



The 3 Key Components

You Must Get Right To Sell Online

**Bonus #1
Testing and Tuning**

Never Underestimate
The Difficulty Of The
Task At Hand!



The Smallest Changes Can Make The Biggest Difference

Testing And Tuning Are Crucial For Dialing In Your 3 Key Components





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We're Assuming Some Things At This Point...

For Your 3 Key Components:

- You are talking to the correct audience
- You've completed **Know your Prospect, Know your Competitors, and Know your Product** completed and implemented
- Are all the marketing elements present
- The copywriting principles we've covered are being used

**Before Spending Money...Check And Re-Check
Your 3 Key Components For Leaks!**

Testing And Tuning Guidelines

- Split Testing (Ads, Landing Pages, Checkout Pages)
 - Test only 1 element at a time.
 - Give it some time. (200 clicks or more)
- Lean on your research...not your gut
- Look for indicators of success within **each key component...**
NOT just the conversion.

Lets Look At Some Of Those Indicators...

The Ad

- Is the ad reaching the right audience?
- Look at **Click Through Rate (CTR)** and **View Rate**?
 - I'd be happy with 3% CTR on YouTube and a View Rate of 16%-18%. (Too high view rate could actually indicate a problem)
 - Cost Per Click (CPC) is a function of the CTR. Get that right and your CPC will go down!
- If you have historical data, look for changes in these 2 first.
- Be prepared to create a new ad
 - Run the new ad against the current ad for testing

Ask Yourself: What would stop someone from clicking?

The Landing Page

- Check load speed first (Google “Test website speed”)
- Verify the look on mobile/desktop/tablet
- Look at **Click To Checkout Rate**. (Percentage of people who hit the landing page and then clicked to the checkout page)
 - I’d happy with 25-30%
- Check **View Rate of VSL** (If you have one on the Landing Page)
- If your Click to Checkout is low...
 - Split Test headlines first and exhaust this!
 - Change VSL Thumbnail
 - Split Test subheads and buttons

[Tip: Keep a document of all the changes with date/time!]

**Ask Yourself: What would stop someone
from clicking to checkout?**

The Checkout Page

- Check load speed first (Google “Test website speed”)
- Verify the look on mobile/desktop/tablet
- Look at **Conversion %**. (Percentage of people who hit the checkout and completed a purchase)
 - You’ll want in the 8% range at least
- Check the **Cart Abandoned Rate** (less than 30%)
- Split test risk reversal being more prominent.
- Then split test security and safety copy or badge

Ask Yourself: What would stop someone from completing the purchase now?

We Need All 3 Key Components
Doing Their Job Independently...

And When You Line Them Up
Correctly...Sale Will Follow!



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