



CRAFTING HIGH- CONVERTING WEBSITES & LANDING PAGES

Tori McElwain | Booth 1707

HEY!
I'M TORI
DIGITAL
MARKETING
COACH



YOUR TURN

Introduce yourself to your neighbor in 30 sec:

- Name
- What you do in the industry &
- Why you're here in this class



YOUR TURN, AGAIN

Turn to the other side and introduce yourself to a new neighbor.

- Name
- What you do in the industry &
- Why you're here in this class



YOUR WEBSITE

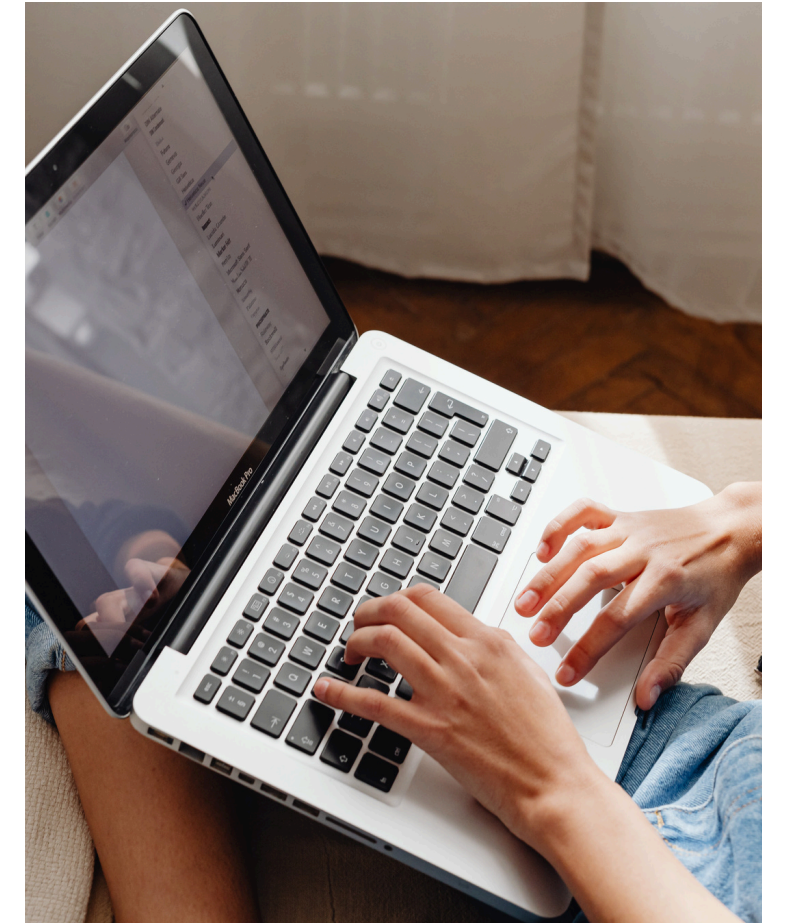
You want to be able to communicate what you just said, but about your business on your website in 3 seconds:

1. Goal for the website
2. What You Do for me, the customer
3. Name and who you are

You have a very clear goal here in this class - **what's the goal of your website?**



