



CasinoAffiliatePrograms.com <newsletter@casinoaffiliateprograms.com>
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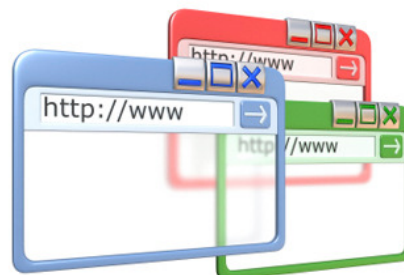
CasinoAffiliatePrograms.com
Your Guide to Gambling Affiliate Programs

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Optimize your site, improve your conversions

It's pretty simple: The better optimized your site is, the more likely your visitors are to convert.

That doesn't just mean search engine optimized, but optimized to make your site **as easy to use as possible**. When you offer a simple, well-designed website that best combines your content with your marketing plan, you make it that much easier for your visitors to convert.



[Get more info on how to convert traffic here](#)

Here's our outline for [creating optimum site usability](#):

Step 1: Website Layout. Customers expect a basic structure — main info on the home page, another page for your blog, etc. If you deny them that structure, you make them work a lot harder to find what they're looking for -- and they're not likely to want to do that.

Step 2: Page Titles. Always use a clear, descriptive title for each page, particularly your more important pages. This is essential for both SEO and user appeal.

Want to know steps 3, 4 and 5? [Read the full article on CasinoAffiliatePrograms.com.](#)

[Learn the right way to optimize your website here](#)

Visit CAP at the iGaming Super Show in Dublin on May 24-26 and hear Business Manager and Community Liaison Brooke Cole speak as part of a round table discussion about affiliate issues, 2:30pm on May 25. [Check out the schedule here.](#)