Case Study:

How A Dating Affiliate Marketer Gets A Pay Raise Of 50.2% With A Simple Squeeze Page Makeover

About The Author

Iszuddin Ismail (also know as Kidino)

Iszuddin Ismail (Kidino) is a "marketing techie". A computer science graduate, but a marketer at heart, Kidino has been plugging away on the Internet since 2002.

With his web designing skills to offer, Kidino launched his first membership site, **DIY Mini-Site** (http://www.diyminisite.com). DIY Mini-Site contains over 80 video tutorials, ebooks and mini site templates to help people get started.

Kidino also shares his ideas, insights and tips on Internet marketing on his blog, Money Clicking (http://www.MoneyClicking.net).

Currently, Kidino works from his home in Kuala Lumpur, Malaysia. When he's not working, he enjoys spending time with his wife, Zamzarina and his 2-year old daughter, Iman.

Other Websites From Kidino

- **http://www.DIYMiniSite.com**
  Free – Build your own money-making mini-sites in 30 minutes or less

- **http://www.BloggingBig.com**
  How to hire bloggers and build your own million-dollar blog network

- **http://www.CBTrickVideos.com**
  Simple tricks to get more JV partners and boost conversion on ClickBank

- **http://www.MoneyClicking.net**
  Tips, tricks and on web building for Internet marketing

- **http://www.WOWPopUp.com**
  Free – How to build your own unblockable DHTML pop-up

- **http://www.InstantCashGroup.com**
  Stuff your Paypal with instant cash

- **http://www.BlackBeltJVBroker.com**
  Your guide to making money on the Internet with no product, no list, no website and no traffic

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I DARE YOU!

How A Dating Affiliate Marketer Gets A Pay Raise Of 50.2% With A Simple Squeeze Page Makeover

A Lesson In Building Squeeze Pages That Bring In The Profits!

Meet David, Dating Affiliate Marketing…

Not many people in the Internet marketing niche knows David Kwan. He is my friend who lives in Penang, Malaysia, about 250 miles away from me. But I bet many people who sells products related to dating knows who he is.

David runs a small business on the Internet promoting products relating to dating as an affiliate marketer. And for a number of times, he has been top referring affiliate for a few product launches.

Having done that, you know that David knows his stuff. One of the strategy that David uses is by putting up squeeze pages to build an email list.

A squeeze page is a web page that offers something to the visitors in return for their name and email address. The offer can be in the form of information, discount vouchers or any thing else.

Imagine arriving at a website that says, "Learn how to get more dates. Enter your name and email address and we will send it to you." Generally that is what a squeeze page does.

With a squeeze page and an email list, it allows David to have interaction many more times with his prospects, and further convince them why they should get what he is promoting.

Two Ways To Grow A Business…

So far, David is happy with the performance of his squeeze page. Though David pays for website traffic with pay-per-click advertising on Google Adwords, MSN Ads and Yahoo Search Marketing, David was able to keep a positive profit margin.

Generally, when you have run a business model like this, there's only two ways to increase your business:

> **Method #1** – You have to reduce your cost per click from paid traffic sources. Google Adwords, MSN Ads and Yahoo Search Marketing generally bills you every time someone clicks on your advertisement they display. That means, if you can reduce the cost of each click, you can save more money and have bigger profit margin. But then again, with pay-per-click advertising, most of the times reducing your cost per click would mean reducing the amount of traffic that you get.

I have heard of ways and techniques where search engine marketing experts are able to get the most amount of traffic for the least amount of money. And indeed, it is a skill worth acquiring. However, it may take you through some learning curve and huge investments.

Method #2 – You have to increase the number of people that gives you their name and email address at your squeeze page. Those that gave you their name and email address have "opted-in", and are now subscribers or prospects. Naturally, not everybody that arrives on your squeeze page is going to take up on your offer. Some will and some will not. That is why a squeeze page efficiency has been measured with **Opt-In Rate**.

