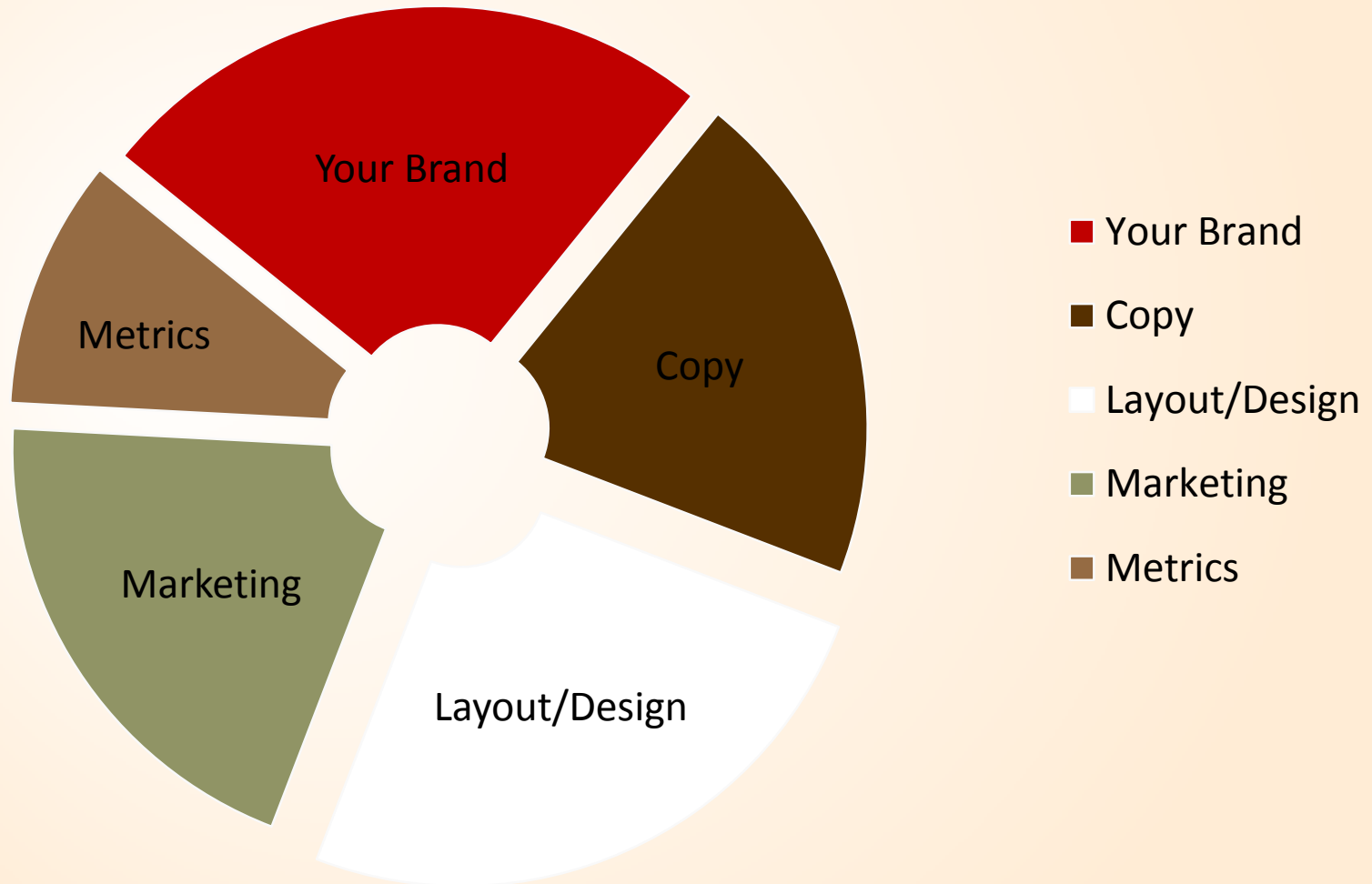


# Make More Sales with Your Website

*Gina Nieves @marknetgroup*

# Key Elements to Success



# Design is an Investment

- Good design considers the brand, usability and conversions.
- Design is marketing.
- Saving on design is expensive.
- A good design last longer. Redoing a design is costly and exhausting.

