

# Basic Web Pages and Landing Pages

The first place to start

# The forest through the trees

- Websites like any digital endeavor can be amazing time sinks
  - Blogs
  - Logos
  - Banner images
  - My perfect bio and contact area
- Why am I doing this?
  - Website for my author business (STAY FOCUSED)
  - People drift when they work on their website



# Terms to remember (The Analogy of a Home)

- URL (Uniform Resource Locator) - The address of your webpage. **Similar to your home address.** [www.yourwebsite.com](http://www.yourwebsite.com)
- Hosting - A company that provides server space (\$\$) to store your website for accessing by internet service providers. **Similar to your land.**
- Website Backend - This is the structure underneath your website that allows activity to occur (wordpress, weebly, wix, drupal, custom, etc). This is very often free. **Similar to the framing of your house.**
- Theme - This is the skin of your web page and the only thing that visitors will see. **Similar to the exterior of your house.**

# Digital Real Estate is your 'Home'

- Your content will be spread wide and far, but your **home is what you control**
- Do I need to pay **\$3000** for a web page? **NOOOOOOOOO!!!**
- **Free route:** wordpress, blogspot, weebly, or facebook
- **Paid hosting with prebuilt templates:** Weebly, Wix, Squarespace (~\$100 per year)
- **DIY: URL+Hosting+Wordpress (\$80-\$150 per year)**
  - Bluehost, godaddy, etc
  - Free or paid wordpress themes

# Which one to choose?


- Gauge your technical skills and willingness to learn
- Are you a control freak for design?
- Are you a perfectionist?
- Suggestion is go the free route for new authors (wordpress or weebly)
  - **Most authors never get past 1-3 books.**
  - Do not commit large amounts of money unless you are committed to building your catalogue for the long haul



# Where do I start?

- [www.wordpress.com](http://www.wordpress.com)
- [www.weebly.com](http://www.weebly.com)
- Create free account
- Both allow upgrades
- Free accounts is:
  - [www.yoursite.wordpress.com](http://www.yoursite.wordpress.com)
  - [www.yoursite.weebly.com](http://www.yoursite.weebly.com)
- Can upgrade when you grow
  - [www.yoursite.com](http://www.yoursite.com)
- Great place to test and explore

Free	Starter	Pro	Business
Basic Use	Personal Use	Groups & Organizations	Small Businesses & Stores
\$0	\$8/mo (when paid annually)	\$12/mo (when paid annually)	\$25/mo (when paid annually)

			
Free	Personal	Premium	Business
\$0 <i>for life</i>	\$4.00 <i>per month, billed yearly</i>	\$8.25 <i>per month, billed yearly</i>	\$24.92 <i>per month, billed yearly</i>

# Key Requirement for an Author Web Page

\*These are my own, a little google searching can give you more

- Email opt-in for your mailing list (**The Hook**)
- Showcase your portfolio (**books, writing**)
- Connecting to you
  - Contact form, social media, bio
- Blog (***very optional***)
  - I'm personally against blogging for many reasons (commitment, time sink, focusing on writing books, etc)

# Common Pitfalls

- Too many fonts
- Too many colors
- Confusing design
- Too many nested pages
- Buried content
- Hard to find the things I want to see



Note: Always assume you suck at visual design and that people are being *nice* when they say ‘I like it’.



# Keys to a Successful Author Page

- You've got **10** seconds for mobile user and **20** for a desktop user
- Most webpages place all the necessary information on the **front landing page**.
- The cost of your product determines the placement of your email signup.
  - Authors have cheap products so we put the optin up front.
  - Digital marketing people always place their lead magnet right up front.
- **Grid or Serialized** layout of books
- High resolution images
- Easy buttons to click to buy your products

# You've got 3 clicks...then you lose!

- One click from Google, Facebook, or third party website
- They scroll down your front page and see the book that they like and click
- Amazon/Kobo/B+N click to purchase

You must focus on removing barriers to purchasing. On average three clicks is the most someone is going to accept before they lose interest.



# Simplicity, Clean, and Focused

Examples authors:

<https://www.erikcarterbooks.com/>

<http://www.toricentanni.com/>

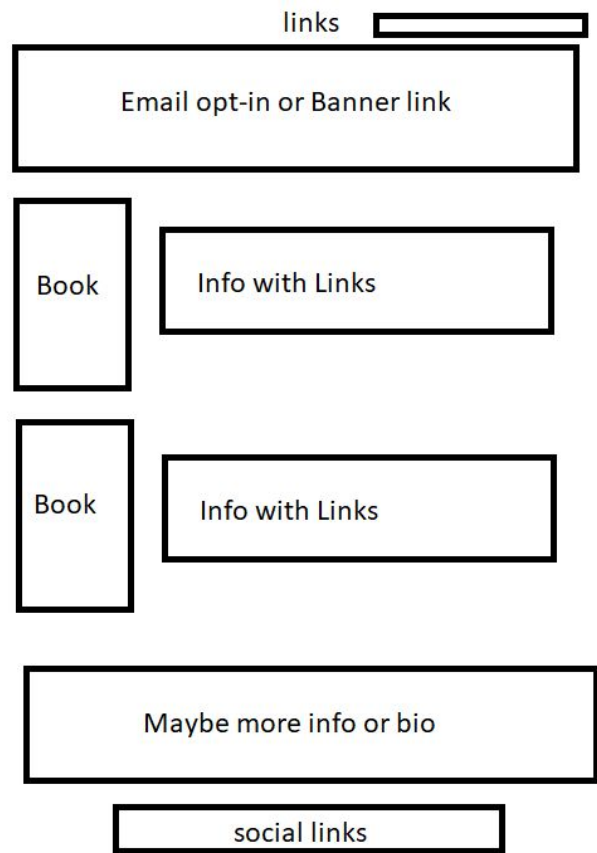
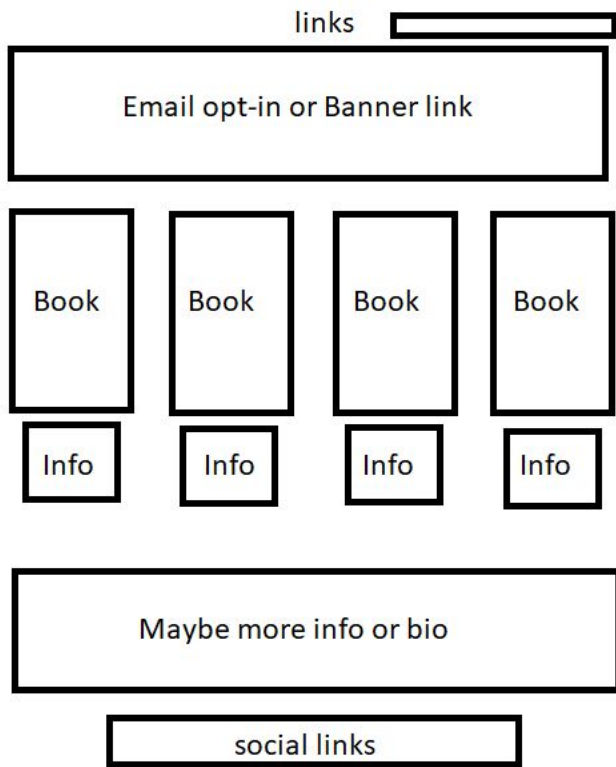
<https://markjdawson.com/>

[www.matthewbuza.com](http://www.matthewbuza.com)

# “Set it and forget it”

- Websites I can be a time sink
  - Layout tweaks, banners, 3D artwork
  - No one....NO ONE GIVES A CRAP ABOUT YOUR LOGO!!!
  - Blogs
- Automate wherever you can
  - List building, updating, blog posting, etc
- You should spend **15 minutes** managing your webpage every **3 months**



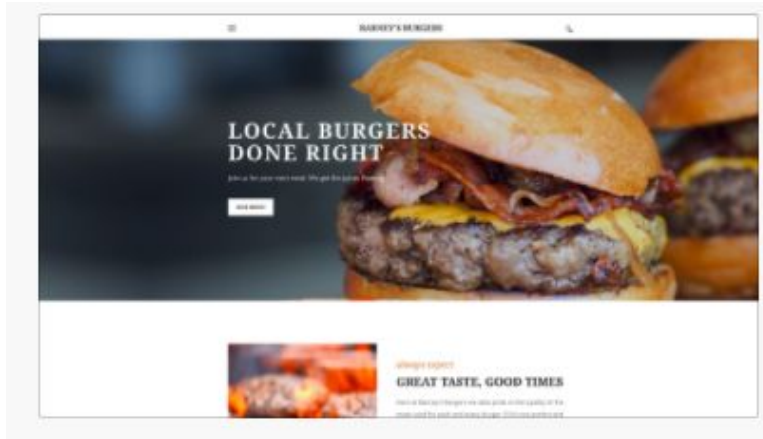


# Theme choices for Wordpress (Free hosting)

- For the free option you cannot load up a custom theme
  - Only wordpress supported free themes
  - There are paid themes to purchase
- Minnow (Free, vertical serialized listings)
  - <https://minnowdemo.wordpress.com/>
- Edin (Free)
  - <https://edindemo.wordpress.com/>
- Creative Theme (Cost \$75 one time not perfect but you can make it work)
  - <https://creativethemedemo.wordpress.com/>