DESIGN YOUR WEBSITE AROUND YOUR GOAL



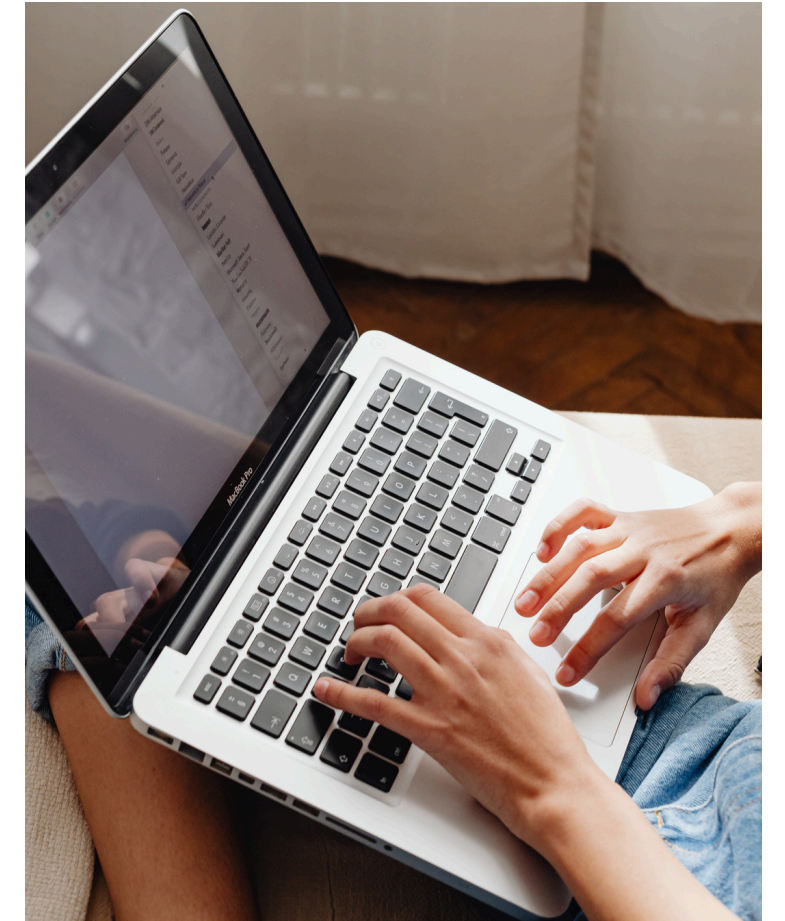
GOALS

Sell Patterns?

Book Events?

Sell Classes?

It should be easy to tell what the website is about and who it's for in 3 seconds.





HIGH CONVERTING WEBSITE TRAITS

1. Clear Goal



Today

01 - WHAT TO FOCUS ON

02 - BUILDING A BASIC WEBSITE

03 - LANDING PAGES



RAISE OF HANDS:

Who edits their own website?

Who hires this out?





WHAT TO FOCUS ON

This is where you should be spending 80% of your time while setting up a website or landing page

