



Special Report:

Five Ways To Make Your Website Sell More

Help people find what they want.

People tend to be interested in the same kinds of things; people who are looking at an action novel are more likely to be interested in another action novel than people who read romance novels. Software can keep track of who's buying what, and **automatically suggest additional items** to your visitors.

Be your own news outlet

How often have you asked a waiter if a dish is popular? Why wait for your customers to ask?

Provide a “top ten most popular” page, automatically filled with the ten most bought items. You could go even further – Amazon.com has a “most improved” page, showing items which have recently become popular in a short period of time. **Try a “top ten deals of the week” page.**

Keep in touch.

People who've dealt with you before are more likely to buy from you again than newcomers. Use mailing list software to **keep in touch with all of your customers**, and make sure you do it regularly.

Make it easy to spread the word

Provide an email-a-friend button, and it'll get used. **Let your customers do the marketing** for you. Whenever a customer gets excited about an item, you want him to be as infectious as possible.

Make it extremely easy to find items.

Your search feature should **automatically fix misspellings, suggest alternatives**, and generally ensure that anyone who wants to buy can do it easily.