

Niche Graphic Gems

NicheGraphics.com

This Report Is Proudly Brought To You By
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Table of Contents

[1.0 Disclaimer](#)

[2.0 Introduction](#)

[3.0 The Important Factors](#)

3.1 Attracting Attention

3.2 Increasing Credibility

3.3 Audience Considerations

3.4 Design Tips

[4.0 Benefits Of Redesigning Rights Products](#)

[5.0 Graphic Resources & Choices](#)

1.0 Disclaimer

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2.0 Introduction

No matter what you're selling or promoting online, there are many ways to increase conversion rates... Let's face it, there will always be ways to improve your bottom line and do things better right?

In 2007, niche marketing is one of the most popular forms of generating an income online and for some very good reasons:

- » The niche audience is highly targeted with something in common.
- » You don't have to search high and low for prospects when you know what they're interested in.
- » Niche markets are very responsive to products related to their niche.
- » Prospects in niches are well informed about their niche topic and know what they want to buy.
- » Once you have a customer in a particular niche, you can back-sell more niche-related products to that customer in the future.
- » Niche marketing isn't difficult to master or time-consuming to setup.
- » You can utilise Private Label Rights (PLR) products such as articles, ebooks and software programs in niche marketing to save time, effort and money.
- » You can generate a good income from niche marketing by utilising targeted mini-sites in your promotions.

With more and more people moving to niche marketing, mini-sites are becoming more prevalent online. It's not uncommon to see the same style of web site promoting a range of topics targeted to particular niche.

It's a fact that the more often we see niche sites online, the more we become immune to them and skim over the contents quickly... Some marketers have to spend a pretty penny with pay-per-click (PPC) advertising to attract the right prospects to visit their web sites. But not everyone has a bottomless pit of advertising funds to spend each month...

So what can you do to stand out from the crowd?

How can you **make an impact** on your site visitor in the ***first few moments*** that they visit your site? Enough of an impact for them to be impressed, remember your site and make a purchase from you?

This report will discuss the ONE Important Factor that many marketers overlook altogether. And don't chuckle when you find out what it is, because we're serious about the outstanding results that can be achieved when you utilise high quality graphics in your sales pages. We'll reveal some of the latest facts and study results with you that will surprise you.

3.0 - The Important Factors

You've probably heard the expression, "***A picture tells a thousand words***". Well it's certainly true. With the continually increasing pace of life, people are very busy and don't spend a lot of time on every web site that they view online... Graphics are therefore the perfect solution to saving space and speaking volumes, while getting the message across incredibly fast.

Of course it goes without saying that the **higher the quality of the image**, and the faster it loads, the better the overall experience the site visitor has.

Here are some more interesting facts about graphics that you may not have known...

3.1 Attracting Attention:

If your web site has absolutely no impact on your web site visitors, then you may as well shut up shop and go home... You're wasting your time and efforts online.

Why do that? If you're going to do something, then do it properly and get the results you're craving.

There are many ways to attract attention, but today we're going to concentrate on how using high quality graphics can generate more positive attention to your web site.

There's no doubt that **visual stimulation** will always attract attention. Poynter.org reports that images that DO get attention share the following traits:

- » Related to page content.
- » Clearly composed and appropriately cropped.
- » Contain "approachable" real people who are smiling, looking at the camera, and not models.

- » Show areas of personal/private anatomy (Men tended to fixate on these areas more than women).
- » Items a user may want to buy.

It's a fact that studies carried out on eye-tracking, by EyeTrack07 (by eyetrack.poynter.org), which shows where an individual's eyes move to on a web page (called hot-spots), revealed that the eye is **naturally drawn to images**, bulleted lists, headings and sub-headings.

Their latest major findings from April 2007 carried out on a broad audiences show that on average, 15% more attention is paid to alternative story forms such as Q&A, timelines, graphics, fact boxes or lists than to regular text print.

When EyeTrack07 says that an element drew more attention, what they meant is that there were more "eye stops" than they might have expected. The table below illustrates the results of their study on photographs.

	TOTAL AVAILABLE	# OF EYESTOPS	% SEEN
Large Photos	20	10	50%
Small Photos	100	20	20%

More interesting findings:

- » In print, readers looked at large headlines and photos first — and these got dramatically more attention than smaller headlines and photos.
- » **Online, readers go for navigation bars, teasers and graphics that we consider to be directional devices.**
- » Color photos draw more attention in broadsheet.
- » **Black and white photos receive 20 percent less attention than you might expect, based on what is available to be seen.**
- » Live, documentary news photos got more attention than staged photos. Studio or staged photos received much less attention than we might expect.
- » **Mug style shots receive relatively little or no attention.**
- » Images with captions underneath attract attention and are usually read.