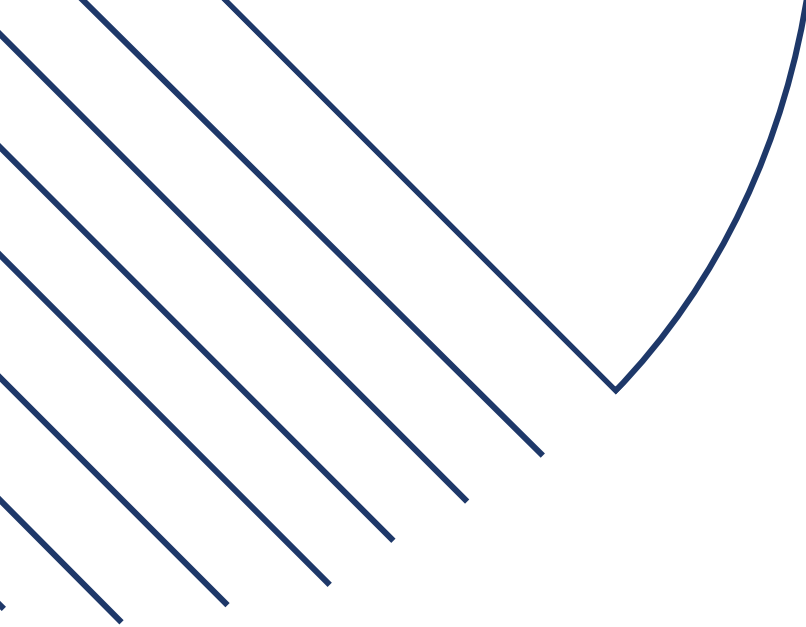


COPY OVER DESIGN



CLARITY
OVER
CLEVER



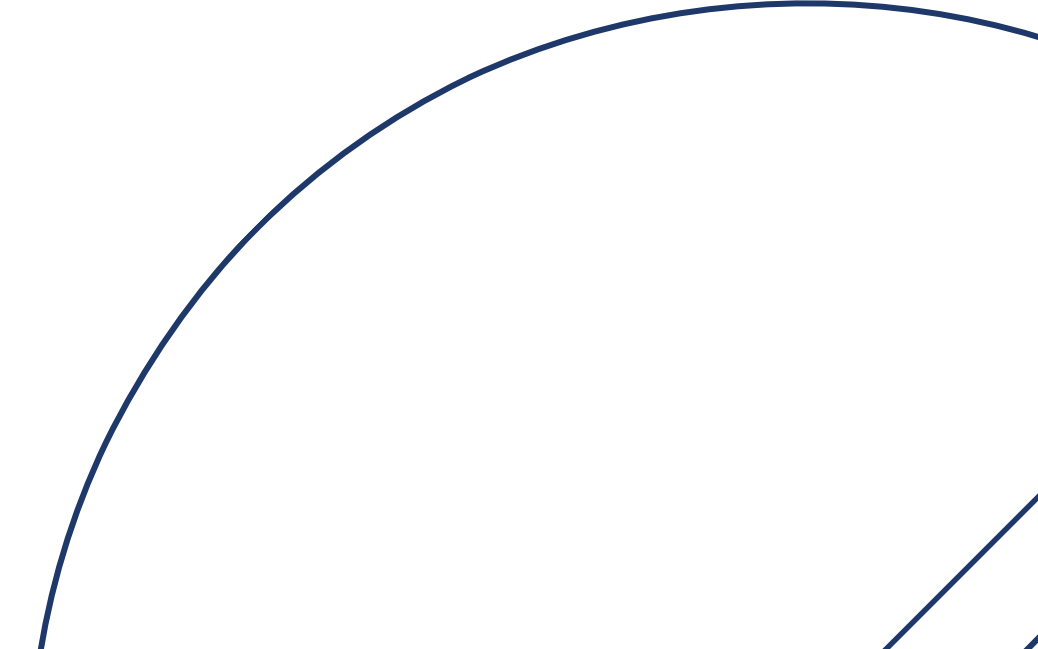


***Design sets the stage,
but the copy is what
closes the deal.***

Unbounce, one of the most well-known landing page platforms, ran a study and found that copy - the words you write on a page - has ***roughly twice the relative importance*** compared to design when it comes to conversions. That doesn't mean design is irrelevant.

Adobe found that 38% of people will leave a website if the layout or content looks unattractive.

And companies like **Moz** have documented cases where improving copy alone boosted conversions significantly - without touching a single design element.

