Course 10 Module 4 Lesson 9

Creating Your First Webpage
<u>The HOME / Landing Page Part 2</u>

In this lesson you'll put together the finishing touches to your Home/Landing page document. I am intentionally giving you the briefest training here. We want you to keep it sooo simple.

Please keep in mind that we could teach webpage creation and perfection for a year and not cover all the possibilities.

I have included some blue hyperlinks that you can click on to do further research after you read the basic instructions.

Everything we're teaching you is with the intent of helping you create the most important features and functions on your **website so that you can get clients NOW!**

For these reasons, we suggest that you create your Home/Landing Page with 3 simple components:

1. **Headline** that clearly states who you serve and what they get from working with you. (Course 10 Module 4 Lesson 9 part 1)

2. **Subheading or 3 Bullet Points** that amplify the reason they need to connect with you right now. (You will need to design these based upon who your ideal client is and what they GET when working with you.)

3. **The ONE step the reader needs to take** right now to get in on what you're offering. (Your CTA or Call to Action)

Some facts with links you can click to learn more:

Approximately **80% of your visitors will read your headline**, but only 20% will read the rest. **The ultimate goal of your landing page is to get people to take *one* desired action, schedule a session with you today!**

Your **Call to Action (CTA) button** is one of the most important elements of your landing page. The headline gets them in the door. The CTA closes the sale.

There have been some well-documented studies to **show how a visitor navigates through landing pages.** One visual pattern is known as the Z-pattern. On simpler landing pages, the eyes tend to start from the top left, move their way across the page, down to the bottom left then across again — forming a Z-pattern.

And, if you're experiencing PR and thinking that you need to cover layers and layers of information on your home page, consider this: buyers/clients are getting smarter and smarter and they KNOW what they want. As of 2021, the long letter Homepage is old news, the short single step focused page is what is in.

Homepage before..   .. and after
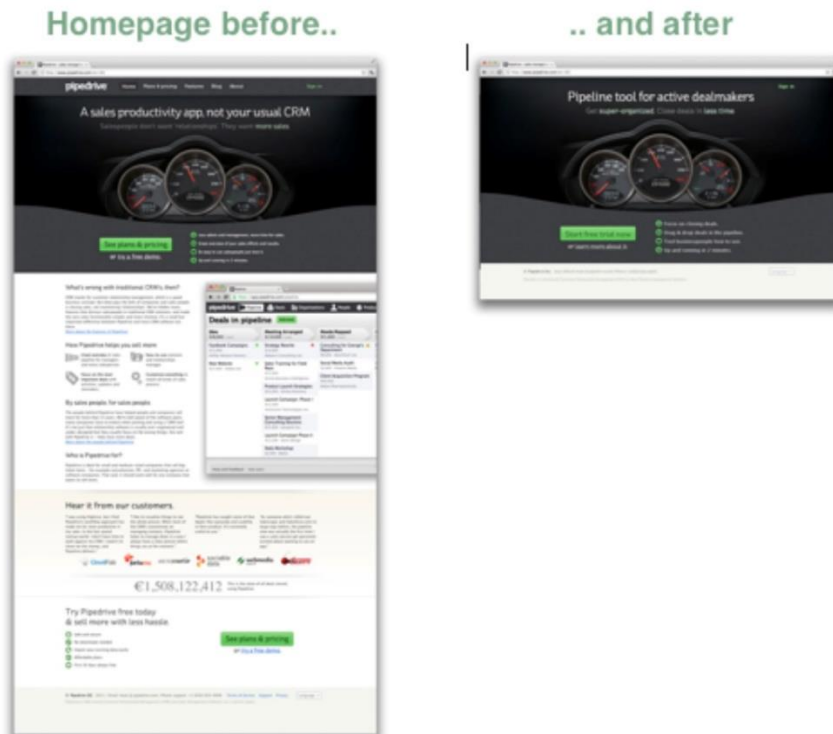
One study I read showed **that a short page** (the one we are coaching you to create) <u>**out-performed a long page by 300%**</u>!

Think about it. The person you're sending to your website knows what they want, they just need to know how to get it from you!

When your headline tells them that you get them, you know what they're struggling with because YOU are inviting them to work with you to heal and solve the problem, that is all they need to know. **Note that there was a time when practitioners focused on advertising to their website. Nowadays, most of your marketing will be through live presentations, social media and email funnels.**

Short Landing Page Example 1:

No one goes to the Southwest Airlines website unless they are shopping for tickets, right? The landing page beautifully models the 3 components:

Headline: One-way tickets as low as $49.00
Urgent GET: Book before this sale takes off
CTA: (The <u>one thing they need to do</u>) "BOOK BY MONDAY" click box.

Landing page example #2:

When someone goes to **The Tapping Solution**, what do they want?

They want emotional healing with tapping.

<u>**Headline:**</u> *In Under 10 minutes* You Can Reduce Your Stress & Anxiety by 41%
<u>**Subheading:**</u> After 540,000 plays . . .
CTA: <u>Enter your email address and get access to this amazing tap along</u>.

Note that **their end goal** of getting your email address is that it adds you to their **email sales funnel.** A sales funnel is simply a series of emails that educate and inspire sales of their many offers. They have a Tapping AP, many books, a membership and a they produce a yearly tapping summit. All great things but they are following the ONE offer, one CTA rule so that people don't get overwhelmed or confused about where to begin.

Fortunately for you, your website's singular purpose is to help you schedule new client sessions!

Yes, they use a long page and they back up their claims with more proof, examples and options.

Think about who is coming to their page.

Someone new to tapping. Looking specifically for tapping. NOT someone who is looking for a personal session.

The real purpose of The Tapping Solution page is to sell their tapping app, gather emails and create lists that they can email to promote their courses and books. They are not offering private sessions.

I encourage you to check out their page and <u>look especially at the research studies. You can quote those on your About Be page!!!</u>

While you cannot use their graphic, you can quote the study linked here:

Click this link https://psycnet.apa.org/doiLanding?doi=10.1037%2Ftra0000563

You may want to use some of those or other tapping statistics for your subheading or 3 bullet point list between the headline and the CTA.

Focus on results and outcomes! What happens after they work with you.

Since your niche topic is going to be unique to you, we highly suggest you work with your peers and mentor to brainstorm and help you hone in on using really compelling language.

Gentle reminder, don't focus on offering or explaining tapping. You are offering them physical and spiritual healing for a specific niche.

When you're ready to do a bit more research and see other examples that I think will be helpful for you, you can click the links below.

For best results, copy each blue hyperlink and then paste it into your browser.

[AWeber Landing Page Best Practices](#)

[Guide to Creating High Converting Landing Pages](#)

[Examples of Brilliant Home Page Design](#)

Your Assignment:

Create your powerful home page subheading:
A powerful statement of your core belief about what is possible for them.

Or use 3 compelling bullet points.

Research statistics about acupressure techniques can be very compelling!

Decide what you want your Call To Action (CTA) button to say (i.e., Work With Me, Schedule Your Session, Book A Session, etc.). We'll create it during the Get It Done Day.