

# HOW TO BUILD A MULTI-MILLION DOLLAR BUSINESS

*Your Step-by-Step Marketing Roadmap*

## How We Design Market-Dominating Websites



**Part  
Three**

# HOW WE DESIGN MARKET-DOMINATING WEBSITES

## PART 3

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# INTRODUCTION

Welcome to part 3 of the website design and layout presentation. This presentation will continue the process we started in part 2, and provide you with the in-depth secrets behind the design and layout techniques that produce lead generating and money-making websites.

In part 2, we looked at the right and wrong ways to develop a website. But now let's explore an additional option that's much less expensive, easier to learn if financially you have to do all of this yourself, and believe it or not, often produces better results.

Although websites are important, most small business owners should focus on using simple landing pages, especially if you plan to use pay-per-click as a marketing strategy. A landing page is a single page that's highly laser-focused on a single purpose. It contains just one call to action, and everything on that page is geared toward driving your prospects to take just one action.

Here are some excellent suggestions from our friends at MindValley Labs that will increase your conversion rate using targeted landing pages. This tactic has boosted conversion rates from pay-per-click advertising by as much as 50% - and yet only 20% of all sites use this.

Every internet marketer out there is looking for ways to increase their site's conversion rate. An easy and fast way to do this is to create different landing pages. A landing page is the first page that visitors see after clicking on your banner ad, PPC ad, or promotional email.

**NOTES:** *(click below to add)*

# INTRODUCTION

It can be a specific page on your website or a separate page created exclusively for search engines. A landing page is designed to direct visitors to take a specific action, such as making a purchase, completing a registration, or subscribing to your mailing list. Landing pages are often the most important part of your advertising strategy, yet less than 20% of your competitors actually know how to use them properly.

An effective landing page is a crucial component to increase your conversion rate and convert browsers into buyers. On average, visitors spend less than 10 seconds looking at a landing page before determining its usefulness and relevance to their needs.

**NOTES:** *(click below to add)*

## WHAT MAKES A REALLY GREAT LANDING PAGE?



### WHAT MAKES A REALLY GREAT LANDING PAGE?

Here are the qualities that make a landing page effective.

***FIRST, THE HEADLINE AND COPY ON THE LANDING PAGE SHOULD CORRESPOND TO THE AD COPY.***

If your ad is targeted to people looking for golf attire, your landing page should focus on golf attire, and not on other items that could distract them from the main focus, such as golf clubs, balls or bags. This is critically important. To do this properly, you need to create a different landing page for every important ad group in your Google campaign.

**NOTES:** *(click below to add)*



# WHAT MAKES A REALLY GREAT LANDING PAGE?

**This Ad**

[Website Conversion Tips](#)  
Top 40 Sure Fire Tactics to Boost Website Conversion Rates  
[www.MindValleyLabs.com](http://www.MindValleyLabs.com)

**Leads to This Landing Page**

The screenshot shows the MindValleyLabs website. At the top, there's a navigation bar with 'Home', 'About MindValley', 'Support', and 'Log In'. The main headline reads 'Did You Know That 7 Simple Steps Could Boost Your Website Conversion Rate by Over 100%'. Below this is a sub-headline: 'Read This Website Conversion Optimization Guide to Learn How to Turn More Visitors Into Leads and More Leads Into Buyers Month after Month after Month'. A small image of two men in business attire is positioned to the right. Below the headline is a green call-to-action box that says 'Claim Your 7 FREE Tactics' and 'Your First Name' followed by a text input field and a 'Get Free Tactics' button. A small disclaimer at the bottom of the box reads 'Our strict privacy policy keeps your email 100% safe & secure.' Below the main text, there's a section titled 'Sign Up for our Free Internet Marketing eBook and Learn:' followed by a list of five bullet points: 'The 9 Iron Rules to Successfully Position Your Product Online', 'How to use Landing Pages to Double the Effectiveness of Your Ads', 'How to use Multivariate Testing to Boost The Conversion Rate off Your Landing Page By 20%', and 'How to boost sign-ups instantly by 20%'.

