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James Dyson

- ✦ page 39
- ✦ proven and tested design elements
 - ✦ sales letter - high impact button

Web Design For Marketers

James Dyson. Fast Web Formula 2

Do You Have A Product, Website Or Blog?
Design Matters To You



Remove The Guesswork...

**These Stats Are Based
On My Results & The
Results Of My Clients**

(most marketers have to guess/copy or test for themselves)



One Important Note:

**Use These Strategies In
Combination With Great
Copy For Amazing Results**

Traffic Source Matters!!
**Conversions Vary Hugely
Depending On Traffic Source**

Design Principles For Conversion

**There are no "hard and fast"
rules - use this info as a basis
for what to test first**

Simplify, Simplify, Simplify!!

Remove All Distractions & Create Lowest Friction Path To Conversion

shorten process if possible

use the layouts, designs and
elements I will show you for best results

Above The Fold Is Key!!

**Ensure Your Most Important
“Conversion Element” Is
Visible On Page Load
Where Possible**

Use Single Call To Action Where Possible

**Reduce The Options To
Funnel Prospects Through
Desired Path**

Pages should have one clear objective

Do Ugly Sites Beat Pretty Sites?

**In My Tests, Across Many
Markets, Pretty Sites Win
Overall**

When Can Ugly Sites Win?

**If You Follow Conversion
Tested Principles, Simple -
Clean Sites Can Convert**

When Can Ugly Sites Win?

Using The “Amateur” Angle, Simple Sites Can Work

note: amateur angle - outside of IM, tech, forex markets
if you take angle of beginner who has good info to share

What About Pretty Sites?

**Fastest Way To Build
Authority In Your Niche
(Instant Authority)**

What About Pretty Sites?

**Use Branding Across
Network Of Sites To
Increase Awareness**

Some Niches Almost “Expect” Pretty Sites:

**Technology Related, Forex,
Internet Marketing, Real
Estate & High Ticket
Products**

Why Else Are Pretty Sites Better?

Increases Perceived Value

Google likes authority sites

Squeeze Pages

The **Basics**

Attention Getting Headline

Specific Benefit Bullets (with graphic arrows/ticks)

High visibility call to action - optimal text is
“Free Instant Access” or “Get Access Now”

Squeeze Page Design #1

Optin Rate Up to 70%

(Works Best for Video Offers)

Fake Box Video
Javascript On-Click Message
Animated Arrow

"Discover The Exact **Step-By-Step System** YOU Can Use To Start Your Own Profitable Information Marketing Business Today"

Here's just a small taste of what you'll discover in the **FREE PDF & video series...**

- **Discover why my Super-Simple 7 Step Success System** is the only blueprint you need for starting your own information and advice business **from scratch!**
- **How you can become an "Instant Expert" in ANY niche** almost overnight – and how to get others to create content for your business with minimum effort
- **How to find your "perfect" niche** - I'll show you the exact system I use, and how to instantly identify the hot points of your niche (**this makes it super easy to create content that your niche will LOVE!**)
- **How to create a powerful list-getting system** that runs on autopilot, and boosts the profits you make from every prospect – automatically!
- **My Product Creation Secrets** – master these and you can dominate your niche market and build a hugely successful business in **double quick time!**
- **And much more** - enter your details now for instant access to Video 1 now!




Free Instant Access!



Enter your name and email below for instant access to the videos now!

Get Instant Access

 Your information is safe with us and will not be shared with any third party

Squeeze Page Design #2

Optin Rate Up to 90%

(Works Best For Free Report Offers)

Ebook Cover
Animated Arrows
Javascript On-Click Message

"Discover The Exact **Step-By-Step System** YOU Can Use To Start Your Own Profitable Information Marketing Business Today"

The graphic is divided into three main sections. On the left is a book cover for 'InfoBusiness Accelerator' by James Dyson, with the subtitle 'The Easiest Way To Start Your Information Publishing Business'. In the center is a large green and grey arrow pointing right, with a PDF icon and the text 'YOURS FREE!' next to it. On the right is a yellow sign-in box titled 'Free Instant Access!' with a form for name and email, a 'Get Access Now!' button, and a privacy notice.

Free Instant Access!
Enter your name and email below for instant access to the "Info Business Accelerator" training...

Enter your name...

Enter your email...

Get Access Now!

Your information is safe with us and will not be shared with any third party

DOWNLOAD NOW

Here's just a small taste of what you'll discover in the **FREE PDF & video series...**

- **Discover why my Super-Simple 7 Step Success System** is the only blueprint you need for starting your own information and advice business **from scratch!**
- **How you can become an "Instant Expert" in ANY niche** almost overnight – and how to get others to create content for your business with minimum effort
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- **My Product Creation Secrets** – master these and you can dominate your niche market and build a hugely successful business in **double quick time!**
- **And much more** - enter your details now for instant access to Video 1 now!