# Theme choices for Weebly (Free hosting)

- Business Themes
- Wildlife Conservation Services
- Burger Joint Theme



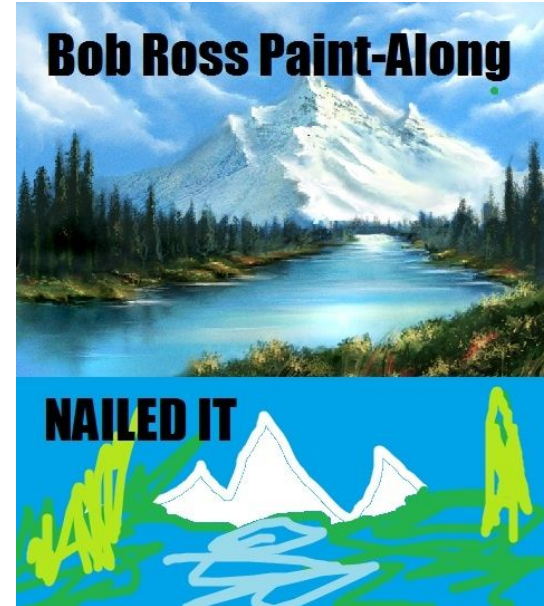
# What should you choose?

- Contrary to my gut the answer is.....Weebly
- It offers the best themes that can be modified to **FIT** authors
- Wordpress is centered on blogging and Weebly is not
- They offer better web page themes for businesses
- Support **Grid** layout or **vertical serialized** view of books
- Supports **banner images** and **button links** to sign up for mailing list



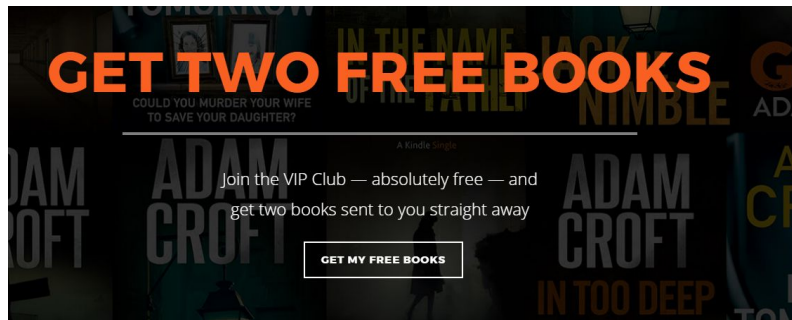
# Banner Images and other pretty things

- This is a job to outsource if you don't know how to "ART"
- [www.fiverr.com](https://www.fiverr.com) (\$5 a job)
- [www.unsplash.com](https://www.unsplash.com) (Free royalty-free images)
  - The WCPNW website uses images from this site all the time
- [www.picfont.com](https://www.picfont.com)



# Lead Magnet

- It is expected to give away something for free to build your list
- Value for value
- No one wants to give away their email to hear your ramblings
- Your readers want to read
- Free item examples
  - Free book, free book preview, back story on your character, something they can't get elsewhere



# Delivering the Lead Magnet

- **Final Welcome Email** from Mailchimp/Mailerlite
  - Provide a LINK to the user to download
- Direct link to Zip File (Booooooooo!!!)
  - Lots of tech problems from readers
  - “What’s a zip file” (I’m not kidding you.)
- **Instafreebie (preferred)**
  - Free plan allows you to create a private giveaway
- **Bookfunnel (preferred)**
  - \$99 a year and provides good support for readers



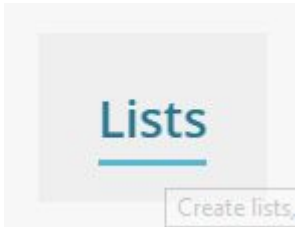
# Lead Page or 'Squeeze Page'

- Focused page with a single call to action
- For authors this is your email signup page
- What to include?
  - Nice banner image (can be reused from your website)
  - Small set of text telling the reader what they are getting
  - Name (optional)
  - Email (YESSSS!!!)

# Where's my Lead Page?

- Mailchimp!
- Follow the bouncing ball....

List -> List Name -> Signup Forms -> General Forms



⋮  **Matthew Buza Author Web Page** 3,951  
Subscribers  
Created Apr 12, 2016 12:03 pm  
★★★★☆

Signup forms



**General forms**  
Build, design, and transla

# Signup Form URL

- Every mailchimp list gets a unique signup form URL
- You can customize this small landing page and link it everywhere....

Signup form URL

<http://eepurl.com/bX360>



QR

# Customize your Mailchimp Landing Page

- Every mailchimp list gets a unique signup form URL
- You can customize this small landing page and link it everywhere....
- You can hover over text or image items to edit
- Add links, videos, or images
- Example....



Enter your email address to get your free books delivered to your inbox. You'll also be added to my Mailing List. You will be one of the first people to know when anything new is available! (you can unsubscribe at any time).

**Email Address**

**Subscribe to list**



# Linking Lead Page to my Website

- You will have a banner image or banner button on your webpage
- Link that image or button to the mailchimp Signup Form URL
- Done!
- Easier than playing around with embedded code
- This is hard?!!!!
  - Google: Weebly link button how to
  - Google: Weebly add a link to an image
  - Google: Weebly add a link to a banner
  - Google: Wordpress add a link to an image
  - Google: Wordpress add a link to a banner