Here's an example from MindValleyLabs.

Notice how they make the headline and first paragraph of the landing page correspond to the ad driving traffic to it. Immediately upon doing this they saw a doubling in signup rates across all of their campaigns. The ad and landing page were designed for keywords related to "WEBSITE CONVERSION"

**NOTES:** *(click below to add)*



# WHAT MAKES A REALLY GREAT LANDING PAGE?

The ad changes when keywords related to WEB MARKETING are used.

### **SECOND, THE FOCUS IS ON GETTING VISITORS TO TAKE ONE SPECIFIC ACTION.**

The landing page works on the basis of a most wanted response. It's designed to get the target audience to take ONE specific action, such as making a purchase or subscribing to a newsletter.

Did you notice in the examples they go directly for a signup rather than trying to make an immediate sale? They identified that people who signup first and then read their lessons are more likely to buy their book. Their lessons generate interest and secure the sale for them.

**This Ad**

[Web Marketing Strategies](#)  
Top 40 Online Web Marketing Tactics  
To Create Web Site that Sells!  
[www.MindValleyLabs.com](http://www.MindValleyLabs.com)

**Leads to This Landing Page**

**MindValleyLabs**  
E-Commerce Research

Home About MindValley Support Log In

**Web Marketing Success Secrets**

Take This Brand New Website Marketing Course and Learn How to Turn More Visitors into Leads and More Leads into Buyers Month after Month after Month

For a limited time only, we are giving away 7 of the Top 40 Web Site Promotion Tips in a Free Website Marketing Course

**Sign Up for our Free Website Promotion eBook and Learn:**

- ① The 9 Iron Rules to Successfully Position Your Product Online
- ② How to create Bonus Offers that double the sales of your product
- ③ How to make Search Engines Love Your Site
- ④ How to boost sign-ups instantly by 20%

**Claim Your 7 FREE Tactics**  
Your First Name  
Your Email  
**Get Free tactics**

Our strict privacy policy keeps your email 100% safe & secure.

**NOTES:** (click below to add)



# WHAT MAKES A REALLY GREAT LANDING PAGE?

### ***THIRD, THERE ARE NO DISTRACTING NAVIGATIONAL LINKS.***

Unlike a typical homepage, the purpose of the landing page is not to get the users to browse the site, but to stay on the page and carry out the most wanted response. Tests have shown that landing pages with too many navigational links consistently under-perform when it comes to conversion rates. Just stick to the basics: a company logo or header for recognition along with a link to the homepage is sufficient. Avoid having any links that distract from carrying out the ***most wanted response***.

Recently however, Google implemented a new series of guidelines for landing pages. You may get punished if you leave out ALL links, so keep some in. But don't make them glaringly obvious so that they distract from the Most Wanted Response. A good strategy might be to include the links in the footer rather than the header of the page.

### ***FOURTH, KEEP THE COPY SHORT.***

The copy on the landing page is usually shorter and more straightforward than the copy on your homepage. In the previous examples they keep their copy to just a few bullet points. Shorter copy works best for encouraging people to take action on free items - such as signing up for a free newsletter or registering for a free service.

However, this rule does not apply if you're trying to sell something on your landing page. For sales above say \$19, you typically need to add longer copy. The higher the purchase price - the more you have to lengthen the copy in order to justify the sale.

**NOTES:** *(click below to add)*



## WHAT MAKES A REALLY GREAT LANDING PAGE?

### **FIFTH, USE A PROMINENT SUBSCRIPTION FORM OR CHECKOUT OPTION.**

The action you want the user to take should be available on the landing page itself; the user should never have to click to another page. Here is an example of a landing page MindValley uses to get visitors who click on their meditation-related ads to sign up for a free online course.



Notice the short copy, prominent signup form, and the lack of a confusing navigation menu. Use all of these basic examples as guides, and format your website or landing pages to match so that you begin to generate instant revenue for your business.

