

Blancminge

13 ways to improve ebook sales conversion

‘Conversion’ is the percentage of website visitors who ultimately *buy something* from you.

For example if you get 10,000 visitors a day at your ebook website and 100 of them buy something, that’s a conversion rate of 1%. Driving visitors to your ebook website is one thing. Persuading them to actually part with their cash is another! Can you influence it? Yes! Here are ten key ways to increase ebook sales conversion:

- Write compelling, inspirational, plain language copy
- Target your message to your core audience’s needs
- Get rid of small print, turning every negative into a positive
- Make it easy for people to ask questions
- Provide answers as fast as possible
- Let people buy simply and quickly, and make buying fun. The more complicated, long and exasperating you make your sales process, the fewer visitors will bother to buy
- Give reassurance about security and privacy
- Provide a choice of ways to buy wherever it’s practical. Online, over the phone, in writing... the more the merrier
- Plus give a choice of payment methods so even more people can buy from you
- Whenever you communicate in writing with your prospects, use their name. Personalisation helps people feel warm and friendly towards your business
- Build and maintain a good reputation by fulfilling orders quickly, efficiently and politely
- Apply competitive pricing. No matter how hard you try, if your ebooks are too expensive or uncompetitive in your market, you’ll find it hard to sell them
- Test offers, test prices, test product descriptions, test images etcetera. Analyse your web stats to identify the offers, prices, descriptions, images etc that sell the most ebooks