# Developers are NOT Designers

- Developers/Programmers are not designers
- A jack of all web trades = I am not great at any of them!

# Airbnb



Where are you going?

BROWSE ▾

SIGN UP

LOG IN

HELP ▾

LIST YOUR SPACE

## Find a place to stay.

Rent from people in over 34,000 cities and 192 countries.

Where do you want to go?

Check in



Check out



1 Guest ▾

Search

Historic Stone Home in Lecce

Lecce, Italy

Hosting just got easier



Watch Airbnb Open 2013 »

# VRBO



Vacation Rentals by Owner

[Advantages](#) | [Rental Guarantee](#) | [Community](#) | [Luxury](#) | [Help](#)

[Traveler login](#)

[Owner login](#)

[List your property](#)

Destination, keyword, property id

Arrival

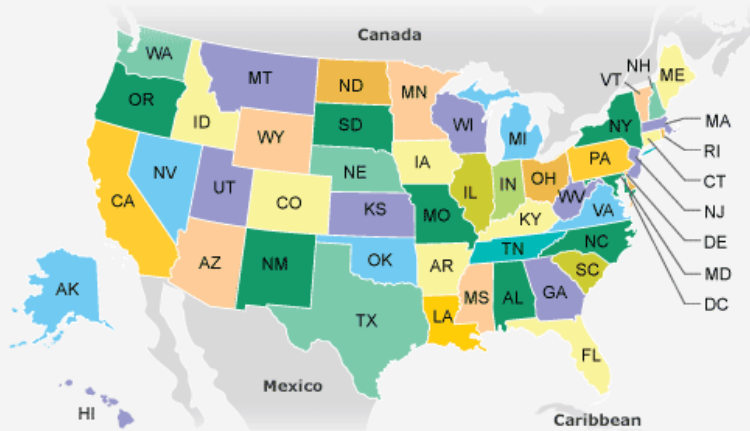
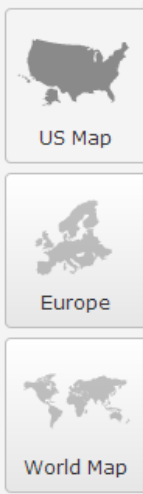


Departure



[Search](#)

Search over 540,000 vacation rentals worldwide



Earn up to

**\$63,000 per year\***

by renting out your property on VRBO

Annual subscriptions starting at just \$349

\*Based on the average of the top 5% of owners advertising on VRBO based on a 2013 survey of 979 customers

[Get started today](#)

[Member sign in](#)



With Cancellation Protection, Carefree Rental Guarantee, and Damage Protection, make sure

your getaway goes smoothly, no matter what!  
[Vacation Protection](#)



[f Like](#) 44k

[t Follow](#)

[p VRBO](#)



**weightwatchers  
onlinefor men**



# Rossignol

Online store Choose your country (United States)

ROSSIGNOL  ALPINE SKI SNOWBOARD NORDIC TECHNICAL EQUIPMENT CLOTHING INNOVATIONS COMMUNITY STORE FINDER SEARCH 

## ENDTRODUCING THE ROLLER

ROCKNROLLA AMPTEK



### SNOWBOARD OUTFIT



HORNET JACK

### RETOX AMPTEK



### COBRA V2

#### Facebook

#### Latest News



Rossignol

 Like 281,794



Rossignol

Lonely #lines and the #powder finally arrived in the alps.

