

Get Personal by Adding Your Voice to Your Site

Article Rating: NA

Submitted by: articlediner on 2006-11-09 and viewed 31 times.

Total Word Count: 539

Author Rating:

Sample of Content:

By creating a sense of trust between you and your customer, you will increase your sales dramatically. Here are four great tips to consider for adding your voice to your site.

Content:

Many customers in today's online business world are shopping around online for a reason either they are too lazy to go to stores, do not like the masses of people, or they might just want to shop in the comfort of their home. What ever the reason might be, we can conclude that they are not in a store, but rather they are on your site. Just because your businesses is online doesn't mean that you can't conduct your business like that of a normal store. Compare your site to a clothing store in a mall for example. When the

customer comes in, a sales representative normally comes to the door and asks if they need help. A web site doesn't normally do this, but you can if you want to. Record an audio clip that not only includes a sales pitch and introduction but also a site map that includes the important parts of the site. Not only are you getting personal with your customer, you are also pointing them in the direction of your product. Here are a few tips to keep in mind about audio clips:

#1 - Make Sure They can Turn it Off

There is nothing worse than listening to someone drone on on how they made massive amounts of money, and so can you! If you do include audio with your site, make sure you include a stop button. You might think your sales pitch is interesting and informative, but the customer might not. They might also want to play it over again to catch a part they missed, so make sure to include a play button as well.

#2 - Include a Picture

Maybe is just cause we watch TV alot but when we hear audio, we want something to look at. Take a picture of yourself and put it above your new stop and play buttons. It will add to the personal touch and also give the people something to look at while they listen to you.

#3 - Don't Take too Long

People have short attention spans so introduce yourself and your site, make your pitch, point them in the right direction, and then stop. You can always include more audio files with success stories elsewhere on your site.

#4 - Don't be too Loud

It is hard to know how loud to make your clip but it is better to be soft than to be loud. The user can always turn up the volume if they are interested. Adding a volume "slider" next to your play and stop buttons and below your picture will round off the audio clip look.

So there you have it, four great pieces of advice when looking to add an audio file to your site. If you can do it yourself, put one up there, but if you can't, get someone to help you. It is relatively easy and so it should not be too expensive. Good luck and be creative!

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