

THE EDGE

Breaking Frames And Increasing Conversions

I love seasonal markets, but I have to say that my wife is a killer marketer when it comes to these. True, seasonal markets only last for a short period of time, but put a few of these together and you pretty much have the whole year booked up... but I digress...

What I want to talk to you about in this article is a technique you can use, and implement really quickly, and get results almost immediately...

Now, a bit of a back story.

My wife has been in this one particular market for a few years now and has pretty much only had a Squidoo lens up until a few weeks ago (yes you heard that right, no site, no domain, nada). But being a tracking person like myself noticed that traffic was down over 50% for the same period last year, and with the season coming up decided to take a bit of action.

She added a couple of pages to an existing blog on the same overall theme, but not the same market... (more on this later). Now this blog isn't a big hitter, it's not an authority site, has no special powers, and has only been up for six months or so... But she did one thing that very few people ever do...

She optimized the images...

Now here at the labs we have tested this many times over and covered it in previous Edge articles... But to recap you need to:

Give your images an ALT tag: The ALT tag should contain your main keyword phrase but you should never use the same ALT tag more than once on a page.

Use a Title tag: These add context to the image, but as with ALT tags, you should only use your phrase once. (these are the key to this strategy)

Surround your image with text: The text which is surrounding the image should contain the keyword phrase you are targeting and should be at least a few sentences.

So the typical HTML should look like this:

```

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Don't worry if you don't understand this, Wordpress let's you put these things in to the images you upload and publish to your blog.

But this is not really the point of the article... I am just trying to give you a bit of history here...

The results of doing this were pretty amazing...

Within four days she was number two in Google Images, the day after that number one... (and this is a market with a high compete in the US (very few people optimize their images).

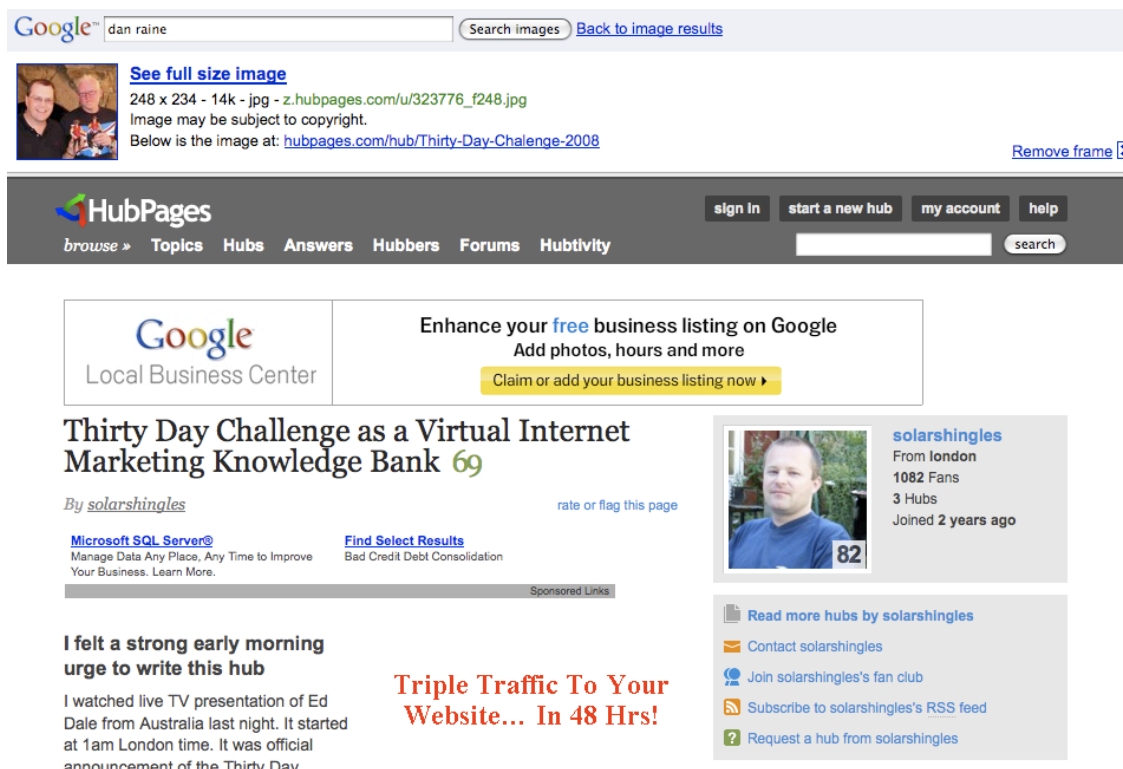
The Google Images position and resultant searches brought in nearly 5,000 unique visitors a day. I jest you not, *5,000 searches a day*. (BTW: We also found out something really cool that I will be sharing with you soon on the Edge)... But there was a problem...

They didn't convert that well.

In-fact, she was getting one sale for every 2,900 visitors to the site at approx. \$12 a sale. Now remember though that people browsing for images are looking for ideas and inspiration and not necessarily looking to buy, so not that bad (although universal search is changing this a little)... but it could be way better...

So I decided to do some testing... (and here is the juice).

When people come in from Google images they see a framed page like this:



So the image is at the top, and the page which it is on is framed below.

Which is great from a search experience I am sure, but we are marketers here and all that matters is getting the eyeballs where you need them... So I decided to test what would happen if the visitors didn't get the framed page but instead the complete page...

I was totally amazed... **sales increased by 93%**

That is nearly double the income per day by making one simple change. That is an extra \$7,000 a year by adding a few simple lines of code to a site.

Now I am sure there are many reasons for this but in my personal opinion I think that one simple change forced people out of a browsing mindset and focussed them on the content that was in-front of them... really simple, really effective, and easy to implement... and here is how to do it:

All you need to do is add the following lines of code to the top of your web page. In a normal HTML page you stick these in-between the <head></head> tags. In a Wordpress blog you will need to edit the header.php file and insert them there.

```
<script type="text/javascript">
  <!--
    if (top.location!= self.location) {
      top.location = self.location.href
    }
  //-->
</script>
```

That's it, simple, seven lines of code to break out of Google Images (and any other frame) and nearly double your conversions. Now don't get me wrong, this won't work for every site but I think nearly every site will get a boost with this.

Remember: Always optimize your images to make sure you are ranked in Google Images and Bing... and just as importantly, theme your sites. As I mentioned above, this niche was not on a site directly related to the niche but was loosely themed. This was a big advantage when it came to getting rankings quickly and I will be covering this and some other cool findings soon..