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2012 Resolution: Increase Site Conversion Rates! by Kim Valerio

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Itâ€™s well into January in 2012, and if you havenâ€™t already made a New Yearâ€™s resolution for you Iâ€™ve got one for you: to increase your site conversion rates.

Now, what is a site conversion you ask?

A site conversion can be many things. It can be an e-mail or newsletter sign up. It could be when someone shares your blog post on Facebook or twitter, when they posts a comment on it. It could be when a customer writes a review. Most of the time, though, it is a purchase â€“ either the purchase of a product, a program, or something online. Essentially, a site conversion is just when a user completes an action on a website or when a user interacts with the business itself in a way that gives the business some headway â€“ either by giving them a customer lead through an email sign up, giving them publicity by sharing content, or by giving them money through a product purchase.

A site conversion is the lifeblood of an online business. So if your site conversions are low, something needs to be done about that â€“ and quick.

Next question you probably have: where do I learn how to increase conversions?

Learning how to increase conversion rates is a tricky subject. There are many people and companies out there who will claim to be â€œexpertsâ€• on the subject. But the truth is, very few are.

Just this month though, a team of marketers and sales executives teamed up to create a ground-breaking program that will change all that. Itâ€™s called Core Site Conversion.

Core Site Conversion teaches users how to increase conversion rates by appealing to their customerâ€™s personality types. It reveals the four unique types of people that customers can fall into, and helps users discover how to sell, appeal to and please those customers online.

Itâ€™s like a step by step guidebook on how to increase conversion rates â€“ and you can do it all yourself Youâ€™re not entrusting your website, your companyâ€™s face to the world to some random outsourced person in India. Youâ€™re learning to do the work yourself, step by step, until you see the results you want.

So if you make increasing site conversion rates your New Yearâ€™s resolution for 2012, consider the Core Site Conversion program. Youâ€™ll learn how to increase conversion rates, and youâ€™ll be seeing dollar signs in no time! Itâ€™s a must-have for any modern business owner!

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Kim Valerio - About Author:
a Core Site Conversion can teach you a how to increase conversion rates.
What is a a site conversion?

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