

Announcing The Brand New, 10 Part, Step By Step Video Course That Shows You...

"Finally, Discover How to Fight Bounce Rates
and Increase How Long Someone Stays
On Your Website ...The Right Way - Starting today!"

In this step-by-step video course you will get to watch over my shoulder as I show you three things that can spike your bounce rate, which has a direct impact on your sales and conversions.

From the Desk of:

[Your Name]

Dear Webmaster,

Have you ever wondered whether there's a way to know how well your site is performing? What metrics could help give you an overall view of it all?

While this is not the 100% defining factor, bounce rates are an important thing to look into.

According to Google.com, "Bounce Rate is the percentage of single-page visits (i.e. visits in which the person left your site from the entrance page without interacting with the page)."

Of course while there's no definitive answer from Google on whether or not they use this as a factor for ranking, the fact is that they expand in detail on how to improve it and even include a video lecture on it. This gives us our answer as to how important this is to them.

As you may know, an increase in Bounce Rates is often a determining factor in how your site performs in relation to human traffic.

Google even goes on to say that High Bounce Rate is often triggered due to one page sites. And if you've followed Matt Cutt's advice on one page sites, you know they are not fond of "niche" sites or small sites. They see authority sites or large well-structured sites as high quality sites.

So in essence, the debate on whether Google uses this to determine rank is still up in the air. Yet we know it's a very serious topic for them.

But that's another topic for a different day.

Let's get back to talking about how bounce rates impact your sales because it is still a good determining factor of your site's conversion and stick rate.

You see...you have to go back to basics and ask this question...

Why do people leave and go back to the search engine results when they come to a site?

Most likely – They haven't found what they are looking for. Or in other words your site is not congruent to the keyword they searched. This of course is not always the case, but it's possible if you have a very high bounce rate.

Now there are three different things that we'll be focusing on to ensure you get these straight.

The first is - How fast your site loads.

Think about it for a second.

If you go to a site and it takes 20 seconds to load, would you really be willing to wait or would you go back to Google and look for another one? You'd probably go back to Google, right?

Unless of course you've been to the site before and you really like it.

Secondly, the content itself is key and oftentimes how much quality content there is. If you go to a site and it has good quality content, you're more likely to stay vs. a site that has gibberish and is hard to understand, right? It's the same concept.

And lastly, you need to ensure that people are able to navigate your sites with ease.

Think about that one.

Doesn't it annoy you when you type something into Google, click on the search result, and the site is so scattered that you can't find anything?

Of course you leave unhappy and go back to Google.

Now while there are many other variables, today we are going to focus on these three areas because frankly quite a lot of people tend to forget the basics.

Now while this basic stuff does require some rudimentary technical understanding of the different concepts, you'll get to learn how to fight bounce rates step by step in this video course.

Introducing <TITLE>

By following these rules and implementing these concepts, you will then decrease your **bounce rates** and make your visitors enjoy staying on your site, so much so that they come back again - and that is really what you want in the end.

Ready to get started and tackle this issue for your website?

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Video #1: Introduction and Quick Overview

In this specific video, we are going to introduce you to the blueprint. Also, we'll give you a quick overview of the video course as a whole – so that you can understand clearly what to expect as we go about implementing the system to lower your bounce rates more effectively. You're also going to be shown how it works, and what tools to use to effectively accomplish this.

Video #2: How fast does your site load? And how to check.

Referring back to the previous example, if you go to a site and it takes more than 10 seconds to load, most visitors will leave to Google and look for another one. Yet before you learn how to speed things up, you need to know where you stand now. But how? There are so many tools out there to use, which is the best?

Video #3: How to expand and speed up HTML pages

At this point in time, you have found how fast your site loads. We know that Google does not like single pages, so we'll talk briefly about ways to expand your site a little bit. But more importantly, how can you speed up an HTML landing page exactly? In this video, we'll discuss ways of doing this.

Video #4: How to speed up WordPress sites? What Plugins to use? What Settings are best for shared hosts vs. virtual private servers?

Speeding up WordPress is quite different to a basic HTML page. This requires more stuff, but it's easily done using a specific plugin. While there are many out there, we'll focus on one specific plugin that we've found works really well. Whether your site is on a shared host or virtual private server, we've got you covered. Don't worry – we've done the testing and can show you how to find the best settings, because it is different from site to site and there is no 'one size fits all' solution.

Video #5: Web Hosting and Content Delivery Networks - What to look for

If you're looking for ways to switch web hosting companies, then before you do that, we want to make sure you understand what type of web host to look for and Content Delivery Network providers. Don't worry if this doesn't make any sense now – it will soon. Essentially, who you host with can often be a roadblock to how fast your site loads. That's the bottom line. Therefore, you'll learn how to pinpoint a good fast host in basic terms.

Video #6: Content is key and types of content to use

The content itself can often create an atmosphere for the visitor – either good or bad. Bad quality content unrelated to what they're looking for creates frustration, while good quality content related to what they're searching can create trust. In the end, you want the visitor's trust, because ultimately that is what gains sales and conversions. So in this video, we'll discuss the different types of content, how long they should be, and how you can use them to create a great experience.

Video #7: Where to get quality article content created

That is the question. If you don't feel like you're a great writer and want to outsource article writing to an expert, there is a way to do it and a way not to do it. Not all writers will write well – we know that. But how do you find quality article writers? That I will show you here.

Video #8: Where to get quality videos created (edu-tainment)

People have short attention spans. And thus, people need to be entertained while they are being educated. Unless you've been hiding under a rock, you know that there is a trend going on now where videos that provide great content also provide great entertainment. It allows someone to stay on your site for quite a while, enjoying every minute of it. Videos themselves can increase your visitor stick rate, especially if you have many good quality ones. But you have to ensure they are good quality and are related to what they're looking for. So how? It's super easy to find people, but you have to do it right. Not all video creators have equal quality work either, but I'll show you how to pinpoint the best.

Video #9: Organizing Your Content to Ensure Easy Access

The last point we want to cover is ensuring that your content is easily accessible. While this sounds like common sense, it's often overlooked because it does require some technical sense. If your high quality content is stuck deep within 3-4 clicks, people may never see it or want to get there unless they are desperate. However said that, with hundreds or thousands of competing sites, people have many options. But back to the topic at hand, we'll cover how you can organize your content for easy access.

Video #10: Site Navigation 101

Now let's jump into the technical stuff. How to do you ensure that your content is easily accessible once you have organized everything? Well, in this video we'll look at both HTML sites and WordPress sites on how to do this step by step.

Grab this video course and learn how to fight bounce rates and increase your stick rates which ultimately impact your sales conversions, relationships, and more!

P.S. In this step-by-step video course you will get to watch over my shoulder as I show you three things that can spike your bounce rate, which has a direct impact on your sales and conversions.

P.P.S. You can download this 10 part, step by step video course within seconds of your purchase. It is delivered electronically, so there's no waiting!