

# **Make More Sales with Your Website**

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# Key Elements to Success

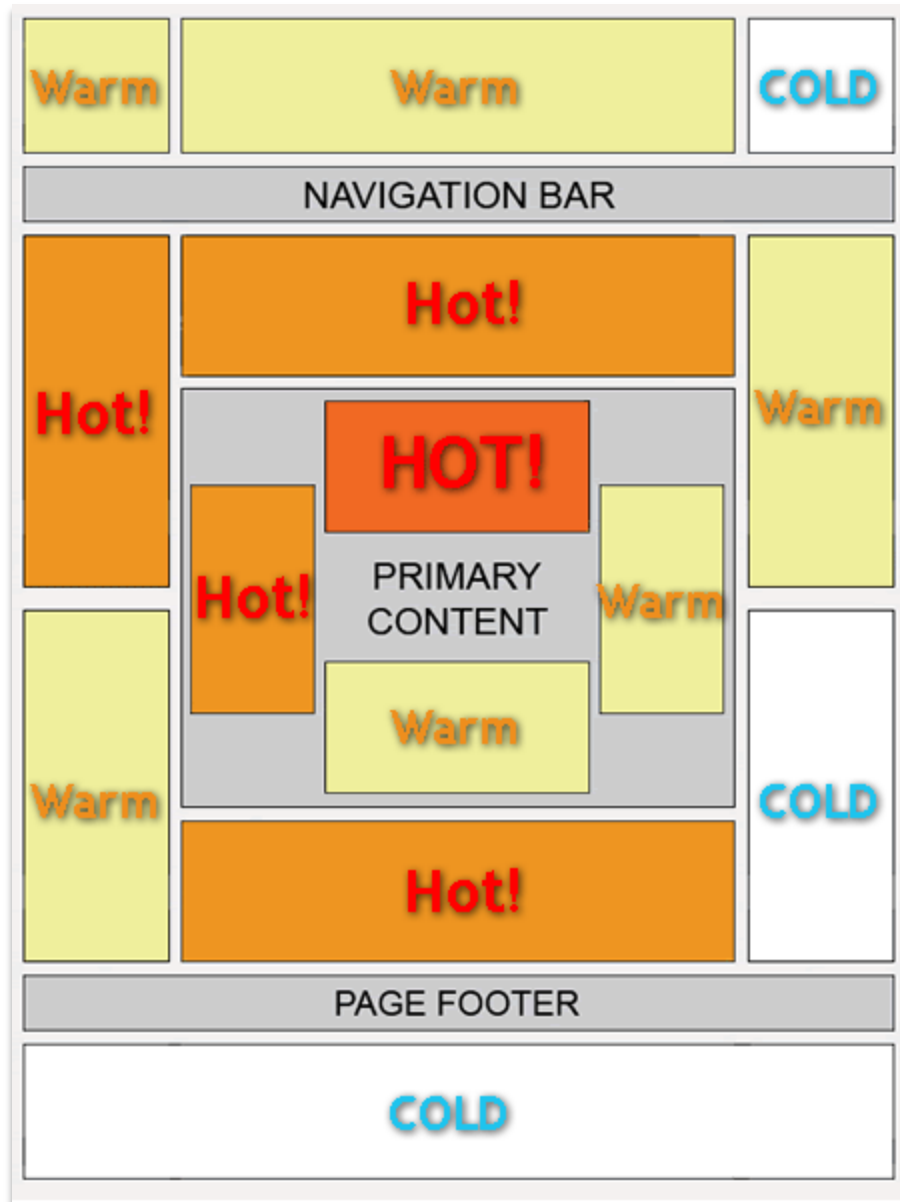


# My Brand

- My ideal customer is...
- They buy from me because...
- I want to be perceived as...
- I am clear on my brand

# Primary Action

- Pick a primary that furthers the sales funnel
- Email Opt In
- Read your blog post and click on a related ad
- Fill out a consultation form
- Click on the featured product(s)
- View a video
- Call you



# Content Outline

- Keep moving forward
- List the pages you need
- Create User Paths
- List elements on home page and constant sections

# The Words

- Speaking your target market's language is key. Use words that influence them to take the desired action.
- Are you addressing their area of concern?
- Is the benefit clear?
- Is your copy all about conversions? Justifiers, pricing and labeling.

# Justifiers

Justifiers – desire is emotional so logic is needed to justify the transaction. Your content should present the logic.

- **Because** – find a few statements for your business.
- You can use positive and negative justifiers.