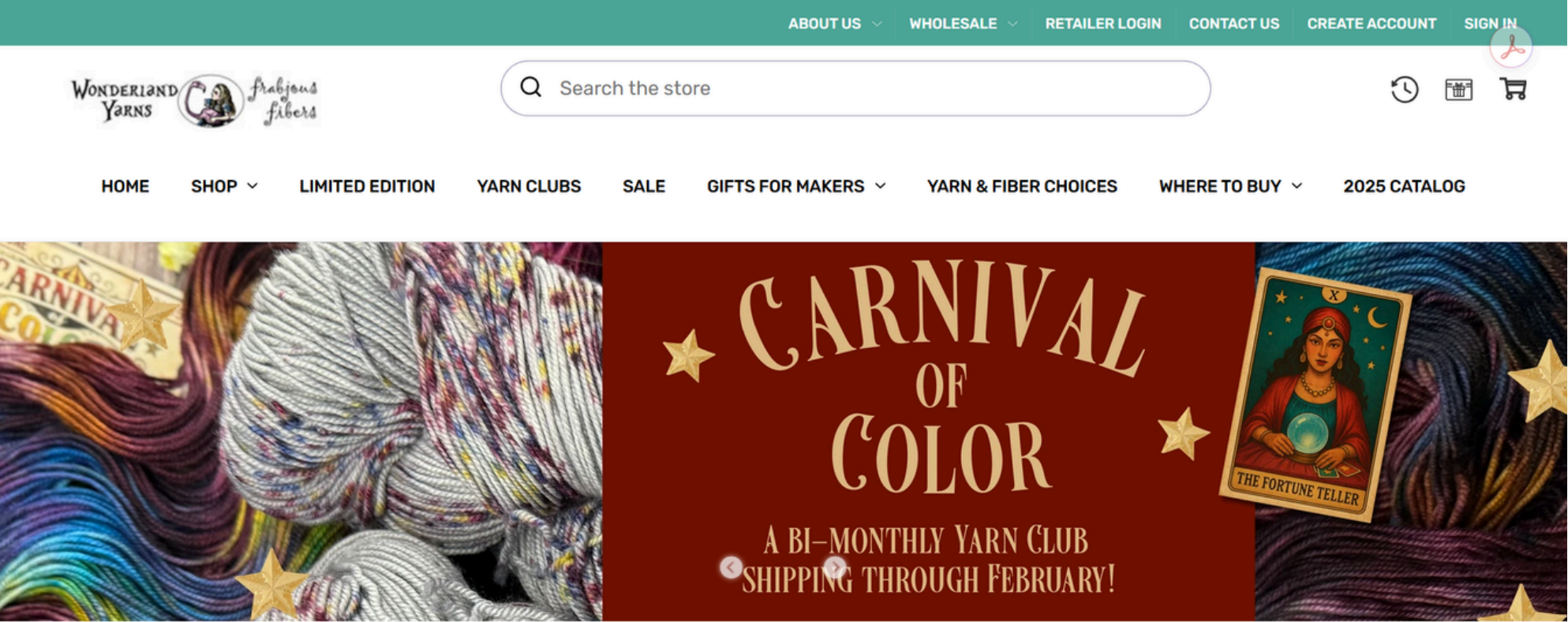




Trisha, Mitered Corner Quilting

*Design sets the stage,
but the copy is what
closes the deal.*

*Design sets the stage,
but the copy is what
closes the deal.*





HIGH CONVERTING WEBSITE TRAITS

1. Clear Goal
2. Clear on what you offer



BUILD A BASIC WEBSITE

Get your digital presence out there now

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PAGES: TERMS TO KNOW

Websites are made up of “pages,” and pages are named by what is on them.

Examples:

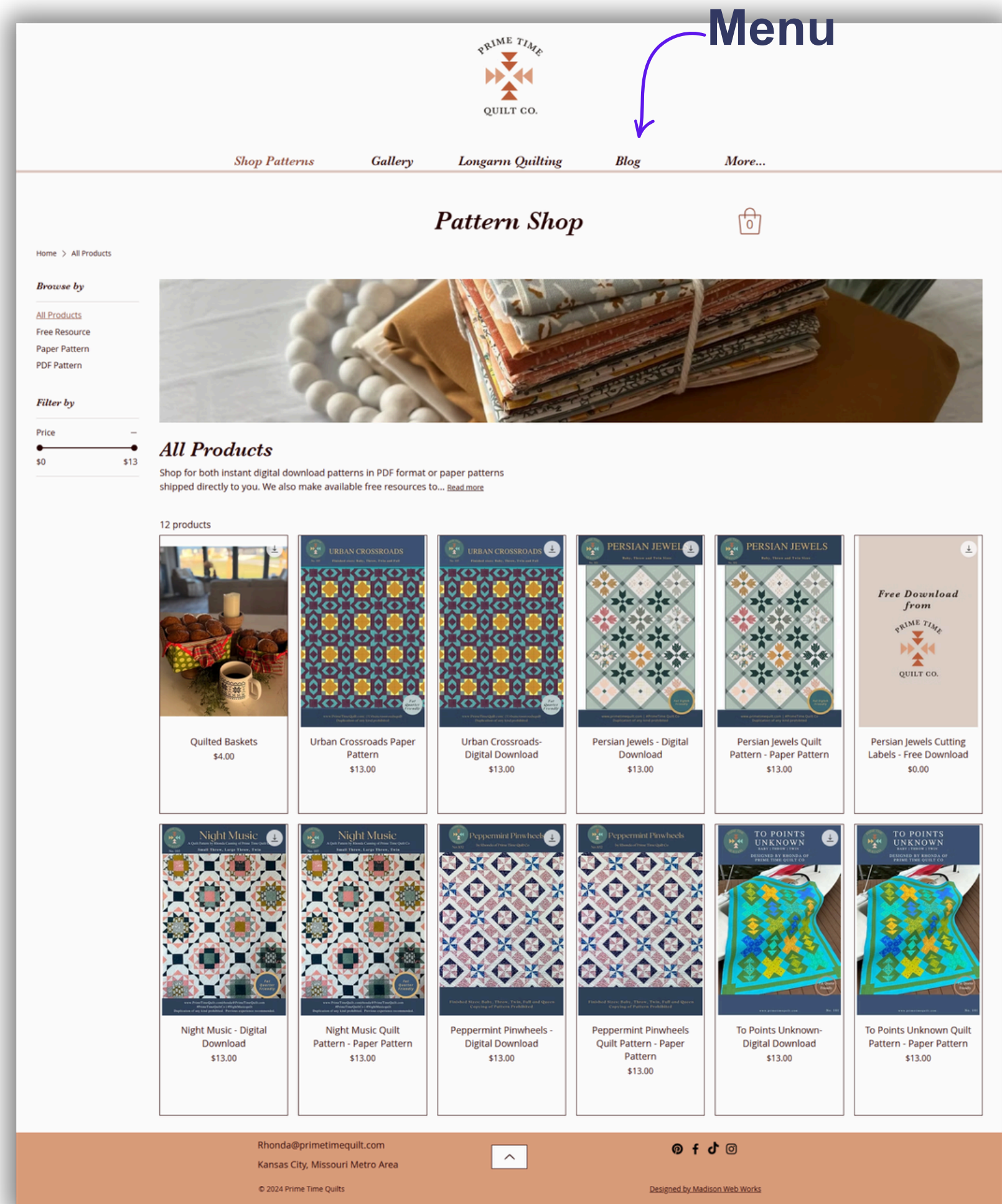
- **Home Page** is the main page for your website that showcases your business.
- **Landing Pages** are Pages Dedicated to 1 action (or 1 conversion): 1 workshop, 1 lead magnet.
- **Shop**
- **Class Listings**

