

# THE EDGE

## How Can A 100% Bounce Rate Be A Good Thing?

That's a very good question...

I mean, ideally, we want people to hit our sites and then consume our quality content and then make a purchase, or opt-in to our mailing list, or click on our affiliate product (or all 3!).

Well, believe it or not , a 100% bounce rate is something I hope to achieve on quite a few of my sites.

### **What?! Why?!**

The simple answer - CPA.

With CPA offers we want to get our prospect through to the offer, hand over that golden piece of information that we need them to divulge so we can get paid.

If you can get the prospect from your site to the CPA offer then this is good business, so we're actually looking for a high bounce rate (OK, technically we're looking for a high click through rate to the offer, and not high bounce off the site and not to the offer.)

We've been using a technique which I outlined ages ago to achieve this very goal, and it's been working like gangbusters.

For those older Edgers reading this, you will remember I did a script a while back called the LightSqueeze, which when installed popped up with an advert or opt-in box with the rest of the page dimmed in the background.

This works like gangbusters when done properly, and in the past we've seen our opt-in rates increase considerably. However, there's another way to use the script to boost your profits immediately, and that's with CPA offers.

The idea is to frame the CPA offer in the lightsqueeze script, and then as soon as the prospect lands on your site it pops up, front and center, and then they click on the offer and get taken away to hand over their details and then you get paid.

**100% bounce rate, direct to the CPA offer. The 100% efficient path to getting paid.**

If you take a look back at the script you will see that it's really rather good (if I do say so myself ;) but, there was a small issue with it - it's code and not everyone is as tech savvy and installing it is as good as learning to write Mandarin Chinese.

This is especially true when you think that in the original script you needed to create the squeeze.html page to be displayed, and not everyone has the skills or time to do this.

So I came up with a simple solution which you guys are getting for free...

## The LightSqueeze WordPress Plugin

We've been testing this plugin for a while and have seen our opt-ins go up five-fold, we have sold way more products (both directly through the incentive ads, and through the auto-responder emails from the increased opt-in list), and we've seen it work consistently well across our other niche sites as well delivering similar returns.

The plugin is super easy to install and use, and I'm going to cover that in a moment, but before I do I just want to stress **how well this process works with CPA offers** and achieving that golden 100% bounce rate I've just talked about.

Just think about it, you've got a review site about the very product which the prospect is looking for, and as soon as they hit your page they *get the offer right in front of them*. All the

hard work of positioning the offer is done, they take the easy option and click on the CPA ad and get whisked off to give their information in order for you to get paid.

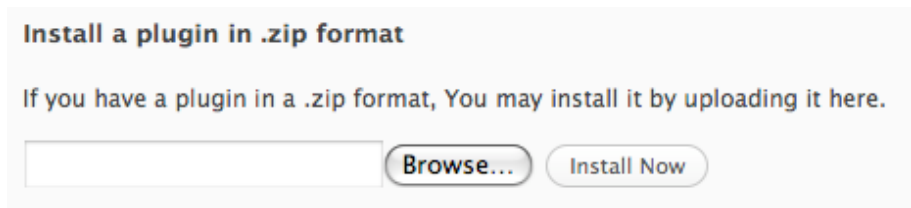
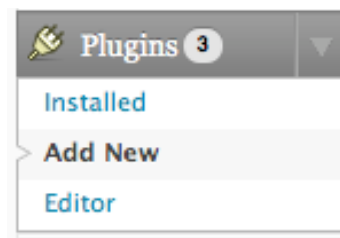
The added bonus is that even if they click off the lightsqueeze (i.e. don't click on the CPA offer) they'll still be on your page where they can read through your copy and then click on the offer eventually.

The other thing you really need to realize is that if you're dealing with CPA you can just put your affiliate URL into the plugin and it will display the offer without you having to create any html files or pages (although some may escape the lightsqueeze and automatically redirect to the landing page - which is fine because it will be from your affiliate link :)

**It's a one click solution, it's simple, it works like crazy, and you can download it at this link: [WordPress LightSqueeze Plugin](#)**

To install the plugin you need to download the zip file and then log into your wp-admin dashboard.

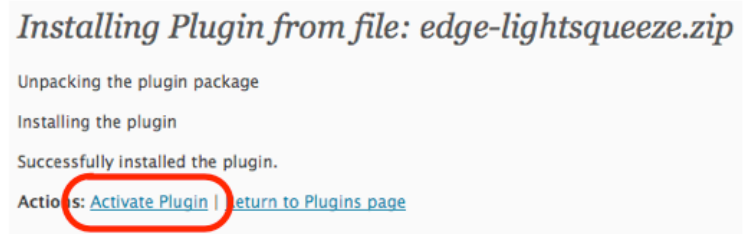
Once logged in, navigate to *Plugins>Add New* and then click on the '*Browse*' button, locate the zip file and then click on '*Install Now*'. WordPress will then magically upload it to your site.



Note: If you're using an older version of WordPress you may not have the quick install options for your plugins. If this is the case

then unzip the downloaded file and upload the full folder and all it's contents using the FTP client of your choice to your plugins folder (usually located in the file path wp-content/plugins).

Once you've uploaded it you need to activate it by clicking on the "Activate Plugin" link.

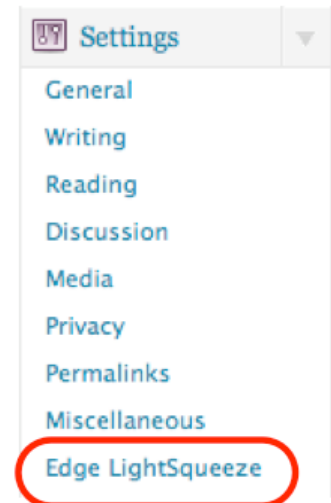


To start using it, just click on the 'Edge LightSqueeze' option under the Settings menu.

This will take you to the admin interface for the plugin.

In the interface there are only 5 things you need to provide and 2 buttons (I told you it was simple :)

The five things are:



- The URL of the page you want to display in the lightsqueeze box (this can be **any** valid URL)
- The width of the lightsqueeze box (to allow you to properly display URL you're linking to)
- The height of the lightsqueeze box (to allow you to properly display URL you're linking to)
- The time delay (in seconds) before the lightsqueeze page appears on your site
- The duration of the cookie (setting this to 0 will result in the lightsqueeze popping up every time the user visits the site)

Squeeze Page Setup			
Squeeze Page URL	http://www.google.com		
Width	650	Height	430
Delay squeeze page for	5	sec(s)	
Cookie valid for	0	day(s)	<input type="button" value="Clear Cookie"/>
<input type="button" value="Save"/>			

The *'Save'* button saves the settings, and the *'Clear Cookie'* is there so you can clear the cookie stored on your browser. (The *'Clear Cookie'* button will be handy as you may want to tweak the size of the lightsqueeze box to properly display the URL you're linking to, and if the cookie is set to 20 days you'll have to wait until the cookie has expired before it pops up again ;)

To see the plugin in action head on over to our test center and wait for 5 seconds and you'll soon get the idea of how truly simple this really is: <http://testcenter.immediateedge.com>