

## **TRAFFIC TACTICS VOLUME #6:**

# **Web Site Optimization Tactics for More Leads**



## **Special Report (C):**

# **Squeeze Page Optimization Tactics**

### **Legal Notice:**

The Publisher has strived to be as accurate and complete as possible in the creation of this report, notwithstanding the fact that he does not warrant or represent at any time that the contents within are accurate due to the rapidly changing nature of the Internet.

No guarantee of income is made. Readers are cautioned to apply their own judgment about their individual circumstances to act accordingly. This material is not intended for use as a source of legal, business, accounting or financial advice. All readers are advised to seek services of competent professionals in legal, business, accounting, and finance field.

### **Use multiple squeeze pages**

The more squeeze pages you have around the internet, the better. Just make sure you have a unique URL for each. Using multiple pages allows you to target more keywords.

### **Target top keywords**

Make sure that you use your squeeze pages to target the best keywords you have. If you need to do more keyword research to find out the best keywords then do so before getting your squeeze page ready.

### **Research and incorporate it into your page**

Make sure that you do some market research. Learn about effective squeeze pages and incorporate all those ideas into your page.

### **Build customer confidence**

Use your squeeze page to help give your customers confidence in you. You want to make sure that you make them feel at ease with you and that they feel like they can trust in you and your product.

### **Avoid being too flashy**

Do not try to attract with flashy designs and style. That is actually distracting. You will want to avoid anything that can distract from your core message and your core goal.

### **Don't exaggerate**

People will be able to tell when you are exaggerating. Unless you can back up some huge claim with facts leave it out. It is better to be upfront then try to wow them with lies.

### **Make the customer feel secure and safe**

Let the customers know that you have their safety in mind. Tell them about how safe it is to shop with you and back that up by giving them the proof they are safe.

### **Keep it simple**

Do not make your page more complex then it has to be. Be upfront and straight forward. Avoid any extravagance and just keep it neat and easy to read.

### **State the purpose**

Make sure that the visitor knows that point of this page. State it right away. Let them know what they will be getting.

### **Offer an incentive**

Give them a reason to opt in. Make your page about what this will do for them. Offer them a free gift when they sign up, but make sure the gift is something valuable that they will really want and that they can not get anywhere else.

### **Follow through on what you say**

Make sure that when you say something that you can back it up. If you say you will only send one email per month, then only send one email per month. If you do not follow through then you will lose their confidence and likely their subscription to your list.

### **Be honest**

Never lie. It is a simple matter of good business. Just keep things honest. Do not say something that isn't true just to get the subscription. It will come back to haunt you.

### **Have a strategy**

Know the point of your page before you start working on it. Make sure you know how you are going to go about getting the sign up.

### **Have a target market**

Know who you are wanting to sign up and tailor the page to them. You may have to do some market research so you can define your target market.

### **Make your headline grab attention**

The headline is one of the most important factors of your page. It needs to be exciting and peak interest so that a visitor will want to continue reading.

### **Use sub headlines**

Sub headlines compliment the headline. They provide more information and add to the intrigue.

### **Make copy the right length**

Do not ramble on if you do not need to. Make sure you make it long enough, though. Include the information you need to and forget the fluff.

### **Point out benefits**

Make sure to highlight the benefits of signing up. You want to make this an offer they can not refuse.

### **Point out your uniqueness**

Tell them why you are different than everyone else. Let them know that you can give them something that nobody else can give them.

### **Give details**

Do not try to make your page so intriguing that it tells them nothing. Give them details. Tell them what they get and lay it all out on the table.

### **Explain how to they can use your offer**

Let them know how useful this will be to them. Tell them how you are an expert and quite knowledgeable so you will be giving them something of value that they can get a lot of use out of.

### **Use photos**

Put your picture on there. It has been shown that when people use a picture they get a better response. This is due to the fact that people feel more connected when they see what someone looks like. Make sure it is a good photo.

### **Use video**

For even more impact put a video on your page. Video will not only let them get to see you in action, but also is much easier on them than having to read a page of copy.

### **Have a simple layout**

Do not have strange things all over the page. Make it a simple layout that is easy to follow.

### **No links**

Avoid putting links throughout the copy unless they are links to sign up. Links are distractions you do not need.

### **Make it easy to opt in**

Put a mini form on the page so they can sign up quickly. Make it something they can do in a matter of seconds.

### **Give information about your business**

Let them know about you. People are not going to be quick to do anything unless they know more about your company, so tell them about yourself and your business.

### **Have a privacy policy**

Privacy is important and people will not likely sign up for anything unless they know their information is safe. Let them know clearly what your privacy policy is.

**Generate interest**

Make sure you are always building up the hype. You want the reader to really want to sign up by the time they reach the end and preferably before they reach the end. Make it fun and interesting.

**Understand the point**

Make sure you really know what the whole point of a squeeze page is. It is the marketing effort to get people to sign up for your opt in list.