PAGES: TERMS TO KNOW

Header

Page

Footer



Menu



All Products

Shop for both instant digital download patterns in PDF format or paper patterns shipped directly to you. We also make available free resources to... [Read more](#)

12 products

<p>Quilted Baskets \$4.00</p>	<p>Urban Crossroads Paper Pattern \$13.00</p>	<p>Urban Crossroads-Digital Download \$13.00</p>	<p>Persian Jewels - Digital Download \$13.00</p>	<p>Persian Jewels Quilt Pattern - Paper Pattern \$13.00</p>	<p>Persian Jewels Cutting Labels - Free Download \$0.00</p>
<p>Night Music - Digital Download \$13.00</p>	<p>Night Music Quilt Pattern - Paper Pattern \$13.00</p>	<p>Peppermint Pinwheels - Digital Download \$13.00</p>	<p>Peppermint Pinwheels Quilt Pattern - Paper Pattern \$13.00</p>	<p>To Points Unknown - Digital Download \$13.00</p>	<p>To Points Unknown Quilt Pattern - Paper Pattern \$13.00</p>

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Designed by Madison Web Works

PAGES: TERMS TO KNOW

“Landing Page” is an umbrella term for:

- Sales Page (1 thing to sell)
- Sign-up Page
- Product Page
- Informational Page (like a Page for your Guild offerings)

Not:

- Blog Pages
- Gallery showcasing work
- About me Pages

Context and trust building



3 ESSENTIAL PAGES TO START

1. Your Home Page
 2. Main offer Page
 3. About Me & Contact
- 

WHY THESE 3?

1. Build your Digital Presence **NOW**
2. Quality and context for SEO, just like our networking exercise
3. Builds trust for human visitors



HOME PAGE

Menu for your business

- **Top:** Menu/Header, Call out your ideal customer and what you do for them with a hook (hook ideas coming)
- **Next:** Featured Offer
- Testimonials
- About You/Social Proof snapshot (linked to about page)
- What else do you offer? Short and sweet, with links to other pages.

HOME PAGE



CREATE

Browse our plethora of quilting patterns with a variety of techniques ranging from beginner to advanced skill levels. You can also explore our quilting tutorials along with the fabric and notions to bring every pattern to life.

[GET STARTED](#)

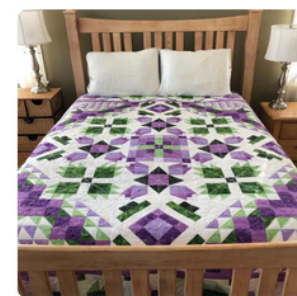


EDUCATE

Do you want to try some of our patterns, but not sure you can do it? We offer quilt workshops, classes, and tips to help you succeed.

[WORKSHOPS](#)

[LECTURES](#)



INSPIRE

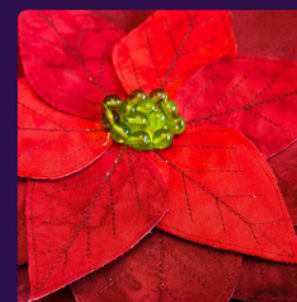
We share our quilt experiences, lessons learned, and a little bit of our lives in our blog. Follow us for a little inspiration or commiseration!

