

Succinct Update: Sept 2008**What makes a good website? The Website Optimiser can tell you!**

Chasing business on the internet? If not you're missing out!

What is a good site?

To be successful online though you need a *good website*, but what is a *good website*?
From a sales perspective, a good website has the best possible conversion of visitors into sales.

How do we design it?

OK so we've established that, but how do you know how to do this?
There's so many aspects to be considered... Is it the fabulous layout; the great images, the powerful sales copy, the compelling call to action, maybe the colour of the buy now button?

The list goes on endlessly, and so do people's opinions on what would be best.

Establishing the best *possible* web site is something that only your clients can answer; but it can be challenging getting simple customer feedback, let alone asking for enough information to re-design a web page!

Even if you do manage to get the information, how do you meaningfully compile it into a useable outcome?

Well, Google's amazing *Website Optimizer* does this for you in a methodical, automated and unemotional manner while you get on with doing to doing in your business.

Google Website Optimizer

This clever tool lets you apply *multi-variate testing* principals to individual web pages.
Multi-variate testing? Don't ask - just Google it.

The Web Optimizer software creates dynamic web pages that contain every possible combination of image, copy, button placement etc that you wish to assess.

It then presents each possible combination as a web page in sequence to unsuspecting visitors to your site. It then tracks how visitors react to each combination.

After a critical mass of traffic has been run through the Web Optimizer (it only takes a few weeks typically) you have the definitive answer to this nagging question from your clients.

By letting clients vote with their mice you get to find out how to squeeze the best possible sales conversion performance out of your website.

Website Optimizer is one of the tuning tools Google provides in AdWords, the pay per click advertising system. Amazingly it's free!

Find out more at www.google.com/websiteoptimizer or contact me to discuss your website sales objectives and for assistance I setting up your sales optimised website.

I hope you find this helpful information to coax your website into becoming a viable sales tool. If you think the information in this newsletter is useful, I encourage you to forward it to peers, business associates etc.

Previous newsletters; business presentations etc are available from www.succinctideas.com.au and my blog www.theinternetmarketer.com.au

If you do decide to plagiarise my work, please acknowledge it with a link to my website **J**

Sincerely,

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