



Are You Leaving Cold, Hard Cash On The Table?

***The 3 Deadly Mistakes 99% Of Businesses Are Making (But You Don't Have to...)***

Learn How to Plug the Holes In Your Digital Real Estate Business Today!

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MARCH 2015

## Doubled sales to \$304,340/month

SEM - Search Engine Marketing conversion-rate-optimization, google-adwords

Clients sales were plateaued. Doubled sales and increased monthly sales to \$300,000 + per month.

Bills			
Billing Period		Amount	Date Paid
2/23/2015 - 3/1/2015	<b>Week 4</b>	\$92,844.00	
2/16/2015 - 2/22/2015		\$79,040.00	
2/9/2015 - 2/15/2015		\$74,760.00	
2/2/2015 - 2/8/2015		\$57,696.00	
1/26/2015 - 2/1/2015	<b>Starting Point</b>	\$39,452.00	
1/19/2015 - 1/25/2015		\$53,240.00	
1/12/2015 - 1/18/2015		\$37,480.00	
1/5/2015 - 1/11/2015		\$42,925.00	
12/29/2014 - 1/4/2015		\$40,480.00	

**Doubled Sales in 4 Weeks**

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## **Mistake #1** Spending Your Cash On A Pretty Website Instead Of A High Converting One

Let me get right to the point...

The **only** functionality of a website is to generate leads and produce sales, got it?

Looks mean *absolutely nothing* at all.

Many people will tell you otherwise and have you pay lots of money for your website to look nice, flushing precious money right down the toilet.

***The # 1 Question You Need To Be Asking:***

Does it add to your bottom-line to have a **pretty** website?

Here's a few other questions to ask yourself about your website.

1. Does it help you generate sales?
2. Does it help you create results?
3. Does it bring in more leads and customers?

If the answer is **NO** to any of the above listed questions, you are just paying a lot for pretty pictures, videos, banners, and words.

The truth is, most designers haven't got a clue about marketing and conversion, but they'll sell you on how nice your website looks.

Conversion is *everything* – and anyone who visits your site has a few seconds to make a decision.

By conversion, I mean the portion of your website that prompts visitors to take action.

***Because ACTION is all that matters...***

Some of the actions include:

1. Pick up the phone.
2. Request a report.
3. Send an email or opt in to your list.
4. Be retargeted for other marketing campaigns.

Let's say 100 people visit your site and 50 out of those 100 people called. Your conversion for people picking up the phone and calling would be 50%.

Now, of those 50%, let's say that half called you and actually became customers. Your lead to conversion rate would be 25%. Now let's turn that into dollars.

Your product or service cost \$24.99 per month. Based on the lead to conversion rate that means you profited \$624.75.

So, you've got a *25% lead to conversion* rate.

This is always something that you want to know like the back of your hand and always be looking to improve.

Why? So you can establish a benchmark, tweak and improve and repeat your results time and time again.

The only issue is, most people don't know what they need to track, which is my next big mistake...

## **Mistake #2**

### **Tracking The Wrong Stuff, Or Not Tracking At All**

The second biggest failure holding people back from business success is not having analytics installed.

There is zero excuse these days not to be tracking your numbers and the cheapest, easiest and most effective is Google Analytics, which offers a free option, suitable for most.

They do offer a comprehensive enterprise solution, which starts off at around 200 grand. For those folks who actually have gone in to Google Analytics and started using it, the impact is profound.

You can just imagine what type of value they are bringing for \$200,000 a month for those people who decide to become an enterprise customer.

At least that is what somebody would think but that doesn't mean that is exactly the case.

Just because somebody charges a lot of money does not mean that the value is there.

So, let's be critical thinkers here, as well.

#### ***Google Analytics***

Google Analytics is simple to install whether you have a straight up WordPress website or an HTML- or PHP-based website. You can go to Odesk or Elance and find somebody to install that for you.

Many times people will have Analytics installed, but they **don't use or understand** it.

See, most people don't understand direct response marketing and sales.

Unfortunately, many people have a negative connotation of sales due to prior experiences being pushed into something, experiencing buyer's remorse or being tricked in the past.

Sales is not about selling igloos to Eskimos; it is providing Eskimos with heaters, things that they actually want, things that will *enhance their life* – whatever that means to them.

Sales is about finding out what a person wants or needs, understanding their problem or obstacle in the way and providing them with a *value added* solution.

If you understand that concept, you'll eliminate 99% of the competition.

Furthermore, if you put some real effort into becoming an effective direct response marketer, you'll eliminate the rest of your competition because they simply don't get it – and that's fantastic news for you.

The fact that you're reading this report means you're already ahead of the game.

### ***So, what is direct response marketing?***

Direct response marketing is communicating a message with a specific audience and quantitatively measuring what the result is.

For example, if a person had a store and out front was a sign that said "65% Off Ladies Shoes Today Only" and 50 people walked in that store, **they would want to know exactly how many people** became customers.

