



3 Mistakes of List Building

MISTAKE #1: FAILING TO SPLIT TEST

Split testing squeeze pages is an important element of a successful email marketing campaign.

Regardless how well you design your site, or how thoroughly you analyze each section of your squeeze page, there is no way that you will be able to accurately predict how well your visitors will respond to your offer, without **comparatively testing alternative layouts.**

One easy method of testing your pages and evaluating conversion rates is by using Google's Website Optimizer, a free tool that will help you run simple split tests of any websites you own.

You can sign up for a free account at:

<http://www.google.com/analytics/>

When split testing, start with **only one element at a time.**

For example, if you change the headline on your squeeze page, leave everything else in its original state until you determine whether tweaking your headline helps with conversion rates.

Since you are split testing different layouts and overall structure, you don't have to get it right the first time, as long as you consistently work to tweak your copy until you are able to significantly maximize conversion rates.

Once you have determined what headline works best, change another element of your squeeze page, such as the color scheme, opt-



in box frame, or summary of your offer.

Always test the original against the variation and give it enough time to accurately determine whether your changes have increased your subscription rate before making any permanent changes.

Google's Website Optimizer tool will provide with enough information to be able to quickly analyze and evaluate your progress.

MISTAKE #2: FAILING TO BUILD BRAND AWARENESS

It's important to build brand awareness and develop a relationship with your subscriber base, because the more that your list members trust you and the product recommendations that you make, the easier it will be to convert those subscribers into repeat customers.

Every message and broadcast that you send to your subscriber base should directly represent

You should also register your own domain names and set up professional hosting accounts that can house your squeeze pages and websites. It's important that you establish an online presence and give people clear direction as to how they can reach you or find out more about you.

There are many different providers available online that offer both domain names and hosting accounts including <http://www.hostgator.com>

MISTAKE #3 : PROMOTING IRRELEVANT PRODUCTS

It's important to build brand awareness and develop a relationship with your subscriber base, because the more that your list members trust you and the product recommendations that you make, the easier it will be to convert those subscribers into repeat customers.

Every email you send to your list should directly work towards strengthening your brands recognition for value. This means that you must be extremely careful with the kinds of products you promote as well as the quality of the products you endorse.

Whether you are the developer or not, if you give it your stamp of

approval, your subscriber base will hold you accountable should the product or service fail to deliver.

You should therefore always review

You also need to make sure that the products and services you are advertising are relevant to your newsletters overall theme or topic.

If your subscriber originally signed up for your newsletter in order to receive information on “dog training”, they aren’t likely going to be responsive (or impressed) if you begin to send out content relating to “online marketing”.

Keep your emails focused

each product or offer you are planning to promote so that you can not only stand behind it, but can directly answer any questions that your subscribers may have about the offer.

and relevant. If you end up venturing into a new niche or are interested in exploring other markets, you should work towards creating individual segmented lists for each niche.