Collect Email Only
20-40% Boost

What To Offer?
(Your Money Magnet)

Report
Mind Map
Hand Drawn
Video / Series

videos have lost high value in some markets -
pattern interrupt - do something different

use ipad for hand drawn - illustrations etc



Short Video On Reverse Optin
Up to 50% Boost

much better if you push people through
optin first then deliver content



Include Padlock & Spam Notice
Up to 15% Boost

Include Privacy, Disclaimer & TOS

Up to 7% Boost

(Hybrid) Landing Pages

The **Basics**

Concise Headline

Condense Copy to Bullets

High Visibility Call To Action (Max 2) or **SHORT** form

Why Use Landing Page Format?

Some of the biggest and most high traffic sites are now use landing page format on home page

Why Use Landing Page Format?

Landing Pages Give An Easy Way To Shorten
Friction In The Conversion Process

Why Use Landing Page Format?

Massively reduces bounce rate!!

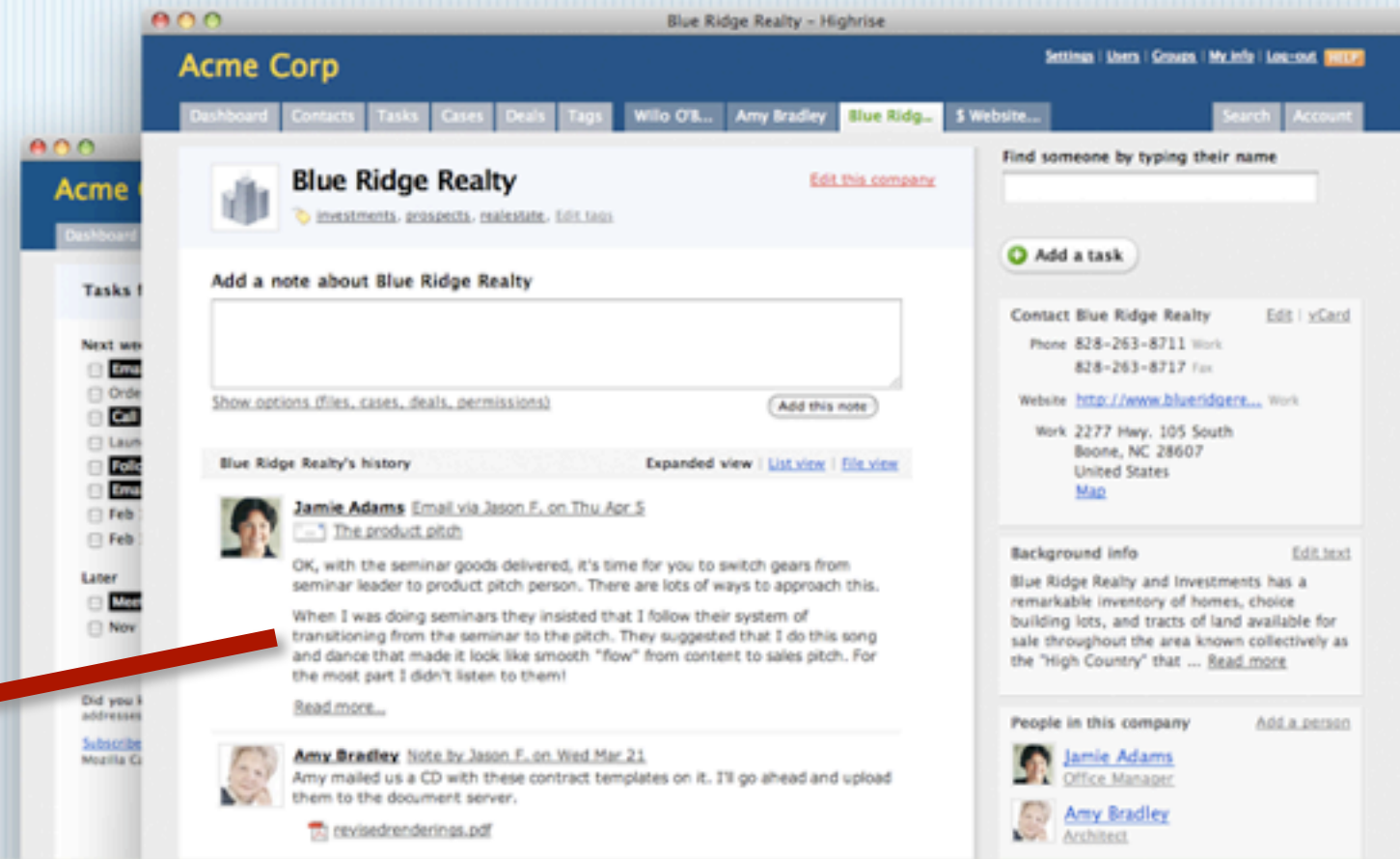


Track your Leads, Contacts, & Deals with Highrise CRM.

