

# 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! Dear Professional Marketer, I trust you have written web copies of some kind at any time in your Internet Marketing career. Or perhaps, you were thinking of writing one. But not only is web copywriting a daunting task, it can also prove to be a gamble rather than a challenge at times. And what happens when fumble along the hurdles of copywriting? Dreadful mediocre results await. Also, did you know? The biggest expense in life is the money that you do NOT make. For example, if your web copy conversion rate is 1 - which means every 1 in 100 visitors would be converted into your customer - that would mean 99 of the other visitors were NOT CONVERTED whatsoever. And if your opt-in conversion rate is 10 - that is, every 10 in 100 visitors would go on to become your subscribers - this would also mean that 90 of your other visitors would leave your website, and probably forget about it 10 web sites later! "You're Wasting Easily 90 Of Non-Monetized Traffic!" But you're going to be in for a treat. Because in the next mouse click, you can transform your mediocre web copies and opt-in pages into HIGH PERFORMANCE masterpieces that will convert your traffic like mad! Even though you may have no previous experience in web copywriting. Or you have never written a web copy masterpiece in your life (hey, isn't that the reason why you're here?) "Introducing The Essential Manual To... Maximum Conversion Rate Tactics!" 40 Letter-Sized PDF Pages, Instant Download 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 "How Much Does It Cost?" Firstly, let's see how much it would cost you if you DON'T invest in this manual. Your web sales letter's conversion rate would be rock-bottom, as it always was. Your lead capture page COULD have captured more leads for you... COULD have, that is. And when you watch your competitors enjoying unbelievable conversion rates (and sales and success), you would be green with envy. So what would it be? But that's not all... "Your Purchase Is Backed By My Iron-Clad 100 Satisfaction Money Back Guarantee!" In other words, you have a full 90 days after your purchase to check out my product. Read it and absorb the information. Apply. I guarantee you this is what you are looking for. If for any reason at all - you feel this is not what you're looking for or the information is not satisfactory - simply contact me, let me know your reason and I will refund your purchase in full. No questions asked. "Order Your Copy Now!" P.S. If you think that this manual is expensive, try living another day without it. Your sales copy conversion rate would suck... as usual. You would always wonder if you could have received more opt-in leads... than usual. So why not turn the tables today and achieve higher conversion rates in your marketing campaigns? The choice is clear. Order now.

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