

# Anatomy of a killer sales page

- Paras Chopra



# Three Musketeers

Tip #1: there are three kinds of visitors

# Visitor #1: Buyer

I want to buy a new shirt now!



# Visitor #2: Researcher

Wonder if this  
is fresh?



# Visitor #3: Window Shopper



OMG! Wish I could buy it

# Ignore these visitors:

Buyers



*He will buy anyway*

Window Shoppers



*She probably won't buy*

# Your #1 Focus

- Convince the *Researcher* to become *Buyer*
  - Most important and gives maximum results
  - Do this by removing doubts and answering questions
- Make it easy for *Buyer* to buy
  - Easiest fix you can make
- Convince *Window shopper* to become *Researcher*
  - Most difficult

# Your biggest enemy: back button

Tip #2: Have single, focused goal



# Your Visitors



# Your Sales Page

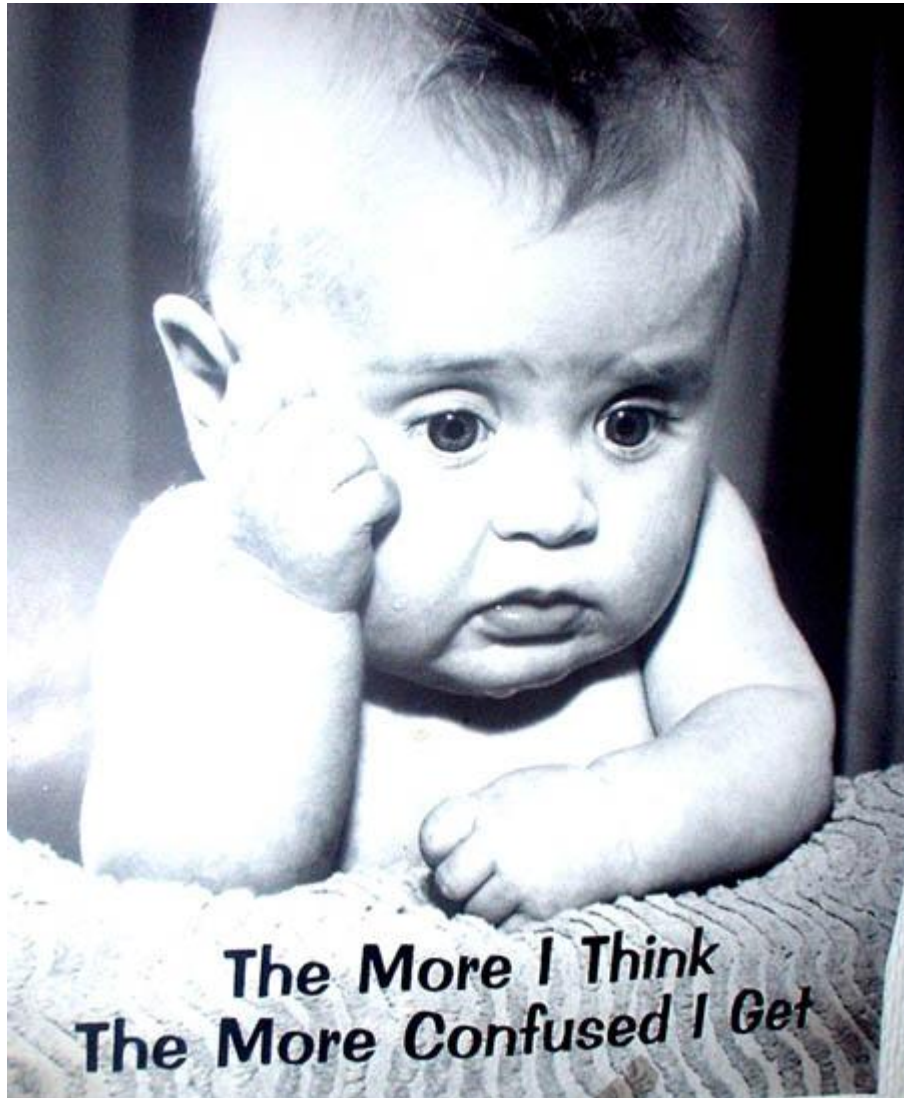


www.shutterstock.com - 18893104



www.shutterstock.com - 18893104

# Don't overwhelm your visitors

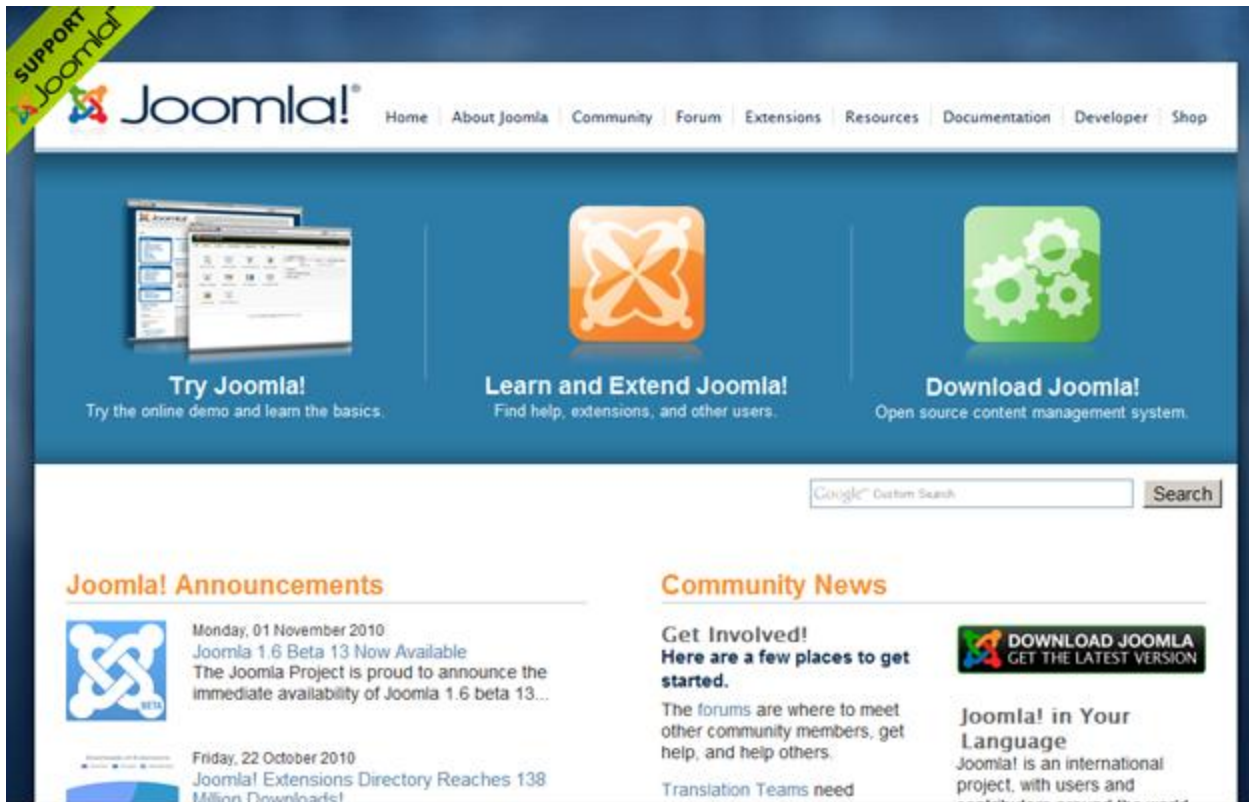


# Have only single call to action

Add To Cart



# Bad Example: Joomla



The screenshot shows the Joomla! website homepage. At the top left, there is a yellow banner that says "SUPPORT Joomla!". The main navigation bar includes the Joomla! logo and links for Home, About Joomla!, Community, Forum, Extensions, Resources, Documentation, Developer, and