To calculate an opt-in rate, you divide the number of opt-ins over the number of visitors. If your squeeze page gets 10 opt-ins with 100 visitors, your squeeze page has the opt-in rate of 10%.

If you can increase the number of opt-ins without increasing the number of visitors, you will be increasing your opt-in rate. And that means you will have more prospects for the same amount of traffic. More prospects leads to more customers, which leads to more sales, which means… **more profit!**

David knew all these. In fact he has been tweaking his squeeze page to get better opt-in rates. I can't really tell you what's David opt-in rates are, but let say that he is happy with them. He still makes good money…

Along Came Kidino… with **OptinDesign.com**

One night, as I was working on my latest project, a Yahoo Instant Messenger window popped. It was David.

David: Hey, what's up? It's been awhile, hasn't it?

Me: Yeah. It has. I am working on a new project – OptinDesign.com. How about you?

David: Really? What is it?

Me: It's a collection of really well-performing squeeze page templates. I tested a few. But I am still working on it, though…

David: Really. I use squeeze pages. Can I try one? Consider me your beta-tester…

Me: Hmm… I don't know. I am not too sure about that.

David: C'mon… what harm can either of us do? The worse is I get a really bad opt-in rate. Don't worry. I won't hold it up against you.
Me: OK. Let take a look at your squeeze page then.

David: Great. Here it is - [squeeze page URL witheld]

I had a look at his squeeze page. It's quite alright. But from a glance, I knew I that I can do better. With the new squeeze page designs I was working on, OptinDesign.com, I was sure that I can improve his results. So I replied back immediately.

Me: Alright, I'll work something out and send it over to you tomorrow.

So I got back to David's squeeze page designs.

What's Wrong With David's Old Squeeze Page?

Now, I am not really a conversion expert. Most conversion experts are only really, really madcap testers anyway. Now, my opinion is no substitute for testing, but somehow I have a knack for pointing out what to fix in a squeeze page.

When I did a quick look at David's squeeze page, I see things that I don't find really pleasing. Let's do an autopsy on the squeeze page. (feels like a CSI here)

[see old squeeze page on next page]

Headline

The headline reads:

"World Renowned Seduction Coach Reveals A Proven Fail-Proof 'System' On How To Smoothly Approach Any Women Anywhere, Connect With Them Within Minutes & Walk Away With As Many Dates As You Want… WITHOUT Rejection!"

What do you think of this?

Well, before talking about the content of the headline, my first thought was that the headline was too long. Now, I have nothing against long headlines. Some long headlines are proven to work. But sometimes it's just too long to get people interested to read them at all.

So how can you create a short headline, yet be elaborative? I have a solution for this. But let me save that when I show you the new headline.

And then, I looked at the content of the headline. I realized that David used the term "Seduction Coach". When using special terms within a niche, the best is to use the term that most people can connect with. Or a term that everybody understands.
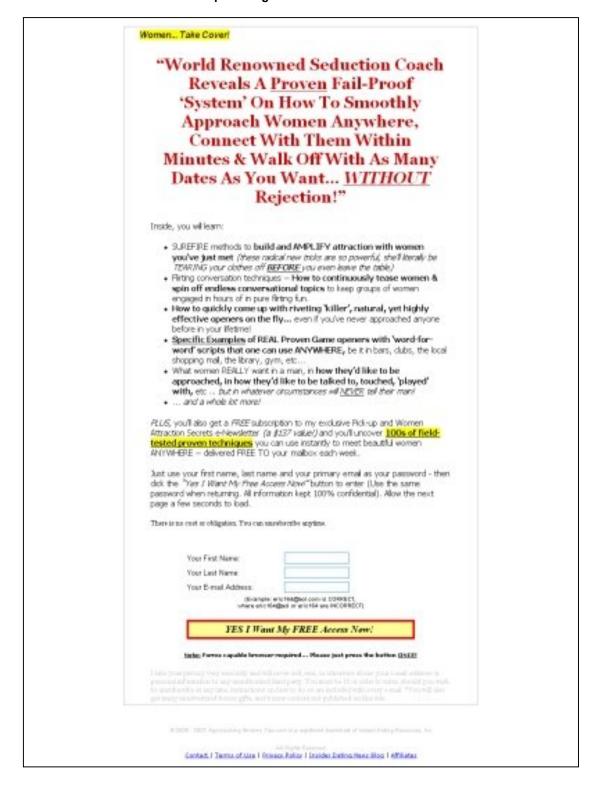
Women... Take Cover!