[GET INSPIRED](#)

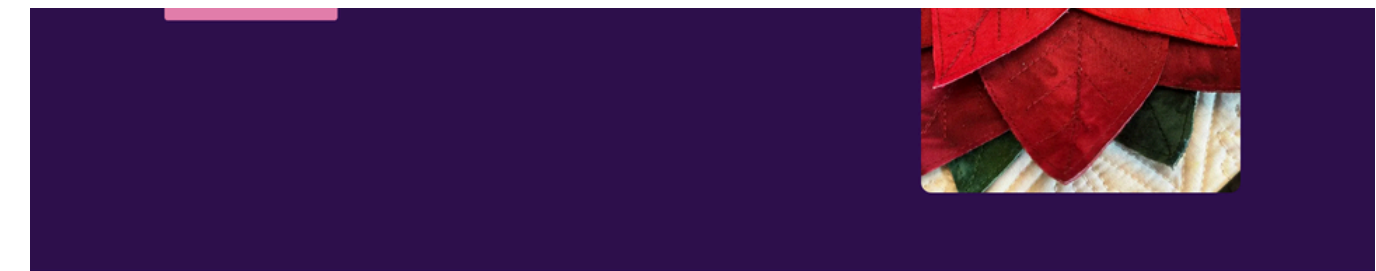
3-D Applique?

If fusible appliqué feels a bit flat, it's time to flip the script. Dimensional by Design, built on the Applismith™ method, uses quilt-first construction, playful layering, and specialty stitches to bring depth, texture, and movement to every block. Surprisingly easy — fabulously fun.

[LEARN MORE](#)



LAUREEN'S HOMEPAGE



About Lauren

Lauren has combined her formal engineering education with her artistic passion to create new quilt patterns. She enjoys trying new techniques to express her ideas. Learn more about Lauren so you can share in her enthusiasm and have some fun quilting.

[LEARN MORE](#)

Connect

- [About Lauren](#)
- [Hire Lauren](#)
- [Welcome & Subscribe](#)
- [Contact Us](#)
- [Pattern Testers](#)

Learn & Explore

- [Seasons: A Quilted Experience](#)
- [Applismith™ Method \(3-D Appliqué\)](#)
- [Applismith Garden of Projects](#)
- [Canva for Quilters](#)
- [Quilting Cruise](#)
- [Workshops](#)
- [Lectures](#)
- [On-Line Classes](#)
- [YouTube](#)
- [Snippets](#)
- [Quilt Gallery](#)
- [Palette Gallery](#)

Resources

- [Quilting Terms & Acronyms](#)
- [Corrections](#)
- [Calendar](#)
- [My Account](#)
- [Wholesale Sign-up](#)
- [BOM for Shops](#)
- [Privacy Policy](#)
- [Return Policy](#)
- [Affiliates](#)



MAIN OFFER PAGE

How are you making money right now?

Or are you growing your email list?