Shop. Below the navigation bar, there are three main content blocks: "Try Joomla!" with a screenshot of the Joomla! interface, "Learn and Extend Joomla!" with an orange Joomla! logo icon, and "Download Joomla!" with a green gears icon. A search bar with "Google Custom Search" and a "Search" button is located below these blocks. The page is divided into two columns: "Joomla! Announcements" and "Community News". The "Joomla! Announcements" section features two news items: one dated Monday, 01 November 2010 about Joomla! 1.6 Beta 13, and another dated Friday, 22 October 2010 about the Joomla! Extensions Directory reaching 138 million downloads. The "Community News" section includes a "Get Involved!" section with a "DOWNLOAD JOOMLA" button and a "Joomla! in Your Language" section.

**SUPPORT Joomla!**

**Joomla!** Home | About Joomla! | Community | Forum | Extensions | Resources | Documentation | Developer | Shop

**Try Joomla!**  
Try the online demo and learn the basics.

**Learn and Extend Joomla!**  
Find help, extensions, and other users.

**Download Joomla!**  
Open source content management system.

Google Custom Search

### Joomla! Announcements

 Monday, 01 November 2010  
Joomla 1.6 Beta 13 Now Available  
The Joomla Project is proud to announce the immediate availability of Joomla 1.6 beta 13...