The smarter way to keep track of your customer relationships.

Know who you talked to, what was said, and when to follow-up. Simple contact management.

See Plans and Pricing
30-day free trial, sign up in 60 seconds.



Why Use Landing Page Format?

You Can Reduce The Perceived Costs (Time/Money) Of Your Offer Instantly With Landing Pages

e.g. establish time it will take to complete signup process

Introducing the all-new



Rent from the hottest selection of HD films. And stream photos and music from your computer to your widescreen TV. Just £99.

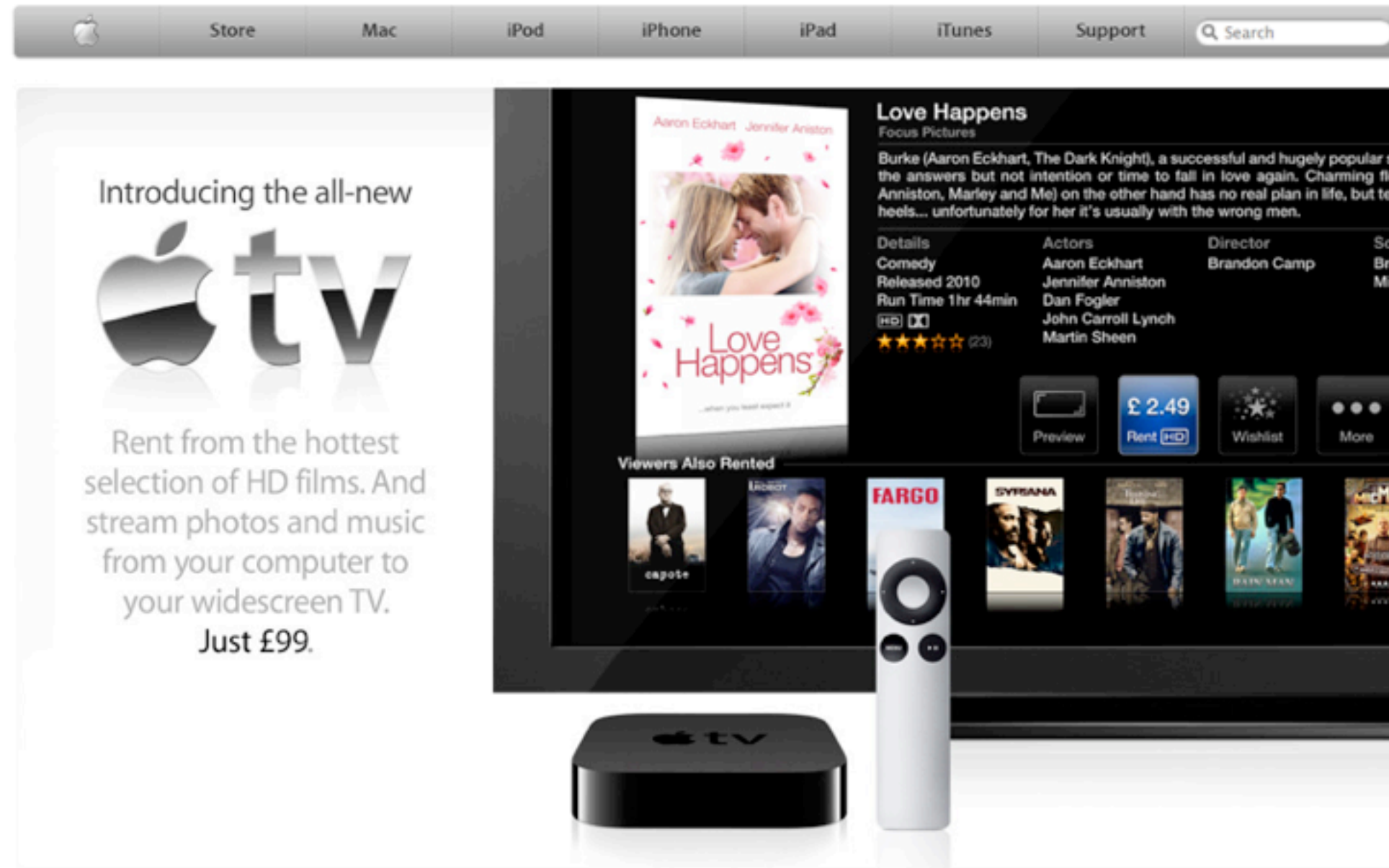
Hot News Headlines | [A new way to nano](#)

The new iPod touch.
State-of-the-art fun.

