

PV5

Sales Page Conversion Ratio©

The sales page is part of your seller's web site. It is where your seller's sales copy appears.

The conversion ratio refers to the number of potential customers who have been motivated enough by your pre-sale copy to click through to the seller's web site and are motivated enough by the seller's sales copy to actually make a purchase.

As you may have already concluded, you have little control over your seller's sales copy. If your seller's sales page conversion ratio is under 1% you may want to consider finding another product.

It is always wise to explore a seller's sales page before deciding to become an affiliate. If the look and feel of the website as well as the sales copy you find does not impress you, it's very likely that others will not be impressed either.