Friday, 22 October 2010  
Joomla! Extensions Directory Reaches 138 Million Downloads!

### Community News

**Get Involved!**  
**Here are a few places to get started.**  
The forums are where to meet other community members, get help, and help others.  
Translation Teams need

 **DOWNLOAD JOOMLA**  
GET THE LATEST VERSION

**Joomla! in Your Language**  
Joomla! is an international project, with users and contributors around the world.

# Good Example: Wordpress

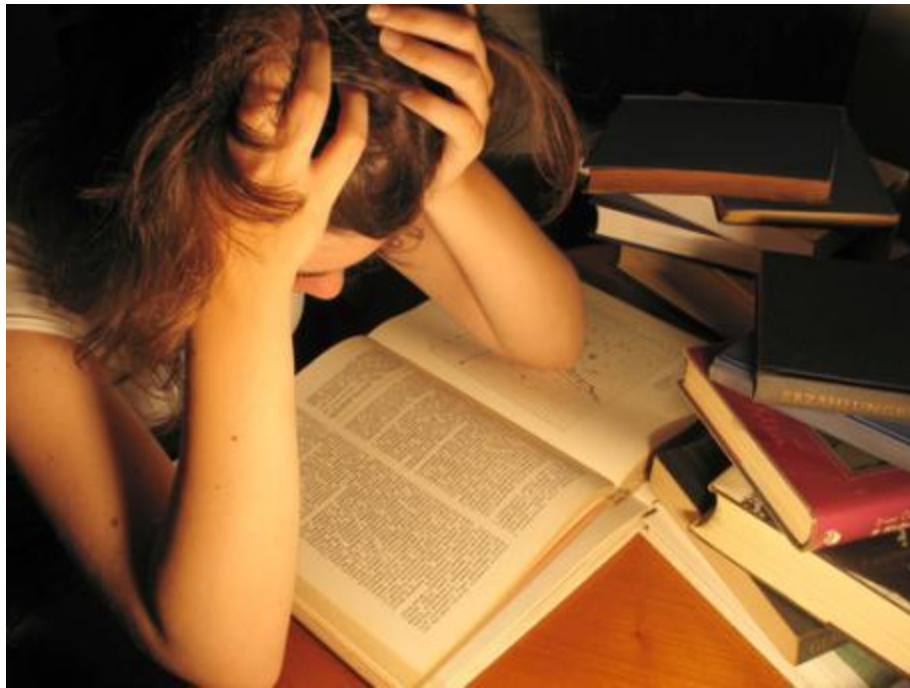
The screenshot displays the WordPress.org website interface. At the top left is the WordPress logo and the text 'WORDPRESS.ORG'. To the right is a search bar with the text 'Search WordPress.org' and a 'Go' button. Below this is a navigation menu with links: 'Home', 'Showcase', 'Extend', 'About', 'Docs', 'Blog', 'Forums', 'Hosting', and a prominent red 'Download' button.

The main content area is titled 'The Lorem Ipsum Blog' and features a dashboard overview. On the left, there is a sidebar menu with 'Dashboard' (selected), 'Updates', 'Posts', 'Media', 'Links', and 'Pages'. The main dashboard area shows a 'Right Now' section with the following statistics:

Right Now	
Content	
12	Posts
19	Pages
68	Categories
131	Tags

To the right of the dashboard, there is a text block: 'WordPress is web software you can use to create a beautiful website or blog. We like to say that WordPress is both free and priceless at the same time.' Below this is another paragraph: 'The core software is built by hundreds of community volunteers, and when you're ready for more there are thousands of [plugins](#) and [themes](#) available to transform your site into almost [anything you can imagine](#). Over 25 million people have chosen WordPress to power the place on the web they call "home" — we'd love you to join the family.'