In the digital age this is much easier to do and if you know how to, you're in a great position to dominate a niche, leading to endless leads, customers and oh yeah – revenue!

Here's another example...

Let's say we're in front of a gas station and have zero advertising for a special on sub sandwiches.

A hundred people enter the station, yet nobody buys – that's a conversion rate of 0%.

But let's take that same exact business, because they need revenue and understand that doing the same thing over and over is the definition of insanity.

So, they put a sign up front that says: **“SUBS - \$4.99.”**

And they happen to notice that there are three sales that come in.

So, they say: “Well, that's not bad. What else can I do?”

And so they say: **“SUBS – BUY 1 GET 1 FREE.”**

Next thing they know, they've got 45 sales that come in. So they keep adjusting that and they are measuring their results.

That's the *power* of real time feedback, tweaking your offer and creating raving fans.

## **Mistake #3**

### **Lack of Testing**

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*The next largest issue that I see is lack of testing.*

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Thanks to the Internet, it is amazingly simple to run multiple iterations of different variations to find out what performs best and maximize your leads, customers and revenue.

Yet, most people *don't* do it.

I don't know why, people like to make things complicated but in reality, this is so simple!

The amount of tools are there to help us create the perfect offer and grow our businesses so fast that we can't keep up with the leads coming in are endless.

Anyhow, there are a few crucial items that must be tested to ensure success.

Just like the sandwich example above, you want to test...

- *Your headlines*
- *The images that are on your pages*
- *How long people are staying*
- *What is actually working*
- *What's converting to sales*
- *What's not converting to sales*

### ***SEO or Search Engine Optimization***

The other part I need to address is the highly misunderstood world of SEO (Search Engine Optimization).

I see many people spending thousands of dollars trying to stay ahead of Google.

Let me brutally honest with you:

**Google is a multi-billion dollar business and is not going to be predictable.**

There are countless stories of businesses investing tens of thousands into SEO and then Google decides to change their algorithm, dropping them from the top 5 hits to out of the top 10 pages, **essentially putting their company in the ground.**

*Here's the truth:*

Google doesn't want people to understand and be able to predict what is going to happen because they don't want them to game the system.

They know that if people game the system, then they are not going to use Google.

The whole purpose behind Google is to provide relevant information for the end user or provide an awesome, phenomenal end-user experience.

So, I believe humans are smarter than computers, which means I ask better questions.

I sit there and think about:

**“What are people looking for online?”**

Maybe they are looking for cars so, they just type in ‘cars’ or ‘car Barron, Wisconsin,’ ‘cars Minneapolis, Minnesota’ or ‘car dealership.’

There are lots of things that people are looking for. But, in the beginning, people were typing in one word and getting results.

Now, people are becoming more educated. They are starting to understand that “the more I type in, the more precise my results get.”

So if you understand that and if you get ahead of that freight train, then you can sit there and say, “Okay, I'm going to go ahead and find out what exactly people are looking for.”

You can find that out just by typing into Google using the auto suggest and look what comes up next.

### ***Google Keyword Planner***

Another thing that you can do is use the [Google keyword planner](#), punch information in there to get different ideas about what people are actively searching for.

There are folks that are purchasing tons of domains, which are really considered virtual real estate, based upon this information.

But there is still a massive amount of opportunity in the expansion of the Internet marketing and virtual real estate world.

So, if you can imagine a needle and a huge African elephant standing while it's being held upside down by its tail and at the eye of the needle, the only thing that's barely poking through is one nostril hair.

And you know that the rest of the elephant has to go through and it's going to be a process.

That's quite frankly where we're at right now as far as the opportunity.