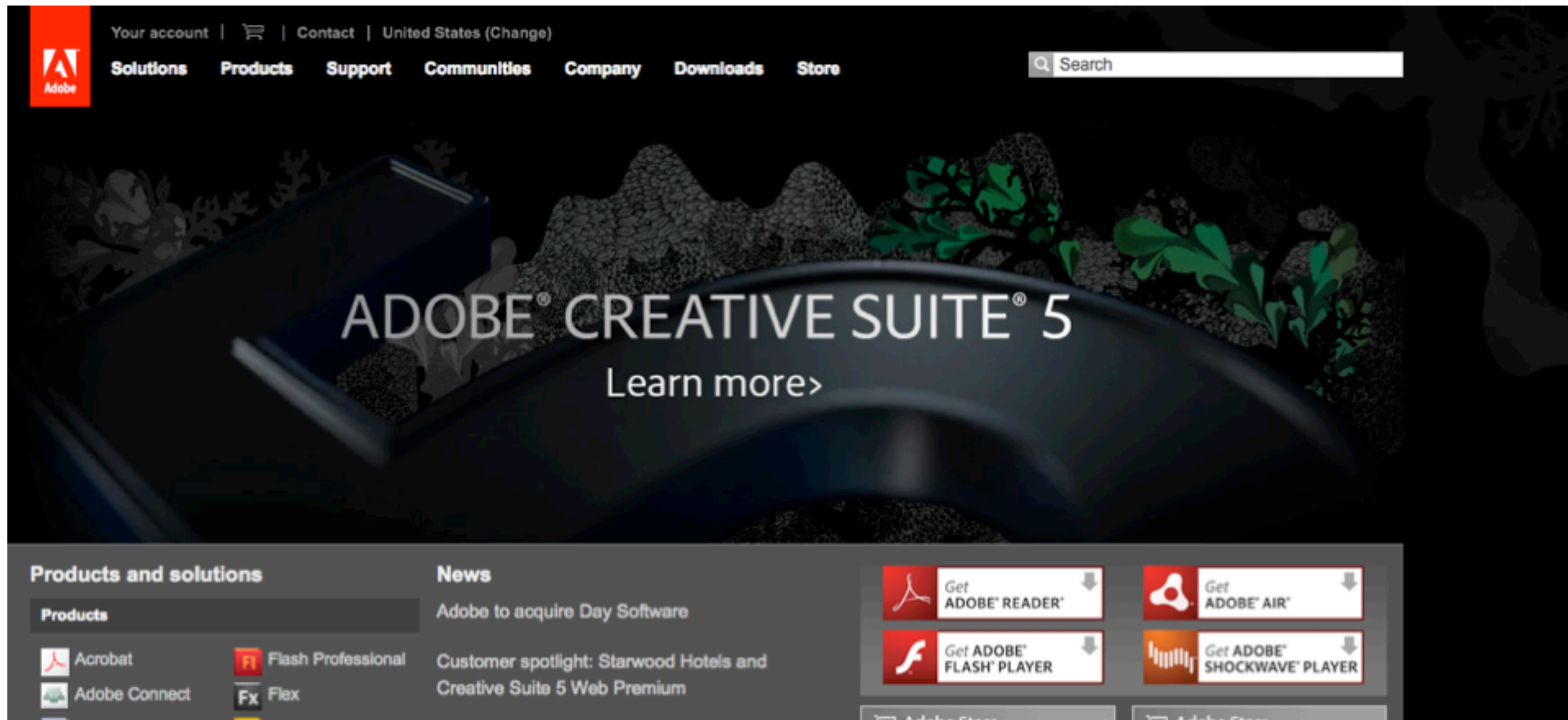
A new way to nano.
The new iPod nano with Multi-Touch.

The new iPod shuffle.
With buttons, VoiceOver and playlists, it's the perfect mix.