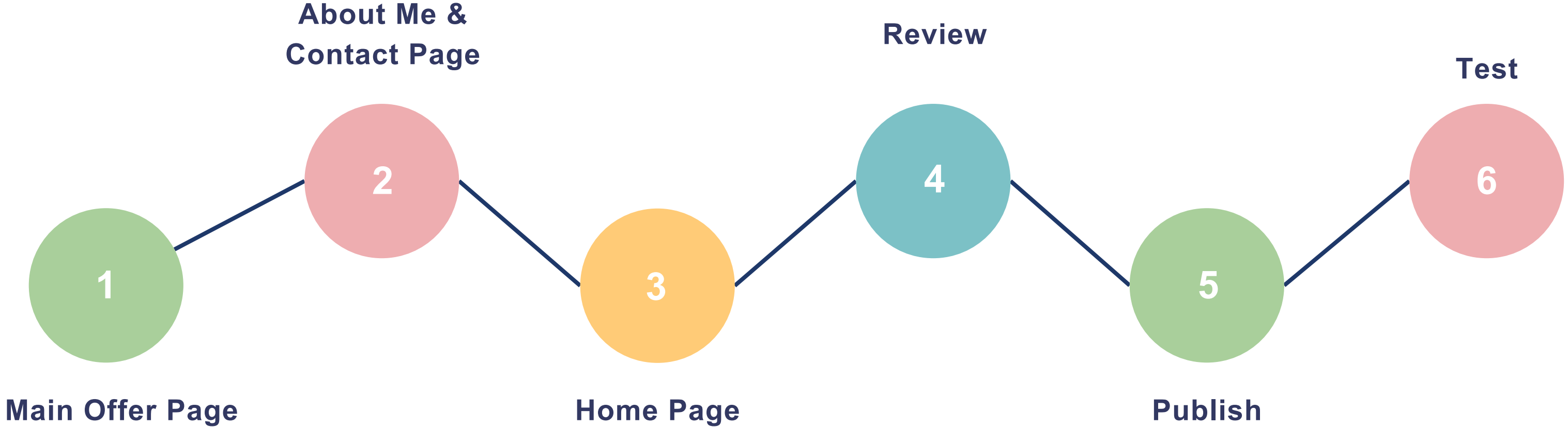


ABOUT ME PAGE

1. Your Name
2. What you do for them (1 -2 sentences)
3. Button
4. About me - bragging area
5. Social Proof
6. Contact for questions (form or email)
7. Vision, Mission, Values

Establishes trust and brand identity for SEO bots and humans

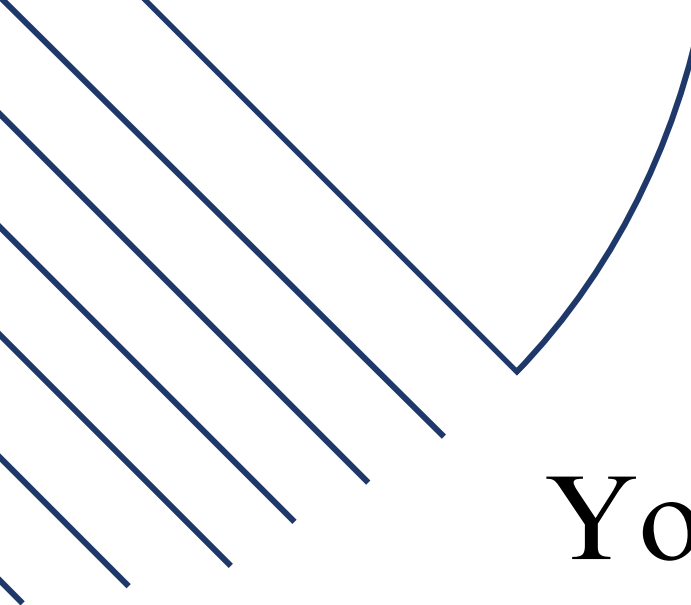
BUILDING A WEBSITE



WHAT'S AFTER THAT?

Improve your authority, trust, context, and searchability:

1. FAQ Page
2. Blog
3. Showcase

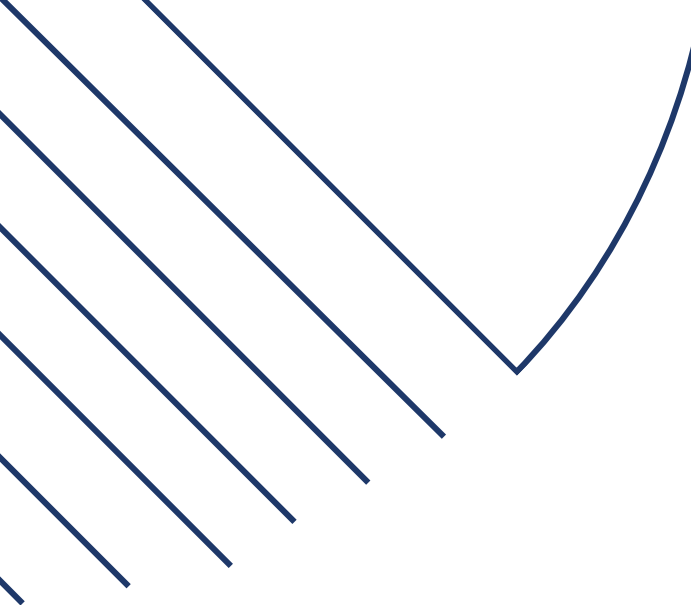


KEEP IT SIMPLE AND NAVIGATABLE

You do **NOT** want a ton of pages, you want your customer to stay focused and load times to be quick.

Utilize:

- Hidden footers/headers for landing pages
- Hide pages from your menu
- Navigation to easily find what they need
- Repeat information where it makes sense so they don't have to go searching for it



KEEP IT SIMPLE AND NAVIGATABLE

- Loading times need to be very quick.
 - Smaller picture file size and no/very little animations will help
- Needs to be mobile-friendly.