#Anotherbestday  
Photograph: Freezing Motions -

# Blackhole Boards



Search



Shopping Cart



Wish List

Skateboard

Longboard

Board Builder

Snowboard

Clothing

Shoes

Log In or Register | Help

## Browse Skateboards

- [Bestsellers](#)
- [New Products](#)
- [Brands](#)

## Skateboards

- [Complete Skateboards](#)
- [Mini Cruisers](#)
- [Build A Skateboard](#)

## Skateboard Parts

- [Decks](#)
- [Trucks](#)
- [Wheels](#)
- [Bearings](#)
- [Griptape](#)
- [Hardware](#)
- [Risers](#)

## Skateboard Accessories

- [Backpacks](#)
- [Protective Gear](#)
- [DVDs](#)
- [Stickers](#)
- [Tools](#)
- [Wax](#)
- [Bearing Lube](#)

## Skateboard Store

Shop over 4,000 Skateboard products from the best brands in skate.

Free Shipping on orders \$80 and over.



## DECKS UNDER \$35



## Skateboard Builder



Easy To Use  
Free Assembly  
Huge Selection of Parts

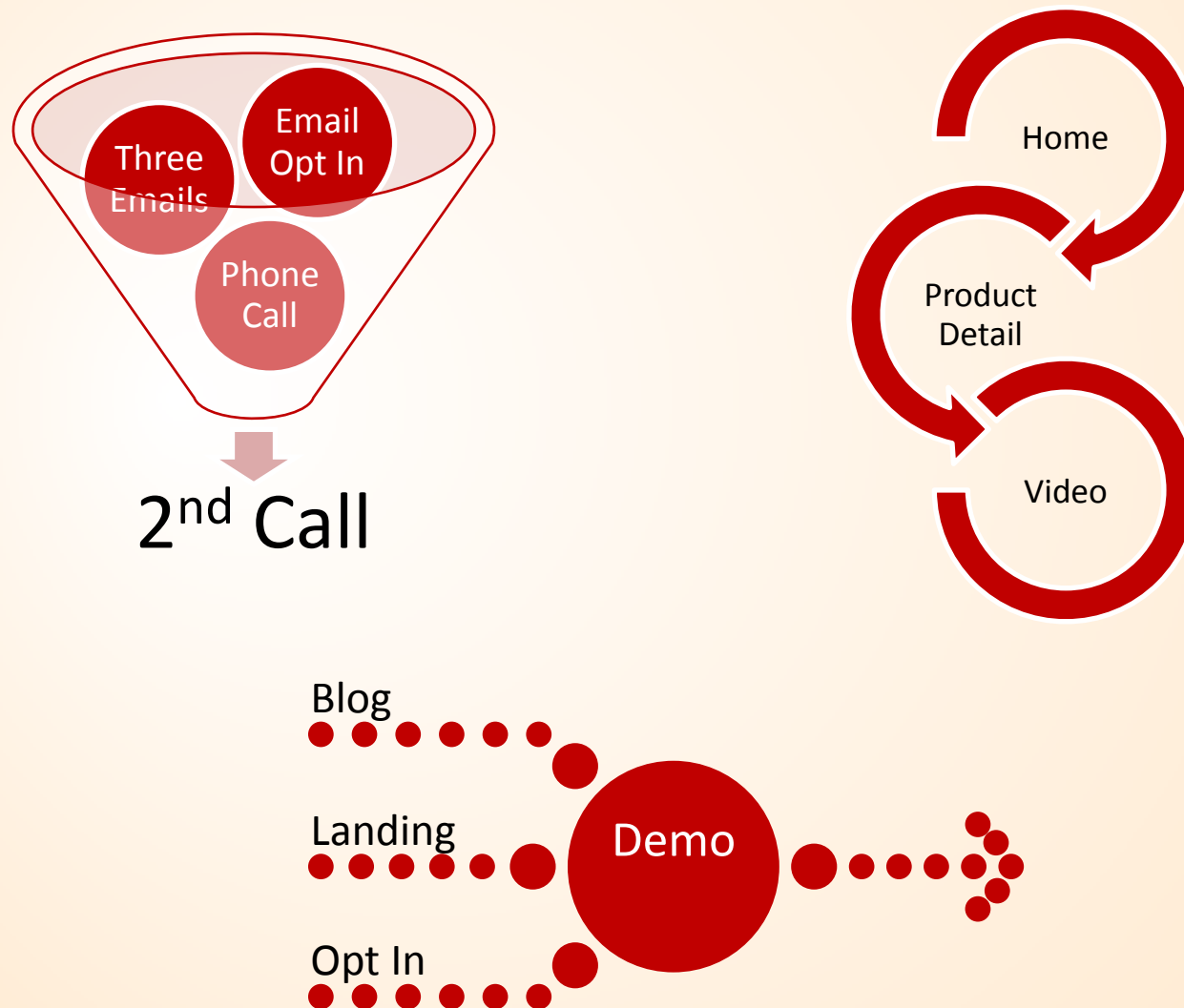
Choose from:



# Before You Design

- Establish the Sales Funnel
- Gather Assets (product, images, content, etc.)
- Visualize the Sale – Wireframe
- Think Mobile from Day One
- Decide on Your Conversion Metrics

# Establish the Sales Funnel



# Conversion Optimization

- AIDA – Attention, Interest, Decision and Action
- Clear Call to Action
- Visual Hierarchy
- Understand How We Read

Company Logo

Features : Examples : Pricing : Sign Up : Login

Video Intro of Product



## This new product will solve all the world's problems

This is where you write 4 sentences that explains how your revolutionary new product will solve all the world's problems AND help you lose weight. Do not write more than 4 sentences. If you write more than 4 sentences I will fall asleep...zzzzz... Lorem ipsum etc.

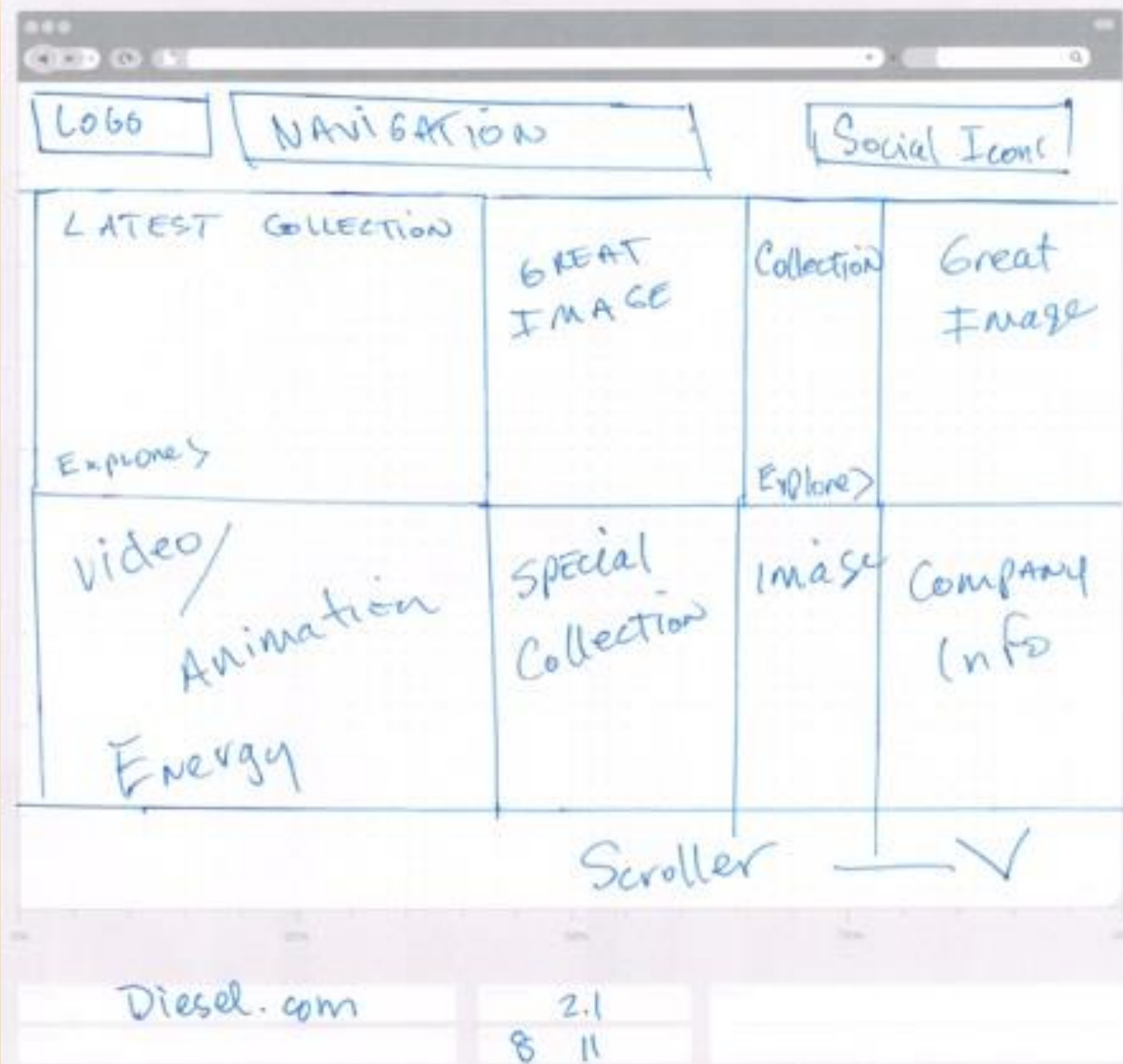
[SIGN UP](#)

