
- Develop highly visual banner ads.
- Do ongoing back-to-back comparison testing and find out what exactly works best for you.
- Always incorporate a solid call-to-action.

Conversion Strategy #3 – Videos, Webinars. Page 5

Videos and webinars are a great way to cement your position as an authority in your field. Video creates a rich experience for visitors to your Web site and builds credibility. To use video and webinars effectively in converting clicks to customers, the keys are:

- Make your videos interesting, unique and memorable.
- Keep it short.
- Don't forget to fill in all the contextual detail pages – so people will be able to find your material.
- Hit a good balance between selling and educating viewers.

Conversion Strategy #4 – Social media and blogging. Page 6

You certainly can use social media and blogging to turn clicks into customers. The trick is to get just the right blend of positioning, contribution and content. Get this mix right and people will follow your every move religiously. The keys to making strategy #4 work are:

- Engage your audience and become an authority in your field on the strength of your expertise.
- Always get to your point quickly.
- Be completely 100% transparent.
- Always look for ways you can bring more value to the ongoing conversation through what you contribute.

Conversion Strategy #5 – E-mail. Page 7

Contrary to popular opinion, e-mail marketing is still one of the top ways to turn clicks into customers. You just have to do it thoughtfully rather than spam style. This is an area where if you tread carefully, you can reap highly impressive rewards. The keys to success with e-mail marketing are:

- Know the lay of the land when it comes to what's legal and what's not with e-mail.
- Always look for niches rather than mass markets.
- Build rather than purchase your list and then obsess over keeping it current.
- Test and refine the four basic components of e-mail conversion.

Bringing everything together – Shopping carts and analytics. Page 8

