

## What to Focus On

### Copy Over Design

80% of your time should go to copy, not design.  
*Unbounce research: copy has ~2x the impact on conversions vs. design.*

### Clarity Over Clever

A visitor should know in 3 seconds:

- What the site is about
- Who it's for
- What to do next

## High-Converting Website Traits

- Clear goal (sell patterns, book events, sell classes)
- Clear on what you offer
- Simple — as many pages as needed, no more
- Loads quickly (compress images!)
- Mobile-friendly
- Easy to navigate
- Skimmable (headings, bold, color, bullets)
- Follows a sales psychology pattern (Landing Page Blueprint)

## The 3 Essential Pages to Start

### 1. Home Page

- + Call out your ideal customer and what you do for them with a hook
- + featured offer
- + testimonials
- + social proof snapshot

This is a menu for your ideal customer

### 2. Main Offer Page

How are you making money right now?  
Or growing your email list?

This is your landing page.

### 3. About Me & Contact

- + Name
  - + What you do for them
  - + Button
  - + Brag area
  - + Social proof
  - + Contact.
  - + Vision, Mission, Values
- Builds trust for humans AND SEO.

## Landing Page Blueprint

### Simple / Above the Fold

1. Hook
2. Transformation (what changes for them)
3. Call to Action (button)
4. Picture / visual of what they get


### Full Blueprint

1. Hook
2. Name of offer
3. Transformation
4. Call to Action (button)
5. Picture/visual
6. What they get (peek inside)
7. Before/after — problem vs. solved
8. Testimonials
9. Restate offer + transformation
10. Pricing / payment info
11. Call to Action (button)
12. Guarantees
13. About you
14. FAQs
15. Call to Action (button)

## Copy & Conversion Tips

<p><b>Hooks</b></p> <p>Grab attention just like on social. Visual Hooks: Use a photo of yourself doing/teaching what you sell.</p>	<p><b>CTAs</b></p> <p>Be clear, have fun. Write how they'd say it to themselves: <i>"I'm ready now!" / "Send me the book, Tori!" / "Get creative today!"</i></p>	<p><b>Navigation Test</b></p> <p>After building, test with another person:</p> <ul style="list-style-type: none"><li>• Where do eyes go first?</li><li>• Are buttons easy to find?</li><li>• Is it easy to read/skim?</li></ul>
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## Notes:



Virtual Booth 1707  
With links & resources

[heytori.tech](https://heytori.tech)  
Booth 1707