

# Split Test Profits



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Finally!..A Simple Way For You To Eliminate All Guess Work And Easily Increase Your Web Site Profits By Up To 243!..So Easy, A Child Could Do it! Amazing New Software Makes It A Point-And-Click Process! Click the play button to hear a message from the team at Split-Test Profits. Dear friend, What would it be worth to you if you could find out exactly what worked and what didnt on your sales letter? Or better yet, what if somebody told you, and specifically pointed out certain problem spots on your web site that are decreasing sales? The fact is, hiring somebody to do that would cost you a fortune. You could expect to pay somebody thousands of dollars to go through your sales letter and edit the problem areas! So whats the answer? What is much less costly, and in most cases even better than hiring a professional? The answer is testing! Testing different ideas on your sales letter is the only surefire way that you can increase sales. If You Arent Testing Your Sales Letter, Then Youre Losing Money! The simple fact is, testing will work for anybody selling something online. As long as you have a sales letter, you can test different aspects of it and instantly generate higher conversions. Higher conversions equal more sales, which means more money in your pocket. The idea is to use what is called split testing. Split

testing is where you send traffic to 2 (or more) different sales pages. Each sales page has one piece of it different from the other. Here is an example; Visitor A goes to sales page one. Visitor B goes to sales page 2. Visitor C goes to sales page one again and so on. The only difference between sales page one and sales page two is the one section of the sales letter that you are testing. For instance, headlines. Here are a few things you should be split testing on a regular basis: Your sales letters headlines Your opening Your sub-headlines Your guarantee Different web site designs Your close or call to action Your order form And more.. Then, you tally up how many sales came from sales page one, and then how many sales that sales page two generated. Whichever sales pages generated more sales is the one that is more effective, meaning it makes you more money with the same amount of traffic! Tags: mrr

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