"World Renowned Seduction Coach Reveals A Proven Fail-Proof 'System' On How To Smoothly Approach Women Anywhere, Connect With Them Within Minutes & Walk Off With As Many Dates As You Want... WITHOUT Rejection!"

Inside, you will learn:

- SUREFIRE methods to **build** and **AMPLIFY** attraction with women you've just met *(these radical new tricks are so powerful, she'll literally be TEARING your clothes off BEFORE you even leave the table.)*
- Flirting conversation techniques – How to continuously tease women & spin off endless conversational topics to keep groups of women engaged in hours of in pure flirting fun.
- How to quickly come up with riveting 'killer', natural, yet highly effective openers on the fly... even if you've never approached anyone before in your lifetime!
- Specific Examples of REAL Proven Game openers with 'word-for-word' scripts that one can use ANYWHERE, be it in bars, clubs, the local shopping mall, the library, gym, etc...
- What women REALLY want in a man, in how they'd like to be approached, in how they'd like to be talked to, touched, 'played' with, etc... *but in whatever circumstances will NEVER sell their man!*
- ... and a whole lot more!

PLUS, you'll also get a FREE subscription to my exclusive Pick-up and Women Attraction Secrets e-Newsletter (a $137 value!) and you'll uncover 100s of field-tested proven techniques *you can use instantly to meet beautiful women ANYWHERE – delivered FREE TO your mailbox each week.*

Just use your first name, last name and your primary email as your password - then click the "Yes I Want My Free Access Now" button to enter (Use the same password when returning. All information kept 100% confidential). Allow the next page a few seconds to load.

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Now, I am not really into the whole dating niche. But I've look into it and I see one term has been used quite often, even on TV shows. And I feel it's better to use that term rather than "Seduction Coach". So that is the only thing that I changed about the headline.

Opt-In Box

Another problem that I see is that the opt-in box is way too down in the page. From above the fold (the first view in the browser without having to scroll down), you can't

see that opt-in box. So people don't really know that they are supposed to enter their name and email address.

Content & Bullet List

His bullet points are fine, but perhaps a little spacing between them would make it more readable. A whole bunch of bullet items like that only makes it look like a paragraph. And a long paragraph is hard to read.

Closing Paragraph

Next is the paragraph after the bullets. I thought that he was telling way too much to get people to opt-in. From my guts, I feel that people would already subscribe even without the two last paragraph. What should be there is just the closing, telling website visitor to enter their name and email address immediately.

Design & Theme

One last comment – the site is just too plain and too simple. Talking about dating and seduction, it has to have at least that romantic feeling to it. Fortunately for him, I just finished a really nice design that would suit well for a dating site, or anything relating to romance.

But some people over do it with squeeze page designs. Instead of looking good, the squeeze page starts too look cheesy (try too hard). That's not what you want. What you want is nice, clean, minimalist design. Yep – just like Web2.0.

