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pr⚙fitIN$TRUMENTS

Tiny Little Instruments that make you money on Autopilot

www.profitinstruments.com

WHAT IS OPTIMIZATION AND

WHY SHOULD YOU BOTHER?

After you've created your Profit Instrument and you're done with the initial promotion, then you need to let your PI settle down in the search rankings.

Wait for a week or two and when you start getting traffic to your PI, its time you began the optimization process.

Optimization is a process in which you add or change a few elements on your PI – one at a time.

Basically, you change one thing... let's say you add a banner to your sidebar. And then you track your results for about 200 visitors and if you see better conversions, then you stick with the change – otherwise revert back.

Because we are using tracking ID's to track clicks and sales and because we are using Google Analytics to measure traffic – the entire optimization process is a piece of cake.

You need to know upfront that this process does demand some effort from your side and is totally optional. You'll obviously keep making money with your PI even if you don't optimize.

The entire concept behind optimization is that:

You make more money with the same traffic

So, if you just want to set-n-forget your PI, then do that by all means. You WILL make money that way.

But if you want to make more money without leveraging any efforts of getting more traffic – then follow the optimization process to the letter. If you're getting a good number of visitors to your PI, then you can finish optimizing your PI in less than a day.

I always spend a few hours in optimizing my PI's. In many cases, I have TRIPLED my sales with the same traffic just by following the tactics that you're about to learn in this module.

Imagine yourself making $100 a day and then with a few hours of effort, you suddenly start making $300 a day WITH THE SAME NUMBER OF VISITORS. (true story BTW)

I hope I've made my point and its totally on you if you decide to optimize your PI or not. But please read this blueprint because I've given some awesome techniques that you can implement in your business in the future.

NOTE: As mentioned earlier, every affiliate link on your PI has to have a different Tracking ID or Sub ID – because that's the ONLY way to know which links are bringing in the sales; and that helps A LOT in the optimization process.

OPTIMIZATION RULES

There are a few rules that you need to follow for the optimization process:

Only optimize one element at a time

Its extremely important that you optimize only one element at a time otherwise you'll see inaccurate results and may end up harming your conversions in the long run.

Only optimize if you have traffic

Until you start getting visitors to your PI, don't start the optimization process. That being said, as soon as you see traffic coming to your PI, you can start optimizing your PI.

OPTIMIZATION TECHNIQUE

Identify the element to optimize

The first step in the optimization process is to identify the element you want to optimize. I've explained each element in the pages that follow.

Create a variation of that element

The second step is to create another variation of that element. Each element has different characteristics and you can change multiple characteristics in one go.

Test a variation for minimum 200 visitors

Let your variation of an element be active for about 200 visitors. You need a significant sample size before reaching conclusions, and 200 visitors is a good sample size.

Better Converting variation wins

Obviously, the element variation that has better conversion rates wins and you should use that variation in your PI.

Optimize another element

The process is essentially rinse and repeat. You need to keep optimizing all elements of your PI to ensure maximum conversion rates.

COMPULSORY ELEMENTS

There are a few compulsory elements of your PI that you must optimize. Let me list them down here and also give you examples.

THEME

This is usually the first element that you should aim to optimize. Try out different themes and note the conversion rate for each variation. You should try out at least two themes in your PI.

Changing a theme in Wordpress is very easy:
- Just go to Appearance > Add New Themes
- Choose a theme and install it.
- You can then activate that theme by going to Appearance > Themes, and clicking the 'Activate' link that's along the theme.

Please keep in mind that when you activate a new theme, it doesn't have your Google Webmaster and Google Analytics code in it.

Follow the process of adding these as I've explained in the Creation Module.
Adding the analytics code is essential, cause otherwise you won't know how many visitors your PI gets.

Trying out new themes is important because you never know what type of look appeals to your target audience. Having a theme that does appeal to your visitors, means that your visitors will stick around longer on your PI and possibly increase conversions as well.

SIDEBAR

Remember the 'Text Widget' that we had setup in the sidebar during the Creation Module? We're going to try out different variations of that text widget:

- Change the 'product image'. Try out another product image or replace it with a tiny banner.
- Change the 'anchor text' (call to action) of the affiliate link in the widget.
- Change the lines of text that entices the visitor to click your link. Just rewrite your lines in another way. Here's an example:

Variation 1: By now, if you're still on the edge whether to try [Product Name] or not - then you'll be glad to know that For a VERY Limited Time you can try [Product Name] for FREE.

We've a secret link that'll take you to the trial page.
Variation 2: In case you're still on the fence and can't decide whether [Product Name] is right for you, I recommend trying out a sample because for a limited time they are offering a FREE TRIAL where you just pay S&H and you get to try it for a few weeks.

CONTENT OR ARTICLES

There's a few changes that you can make to the three articles that we added in the initial stages of creating the PI.

These are all minor changes but can increase the Click Thru Rates from your PI to the product we're promoting. And more visitors clicking your affiliate link, means more commissions for you :)

OK, so here's what you can do to optimize the articles:
- Add a product image in the beginning of the article and have it linked with your affiliate link. Don't add product images to ALL the articles in your PI, cause that'll make the visitor think that you're being too salesy. Just 1 or 2 images will be fine.
- Put your affiliate link once in each of the three articles. The anchor text for those links should be LSI Keywords and the PNK.
- Add a long 'Call to Action' link at the bottom of every article. Some Examples:

Click here to visit the official website of [Product Name]
Click here to know more about [Product Name]
Click here to read more about [Product Name] at the official website.

APPROACH STYLE

I've already explained in the creation module about all the approach styles that you can follow.
So if you've followed the official reviewer approach, then you can change your style to the tried and tested approach, and then test which works better.