HIGH CONVERTING WEBSITE TRAITS

1. Clear Goal
2. Clear on what you offer
3. Simple Websites with as many pages as *needed*
4. Load Quickly
5. Mobile Friendly
6. Easy to Navigate



HIGH CONVERTING LANDING PAGES

I'm giving you my blueprint



Tori McElwain | Booth 1707

ABOVE THE FOLD



You have an average of 3 seconds before they leave, what do you put at the top of the page?

LANDING PAGE BLUEPRINT (SIMPLE & ABOVE THE FOLD)



Keep it simple

1. Hook
2. Transformation
3. Call to Action (button)
4. Picture What they get

HOOKS

Hooks Grab their attention and answer “*Why should I care?*”

- Just like with social
- Use a picture of yourself doing or using what you’re teaching/selling as visual hooks

- Discover How to _____ So You Can Finally _____
- How One _____ (specific avatar) _____ Went From _____ to _____ Without _____
- No More [Problem/Frustration] - Get [Solution/Benefit]
- Attention [Target Audience]: Here's How to [Desired Outcome]

Example

LANDING PAGE BLUEPRINT (FULL)

1. Hook
2. Name
3. Transformation
4. Call to action (button)
5. Picture
6. What they get (summary, a peek inside, aligning with table of contents, supplemental materials)
7. What their life would look like if they don't solve this problem vs what it will look like after
8. Testimonials
9. Restate the name of the book and the transformation
10. Payment information (if applicable)
 - a. What they would have to pay to get it done for them,
 - b. How much value will they get? (time saved, creativity unlocked, beautiful and quick gift ideas on hand)
 - c. and then state the price (or introduce each tier if applicable)
11. Call to Action (waitlist form or payment button)
12. Guarantees
13. About the Author
14. FAQs
15. Call to Action (waitlist form or payment button)

LANDING PAGE BLUEPRINT (FULL)

- What they get (summary, a peek inside, supplemental materials)
- What their life would look like if they don't solve this problem vs what it will look like after
- Testimonials
- Restate the name of the offer and the transformation
- Payment information (if applicable)
 - What they would have to pay to get it done for them,
 - How much value will they get? (time saved, creativity unlocked, beautiful and quick gift ideas on hand)
 - and then state the price (or introduce each tier if applicable)
- Call to Action (waitlist form or payment button)
- Guarantees
- About you
- FAQs
- Call to Action (waitlist form or payment button)

GUARANTEES: MOST OVERLOOKED

Safety Signals

- What do/can you guarantee?
- Shipping and return policies or cancellation policy
- Guarantee outcome of a pattern or class (for the student)

MAKE IT SKIMMABLE

Most people who land won't read

- Write headings that illustrate the important parts
- Bold important words
- Use color to break up sections
- Pictures/diagrams
- Avoid large blocks of text
 - Use bullet points or numbering
 - Tables
- Keep Font and Colors Consistent

CALL TO ACTIONS

- Demands action now
- Have fun, but be clear
 - “Jump in Now!”
 - “Get Your Copy Now”
 - “Send me the book, Tori!”
 - “I’m ready now!”
 - “Get creative today!”
- How would they say it to themselves?
- Consider the Color

HIGH CONVERTING WEBSITE TRAITS

1. Clear Goal
2. Clear on what you offer
3. Simple Websites with as many pages as needed
4. Load Quickly
5. Mobile Friendly
6. Easy to Navigate
7. Skimmable
8. Pages follow a pattern of sales Psychology to help ask questions that come up as they read

WHATS NEXT?

The Navigation Test

After you've built your Sales Page, test everything and have another person test everything.

Verbal Walk Through Test

- Where do you eyes go first?
- Are the buttons easy to find?
- Is everything easy to read/skim?



SUMMARY

We've gone over a lot today!

SUMMARY

Copy over design - the words you write need to be clear over clever.

High-converting websites have:

1. A Clear Goal
2. Clear on what you offer
3. Simple Websites with as many pages as needed
4. Load Quickly
5. Mobile Friendly
6. Easy to Navigate
7. Skimmable
8. Pages follow a pattern of sales Psychology to help answer questions that come up as they read

The navigation test is invaluable

THANK YOU

Class Survey

Enter a chance to
win these Midnight
Edition Ergonomic
Scissors!



By filling
out this



HeyTori!
Booth 1707

Don't forget your
survey!

Don't forget your
handout!