

Smart Passive Income Gets Critiqued - Conversion Strategies with Derek Halpern

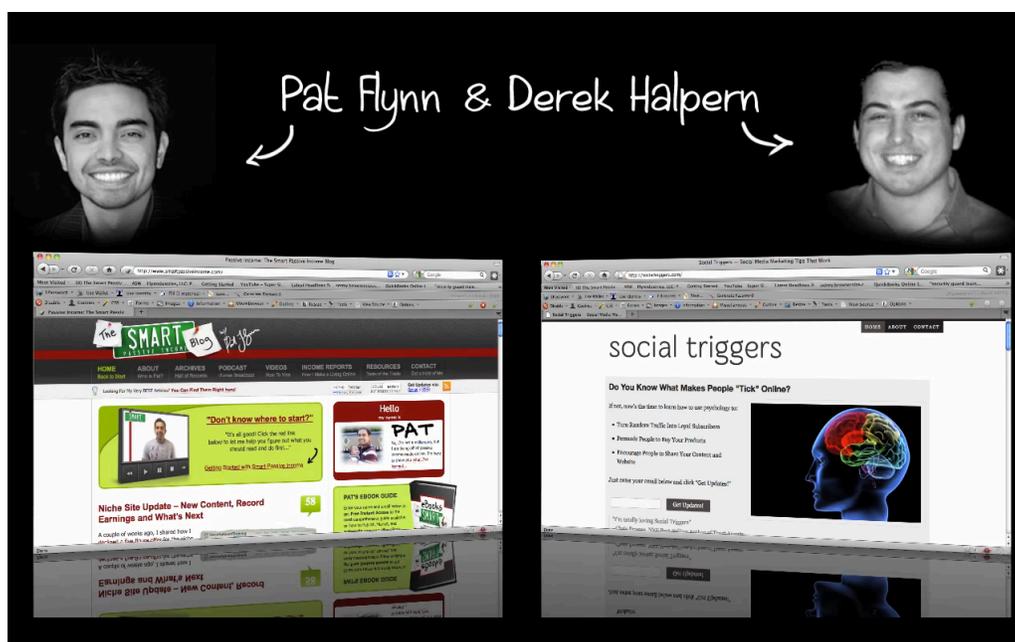
TRANSCRIPT

Blog Post can be found at: <http://www.smartpassiveincome.com/conversion-strategies>

YouTube video of interview can be found at: <http://www.youtube.com/watch?v=uJkZP-8rrFM>

Speakers:

- Pat from <http://www.smartpassiveincome.com>
- Derek from <http://www.socialtriggers.com>



Pat: Hey everybody what's up? This is Pat Flynn from the smart passive income blog and I have a very special guest with us today. His name is Derek. He's from [socialtriggers.com](http://www.socialtriggers.com). He shows people how to turn web traffic into leads and sales. If they're not getting traffic he shows you how to get that too. Derek thank you so much for joining us today.

Derek: Hey Pat I'm really excited to be here.

Pat: What Derek is going to do is actually he's going to go through my blog, smart passive income blog and he's going to kind of use his expertise and give me his advise as far as how I optimize conversions, what I can do to make it better. He's done interview just like this and tutorials for people like Chris Brogan and he's doing more and more. These are really, really helpful. I'm going to try and edit in parts of the website using Camtasia and all these other tools so you can kind of seamlessly see what we're talking about. Our heads are going to disappear

in a second and we're going to go to the site. Derek is going to hopefully give me some good advice. I'm sure he has a lot of constructive criticisms for me and I hope he doesn't bash me too much.

I know there are areas for improvement on the blog. Derek thanks again for sharing this with us. Derek from socialtriggers.com. Awesome guy, I've just gotten to know him recently and he's wonderful. So definitely pay attention and check this out. I'm sure he's got a lot of good stuff to say. Let's go to the site.

Derek: All right Pat. Hey thanks for saying such nice things. I really appreciate it. I'm really excited to go through your site right now because I think you're making one mistake a lot people actually make when they create a site. They are relying on either one or two opt in forms to convert traffic into leads. Right now the way it looks you have the one opt in form on your sidebar and then you have one opt in form towards the end of your post. That's a pretty common place to have it but there's a lot of opportunity to add more opt in forms all over your site so that you can gather emails when people click on specific pages on your site.

