

TRAFFIC TACTICS VOLUME #6:

Web Site Optimization Tactics for More Leads



Special Report (B):

Opt-in Form Placing Tactics

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Make your link clear

When you are advertising or otherwise placing your link make sure that it is clear what it is for. Label it as your newsletter opt-in or email list opt-in.

Make your link prominent

Make sure that when you place your link that it is easy to see and not hidden amongst other things.

Promote on your home page

Make sure you let people know right off that you have an opt-in list. Let them know what it is and encourage them to opt-in. It should have a nice spot on your home page where it is easy to see.

Offer back subscriptions as samples

Give people something that will show them what they are opting –in for. You need to make back issues available so that people can check them out. Let the back issues sell your opt-in list for you.

Put subscribe links in emails

Make sure that every email you send has a link in it to your opt-in page. It is a great way to get new people to sign up.

Put link on sales and product pages

Make your opt-in list easy to find. Put a link on every page, especially the sales pages because that is where people are going to be spending the most time.

Maximize your opt-in page

Make sure that your opt-in page is easy to use and to the point. Let people know what is going on and what they will get. Also make sure it is easy to use.

Use testimonials

Get current subscribers to write up short testimonials about your newsletter and about being part of your opt-in list. Encourage them to be positive and to tell about specific things they like.

Install confidence

Make sure that your visitors know they can trust you. Give them reassurance that you will not misuse their information in any way.

Make it valuable

Make sure you are giving the subscriber something valuable. Do research often to find out if you could make improvements and get suggestions from subscribers.

Offer incentives

Offer a reason for the person to sign up. Give them a free report or some other free gift as an incentive to sign up.

Be trustworthy

Make sure that you are honest and trustworthy. Do not misuse your opt-in list because it will get around that you can not be trusted.

Let them know what they will get

It may seem obvious, but tell them what they will be getting if they sign up. Let them know exactly what it is and how often they will be getting it.

Have a privacy policy

Make sure you write up a privacy policy and that it is displayed where it can be read easily. This is a great way to get people to trust you.

Explain opt-in process

Explain the whole process of opting-in. Tell them what will happen after they sign up. If you have a double opt-in process then explain about them having to verify their email.

Make the opt-in form easy to use

Use a form that is simple and straightforward. Do not include anything that is confusing. Also test it often to make sure that it is working correctly.

Keep everything simple

Do not make the opt-in process difficult. It really should be simple to understand and simple to do.

Ask for only what you need

Do not ask for a bunch of information that you do not need. You should only ask for the information that you will need to subscribe them to your newsletter. Going overboard will raise a red flag and reduce sign up numbers.

Use email validation

Make sure you have them enter their email twice. This helps to ensure that they do not incorrectly enter their email.

Have a confirmation or other security check

You should have some type of confirmation box where the person enters a word, series of letters or numbers to verify that they are a person who is filling in the form. This helps you to ensure that you are not getting false signups.

Give format options

Offer the choice of text or HTML formatting. You can either let the person choose at sign up or after they sign up.

Give options to customize

Let your subscribers choose how often they get the emails and give them other options to let them customize their experience.

Have a way for them to opt out

Make sure you always have an option to opt-out available. This helps you to stay compliant with the SPAM laws and regulations.

Have good content

Make sure you really are providing quality to your subscribers. You do not want to send them something that is disappointing. Give them content they are not just going to be able to go out and get anywhere.

Use good forms and tools

Make sure that the form and tools you use are high quality. You want them to function properly and to be easy to use.

Keep good records

Make sure that you stay on top of your list and manage it well. You want to watch for turn over and other things that could signal people are really interested or not so interested and make changes as needed.

Don't misuse records and information

Misuse of information can really put you in hot water. It will also ruin your reputation, so never misuse information.

Be honest

Always be upfront. Always tell the truth and never lie to your subscribers. They will find out and you will be ruined.

Be genuine

Make sure you really believe in everything you are telling your subscribers. If you do not believe that your newsletter is good then fix it. Just be true and your subscribers will be more likely to stick around.

Make friends with your subscribers

Make your subscribers your friends by keeping them happy. Provide them with a great experience. You need to be friends because these people are your customers. You want them to feel comfortable with you and able to believe in you. Being their friend is the best way to do this. Write your newsletter in a friendly and approachable manner and you will make some friends.