The results of an initial study carried out by disel-project.org show that images are most effective when a user is browsing or when images are directly related to the content's overall presentation.

Therefore, it makes good sense to add visual stimulation where appropriate to your web site to attract attention and help increase conversion rates.

3.2 Increasing Credibility:

Did you know that studies conclusively show that credibility can be increased with **high-quality graphics**, good writing, and use of outbound hypertext links?

The more believable your story is and the more the prospect can imagine using the product to solve their problems, the more chances you will have of making an increased number of sales.

Using clear graphics that depict your product or show how the customer will feel when they use your product are appropriate. Adding superfluous images for decorative value alone isn't necessary, unless they are part of a theme throughout your web site.

Images are especially useful for showcasing **intangible electronic products**, bringing them instantly to life and adding credibility to you and the product.

If you operate your own affiliate program, you can use your customers to increase your credibility by offering them high quality graphics to use in their promotions.

3.3 Audience Considerations

With many more teenagers and lower literacy levels participating on the Internet now, poor reading skills and low patience levels mean that text has to be ultra-concise and that **more information must be communicated in images**.

Long-term computer use has a downside with reduced or impaired vision being faced by many worldwide. Consider the impact larger fonts and graphics can make to the reader who is struggling to see clearly.

It doesn't come as a surprise to find that Web 2.0 is utilising high quality graphics in the form of images and video, combining to provide a better, more enjoyable end-user experience online.

Internet users are actively seeking interaction and an enjoyable session online. Many readers are

scanners as well... Don't be afraid to step outside the box and use graphic images to say much more in much less area.

3.4 Design Tips

» **Keep File sizes to a minimum**

If your photos and graphics are larger than 60K, they are likely to make your viewer impatient while they download. Focus in on the subject of your graphic and eliminate dead space around the edges.

Reducing the amount of colors in the graphic will also reduce memory. If you have a large graphic for a page, make a small icon of it so your viewer can click on it to see the larger format. If a small icon is not an option, then you should break your graphic up into a few pictures that can download separately. Your viewer will then get quicker results and will gladly wait for the rest of the pieces to complete the image.

» **Interlaced Graphics**

Interlaced graphics are those which you see on the Web that appear quickly but look pixelated. They gradually sharpen until the image is clear and offer the viewer an instant image even though it starts out fuzzy. Some designers think this sort of loading procedure looks awful, while others think it offers viewers something to look at while they wait. It's really a matter of personal preference, but never use an interlaced graphic for tiling a background image -- because as the image tiles in the background, the browser becomes extremely slow.

» **Minimise Colors**

The fewer colors you use in a Web page reduces memory of graphics and increases download speeds. In your graphics program, there should be a method for converting and reducing bit depth called indexed color mode. By reducing the bit depth down, you reduce memory of the graphic which makes it faster, but this also reduces realistic qualities, so experiment for the best results. Sometimes it's better to use 8-bit color mode, (256) colors, for compatibility on all monitors.

» **Add Titles to Graphics**

Some of your viewers may search your web site with the images turned off in their browser settings. If your navigation links are graphics instead of ASCII text, then it is especially important to

include an alternative "ALT" text in your image HTML code to help your viewers navigate your site.

4.0 Benefits Of Redesigning PLR Products

With the advent of Private Label Rights (PLR) products online, it's now possible to put your name to articles, ebooks and software products quicker than ever before. *Without even writing a single word.*

Resale rights products allow you to take the ready-made product and resell it from your own site as-is.

These types of products usually come with the pre-written sales page and associated graphics, and you can keep the proceeds from the sales you make. A definite plus.

In the case of PLR products, it's usually just a matter of editing the Adobe Photoshop graphics, (psd files), that are included to display your name or to change the name of the product etc.

If you're an experienced marketer, you might take the time out to tweak the sales page to add more keywords and personalise it -- but a very low percentage of marketers actually take the time out to do that... Why? Because it's just quicker and easier to upload the files as-is. Who has tons of extra time on their hands?

But how unique will your PLR package be online?

Before you take your newly purchased PLR and resale rights ebook and software products and upload the supplied web pages to your server... consider this question:

How many other people do you think are doing exactly the same thing with the exact same products, web sites and graphics?

You'd be shocked and truly surprised if you realised just how many copies of the **complete same web site are already online...** It's a little frightening when you think about it and worthwhile to take a few extra steps before uploading.