I guess let's just start from the top. When people first visit your site the first thing they see is your really cool logo. It really grabs attention. It really describes exactly what it is people can learn on your site.

Pat: That's good right?

Derek: That's perfect actually. You're one of the few people who have a very descriptive site name so you don't really need to rely on a tagline or anything like that. Your site name is exactly what your site is about, no cleverness which is great. Now after people first see your logo the next thing they see is your navigation item. You currently link your homepage, your about page, your archives page and etc. The problem is I'm kind of bare-ish on navigation items because I think they're very useful but if you're not linking to pages that are going to convert people into subscribers that's where you're going to lose out on a lot of leads for your site.

Let's break this down for a second. If you look at your analytics I would guess your single post pages are one of your most popular pages on your site am I right?

Pat: Yes.

Derek: Let's say it's coming from, those single post pages are not usually type ins. They're usually coming from other websites or they're coming from search engines. Now if people click over to your single post page if your title and your image on that page doesn't instantly grab the reader's attention they're going to be looking for something else to click on. Right now the only thing that people would see at this point is your navigation items. That's not necessarily the most persuasive things that they'll necessarily want to see.

Pat: I'm actually looking at the page right now and I'm looking at a specific page or a specific

single post for example and you're right. The only things that they can click on are really from here is stuff within the post but if they're not interested in the post they have the navigation menu.

Derek: Exactly. So now another popular page on your site I'm betting, since you're not using descriptive navigation items one of your most popular pages right now or probably based on what I'm looking at is either your about page or your income report page am I right?

Pat: Those are two of the top three most viewed pages from the navigation menu that people look at.

Derek: That makes a lot of sense because people are hitting your site. Let's say they're interested in your content or not interested in your content. They're looking for what they can do next. Since you're not being that descriptive they see income reports and everybody wants to know what other people make. They click that or they want to know who you are and you're about which is why they click about.

Let's say I'm a random visitor. I hate your site. I'm going to click on the about page. What do you do on the about page?

Pat: I describe exactly who I'm all about, just kind of where I come from and why I started the site. At the end I also ask them subscribe in a little tiny link.

Derek: I think it's a good about page. The only problem is it's all about you. Your about page should not be about you from the start. I actually borrowed this strategy from a copy blogger. Your about page is actually broken up into three parts.

Your first part of your about page, right at the top to be about what this website will do for the visitor reading this site. That's like part one of the about page. After the part one you add an opt in form.

Pat: That's part two?

Derek: Part one is going to be what this page is, like what this site is all about and what people can learn from it then you want an opt in form. Part two is going to be you further develop your idea by establishing yourself as an expert in this topic. Again you want to keep it all about the person reading it. You don't want to talk about yourself just yet. At the bottom of that part again you do one more opt in form. Then the final part is where you make it all about you and build that personal connection because right now you already lured people in with what you're going to do for them.

Once you get people interested that's when you could build up the likeability. You don't want to build up the likeability before people know what you could help them with. Does that make sense?

Pat: Yes, totally and I am looking at my about page. Every paragraph is all about me. You're totally right.

Derek: Which is great. I mean I think your about page is one of the better about pages on the net right now because you really do build a likeability and that is a really key part of a site but if you just make it a little bit more about the person reading it it's going to be a little bit better on the conversion point for emails. Just to give you an example on my site socialtriggers.com. My about page I use this similar format where I have what's in it for the reader for my site. Then I use some testimonials. Then I go into about me. Then I sue some more social proof and I have three opt in forms along the way. That actually converts close to like 30% of all of my emails.

Pat: I'm looking at it right now.

Derek: They hit that about page and that's how I generate most of my emails on my site right now.

Pat: I'm looking at your site right now. You don't even have kind of a lead magnet or kind of an eBook or course that you give away. It's just simply subscribe.

Derek: Yes and there's another reason for that and we'll talk about that later in the video why my site is a little bit different than your site.

Pat: Good stuff.

Derek: Now that's the first about page. You can turn your about page literally into a lead generation page.