# Labels

- How do they label themselves?
- Label them consistently with how you want them to behave.
- Reverse labeling can be even more effective.
- Blend the justifier and the label.
- Understand how people read.



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BAG (0) ORDER STATUS | SIGN IN | [blog](#) KEYWORD OR ITEM #

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NEW ARRIVALS | MUST-HAVE LOOKS | BLOUSES & TOPS | KNITS & TEES | SWEATERS | DRESSES | SUITS | PANTS & SHORTS | SKIRTS | JACKETS | DENIM | SWIM



### TAKE IT FROM THE TOP

Buy One Full-Price Top or Sweater, Get a Second **50% Off!**



### NEW POWER PIECES

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### SAY "I DO"

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### A VERY CHIC REASON TO SHOP...

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Budget Tracker  
Label Instructions  
Suggested Tasks List

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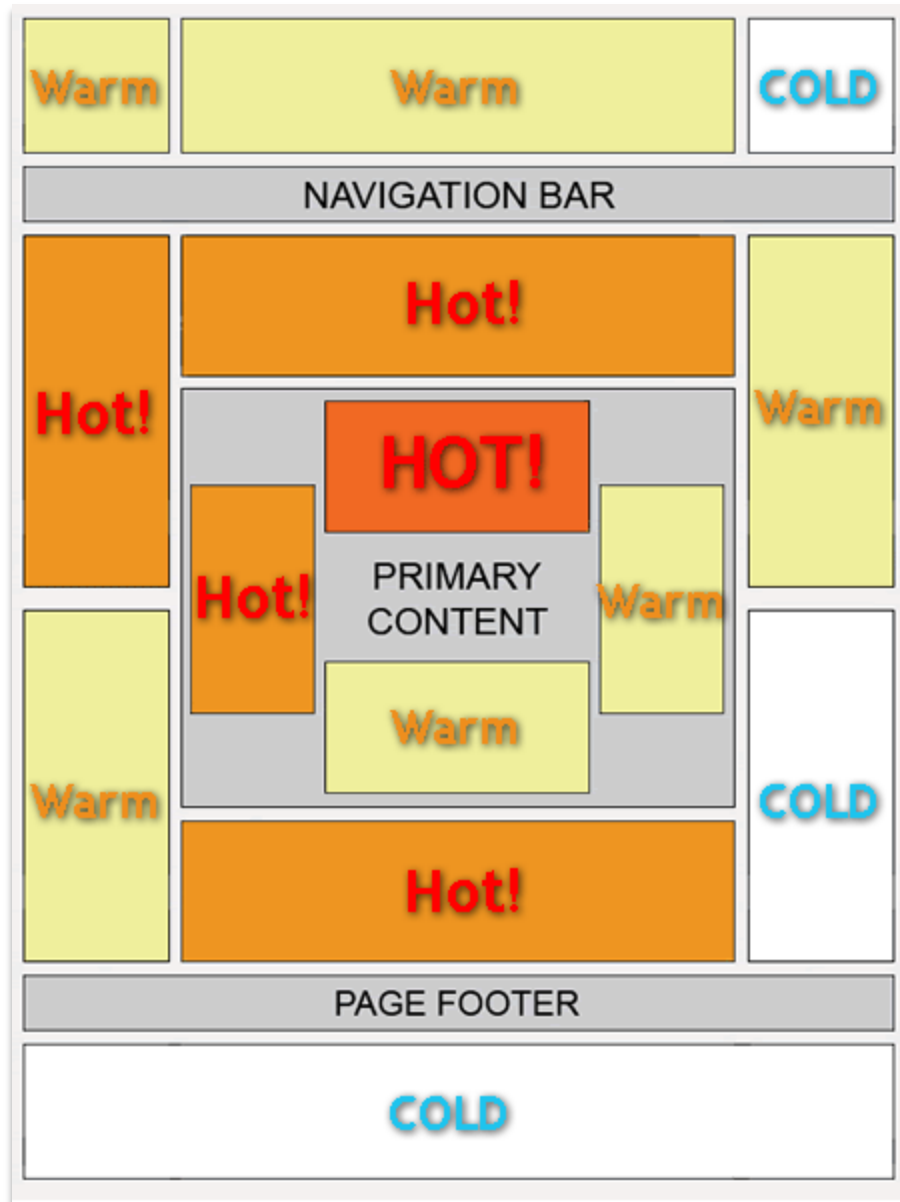
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# Goals

- Identify the primary action.
- Write your content outline. Keep it simple.
- Outline the sections for your home page.
- Write the home page copy one section at a time.
- Look for search terms using Google Keyword Tool.