

How an effective website can help your bottom line...



The Example...

- We use **two brothers** that both own push bike stores and sell the same products.

Meet John from
“**John’s Push Bike Store**”



Meet Peter from
“**Peter’s Push Bike Store**”



“John’s Push Bike Store”

- John sells bikes for \$1000.
- He wants to sell more bikes, so he decides to spend \$300 on an advertisement that sends 100 targeted visitors to his website.
- John’s website converts only 1% of it’s visitors into sales enquiries, so John receives 1 enquiry.
- Effectively, 1 enquiry cost John \$300.
- Because John sells to every 1 out of 2 enquiries, this makes his cost per sale **\$300.00**

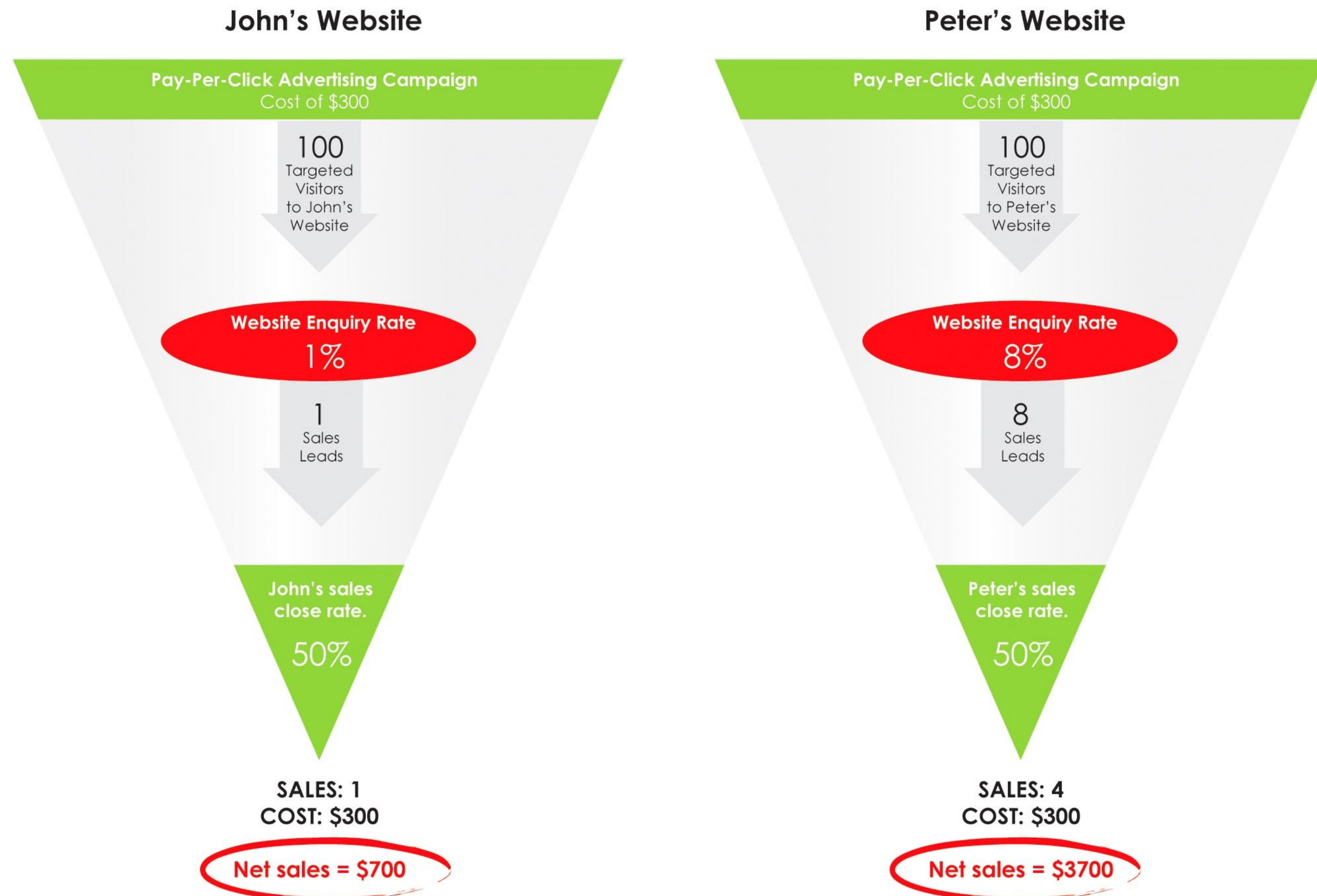


“Peter’s Push Bike Store”

- Peter sells bikes for the exact **same price**.
- He goes and spends the **same amount** on an advertisement that sends the same amount of visitors to his website just like John did.
- BUT, Peter’s website converts **8%** of it’s visitors into sales enquiries, so he ends up with **8 enquiries**.
- Each enquiry only cost Peter \$37.50.
- Peter is no better at selling, but is able to sell 4 bikes instead of 1!
- His **cost per sale is only \$75!**



Comparing the bottom line...



- The only difference is the Website Enquiry Rate on Peter's website.
- John needs to spend **8 times more on his ad campaign to get the same result!**

The result...

“Not happy John!”



“Very pleased Peter!”



A matter of fact...

- **FACT 1:** The average website conversion rate across various industries for a sales enquiry through a PPC ad campaign is: 2.63% * source: Fireclick.com
- **FACT 2:** Optimised webTree websites generate a sales enquiry through PPC ad campaigns at an average of 14.7%! source: Taken from a range of A Website That Works For You's client's accounts.

Find out how we do it!

- Our free report details the rules we stick to that allow us to deliver quality conversions.
- Ask for your copy!



What does it all mean?

- An effective website **WON'T** make you a millionaire overnight...

BUT it's definitely worth having one that allows you to get the most out of your advertising dollar and give you a step up on your competition!