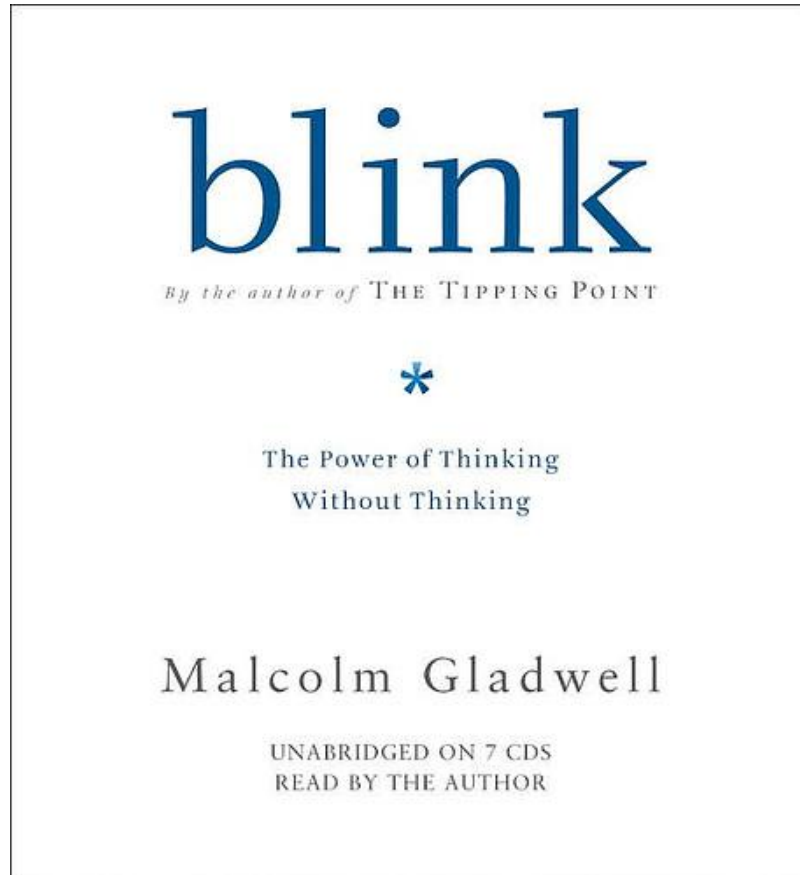
At the bottom of the text block, there is a call to action: 'Ready to get started?' followed by a blue button labeled 'Download WordPress 3.0.1'.



# People don't like reading

Tip #3: Reduce amount of text on page

# 50 milliseconds



Source: Attention web designers: You have 50 milliseconds to make a good first impression!  
Lindgaard, Gitte, et. al 2006



# So, reduce text & use visuals



# Bad Example: SlySoft



The screenshot shows the SlySoft.com website. At the top, there is a banner with a man sitting on the floor surrounded by a white sheep and a brown dog. To the right of the banner is the SlySoft.com logo and a seal that says "SLYSOFT EST. 2003 QUALITY". Below the banner are icons for various products: AnyDVD, CLONE DVD, CLONE DVD MOBILE, CLONE CD, and Game Jackal.

On the left side, there is a navigation menu with the following items: CHANGE LANGUAGE, Home, Products (with sub-items: AnyDVD, AnyDVD HD, CloneDVD, CloneDVD mobile, CloneCD, Game Jackal Pro, Game Jackal Enterprise, and Virtual CloneDrive), Download, Purchase, FAQ, Tutorials, Support, Contact, and Forum.

The main content area is titled "VIRTUAL CLONEDRIVE". It features a "Virtual CloneDrive" icon and a "DOWNLOAD" button. The text describes the product as a virtual CD/DVD drive that works and behaves just like a physical one, but exists only virtually. It mentions that image files generated with CloneDVD or CloneCD can be mounted onto a virtual drive from a hard-disk or a network drive and used in the same manner as inserting them into a normal CD/DVD drive.

Below the description, it states: "Probably the best virtual drive software, Virtual CloneDrive allows you to enjoy the freedom of a virtual drive and is completely free."

The "Features" section lists the following:

- Supports all common image formats such as ISO, BIN, CCD
- Supports up to 8 virtual drives at the same time
- Easy to use - just double-click an image file to mount as a drive
- Virtual CloneDrive is freeware, you may use it at no cost.

The "System Requirements" section lists the following:

- An IBM-compatible personal computer with a minimum 500 MHz Pentium-class microprocessor (1 GHz recommended) and 128 MB RAM (256 MB recommended)
- Windows 98, Windows ME, Windows 2000, Windows XP, Windows Vista or Windows 7 (32 or 64 bit)

At the bottom left, there is a small text: "Waiting for a.adrol.com..."