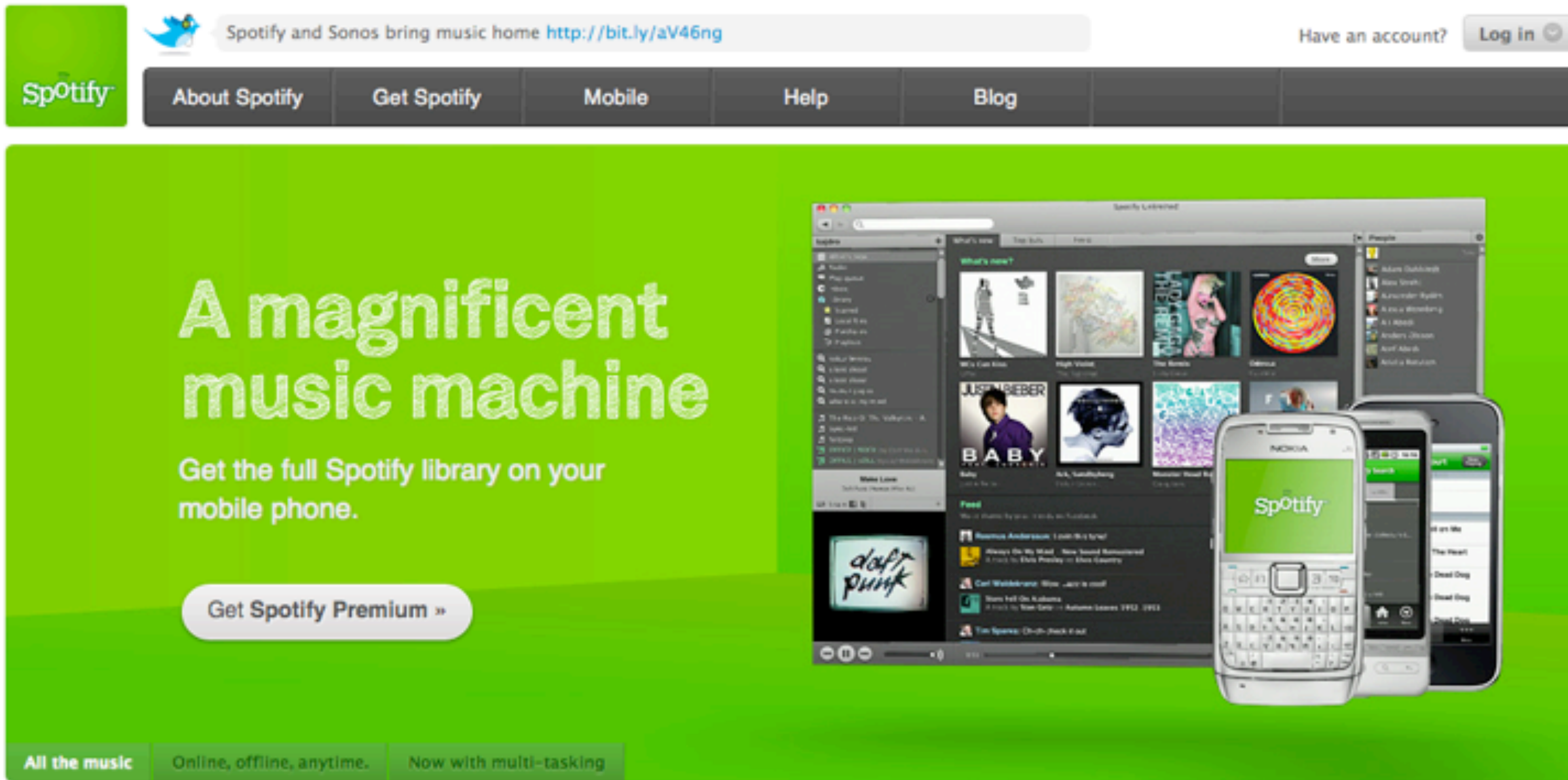
iTunes 10
The world's No.1 music store is now more social.



Apple Uses Landing Page Format



Adobe Uses Landing Page Format



Spotify Uses Landing Page Format

[Forgot your username or password?](#)



Your food is here.

SeamlessWeb is the fastest, easiest, and smartest way to order your delivery and takeout meals online.

NOW SERVING 27 CITIES ACROSS THE US AND UK

Enter Your Street Address ([How?](#))

Apt/Suite

Zip (UK Post Code)

[Start your first order](#)



Restaurant Owners, Caterers, and Providers

Grow revenue through programs designed to increase customer loyalty and drive sales to over 1 million corporate and individual users.

[LEARN MORE ABOUT JOINING OUR NETWORK »](#)



Business Solutions and Company Accounts

Enable employees to quickly and easily order online from restaurants, caterers and onsite dining facilities while cutting costs and increasing productivity.

[LEARN MORE ABOUT COMPANY ACCOUNTS »](#)



The Latest from our Blog, The Delivery Bag

Twitter Trivia: Rainy Day Recap

Each week on Twitter, @SeamlessWeb (that's us) runs a...