Pat: I don't know why I didn't even think of that.

Derek: It's like one of the simplest things that you can do is you know people are going there you might as well ask them for an email. You know they're going to give it to you. Let's take this another step further.

Your income reports page. Again this is one of your most popular pages on the site. You know what you should have? you list your income reports but right above those income reports all you've got to do is say hey if you want to see the income report as soon as it's published. Sign up for an email. People are going to see those income reports, see that you're the real deal and say wait a second I want to get these as soon as they're published because I want the information to be fresh. You want to again put an opt in form right above those income reports and you're going to see that you're going to gain a lot more emails that way.

Pat: Good tip, thank you. My thinking was okay they come here and then they want to look at a specific post that I've written for a specific amount of income and then they leave but I guess I

can try to get them while they're hot.

Derek: Exactly and you always want to get them while they're hot because they come here. They see that overwhelming list on income and see how your income has grown over the past couple of years and now they're going to realize that you obviously have something to teach them because you're doing it yourself. Prime point to ask for an email. It's just going to crush. You're going to see when you actually added that in how well that does.

Pat: I will.

Derek: We talked about the about page. We also talked about the income page about adding opt in forms. Are using aweber or mailchimp?

Pat: I'm using aweber.

Derek: That's great. I don't know how mailchimp works but I know with aweber you can create custom forms and then add tracking to each form. When you add those ad trackings you can actually create the opt in form that is labeled income reports. That will then send data to your list. That way you know where that email came from. You know that this person got to your email list because they were interested in your income reports.

Pat: I have something similar setup for my sidebar list. I have ad tracking on that and I also have ad tracking on the landing page at ebooksthesmartway.com which I'll go to right now just so people can see but I also like you said at the beginning I have the opt in form at the bottom of every post but that just shows me that people are coming in from that point which is good but it doesn't show me which particular post. That's smart. When I add opt in forms to these particular pages to really make sure I understand exactly which page people are coming from.

Derek: Yes. We talked about the about page. We talked about the income page. Now we have videos. We have podcasts in all of those other pages. You could implement this same strategy on all of those pages like your podcast page. Again if you want to be alerted as soon as the next podcast comes out make sure you sign up for email updates. Make sure you're going to add opt in forms to each of your pages that you're linking in your navigation bar.

Let's talk about why this is a really great way to generate leads. Let's go back to the single post page again, one of your most popular pages on your site. If people hit that page from a search engine or from a referral link and they're not interested in your article they're either going to hit the back button or they're going to look for what they can do next. When they're looking for what they can do next if they click a link, if they sign up for an email, whatever they do you want to send them some place where you're going to try and convert them into another email.

The reason you want to always send this people especially your navigation bar to locations where you're going to convert them to email is because when people click a link that shows some form of consistency. They're actually interested in what your site is all about. Once you

get them to say yes once to clicking a link getting to say yes twice like for subscribing to an email is not that difficult.

Pat: Once a buyer always a buyer type of thing.

Derek: I need to be linking to pages that are tailor made to turning a visitor into an email or a sale.

Pat: Got you.

Derek: Now let's talk a little bit about you're looking for my very best article section. I think having that right where you have it is great and I think it gets a lot of click action.

Pat: It does get a lot of click action. I can change that out really easily. It's just attached to a widget on the backend. If I have a particular promotional item that I want to promote. I just put it in there and then I obviously add ad tracking type of linktracker or click tracker too just so I make sure that there are clicks coming in. They are coming in from that particular area.

Derek: Great. I think that is also a really good use of getting people to click to a specific page but I think we could actually improve this even more. Right now on your sidebar you have hello my name is Pat. You have your pat's eBook Guide. You have the most popular, hot post, top commenters. You have a search bar. You have recent posts which I'm going to tell you to get rid of.

Pat: You're not the first person actually.

Derek: You have Pat on twitter. I think you should get rid of that also. No one is clicking those links. I mean you might have some data that shows otherwise but I don't think anyone is clicking on your twitter links. You want to get rid of that. Instead what you want to add is a section called resources. What are these resources? I just did a call maybe a week and a half ago with Michael Port from book yourself solid. Do you know Michael Port?