# Good Example: Skype





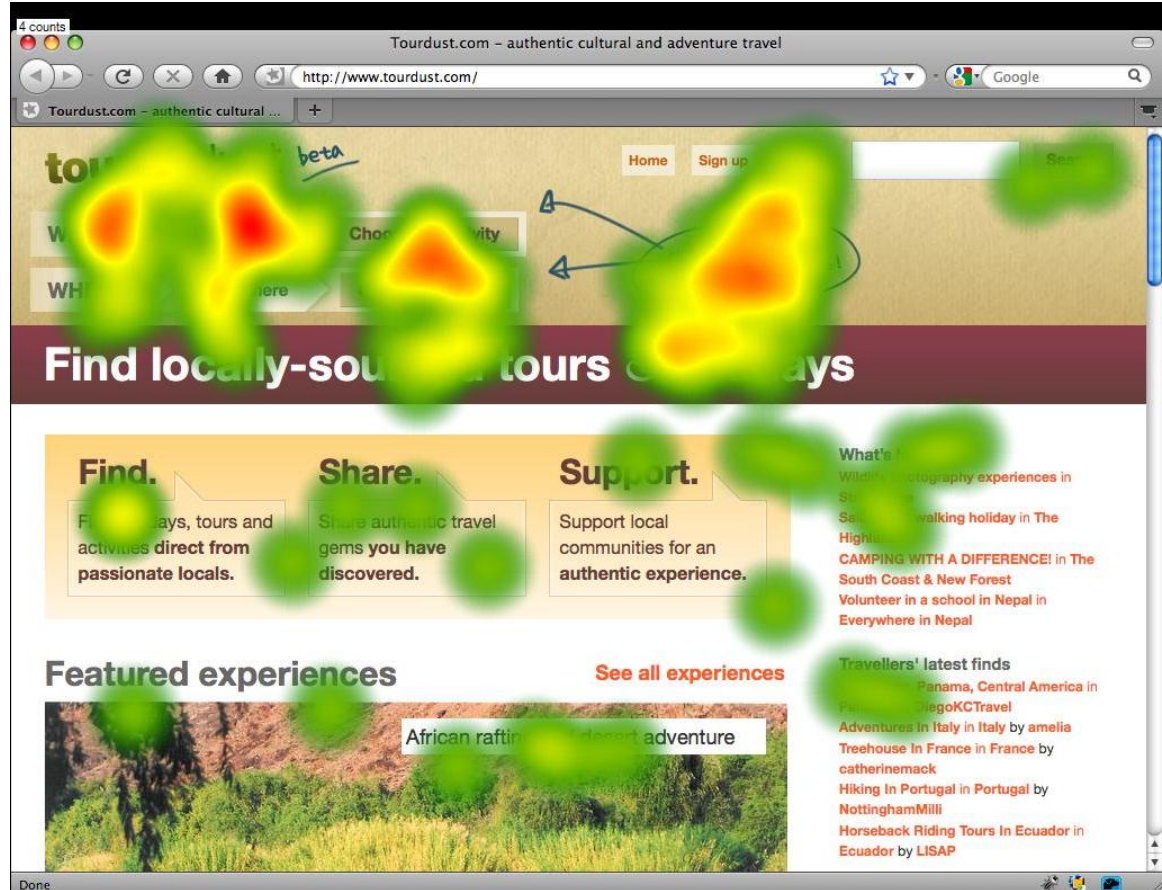
Hi, I am Bob!

# The “Welcome to Bob’s site” syndrome

Tip #4: Headlines matter more than you realize

# Why headlines are so important?

People look here  
to find out what's  
the website about



# *Concreteness* is key to good headline

- Say what the website/product is about
  - Don't use “Welcome to XYZ” as headline
- Headline is not a place to make a pitch
  - Don't use “XYZ has changed ABC forever”
- Keep it short
  - About eight words is ideal

# Remember that this is impossible

Yes! I will spend 10 minutes on your website  
just to figure out what you are selling



# Bad Example: Odesk

**oDesk** Changing How the World Works Sign In [Create an Account](#)

[How it Works](#) | [Hire](#) | [Find Work](#)

## Guaranteed Work. Guaranteed Payment.

Hire, manage, and pay a distributed workteam as if everyone were in your office.

- See Work as It's Done**  
Check in on your contractors as easily as if you were in the same office.  
e.g. PHP, Customer Service, Blog wr
- Build a Team of Experts**  
Hire based on work history, portfolio, feedback ratings, and test scores.
- Eliminate Payroll Hassle**  
Make payments to professionals anywhere in the world, without paperwork.

[Search Contractors](#) or [Post a Job](#) [Looking for work?](#)

[Bring your own team to oDesk](#) | [Need to build a large team fast?](#) | [Need job support?](#)

### Why oDesk?

Watch our video. Or, check out the oDesk Learning Center >

### Why Online Workteams?

- Flexibility**  
Ramp up and down, from short-term engagements to full-time teams.
- Cost savings**  
Pay only for hours worked. Hourly rates fit any budget.
- Access to Talent**  
Hire the best from around the world.