[READ MORE ON THE BLOG »](#)

Landing Page Capture Example



15%+ Boost

Shorter Pages Work Best (More Focus)



Test Video!

Up to 90% Boost

Works well for product demos & short personal intros

Percentages for overall conversion change

Finally, Stress-Free Accounting!

save time and frustration, stop trying to learn Quickbooks

- Send Invoices & Proposals**
Send html and pdf, download pdfs. Zap proposal into invoices.
- Who owes me money?**
View in minutes on the dashboard & Monday Morning Emailer.
- Repeating Invoices**
Schedule invoices to automatically generate on a regular basis.
- Invite your Accountant**
Now they can monitor your books & export the data from their office.
- How do I spend my money?**
Tracking expenses is easy with nightly bank data aggregation.
- Leave Quickbooks**
Import your Quickbooks company file in 2 mins, leave the pain.
- Aggregate Bank Data Nightly**
Automatically import bank transactions, data entry is boring.
- Multiple Sales Taxes**
Canadian? Need VAT support? You've found your accounting app!



[See the Tour](#) or [Try Less Accounting Free](#)

Finally, Stress-Free Accounting!

save time and frustration, stop trying to learn Quickbooks

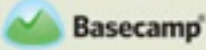


- Send Invoices & Proposals**
Send html and pdf, download pdfs. Zap proposal into invoices.
- Who owes me money?**
View in minutes on the dashboard & Monday Morning Emailer.
- Repeating Invoices**
Schedule invoices to automatically generate on a regular basis.
- Invite your Accountant**
Now they can monitor your books & export the data from their office.
- How do I spend my money?**
Tracking expenses is easy with nightly bank data aggregation.
- Leave Quickbooks**
Import your Quickbooks company file in 2 mins, leave the pain.
- Aggregate Bank Data Nightly**
Automatically import bank transactions, data entry is boring.
- Multiple Sales Taxes**
Canadian? Need VAT support? You've found your accounting app!

[See the Tour](#) or [Try Less Accounting Free](#)

Test Call To Action Alignment
10-20% Boost*

Home Tour Who uses Basecamp? Extras & Add-ons Help/Support Plans & Pricing Sign in 37signals




The Better Way To Get Projects Done.


Trusted by millions, Basecamp is the leading web-based project collaboration tool.

Share files, meet deadlines, assign tasks, centralize feedback, make clients smile.

[See Plans and Pricing](#)
30-day free trial, sign up in 60 seconds.




Every day the world's most respected brands, small businesses, non-profits, and entrepreneurs depend on Basecamp to make their projects run smoothly. Safe, secure, and reliable. Since 2004.



Home Tour Who uses Basecamp? Extras & Add-ons Help/Support Plans & Pricing Sign in 37signals


Manage Projects Better with Basecamp.


Millions of people use Basecamp to collaborate and manage projects online.




[See Plans and Pricing](#)
30-day free trial. Sign up in 60 seconds. Or, [take a quick tour.](#)

Every day the world's most respected brands depend on Basecamp. The top choice for entrepreneurs, designers, and developers.






R,BIRD
Brand design firm
Project management for internal & client projects.



Elsewares
Independent art retailer
So simple even his mom can use it (she works there).



Atelier
High-end wedding planner
Every wedding is expertly managed using Basecamp.

Over **5 million people** worldwide have used Basecamp to collaborate on over **4 million projects**, track **57 million hours** of work, share **46 million files**, and complete **43 million to-dos**.
How will you use Basecamp?

Free trial, no long-term contracts, pay-as-you-go. Basecamp starts at only \$24/month.

Use Clear & Clean Layout
Up to 20% Boost

Sales Letters

The **Basics**

Attention Getting Headline

Specific Benefit Bullets (with graphic arrows/ticks)

High visibility call to action - optimal text is
“Free Instant Access” or “Get Access Now”

French Script Koffee **SHERWOOD** Swing Ball Jester Phyllis
 Tekton, TEKTON Boulevard Vire Normal Vladimir Pepita
 Brush, **BRUSH** Brush Script Freeze, FREEZE Lynda Cursive Chancery
 Script Bold **FARFEL** Formal Script Mystic, MYSTIC Lucy Normal
SNYDER SPEED Surfer, **SURFER** Marker, **MARKER** CERAMIC
 Calligrapher Liberate Shell Normal Sweden Normal Park Place
 Broach, **BROACH** **LITHOS** Blew, BLEW **BARBEDOR**, Barbedor
 Caxton, CAXTON **COPPERPLATE** **DEXTOR** Garmond, GARMOND
 GOUDY, Goudy **Serpentine** **WIDE Latin**
 Avant Garde **ARIAL, arial** Bobo, BOBO BRITANNIC, Britannic
 AUREA Bordeaux, BORDEAUX Compacta, **COMPA** Formata, **FORMATA**
Futura, FUTURA F Gothic, F **GOTHIC** Tech, TECH ANNA