So it makes good business sense to redesign these products to make them:

- » More appealing to the niche market and laden with relevant keywords.
- » **Stand out from the crowd when browsing.**
- » Branded to your company image for recognition and credibility.
- » **More noticeable to attract attention.**
- » Convert better and increase your profits substantially.

All good reasons for redesigning, I'm sure you'd agree?

Following is an example of a regular packaged PLR sales page and a redesigned sales page:



Well Presented Regular Template That You'd Probably Find Used On Many Online Web Sites?



Professionally Designed Template That Generates A Much Higher Conversion Rate?

Question: Both the images above have the same sales copy... Which one do you think will convert better and why?

Answer: After split-testing these two pages together, the one on the right pulled a **much higher conversion rate** -- simply due to the professional presentation and layout.

Here's another example:

Question: Which product would you buy if you had to choose between the following three images?



Low Quality Graphic That Might Have Taken 5 Minutes To Whip Up?



Colourful But Slightly Blurry & Cluttered Product Box?



Professionally Designed, Pristine & Sharp-Looking Software eBox Graphic?

Answer: I know you're not silly... The choice is fairly obvious don't you agree?

Let's discuss this briefly.

The first image is definitely **not the one** you're going to want to buy. Why? Because it looks like a newbie product that no one has ever heard of before, let alone used with success. It has no visual credibility.

The second image is surely going to increase the conversion ratio slightly... But look at the last graphic. This is a truly professionally designed image that will showcase your product in a professional manner. You can easily tell the difference right?

There's no doubt that by utilising high quality graphics on your sales page, you will increase your conversion rate and sales **substantially.**

5.0 Graphic Resources & Choices

Luckily, you'll always have a choice in the way you do things in life... You can choose the hard way, or you can choose the easy way.

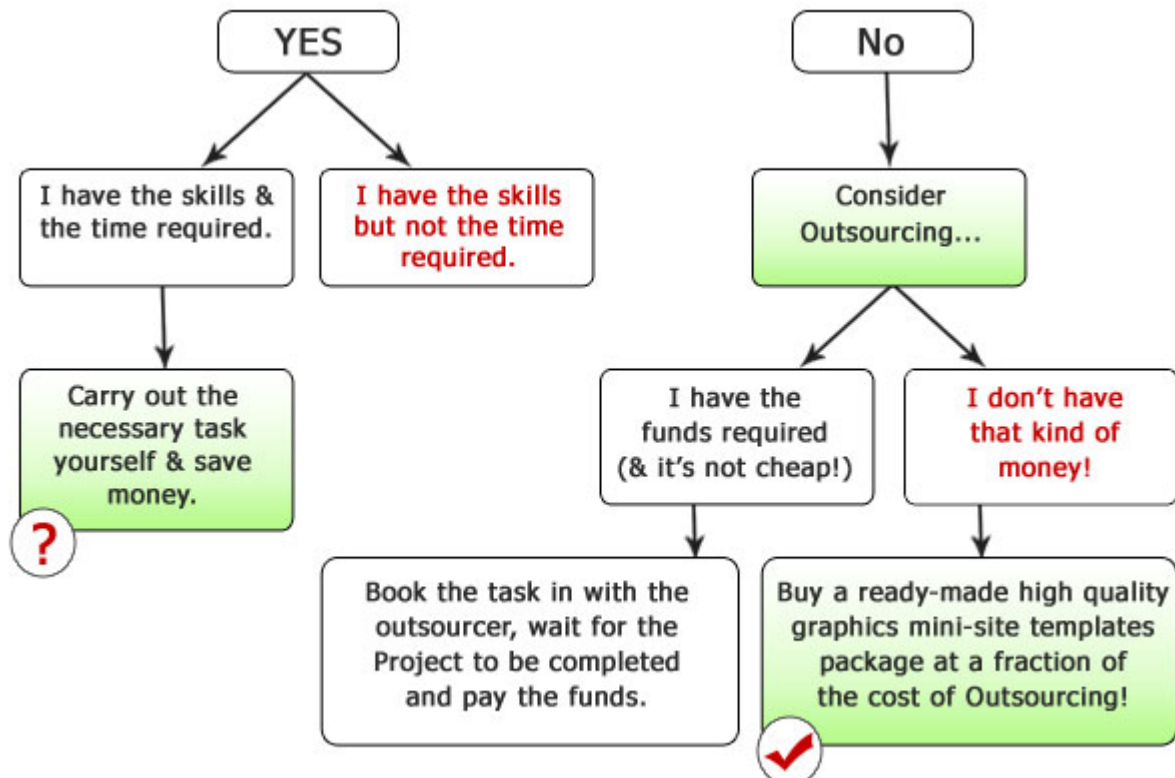
Choosing the hard way probably means you have a lot of spare time on your hands and you're no stranger to a steep learning curve. That's okay, because it's your choice completely... But if you're like most people, **time is limited**. So let's discuss choices and the easy way.