# Good example: ELance

The screenshot shows the Elance website interface. At the top, there is a navigation bar with the Elance logo, links for 'HIRE' and 'WORK', and a 'Sign in or Register' link. Below this is a secondary navigation bar with 'Hire', 'Manage', 'Pay', and 'How it Works' links, a search bar for providers, and a 'Post Your Job' button. A 'Resources', 'Community', and 'Help' dropdown menu is also visible.

The main content area features a large heading: **Hire Online Workers to get the Job Done**, followed by the text: **Thousands of businesses use Elance every day to hire and manage online, instead of onsite.**

Below this is a featured provider profile for **Victor Rosenman**, an **Experienced Amazon Specialist**. The profile includes an 'About Me' section, a 'Job History' section, and a 'My Snapshot' section. The 'My Snapshot' section shows a 'Skills & Programming' table with columns for 'Skills' and 'Progress'. The 'Job History' section shows a list of jobs with columns for 'Job', 'Rate', 'Reviews', and 'Earnings'.

To the right of the profile is a list of services:

- ✓ **Find Great People**  
Compare profiles, hire the best fit.
- ✓ **Check Progress**  
View progress in the Workroom.
- ✓ **Pay For Results**  
Get more done, with less overhead.

A green button labeled **Get Started »** is positioned below the services list. At the bottom of the services list, there are two links: **Building a team? | Looking for work?**

# Who else bought this?

Tip #5: use social proof to remove doubts and uncertainties

# People crave for social proof



# What if you don't have social proof?

- Give product for free in exchange for testimonials
  - Reach out to experts and get their feedback
- Cite industry or theoretical research
  - XYZ increases productivity by 50%. Scientifically Proven!

# What counts as social proof?

- Customer logos
- Case Studies
- Reviews & Ratings
- Testimonials
- Statistics
  - 1,738,423 visitors on this page till now

# Bad Example: Twhirl



**twhirl** the social software client

twhirl is a desktop client for social software such as Twitter, Friendfeed, identi.ca, or seesmic

Home Download Blog Documentation FAQ About

## What is twhirl?

twhirl is a social software desktop client, based on the Adobe AIR platform.

Some of twhirl's features:

- runs on both **Windows (2000/XP/Vista/Win7)** and **Mac OS X**
- connects to **multiple Twitter, laconi.ca, Friendfeed and Seesmic Video accounts**
- displays **notifications** for new messages
- **shorten long URLs** (using digg.com, bit.ly, snurl, twurl or is.gd)
- **cross-post** your updates to Jaiku and many other sites like Facebook, MySpace, LinkedIn and more via Ping.fm
- **post images** to yfrog
- **search tweets** using Twitter Search and TweetScan, and follow topics in near-real time with **saved searches**
- automatically **find tweets mentioning your @username**

## Get twhirl

Install twhirl or update to the latest release by clicking on the automatic installer



## Manual Installation

- Download and install **Adobe AIR** (if not already installed)
- Download and install the latest twhirl release



# Good Example: Hootsuite

The screenshot displays the Hootsuite Social Media Dashboard. At the top left is the Hootsuite logo and a large owl mascot. A 'Login' button is in the top right. The main heading is 'Social Media Dashboard' with a 'Sign up now »' button below it. The dashboard is divided into four feature sections: 'Custom Interface' (work efficiently with social streams), 'Assign Tasks' (fine-tune your team), 'Scheduled Updates' (optimize delivery), and 'Internationalize' (language localization). Below these are sections for 'Hoo's Using HootSuite?' (listing brands like Facebook, TED, FOX, etc.) and 'HootSuite Blog' (listing recent articles). The footer contains copyright information, navigation links, and a language selector set to English.

hootsuite Login ▾

## Social Media Dashboard

[Sign up now »](#)

### Custom Interface

Work efficiently with social streams, tabs, and columns – plus a choice of design themes

### Assign Tasks

Fine-tune your team by delegating messages and monitoring responses and progress

### Scheduled Updates

Optimize delivery by choosing the best time and date to reach your audience

### Internationalize

Feel comfortable with language localization in Japanese (more languages to come)

### Hoo's Using HootSuite?

facebook TED THE WHITE HOUSE iCANHAS CHEEZ BURGER MARTHA THE MARTHA STEWART SHOW FOX PAPA JOHN'S Los Angeles Times BET Oxfam International

### HootSuite Blog

- HootSuite Adds Promoted Tweets in Timelines From Twitter
- Just Hatched – Connect to HootSuite with OpenID Providers
- MobileFest, Business Blogging and International Accolades – News R
- Show us your Owls – Send Us Your Fan-Made HootSuite Videos
- HootSuite iPad Revealed! See Screenshots & Sign-up for Alert
- Even Friendlier iPhone – Mobile Fest Continues with Free App