The following suggestions should be considered for every new or existing website.

**1. Have A Specific Purpose** - Clearly define the site's purpose and ensure all content, graphics, and text tightly focus on that purpose. Discard all extraneous or distracting material and regularly revisit your site to ensure all changes fit with the site's primary purpose.

**NOTES:** *(click below to add)*



# WHAT MAKES A REALLY GREAT LANDING PAGE?

**2. Keep It Lightweight** - Use only fast-loading graphics and other elements. If you must use large graphics, use thumbnails and image slicing to diminish the size of every file to lessen load times. Though the majority of prospects now carry high-speed access, avoid any content that requires the user to download special, non-standard “plug-ins” to view your content.

**3. Make It Fast-Loading** - Each and every entry page on your site should weigh in under 100KB total, including graphics and navigation. Interior pages can run larger, but the “front doors” to your site should not make prospects wait to start interacting with the site.

**4. Use Standard Code** - You should only use html or asp to create your web pages. Never use java, xml, dhtml or other forms of code that require a prospect to keep their browser set up “correctly” to accommodate your page. Unless you sell to “geeks” and “techno-nerds,” this will only create chaos for your visitors.

**5. Accommodate the Search Engines** - If you want search engine traffic, use whole web pages that don’t incorporate frames or large amounts of code unrelated to your content. Also, if you want search traffic, actively cultivate linking relationships with related sites, and above all, operate a blog.

**6. Consider The Lowest Denominator** - Design for “last year’s” technology so prospect using older computers and slower connections can download your content and use your site quickly and easily. Designing your site for the “bleeding edge” will only cut into your own profits.

**NOTES:** *(click below to add)*



# WHAT MAKES A REALLY GREAT LANDING PAGE?

**7. Avoid Annoying Elements** - Use only stationary text and graphical layout elements. No Scrolling text, marquees, or large Flash animations of any kind, including those annoying, full-page Flash home pages that say “Skip Intro.” This is nothing more than “eye candy.” It rarely adds to a site’s main purpose and often causes your visitors to miss something or leave in frustration.

**8. Never Ask Prospects To Scroll Sideways** - Design your pages so they never force a visitor to scroll left or right no matter what the resolution settings are on their monitor. Sites that read “best viewed at 1024 x 768” are really telling your prospects you don’t care about their preferences or limitations.”

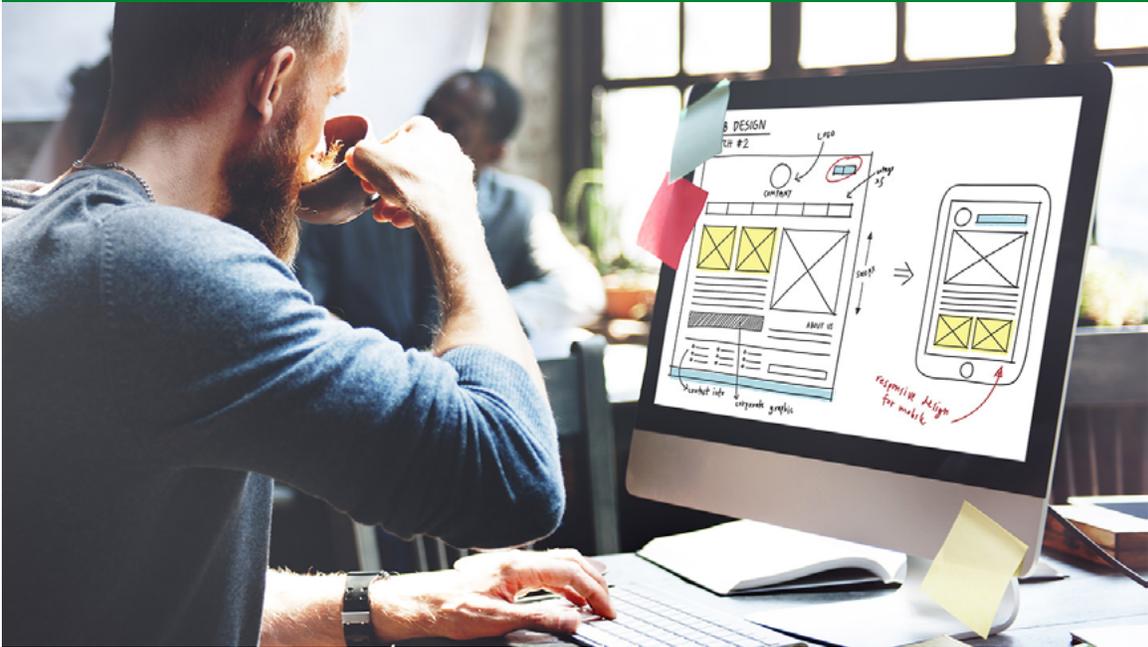
**9. Stay Consistent** - Include a standard navigational structure on every page. Though it may mean a serious challenge for the designer, users should only need to click once to find every major section of a site. This includes using standard link colors in all of your sites text links. Blue for a hyperlink; Purple for a visited hyperlink; Red for an active hyperlink.