**It's a vast opportunity for those who understand and those who take action and provide value for folks.**

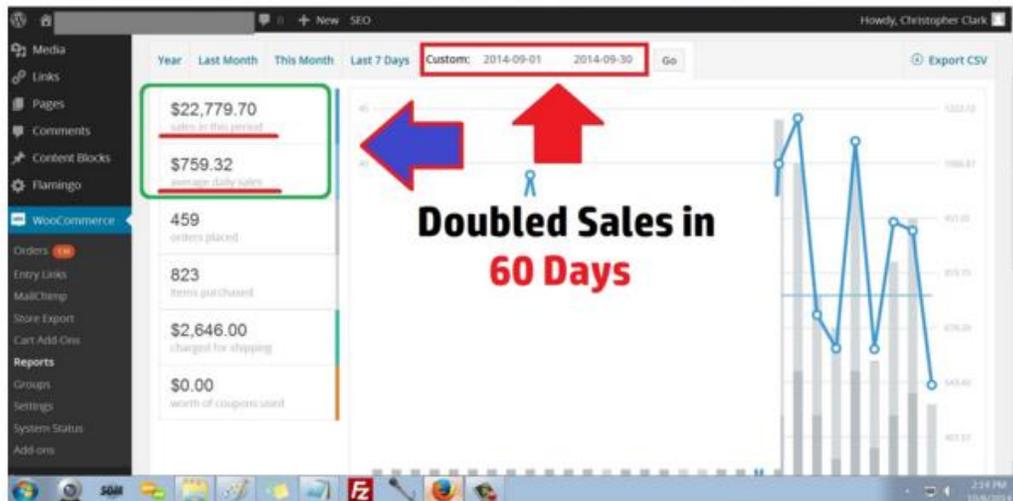
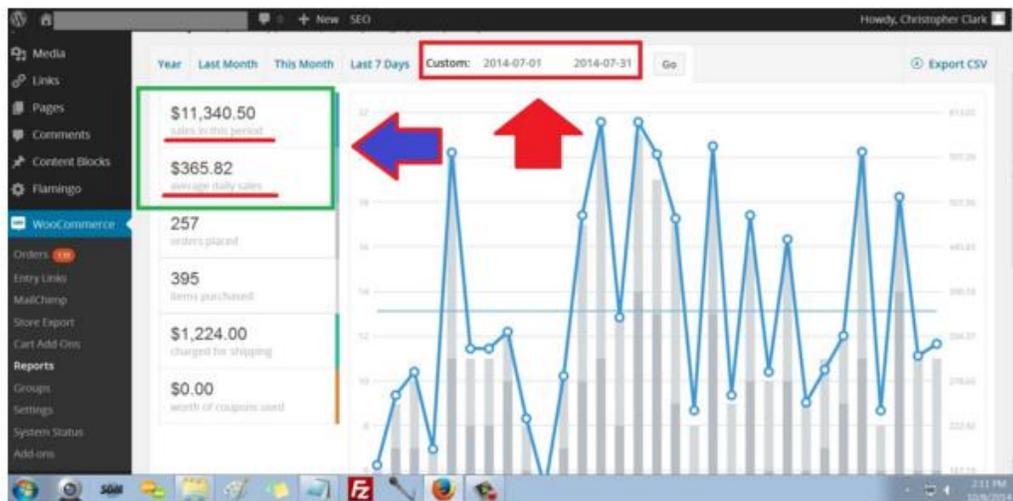
When you've got the right keywords and they're optimized you can get results like the ones below just like I did for one of my clients.

OCTOBER 2014

## Double Clients Sales in 60 Days

Lead Generation internet-marketing, lead-generation, google-analytics, google-adwords

Doubled Sales, Lowered Bounce Rate from 90% to less than 5%, Increased Average Customer Value from around \$30 to nearly \$50, Decrease AdSpend and Increased R.O.I., Increased Conversion Rate Significantly.



## *Picking the "Right" Domain*

Once a person picks a human optimized domain, we use common sense to use keywords that people are actively searching for.

You'll buy that domain and you'll need hosting, which are both super easy to set up.

Think of it this way...

The domain is nothing more than a house.

The hosting would be like a road to the house.

And of course, there are different places you can buy domains at and there are different places you can get your hosting at as well.

- **Organic Ranking** – means how the search engines like Google, Yahoo, Bing, and such entities, pick up the website. They are all based on algorithms. Use common sense when choosing domain names people are no kidding looking for.
- **XML Sitemap** – The other part that you want to make sure of is that your website gets index. There are many simple tools that are out there, such as the powerful plug-in called Google XML Sitemap.

You can go ahead, put that in your website, and configure it. It's a click of a button. It's a post to notify Google.

What I found more times than not is that Google is not notified, so a person must actually go in there and manually submit their sitemap to Google.

That's fine and dandy but there's one part that is often missed out and adding a robot.txt file.

This is nothing more than a file, if you will that says "Hey Mr. Robot, Mr. Spider that *comes to the website, hey, you can look here and you can look here, here, and here but no, I don't want you to go here.*"

That's going to be put on the actual domain root.

Don't worry about it sounding fancy. Just talk to your webmaster or if you'd like some help with it, just [contact](#) me.

Have somebody place robot.txt file in your root domain wherever your website is. Then, go to Google and submit your sitemap.

You'll see whether or not it's submitted and then you just want to come back and make sure that has actually been indexed.

If there are problems or issues, it will show you that as well. That's something that is very powerful and can definitely help you out.

## **LAST CHAPTER**

Again, I want to congratulate you for thinking outside the box and searching for ways to improve your business that your competition isn't doing.

We've barely scratched the surface on the above, but it's a start.

Using the tools above, I am confident you can increase your leads, customers, optimize offers and generate more monthly revenue.

With that said, I provide a 15 Minute Strategy session where we'll dig into your #1 obstacle holding you back and help you grow your business – be it 10%, 20% or even double

Simply click the link below and we'll get started:

[conversion911.com/roi](https://conversion911.com/roi)

Talk soon,

Christopher Clark

P.S. Because these sessions are intensive and provide tremendous value, I only have limited slots available. However, I'd love to work through your #1 obstacle—schedule here [conversion911.com/roi](https://conversion911.com/roi).