Cool Feature 1

Cool Feature 2

Cool Feature 3







# Dominance & Emphasis

- Placement
- Continuance
- Isolation
- Contrast
- Proportion

MAKE A RESERVATION

CHOOSE LOCATION ▾

Nov. 14, 2013 ▾

PARTY OF 2 ▾

11:00 AM ▾

RESERVE NOW



FIG & OLIVE ONLINE STORE & GIFT CARD

Buy a gift card and our finest olive oil collection and gourmet products.

[Buy eGift Card](#)

[Buy Gift Card](#)

[Visit FIG & OLIVE Store](#)

FIG & OLIVE – THE MUSIC COLLECTION

The 16-track collection offers an eclectic yet well-balanced blend of tracks inspired by the elegant lifestyle of St. Tropez and Cannes. Available online or in F&O restaurants for \$18.98.

[Buy CD here](#)

[Listen or buy on iTunes](#)

JOIN US FOR NEW YEAR'S EVE

Join us for our annual White & Gold New Year's Eve Party

[LA, NYC, Newport Beach, Westchester](#)

# FIG & OLIVE®

[MENU](#) [LOCATIONS](#) [NEWS](#) [CONTACT](#)



Riviera & Coastal Cuisine  
from the South of France,  
Italy and Spain.

[MAKE A RESERVATION](#)





BOOK YOUR NEXT EVENT AT FIG & OLIVE WESTCHESTER



FIG & OLIVE's Westchester location is ideally convenient for local residents and businesses in the area. A spacious, light-filled, 4,000 square foot space opens to the outside sidewalk café. The inside bar, lounge and dining area are designed with FIG & OLIVE's Mediterranean interior palette – warm, terra cotta-colored ceilings, white stucco walls with a natural limestone wash, hand-woven loom sofas and chairs, hanging basket lamps, and an abundance of fresh rosemary plants and olive trees provide an ideal setting for private parties and events.

[View brochure & menu](#)

**YOUR CONTACT INFORMATION**

Name\*

Email\*  Phone\*

**YOUR EVENT DETAILS**

Nature of this event\* (i.e. birthday, business dinner, etc.)

Event Date\*  Event time

Number of people

Additional information  
Type your inquiry here. 200 word max.

SUBMIT

**CAPACITY BY AREA**

	Seated	Standing
Bar	15	N/A
Front Dining Room	55	N/A
Back Dining Room	50	N/A
Patio	40	N/A
Open space for cocktails or private events		150-200

914 725 2900  
[events-sd@figandolive.com](mailto:events-sd@figandolive.com)

# How We Read

- The Reading Process
- Design for Readership
- Stick to Standards



Company Logo

Features : Examples : Pricing : Sign Up : Login

Video Intro of Product



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SIGN UP

Cool Feature 1

Cool Feature 2

Cool Feature 3



END OF SESSION THREE