

The Conversion Rate: A Must on the Road to Fortune

What is the Conversion Rate? The Conversion Rate is the percentage of visitors who become your customers. Here's how that happens....visitors arrive on your site, read, enjoy and absorb your site content, come to the decision that your information and recommendations are credible, click through for further information, are impressed by what they see and finally buy. They are now your customer - you've just increased your conversion rate. Just as important as having a new customer you also have a potential referrer or affiliate. Your online business has just been kick started!

Great content, leads to traffic, to click throughs, to conversion, to sales/contracts, to income... this is the road to fortune on the net. The higher your conversion rate the higher your income. It takes a lot of hard work, determination and commitment to travel on the road of fortune. That hard work can lead to a road paved of gold. Becoming rich via the net is becoming more difficult but it's fun and rewarding and still the easiest way to get rich or to earn a part time or full time income.

To illustrate the importance of the conversion rate lets look at how it unfolds with an affiliate business. For this specific case the conversion rate can be defined as the percentage of visitors to the merchant-partner's site who deliver the response for which the merchant pays, be that a click, a lead or a sale. The greater the traffic to your site the greater the chance of increasing your Conversion Rate. If for example, you refer 100 visitors per day to a merchant-partner and 1% buy, you will be paid for that one purchase. If, however, you refer 1,000 visitors per day to the merchant-partner and 3% buy, you will get paid for a total of thirty purchases!! By maximizing both traffic and Conversion Rates, profits grow geometrically. Great content will accomplish traffic and a good Conversion Rate.

A number of things will happen if the audience likes what they read when they come to your site. First, they will begin to trust you and will be eager to see what you have to offer. From there they will either buy or recommend or both. The greatest asset of the net is word of mouth. Thousands of people can be reached in less than a second through emails or blogs. Ensure that your content is always genuine and sincere... if it is, your success is only a click away.

Source: <http://www.articlecircle.com>

About the Author

David McLauchlan has this outstanding e-book titled "Article Cash Creator" This ebook is making a lot of people very rich
<http://www.article-cash-creator.com/>