**10. Cultivate Additional Subscribers** - Nothing floods your website with targeted traffic like sending an email message to your loyal subscriber base. Whether for a new product launch, an affiliate product endorsement or a special holiday sale, that list represents your most valuable online business asset.

Make sure your website actively cultivates subscribers by giving them multiple opportunities to sign up, along with a compelling reason or incentive to do so. Then, make it worth their while to pay attention to you on a regular basis by giving them extraordinary value.

**NOTES:** *(click below to add)*

## WEBSITE VERSUS A LANDING PAGE



So let's put this all together for you so you know when to use landing pages and when to use your website. You might think of your website like you would an airport. When you go to the airport, you enter the main terminal where you select from a variety of services.

There's the skycap for checking your luggage, the ticket counter, shops, restaurants, baggage claim and security. However, once you go through security, you enter a specific terminal where the main offer is your gate. That is all you're really interested in, and that gate represents your main reason for coming to the airport in the first place.

**NOTES:** *(click below to add)*



# WEBSITE VERSUS A LANDING PAGE

How would you feel if every time you went to catch a plane, no one ever told you the terminal or gate your plane was leaving from? Suppose the only way to find out was to go from gate to gate and specifically ask the gate agent if your flight was scheduled to depart from that specific gate. This, in essence, follows the exact same process as a website.

When you go to a website, you're bombarded with multiple choice offerings. Remember our good doctor's website from our earlier presentation? Look at this.

He offers ten different selections on this website. Seriously, how many prospects do you think will stick around to browse through this site? It's no wonder that the typical prospect only stays on a website somewhere in the neighborhood of three to fifteen seconds. No one has any desire to browse your website trying to find out if you offer a solution to their problem.



The key is to direct your prospects to the specific landing page that will solve their problem. Then, after they either accept your offer, OR they decide to leave your landing page without accepting your offer, THEN you might elect to transfer them to your website homepage for additional options.

**NOTES:** *(click below to add)*



But even then, we strongly recommend your website homepage mimics a landing page by highlighting the main problem, frustration, fear or concern that drives the majority of your prospects to search out your homepage. Everything above the fold on your homepage should mimic your landing pages. You also want to include your navigation bar on your homepage. If you recall, you never use a navigation bar on your landing page unless it serves a major purpose, and even then, we would place it at the bottom of the landing page.

As for your homepage, place your navigation bar along the top horizontally, as long as it isn't distracting. However, consider this personal recommendation. We would position the navigation bar at the fold, either just above the fold if we have a short headline and subheadline so we have the room for it; or just below the fold so we see it the moment we scroll down.

We would also use the area below the fold for all other homepage options, such as additional links for additional products and services, our blog, testimonials and so on. Your website's number one purpose should always be lead generation and capture. Then its secondary purpose can be for information dissemination.

