

# Maximum Conversion Rate Tactics

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"Discover How YOU - Or Anyone - Skyrocket Your Sales Copy & Opt-In Conversion Rates By At Least 150-300 . . . Starting This Second!" WARNING! You May Lose A LOT Of Potential Sales & Business If You Do NOT Read This Letter Today! Here's What You Will Discover In This E-Book: 1.0 Introduction to Web Copy 7 1.1 Introduction to Web Copy and Why Tweaking is Important 8 1.2 Why Tweaking is Important 9 1.3 Writing and Tweaking Copy 10 2.0 Quick Ways to Boost Your Conversion Rate 12 2.1 A Photo Can Make All the Difference 13 2.2 Hire a Professional 14 2.3 Make Your Words Sing on the Page 15 2.4 Are Potential Customers Attracted By Longer or Shorter Copy? 16 2.5 Font Choice Can Influence Website Success 17 2.6 Using Endorsements or Testimonials 19 2.7 Keeping Your Copy Simple 20 2.8 Featuring Product Applications 21 2.9 Using Video to Improve Your Conversion Rate 22 2.10 Presentation is Important 24 3.0 Common Web Copy Mistakes that Reduce Conversions 26 3.1 Avoiding Sales Copy Mistakes - Making Unbelievable Claims 27 3.2 Avoiding Sales Copy Mistakes - Long Blocks of Text 28 3.3 Avoiding Sales Copy Mistakes - No Solid Proof 29 3.4 Avoiding Sales Copy Mistakes - Spelling, Jargon, and Large Words 31 3.5 Avoiding Sales Copy Mistakes - Putting in Too Many External Links 32 4.0 Testing and Tracking 34 4.1 Testing and Tracking Your Copy 35 4.2 Introduction to Web Copy and Why Tweaking is Important 36 Recommended Resources 38 Tags: im, plr

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