Now, Here's The New Squeeze Page

We have identified the problems with the old design. Now it is time to work on the new squeeze page design.
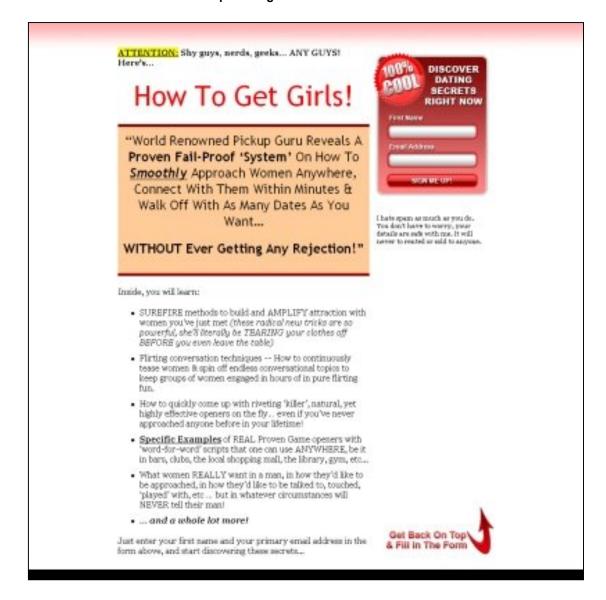
I took one of the designs I was working on for OptinDesign.com. And then I started customizing the basic squeeze page template for David. And turned out to be great. Read about my analysis of David's old squeeze page and how it compares to my new one.

[see new squeeze page on next page]

Headline

Like I mentioned early, one problem that I foresee with the old squeeze page is the long headline. It's not that long headline does not, but sometimes it gets too long that people just won't take the time to read through it all.

But the I have to admit that the old headline is a good one though. It highlights benefits, it tells the credibility of the source, it pokes your emotion and it solves the problem. Instead of using getting rid of it all together, I decided to use it as a sub headline.

As the headline, I use something really short and straight to the point. The new headline goes:

"How To Get Girls!"

And then I make the font big enough that no one can miss it. Because it's already big enough, I remove the bold styling for the headline. And actually, just to make some sense into the headline, I put the following as the opening:

"ATTENTION: Shy guys, nerds, geeks… ANY GUYS! Here's…"

I thought with something like that, it's straight to the point and answers the question in the visitors' heads. This website is all about how to get girls.

Now, we follow that with the sub headline, which is actually the headline from the old squeeze page.

From a glance, you know what the site is all about. And if that is what you are looking for, you will read the sub headline. But I did do some changes though. Now it reads:

"World Renowned Pickup Guru Reveals A Proven Fail-Proof 'System' On How To Smoothly Approach Any Women Anywhere, Connect With Them Within Minutes & Walk Away With As Many Dates As You Want… Without Ever Getting Any Rejections!"

Let me pointed out that I changed "Seduction Coach" to "Pickup Guru". To me, you need to use terms that are more familiar with the readers. When you use a familiar term, it goes straight to the head, sometimes the heart. You don't want your web visitors to think, "what's that?"

I have done some surfing and I found that "pickup guru" is being used a lot in dating websites. I figured that "pickup guru" is a better term than something like "seduction coach" which is almost unheard of.

And then, to add some juice into the sub headline, I added a few more words at the end. Instead of just "Without REJECTION", I made it into "Without Ever Getting Any Rejections"

To make sure that readers pay close attention to certain benefits, I made some of words bold. The term "Proven Fail-Proof System" is powerful and I made that bold. Another part is the word "Smoothly". That is another powerful benefit when trying to get dates. You want to do it smoothly and not look like a fool. So those two are formatted as bold.

And to make sure that the sub headline is read, I put it in a nice box with some background color that goes together with the whole design.

Opt-In Box

For the new squeeze page, I make sure that the opt-in box is visible above the fold. I don't visitors to have to scroll down to see it. That is why I have the opt-in box smaller and put it on the right as a sidebar widget.

And as you can see, I use some graphics to make it more appealing and visible. I also use some CSS trick to change the looks of the text fields. It has nice rounded corners and some shadow effects and not the normal rectangle box.

A little graphic design also goes into the submit button.

Content & Bullet List

This is rather simple. Like I said the in the last section, the bullets are too close, which makes them look like a paragraph. So I put some spacing between the bullets, and now it is more readable.

And then I just removed the closing paragraphs. I simply add some call-to-action.

At the bottom of the page, I add a little image with an arrow that links back to the top of page. That is another call-to-action. It reads, "Get Back On Top & Fill In The Form". When people get to the bottom of the page, I want to remind them again that there's an opt-in box that need to fill in. Sometimes people forget because they get caught with reading the whole content.