**NOTES:** *(click below to add)*



# WEBSITE VERSUS A LANDING PAGE

Here is a standard template for you to use as a guide when you construct your website and landing pages.

If you choose not to use video, then replace that section with compelling text to Educate your prospects, and set up the text so your prospects can quickly skim the text by using bullet points or a numbered list if at all possible. This template is online for you to use whenever you need it.

Use it along with the other online tools we have made available for you such as the Ad Template and the Headline Bank. You will have direct access to these tools for as long as you remain a member with us.

**Headline That Hits Prospect**  
**Hot Button Goes Here**  
Sub-Headline That Promises  
The Solution Goes Here

1 to 3 minute  
Video Goes Here

Make Them An Offer  
They Can't Refuse!

First Name  
Email Address

**Give it To Me!**

**NOTES:** *(click below to add)*

## SAMPLE SITES



By using these tools, you will be able to turn a website like this into a lead generating, contact capturing “money machine” for your business. For example, consider this website for dog training.

Notice the typical format being used. There’s the name of the business at the top, along with the owner hugging her dog. Well, I’m sold, how about you?



**NOTES:** (click below to add)



## SAMPLE SITES

Aren't you unbelievably compelled to call this business, if for no other reason than their compelling jack-of-all-trades headline, We Cover All Points Of Your Dog Training Needs? And these small business owners wonder why their phone never rings. Incredible.

Now watch how following a Persuasion Marketing format, coupled with the Marketing Equation and using our online tools, we can quickly redesign this site and turn it into a money machine.

First, let's create an attention-grabbing, hot button oriented headline that Interrupts a prospect looking to train their dog by saying something like, **"How Would You Like To Open Your Front Door And NEVER Worry About Fido Making A Break For It?"**

Now let's create an Engaging subheadline that promises a solution to the problem referenced in the headline. Something like, ***"Here's How We Stop Your Dogs Unwanted Behavior FOREVER!"***

Let's add our video on the left to Educate our prospects, and our Offer box on the right. By the way, you will average 32% more opt-ins when you locate your Offer box on the right versus locating it on the left.

**NOTES:** *(click below to add)*



## SAMPLE SITES

Let's make the offer a free one hour obedience lesson.

Now, which site would you be more inclined to call? This again highlights the power of the Marketing Equation, and how you now have the tools, the resources and the support to out-market and out-sell all of your competition.

<b>How Would You Like To Open Your Front Door And NEVER Worry About Fido Making A Break For It?</b>	
<b><i>Here's How We Stop Your Dogs Unwanted Behavior FOREVER!</i></b>	
	<b>Free 1 Hour Obedience Lesson</b> Register now and we'll train your dog to come, heel and stay at no charge to you whatsoever Name: <input type="text"/> Email: <input type="text"/> <input type="button" value="Sign Me Up"/>

**NOTES:** (click below to add)

# RECAP

- \* INTRODUCTION
- \* WHAT MAKES A REALLY GREAT LANDING PAGE?
- \* WEBSITE VERSUS A LANDING PAGE
- \* SAMPLE SITES



This presentation explained in detail the power and importance of landing pages versus websites. Most small business owners should actually use simple landing pages rather than spending a fortune developing full blown websites, especially if you plan to use pay-per-click as a marketing strategy.

A website is like an online brochure for a business. It typically contains information about the company, ALL of its offerings, where it's located and how to contact them. NONE of this information is relevant when attempting to sell a specific product or service. It's simply too much irrelevant information. This becomes a major distraction instead of a valued asset. A landing page focuses prospects on just one major component that you want to drive home, and its primary focus is getting your prospects to complete just one call to action.

**NOTES:** *(click below to add)*



This creates a dramatic increase in conversions, and that leads to an increase in sales and profits. Learn the difference between these two vital marketing tools and your financial results will skyrocket.