Pat: Yes.

Derek: I did a call with him and he has a very similar situation. Blogs by default are very good at highlighting new content but it's not very good at highlighting your archived content. Your current page with looking for like you're looking for my very best articles you could find them here. You're highlighting your old content. That's the best. You could break each of those sections out into a resource page. Instead of having recent posts you link to building a successful niche site. Include a little bit of introductory content like you have, include your links to the niche site duels. Then include another opt in form at the bottom of your niche site duels create another page smart affiliate marketing, do the same thing. Introductory content, links and affiliate marketing posts, put another opt in form at the bottom of those posts.

Now you have another section in your sidebar where if people don't want your eBook guide and they don't want a click in your navigation but they scroll down, they see those resources which are very targeted. If someone sees in your sidebar building a successful niche site or smart affiliate marketing or my best blogging advice or effective and efficient keyword research or whatever it is that you have articles on that page. That then turns into a subscriber magnet where you actually pull a visitor into your sidebar based on what they're interested in and they potentially click on each one of those pages.

Pat: Nice. I really like that idea because right now I have it all in that one page. A few people have told me that it's a little bit intimidating.

Derek: It is.

Pat: That would be a great solution. I've been asking around for different solutions and that's definitely the best one I've heard so far. How far up or down the sidebar would you recommend putting those specific pages?

Derek: I like the resources right under the opt in form. The reason why I like that is because if people aren't ready to subscribe to your pat's eBook guide they're going to see other things that you offer and potentially click them instead of leaving your site. They might not want your eBook but they'll go click one of your resource pages and then you have another opportunity to convert them into an email again.

Pat: Right. Okay, perfect.

Derek: Here's the best part you're sort of an SEO guy. You do really well with ranking. When you create these resource pages if you just throw a few links at those resource pages you can then use those resource pages to rank for targeted keywords. You can start ranking for building successful niche sites because you're going to have targeted pages to those particular pieces of content.

Pat: Dude, awesome.

Derek: Smart affiliate marketing, blogging advice, you can turn those resource pages into ranking pages and then when you turn them into ranking pages you now have all these new traffic hitting those pages and you're converting them into an email right away.

Pat: Because there's an opt in in each of those specific pages.

Derek: Exactly.

Pat: What? Oh man this is great.

Derek: That is pretty much it. You're doing a lot of great things on your site. Going from where

you currently are to the next step is all about creating more pages that people could click on and sending those people to pages that actually ask for emails.

Pat: Great. I think that is wonderful advice. I have a couple of questions for you if you don't mind.

Derek: Sure.

Pat: I just put up recently this kind of get started page on the homepage here. It says if you don't know where to start click here to and then kind of goes through one page. It kind of goes through the very beginning of what someone who doesn't understand what I do or someone who doesn't know where to start exactly what they should go through. There's a video that uses my green screen so it's a little engaging. I'm trying to be impressive in the beginning. I define what passive income is and then I take them along and I'm scrolling down and I do have an opt in form here. That's good.

Derek: You should put one more opt in form towards the middle of this. Also on this page, I'm sorry to cut you off.

Pat: No. Not at all.

Derek: Ditch the sidebars. On all of your resource pages you don't want any sidebars.

Pat: Because it's kind of duplicate content or distracting?

Derek: You want to get people to click on that page. You want that page to be all about whatever it is that you're talking about, no distractions. I'm not saying to turn it into a landing page but I'm saying ditch the sidebar. Once you've already showed the commitment to clicking on a resource page they want nothing else but that resource page. If they want something else they can hit the back button.

Pat: That's smart. I think that is a good idea. Would you recommend keeping the page the way it is? Would you recommend the way I promote it on the home page to keep it that way? Before I put this up I had a ton of emails and I was going through this with my audience when I was putting this page up. I was getting a ton of emails from newbies and people who are just like I'm at your site. I'm just so overwhelmed. I don't know what to do? Where do I start? I want to learn exactly from the beginning what to do. I've gotten so many emails like that and this is my response. Hopefully you have a couple of things to say as far as; you already have said a few things to improve this but what, as far as my approach with this. Is it good? Should I take a different route?