Design & Theme

One thing I am trying to go for a clean, appealing style. Most squeeze pages look cheesy, like they are trying too hard to look good. I prefer the Web2.0-style, which is clean and minimalist.

One simple way to achieve a Web2.0 look is to use gradient color. As you can see I have that on the top of the page.

I also redesign the opt-in box, putting more style to it. A seal would definitely give it that boost in look and response. And then, the sub headline, which was the headline in the old squeeze page, I added some background color to it for design purposes and visibility.

To take it a step further, with a dating squeeze page, I want to at least give it that romance and sexy feeling. That is why I used red and pink as the theme color.

And now it's done. Good design without overdoing it. It's perfect.

I zipped everything and then email it to David.

David Is Wise To Split-Test…

The next day David wrote back to me saying…

> Re: Dating squeeze page template
>
> Kidino,
>
> This looks good. I am going to test this against my old squeeze page. Let's give it a day. We'll see if your squeeze page can perform better.
>
> -David

I think that's a great idea. Like I said earlier. I am no website conversion expert. But even the top web conversion expert will tell you, his opinion is no substitute for testing.

So before you throw out your old squeeze page, it's wise to test it against the new one. As a serious online entrepreneur, David subscribes to a split testing service since long ago. If you are serious about your business, I suggest that you do that too.

The Result, 50.2% Opt-In Increase… That's A Lot Bigger Than You Think!

The next day, David started another online chat.

> **David:** Hey, your squeeze page is awesome.

> **Me:** Really? How awesome?

> **David:** Your squeeze page generates 50.2% more opt-ins as oppose to my old one.

> **Me:** Wait! Are you serious? 50.2% improvement?

> **David:** Yes. I love your squeeze page man. Why didn't you do squeeze pages a lot sooner?

I was amazed myself because this is huge. I knew that my squeeze page is going to do well. I looked at his old squeeze page, I knew a lot improvements can be done. But I didn't know the result was going to be this good.

Do you know that a 50.2% squeeze page improvement means **a lot more** in sales and profit? Let me explain.

Let's imagine that this is your website. I am going to round 50.2% to just 50% for this example. If you used to get 20 new opt-ins a day, now you are getting 30 new opt-ins. In month, what used to be 600 new opt-ins, is now 900 new opt-ins. Let's say hypothetically, 5% of those new subscribers buy your product. And each sale is worth $50.

With the old squeeze page, you will probably make:

> **Case A:** 600 subscribers x 5% x $50 = $1500

With the new squeeze page, you will probably make:

> **Case B:** 900 subscribers x 5% x $50 = $2250

Please bear in mind that you are not spending a penny extra for traffic. In both cases, we are assuming that they get the same amount of traffic. Let's imagine that you pay for all of your traffic – let's make it $1000 each month.

> **Case A:** $1500 (revenue) - $1000 (traffic cost) = $500 (profit)

Now, take a closer look at Case B. 50% improvement in opt-ins means a lot more in profits.

> **Case A:** $2250 (revenue) - $1000 (traffic cost) = $1250 (profit)

With just a little improvement, you have just **more than double your profit!** 125% to be exact!

Good Design = Credibility = Trust = Action = Opt-In = _PROFIT!_

Get Two Squeeze Page Templates For FREE – Only From OptinDesign.com

People are getting more and more familiar with Web2.0 design style, consciously or subconsciously. They know when they see a good design, it represents credibility, and that leads to trust. Trust will get them to take action. And in the case of our squeeze page case study, people opt-in. With more opt-ins, the more money you are likely to make.

I would like to suggest that you take your squeeze page design more seriously, and start optimizing your squeeze pages.

If you want to give yourself a pay raise without having to spend any extra money on traffic, then you need to improve your squeeze page. **Visit OptinDesign.com for two free squeeze page templates that are designed to give you better performances and higher opt-in rates.**