

The Road To Fortunes Must Past By The Conversion Rate...

First what is The Conversion Rate? Conversion Rate is the percent of visitors who become your customers. Your visitors arrived on your site (great), they loved your content (excellent), decided your recommendation was credible (yahooooo), clicked through for more information (your almost there, liked what they saw (come on buy)... and bought (more money more money). Now they are your customers! (hopefully for life). More importantly than a customer is that you have a potential referrer or affiliate. This is the best way to really kick start your online business.

So here's the road to fortunes on the net. Content... to traffic...to click through... to conversion...to sales/contracts... to income. The higher your Conversion Rate, the higher your income! But remember although the road to fortunes is paved in gold, it takes a lot of hard work and commitment to get to ride on this road. Getting rich quick on the net is getting harder and harder but to me it's still the easiest way and most fun and rewarding way to get rich or to just earn part time or full time income.

Let's use an affiliate business to illustrate my point. In this case, the Conversion Rate would mean the percent of visitors to your merchant-partner's site who deliver the response for which the merchant pays, whether that's a click, a lead or a sale. The more traffic you receive, the more chance you have to increase your Conversion Rate. For example, you refer 100 visitors per day to a merchant-partner and 1% buy; you get paid for that one purchase. But if you send 1,000 visitors per day and 3% buy, you get paid for 30 purchases! As you can see, your profits grow geometrically when you maximize both traffic and Conversion Rates. So First you need Traffic and a good Conversion Rate. To accomplish this one needs to have great content.

Always remember if people like what they read when they come to your site several things will happen. The first one is that they will start to trust you and will want to see what you have to offer. This will lead to them either buying or recommending you or both. Word of mouth to me is still the most important thing on the net because word of mouth can be done to thousands of people in less than a second through email or blogs. So always make sure that your content is genuine and your success is only a short time away.

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About the Author

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