Not everyone possesses web designing skills or copywriting prowess. These are crafts that sometimes **take years to perfect** -- and as we've already seen in the previous examples -- you can really tell the difference between professional designs and unprofessional graphic designs.

Here's a scenario of choices:

Should I redesign the products and sales pages myself?

(Ask yourself, "Do I have the necessary designing and copywriting skills?")



I'm not going to discuss the pros and cons of the choices that are available to you, or the decision you make... Instead, as mentioned before, I'm going to discuss the easy way.

The quickest, easiest and most affordable method of redesigning templates that **far outweighs all the other choices**, is to purchase a professionally designed mini-site templates package. **You'll save time, effort and money.**

There are several sites online that provide quality designs, including my own service that I provide from [eCoverGuru](#). As you can see on the site, the regular price for a mini-site niche template is \$197. I've seen some sites charge as much as \$497 for a custom template...

\$197 isn't a price that everyone can afford... So you might get a bit of an idea of just how much you'd have to pay through an outsourcing service now right?

But don't worry... I did say that it was the quickest, easiest and most affordable solution didn't I? I'm seriously not kidding about that. In fact, I've intentionally made the offer too good to refuse.

If you truly want your web site to make an impact on prospects, then this is the solution you should utilise in your niche marketing.

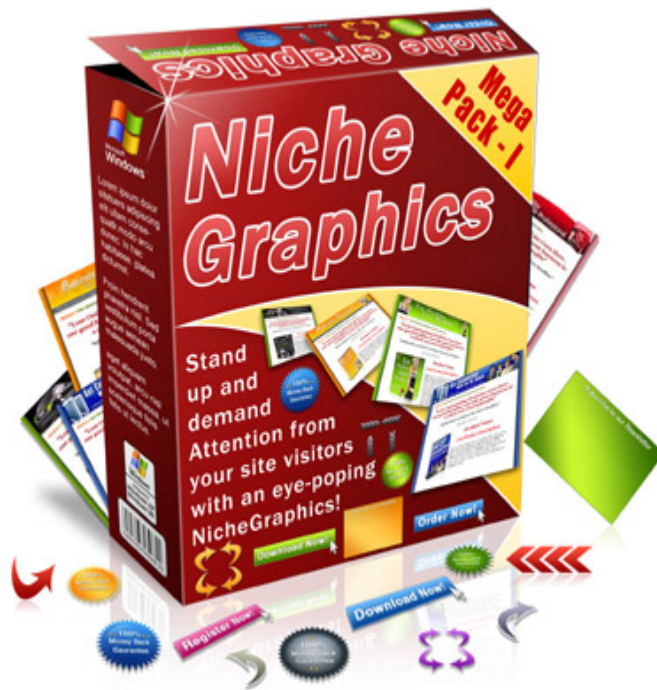
The Niche Graphics Package is the ultimate for anyone marketing in any niche market online. Beautifully designed graphics that will **stand out and command your site visitors to stop and take notice**. I'm sure you'd like to get your hands on a template like that am I right?

Once again, a lot of forethought has gone into this solution, and you can receive the following.

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20 MiniSite Graphic Templates To Promote Your Niche Products

**That's Right -- A Complete Set Of 20 Professionally Designed
Niche Graphic Web Site Templates!**



[CLICK HERE TO SEE THE COMPLETE PACKAGE NOW!](#)

Understandably, I realise that 10 templates may not take you very far if you're an active niche marketer... That's why there are some terrific bonuses included in this template package, such as:

- » **Photoshop Action Scripts** to create ebook and software covers in a flash.
- » **Graphix Chameleon:** An outstanding make-over program that will transform your web site template into harmonious colour schemes of any colour you like in minutes.
- » **Web Artist Club Silver Membership:** You'll be astounded at the inclusions in my exclusive designers club. There's just too much to list here... You can see what's offered [here](#).

The value of the Niche Graphic Package is exceptional and you'll receive \$4123.97 value for much, much less. [Click here](#) to get your package now. (If you're fast, it may still be discounted!)

I hope you have picked up some good tips, tricks, facts and information about presenting your site and increasing sales conversion rates from this report.

Please feel free to pass it on to your colleagues and make it available to others from your web site as a bonus.

I wish you all the very best in your future endeavours!

Happy niche marketing!

Mike Barcus & Naveed Peerzade

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