Derek: I think it's actually great. I actually love this page. Getting started and start here pages are really, really beneficial for your new readers. It's not overwhelming where you're going to take up a majority of your space on your homepage but if people are, if they're a new reader

they're obviously going to click that.

Pat: It's already been converting like crazy. I have a couple of affiliate links on their and I see everyday a few of them pop into my inbox.

Derek: Definitely add one more opt in form maybe under the first video. After that first video make an opt in form underneath your one minute message. Then keep going and then I think that will be good. Then get rid of the sidebars. That is a great page and I'm betting it's getting a lot of play, a lot of compliments; a lot of people are really digging that.

Pat: They are and actually, I don't know if you saw it before. I tweaked it a little bit. Before I tweaked it it was this page and right underneath it on the exact same page it was all the stuff on my best content page. You can imagine how overwhelming it was. I've split it up but I think splitting the best of smart passive income page like you were talking about earlier, putting those into each of their own respective pages, each with their own opt in form, each with the ability to be ranked in Google. That is so smart. I hope everyone out there listening is kind of generating ideas to something similar for their site as well. Thank you Derek for sharing that. Are there any other things you wish to add or tweaks that you'd like to see?

Derek: On your site, I think if you just add that stuff right now I think you're going to notice a lot more emails coming through the door and I think that's what you should focus on. I think there are some other opportunities that you can look at down the line after you see how this works but your main goal is get those resource pages up, get those resource pages ranking, add more opt in forms everywhere and then go from there.

Pat: It's hard because as the blog owner I know that there are opt in forms everywhere if I put them everywhere and I'm like this is a lot of opt in forms. I might kind of upset people but as a new visitor who just pops in on one single page they're not going to know that there are a billion other opt in forms, trying to capture other people's email addresses. That's the one they see on that specific page. That's so smart. I tell my audience all the time, always step in the shoes of those who would be visiting your site and try to put yourself in their position as they come to your site for the first time. I've got to take my own advice and obviously take your advice too and do that.

Great stuff Derek. Thank you so much. This has been a wonderful, wonderful, wonderful session. I want everyone watching this to check Derek out at his website. Actually go to socialtriggers.com/spi. There is a special page just for you for watching this. Just remember the phrase he shows how to turn web traffic into leads and sales. If you're not getting any traffic, he shows you here how to do that too. You're going to hear that more and more now. I think Derek is going to be a major player in this world that we're in right now so definitely follow him, socialtriggers.com/spi. Derek is there anything you want to say? Maybe drop your so people can say hi or anything else you want to...

Derek: The best thing actually is is when you sign up for socialtriggers.com/spi you're going to

get a quick email. I'm asking you to email me back, definitely do that? I respond to every one of the emails that sign up to my email and one of the reasons why I have that special page is because I don't have my email form publicly available anywhere. I only open it up for a few days at a time then I close it down. Definitely when you sign up you're going to get an email. Definitely email me back and I will respond to you. I probably am going to get a few hundred emails and I always have a few hundred emails on queue but it usually takes maybe three days for me to get to you but I will respond. Definitely do that.

Pat: What are people going to get when they sign up? Why should they sign up?

Derek: You're going to basically see all of the different types of content that I create and part of it is all about as you said how to get more traffic, leads and sales. That's what I focus on and I send content to you in real time and open that conversation. When you do sign up you will start receiving content maybe once or twice a week maybe sometimes less, sometimes more. That's what you should expect when you sign up.

Pat: Great. Awesome. Thank you Derek. Again wonderful tips. I hope everyone on board will at least took one or two things away from that. I know I took a lot of things and you will see me implement these in the future. If you're watching this is 2015 or whatever in the future hopefully those things will be in place. I'm sure there will be other technology that will be going crazy by then but for the mean time I'm definitely going to implement these. I have my VA on it right now. Thank you Derek. Again socialtriggers.com/spi. We'll have to do this again soon. I'll contact you when I'll implement the changes, show you how they are and you can let me know if it's exactly what you were thinking of.

Derek: All right. Great. It was great talking to you Pat.

Pat: Bye man. Take care.

Derek: See you later.

Pat: Bye.