Use Arial Font For Body Copy

Up to 40% Boost

Serif fonts tend to work better - less fancy and easier to read

***You're About To Discover
The ONE Secret....***

Use Red Headline (#cc0000 or similar)

Up to 30% Boost

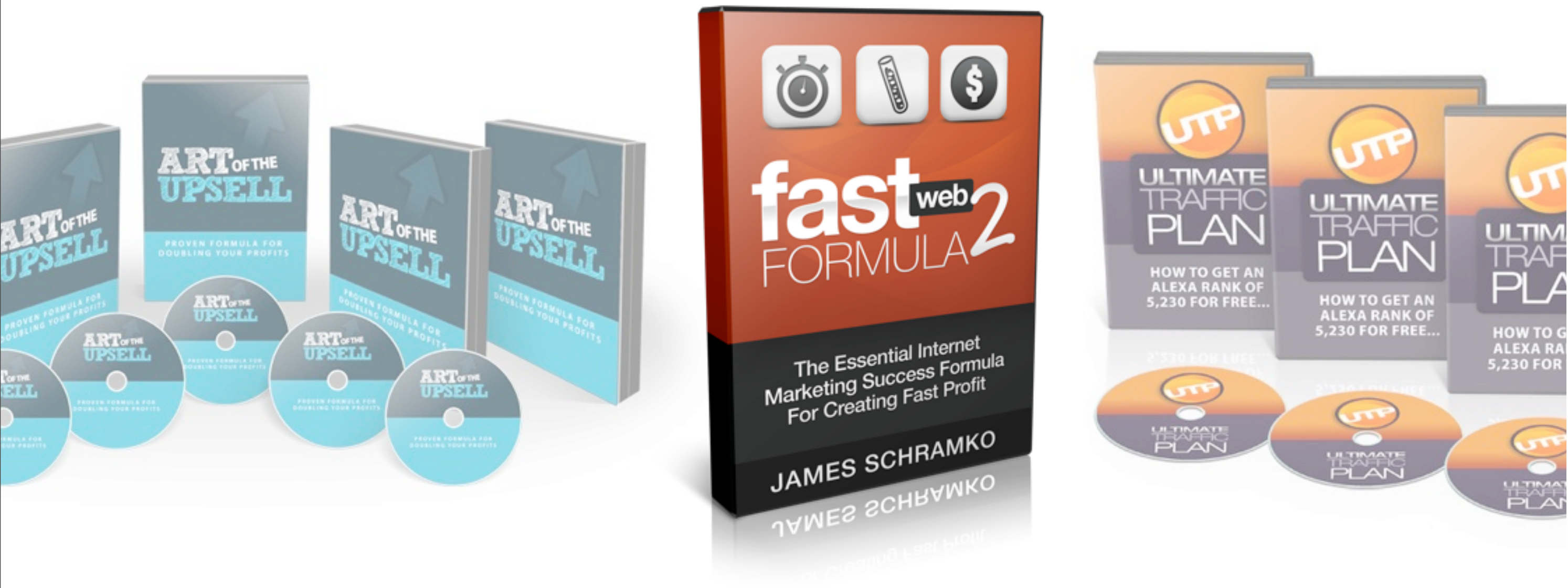
& Use Font Helvetica / Arial / Tahoma

- ✓ **Be Your Own Boss**
- ✓ Take Exotic Vacations You've Only Ever Dreamed Of
- ✓ **Work When & Where You Want**
- ✓ Spend Quality Time With Friends and Family
- ✓ ... and finally enjoy 'REAL' Freedom!

Use Bullet Blocks With Icons
Up to 30% Boost

Use Feature Boxes

Up to 30% Boost



Use eCover Images

Up to 200% Increase

Use (\$) Values & eCovers For Bonuses

Up to 20% Boost

DOUBLE YOUR MONEY BACK
GUARANTEE

If after attending this exclusive, behind closed doors 2-day event you aren't **100% Blown Away** by the Information we share with you, if you can honestly say you don't think it's possible for anyone to make the kind of money we do

Or if you simply don't think it's for you!