©2010 HootSuite Media [Feedback](#) | [Help Desk](#) | [Company](#) | [About](#) | [FAQ](#) | [Blog](#) | [Terms and Conditions](#) | [Privacy Policy](#) Language: [English](#) ▾

# Design *matters*

Tip #6: people associate good design  
with higher trust



# Why design matters?



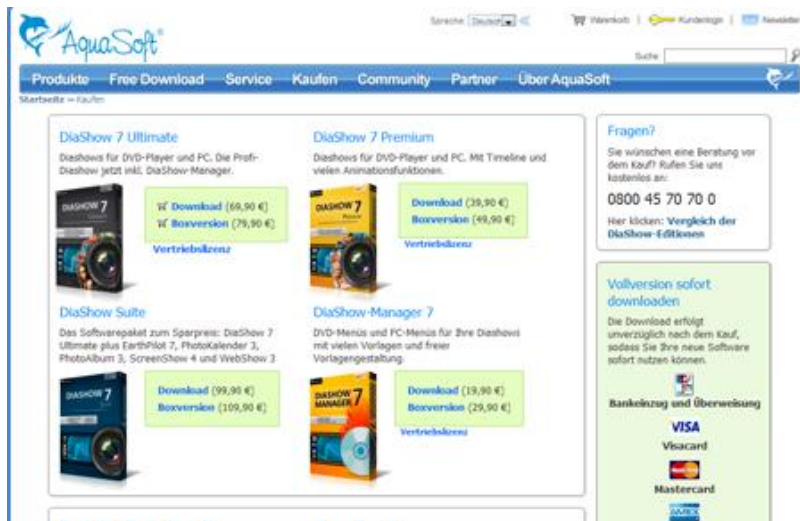
***iPhone***  
*50 million units sold*



***Microsoft Kin***  
*8000 units sold*

# Investment in good design: highest ROI

Old Design



New Design

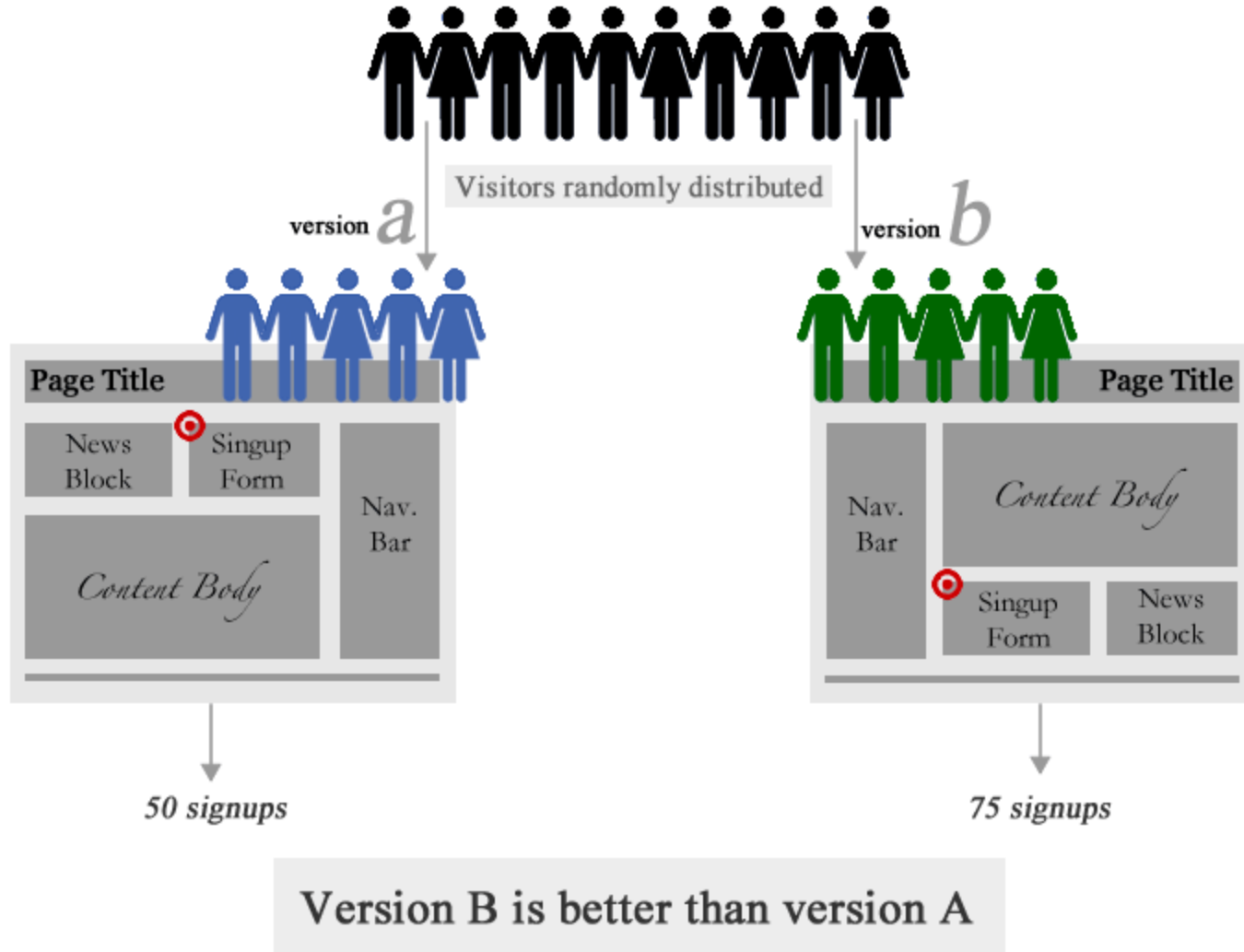


Actual case study: 20% Increase in sales

# Tip #7: Ignore all previous tips

A/B Split Test everything!

# What is A/B Testing?



# Why A/B Test?

Let's play a guessing game

# Which version increased signups by 60%?

100% Free Online Stores

## The Vendio Store

100% FREE

Create Username  
Password  
Confirm Password  
Your Email  
Confirm Email

**Sign Up Now**

100% Free Online Stores - No Credit Card Required

- Fast and easy setup: Our drag-and-drop editor will have your store up and running in minutes.
- Professional designs: Dozens of templates to choose from to make your store stand out.
- Analytics and SEO integrated: Effortlessly set up Google Analytics and optimize keywords.
- Multi-channel support: Increase exposure by listing your store items to eBay and Amazon.
- Completely FREE: Too good to be true? Nope. [Learn more](#).

Partnered with:

amazon.com eBay UPS FedEx Google TRUSTe

Copyright © 1998 - 2010 Vendio Services, Inc. - [Privacy Policy](#)

Or

100% Free eCommerce Websites

## The Vendio Store

100% FREE Ecommerce Website

Free eCommerce site - No hosting, listing or final value fees!

**Sign Up Now**

- Fast and easy setup: Our drag-and-drop free ecommerce website builder will have your store up and running in minutes.
- Professional designs: Dozens of templates to choose from to make your store stand out.
