Title:
How To Convert Hits Into Sales

Word Count:
745

Summary:
One of the common questions asked by web site owners is: "I´m getting plenty of hits but no sa

Keywords:
small business, home business, business fundamentals, business success

Article Body:
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Your Product

The first area to review is the product or service that you are offering. Does a market exist

Next, look at the strategy and pricing being adopted by your competitors. How do you compare?

Also, take a critical look at your product quality. Does it live up to the claims you are maki

Provide Solutions

Your visitors are looking for a solution to a problem. Do you know what problems your visitors

One way to better understand your visitors is to monitor where your visitors are coming from.

Once you understand the problem your visitors want solved, revise your web pages to show that

Site Design

Your site needs to look like it is a commercial web site rather than an amateur home page. The

Graphics need to be minimized to ensure that your page downloads quickly. Also, ensure that yo

Make it easy to order. I recall seeing statistics recently that suggested that a large number

Ensure that your web page has a strong headline that grabs your visitors and makes them want t

Testimonials and Guarantees

Testimonials and guarantees can have a huge impact on your level of sales. On the web, a key p

Take every opportunity to gather comments from your customers about how your product has helpe

A strong guarantee will provide your visitor with greater confidence to purchase your product.

Conclusion

Getting plenty of hits to your web site is a very positive situation to be in. By implementing