The approach style is reflected by 'The First' post on your PI. And 'The First' is always the first thing that your visitors will read. So, if you find an approach style that suits your visitors – its can have a BIG impact on your conversion rates.

<u>THE FIRST</u>

There's a few things that you can change in 'The First' post (the one which reflects your approach style). Try them and you'll find a significant change in conversions:

- Add a call to action link in 'The First' (Click here ...). You can add this link in the middle of the post and/or at the bottom.
- You can also try and change all the links to look like buttons (images) with orange background, because the button type call to actions obviously stand out than normal links.
- You can also try changing the review text because maybe some flaw in copywriting may be impacting your conversions. If not the entire review, at least consider changing the first two paragraphs of your review (because that's definitely seen by 80% of your visitors)

ADDITIONAL ELEMENTS

There are a few additional elements that you can consider involving in your Profit Instrument. Please note that these elements are typically absent from most affiliate review sites and I have no idea why.

I want you to make the MOST out of the traffic you receive on your Profit Instrument.

So here are the additional elements that you can incorporate:

OPTIN BOX

Here's a very uncommon phrase: "Money is in the list" ... :)

And what's the best way to build targeted niche based optin lists? Profit Instruments of course...

Each of your Profit Instrument targets just one keyword, so the traffic it receives is highly targeted.

To make the most out of your traffic, you can put up an optin box either on the sidebar, or inside 'The First' and you'll start seeing optins instantly.

Earlier, your visitors were coming and leaving your website, but now you're funnelling a lot of them into your email list – to whom you can sell over and over.

You can set up an autoresponder series...From emails that can be found on the Affiliate Resources page on the vendor's website.

So here's the exact skinny of what to do:
- If you don't have an autoresponder service, then try out Getresponse (they're my favorite)
- Create a follow-up sequence. You can get emails from the Vendor's Affiliate Resources page, or you can create them yourself.
- Create a short (about 10 pages) report from PLR Articles. Or you can just tell your visitors to optin if they want to join your newsletter. There's a lot of different bribes that you can try out – discussing that is out of scope for this blueprint.
- Get the optinbox code from Getresponse and paste it in your PI... Either in the sidebar as a text widget or inside 'The First' post (at the bottom)
- Nobody gives their email address unless you offer them some value. So offer the

short report that you created for free.

While generating the code for the 'optin box' on Getresponse, you're asked to fill in a 'Confirmation URL', which is basicaly the URL where visitors will go AFTER they've filled out their details and submitted the optin form.

Have you guessed what the Confirmation URL will be? Yup, your affiliate link! You'll take the visitor to the Vendor's website and even if they don't buy then – you still have their email address so that you can sell to them later.

Once you start getting optins, you can sell them in the free report as well as in the followup sequence.

BANNERS

The power of banners on your website is highly underrated. I've noticed that people clicking on banners, typically convert better.

Also, since you have some valuable estate that's empty in your sidebar, you can consider putting up a banner as a text widget.

Please ensure that your banner is published in the last position of the sidebar. Otherwise, its just a distraction and will harm your conversions.

To get banners you can visit the Vendor's Affiliate Resources page, or you can also find banners inside the product description page in various affiliate networks.

Two more positions that you can try out banners is above 'The First' and below the last post. I've found that the banner above 'The First' most of the times decreases conversions because the PI seems a lot pushy to the visitor.

That being said, in a few cases, adding a banner above 'The First' increased conversions because a lot of people were clicking on it.

That's why its SO IMPORTANT to test and then finalize every element of your PI.

EXIT POPUP

What if I told you in just 5 minutes, you could have 10 to 30 percent more money in your account for the same number of visitors?

Sounds like another sales pitch? It isn't...

Exit Popups are annoying, then definitely are. But they do increase conversions... EVERY SINGLE TIME.

I use exit popups on almost all my PI's. It takes about 5 minutes to setup and let me tell you how.

I use the Exit Splash script for setting up exit popups on my PI's. Its inexpensive and you can use it on unlimited sites – so definitely try it out!

Here's what you do:
- You get a 'code' from Exit Splash's code generator (which is real simple to use)
- You place that code below the 'Google Analytics' code, but above the '</body>' inside the 'footer.php' file of your theme (Appearance > Editor)

While generating the 'code', you'll be asked which URL do you want the visitor to be taken to...
- You can either take the visitor through your affiliate link to the Vendor's page.
- Or you can take the visitor to a squeeze page so that you can build a list and sell to them later.

In some cases I use both – I first take the visitor to a squeeze page. And if they fill in their info, I redirect them thru my affiliate link. If they try to close the window, I show another exit popup and then redirect them thru my affiliate link.

This little piece of code is responsible for making me thousands of dollars in commissions that I would have missed out completely.

As I've mentioned several times before... We're trying to make a LOT more money with the same traffic.

SIMILAR LOOK

This technique is only for advanced users or those who have access to web designers.

The idea is to make your Profit Instrument look similar to the Vendor's page. To do that you have to edit your theme or create a new theme completely.

The similar look increases 'trust' in the visitors' mind and makes your review sound much more believable.

Then again, make sure you test it first before you finalize the theme.

So friend, I've told you a LOT of different optimization and improvement techniques to make more money with your PI's.

This information is very powerful so keep this to yourself and apply these tactics not only to your PI's but to your business as well.

The concept of Optimization seems like hard work at first, but the thought of doubling or tripling your sales is much more valuable than the few hours that you'll spend in optimizing your Profit Instrument.

That concludes the main Profit Instruments course, but there's two more modules to go in which I discuss some advanced stuff and reveal strategies on how to expand your income with the same PI.