Come and tell me or my staff at the end of Day 2 and I Will GIVE you a further £27

YES that's right, if for any reason whatsoever you are not happy with any aspect of the weekend I will give you a further £47 as a thank you for your time and to cover any unnecessary costs you many have incurred

No Questions Asked... **Absolutely NO RISK...**
fair enough



Guarantee Blocks & Seals
Up to 10% Boost



[Add To Cart](#)

Order Button Style

Up to 400% Boost

Sales Funnel



Use Stop/Red Graphic On One Time Offer

Up to 30% Boost

Show Money Back Guarantee On Order Form

Up to 11% Boost

Show Testimonials On Checkout/Order Form

Up to 33% Boost

Video Sales Letters

If you pay attention to my time sensitive message today then you'll never have to write another stupid sales letter again.

There'll be no more day after day hunched at the computer screen.

No more frank disappointment as you realise that no one is buying your product... AGAIN.



Video Sales Letter Layout

“Thin” Header Design



Delayed Order Button

Up to 120% Boost



Autoplay VS Click To Play

Autoplay Wins!

could add more info



Optimal Video Length
7-20 Minutes

Headline Inside Video VS Above Video
Headline Inside Video Wins

Affiliate & Authority Blogs

The **Basics**

Wordpress!!!

WooThemes / Thesis As Framework

Professional Look Sells

What Is Your **Aim**?

Get Someone To Optin?

Get Someone To Click Affiliate Link?

Get Someone To Buy Your Product?



Get A Custom Design
Builds Authority Fast

Use Banners For Own Products
& Link To Review

**Presells Visitor Using
YOUR Authority**

Learn How To Start Your Info Product Business Today...

Let me show you my proven formula for building your own passive income business by creating and selling ebooks and digital products...

- ✔ Learn How To Create Your Own Info Products!
- ✔ How To Find The Perfect Niche With Zero Effort!
- ✔ Discover How To Run Your Business On Autopilot!
- ✔ Leverage Little Known Sites For Massive Traffic

Enter Your First Name... Enter Your Email Address... **FREE INSTANT ACCESS!**

Your Details Are 100% Secure and Will Never Be Shared

The image shows a lightbox overlay on a website. At the top, there are social media icons for Facebook and Twitter. The main content area has a title, a sub-headline, and a list of four bullet points with green checkmarks. To the right is a 3D-style image of a book titled 'InfoBusiness Accelerator' by James Dyson. Below the text is a form with two input fields and a button. At the bottom, there is a security assurance message with a lock icon.

Use Lightbox For Email Capture

**Lightbox Out Converts
All Other Devices**

The screenshot shows the top section of the Business Jolt website. At the top is a dark navigation bar with links: Home, About, Start Your Online Business, Advanced Toolkit, Contact, Get Updates, RSS, and Email. Below this is the main header area with the Business Jolt logo (an orange 'J' icon) and the text 'BUSINESS JOLT TIPS, TUTORIALS & RESOURCES FOR YOUR ONLINE BUSINESS'. To the right of the logo are social media icons for Facebook ('JOIN ME ON FACEBOOK'), Twitter ('FOLLOW MY TWITTER'), and RSS ('GRAB MY RSS FEED').

Below the main header is a secondary navigation bar with six menu items: Home (Back To Home), Getting Started (Start Your Business), Archives (Access All Posts), Essential Toolkit (Resources & Tools I Use), My Products (Helping You Grow Your Biz), and Free Training (Sign up For My Free Training).

The central focus is a large orange opt-in bar. On the left, it says 'Discover The Fastest Route To Online Success With My FREE Information Marketing Training Series...'. Below this is a short paragraph: 'Let me show you my formula for building your own passive income business by creating and selling ebooks & information products...'. In the center is a video player thumbnail for 'InfoB Accelerator' with a play button and the text 'Training Video 1: Information Marketing Revealed!'. On the right, it says 'Enter your details now for instant access...' followed by two input fields: 'Enter your first name' and 'Enter your email address'. Below these is a prominent yellow button that says 'Get Instant Access!'. At the bottom right of the bar is a small lock icon and a privacy statement: 'I take your privacy very seriously - your information is NEVER shared or sold for ANY reason.'

Home Page Header Optin Bar **Better Than Sidebar**

Sidebar Option Still Important

**Use eCover Where
Possible OR Short Video**

Header

Content

Animated
Banner

Use Large Animated Banner (400 x 230px)

Affiliate Banner On Right

Use Custom Header On Affiliate Blog
Up to 65% Boost CTR

Include Contact Us Page

Use Contact Form 7 Plugin & Forward to Separate Gmail

Google Likes This!



To Build Conversion Optimized Funnels...

[OptimizePress.com/FWF](https://optimizepress.com/FWF)