

This one question to the right people will help you increase your web sales fast

by Emils Veveris

How do you know what will work best for your site?

The short answer is you don't.

It's difficult to figure this stuff out on your own. You're too close, you've forgotten what it's like to use your website for the first time.

That's why you need to go to the most reliable source there is - your visitors and customers because they vote with their wallets.

You can easily reach them using surveys, polls and interviews.

But most businesses fail here by asking the wrong questions to the wrong people at the wrong time.

You have to remember that each of your customers are different, each with their different reasons for buying the products you sell.

And most importantly you have to remember to segment your customers into those **who have bought from you already**, and **first-time buyers**.

Those who are repeat purchasers can be immune to usability issues your store may have (after all, they've bought from you before and know what to do).

But the **first-timers** are the key here.

Ask them this question:

What's the one thing that nearly stopped you from buying from us?

And ask them right after they've made their first purchase.

Because all the doubts/fears/issues when using your website are still fresh in their minds. (If you ask them later there's a high chance they'd have already forgotten.)

There are other people out there who almost bought something from you but didn't because of these same reasons.

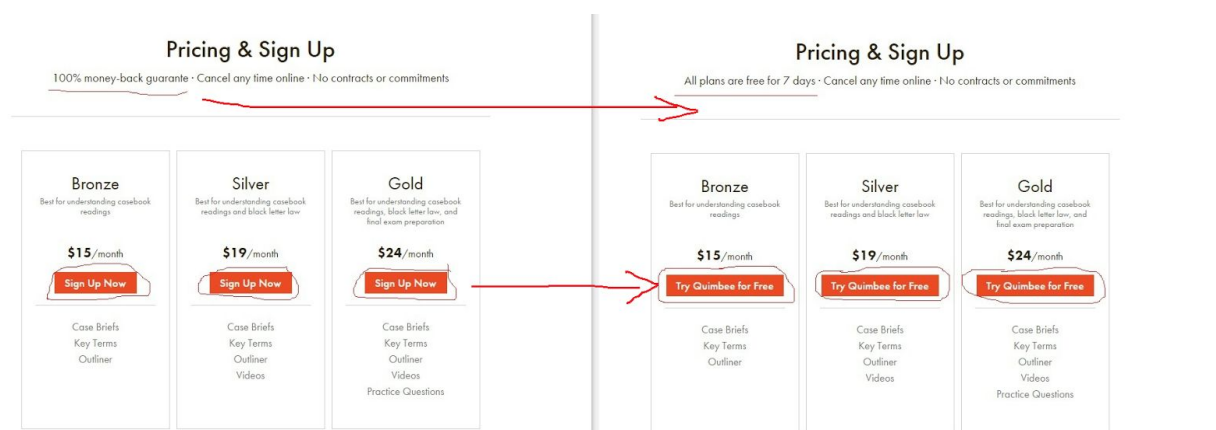
And by uncovering and addressing these reasons you'll be removing the barriers that had stopped visitors from purchasing from you in the past and boost your conversion rate and revenue.

Case study:

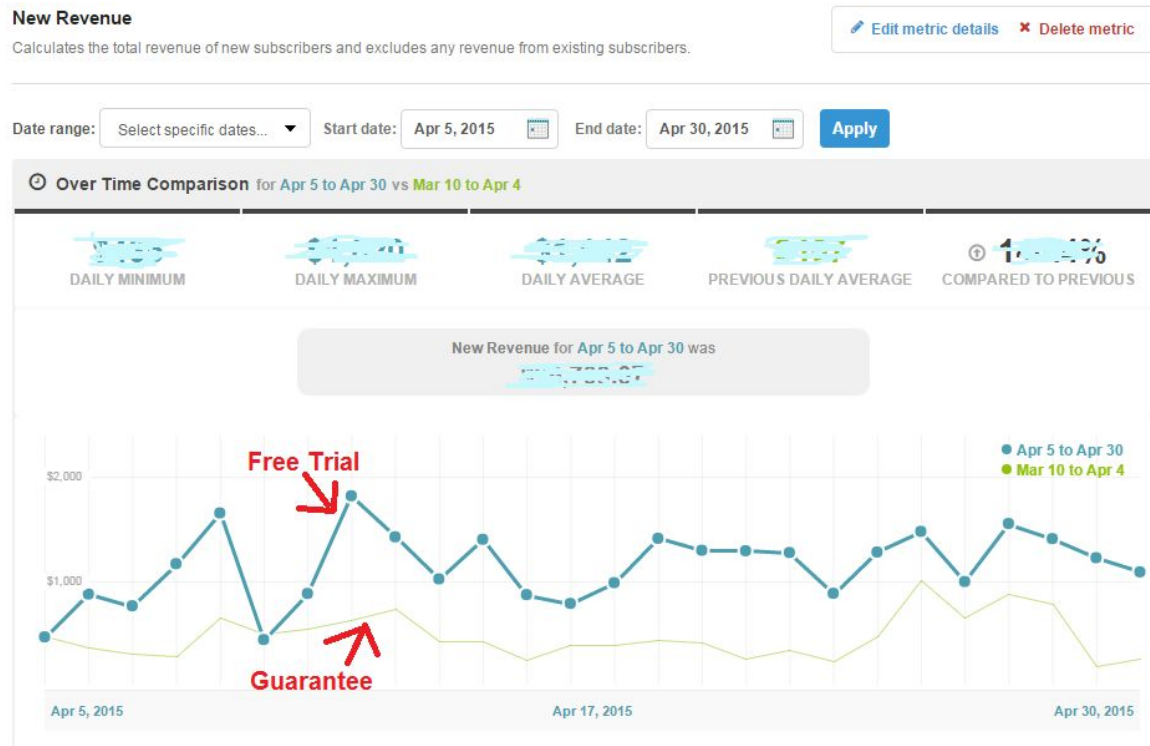
For quimbee.com, I found that majority of the respondents answered this question by saying they weren't sure if the membership included everything they needed.

I proposed to offer the visitors a free trial instead of a money back guarantee—exposing them to the service to remove their fears at no cost to them.

Here's the exact changes I made:



And the results were stunning:



+160.02% increase in conversion rate.

+106.59% increase in Revenue.

What's next?(plus a limited offer)

Fortunately, there are tools available today that make this (fairly) easy. The most effective way to do this is to set up a pop up on your 'thank you' page with an invitation to participate in a quick survey.

The two most popular tools I use are [Hotjar](#) and [Qualaroo](#), makes it very easy to do it with no technical knowledge.

Aren't pop-ups annoying? They are, but the information is worthwhile and it's not like people spend that much time on the thank you pages, so you're not really inconveniencing them.

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This is just one simple (yet effective) example on how you can optimize your site and boost your revenue.

If you'd like to learn more and get specifics tips for your website, send me an email at emils.veveris@gmail.com with your URL.

I'll do a quick review and to see if it's a good fit for my Optimization service. If it is, we can schedule a free 30 minute Skype consultation to discuss how you can make more money with your site.

I'd love to hear from you.

Cheers,

Emils