**NOTES:** *(click below to add)*

# NEXT PRESENTATION



Next, let's explore several advanced techniques that will completely separate your website from your competition and help you create a competition-demolishing website that actually gets results. We'll help you align with your ideal client, and help you create a navigation bar for your website that will facilitate your prospects decision-making process.

We'll walk you through an exercise that requires you to step OUT of your mind-set as the business owner and INTO the mindset of your ideal client. You will physically position yourself in their shoes, and you will feel what they feel... and experience the exact same emotions they're going through. When you understand what your prospects are experiencing, there will be NO doubt in your mind how you can create a market-dominating website.

**NOTES:** *(click below to add)*



Our overall focus is always on helping you build the business you want, a business that operates with total and complete confidence and certainty. Begin to apply the information we've covered in this presentation, and use it to build a competition-crushing, market-dominating business.

So until next time, here's to your success.

**NOTES:** *(click below to add)*

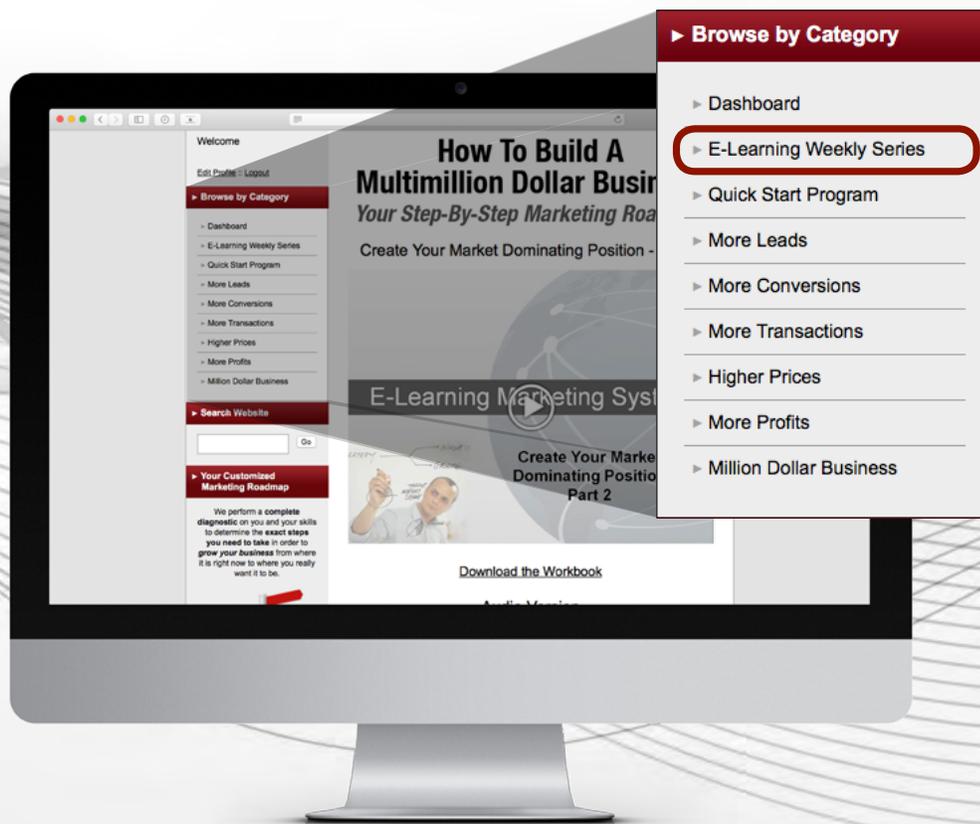
# HOW TO BUILD A MULTI-MILLION DOLLAR BUSINESS

*Your Step-by-Step Marketing Roadmap*

WEEK 19

YOUR COMPANION VIDEO LESSON

## ***HOW WE DESIGN MARKET-DOMINATING WEBSITES PART 3***



FIND ALL YOUR LESSONS IN THE *E-LEARNING WEEKLY SERIES* SECTION OF YOUR MEMBER SITE