- Analytics and SEO integrated: Effortlessly set up Google Analytics on your ecommerce website and optimize keywords.
- Multi-channel support: Increase exposure by listing your store items to eBay and Amazon.
- Completely FREE: Too good to be true? Nope no credit card is required! [Learn more](#) about our free ecommerce website builder.

Partnered with:

amazon.com eBay UPS FedEx TRUSTe

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# Which version increased downloads by 85%?

**YNAB**  
YOU NEED A BUDGET

DOWNLOAD TOUR REVIEWS PURCHASE

forum blog support about contact

How to Budget search

**Features and Benefits**

Screenshots

- Imports from your bank
- Envelope budgeting made simple
- Easily save for large purchases
- Get out of debt
- Schedule recurring transactions
- Focus on spending "leaks"
- Quickbudget to save time
- YNAB's Methodology built right in
- Free Live Online Budgeting Classes

**Screenshots**

- December '09 (Current) \$2,462.19 Available to Budget
- Easy-to-Use Budget Interface
- 12/11/09 Best Buy
- Familiar Account Interface
- Alter 12/01/09
- Powerful Transaction Search
- Elegant Net Worth Reporting
- Transfer: Checking
- Simple Split Transactions
- Intuitive Spending Trends

**Download Now**  
Free 7-Day Trial / \$59.95 to Purchase

Or

**YNAB**  
YOU NEED A BUDGET

DOWNLOAD TOUR REVIEWS PURCHASE

forum blog support about contact

How to Budget search

"If you need financial discipline, consider YNAB."  
- Laura Cohn, Kiplinger's Personal Finance

Simple, intuitive budget interface.

Like sticky notes, but they don't lose their stick.

Quick budget and spend things along.

Two words: Bulk Categorize.

Track your net worth with ease. (It'll go up).

The "I spend what on WHAT?" pie chart.

# How to do A/B split testing?

- Google Website Optimizer
  - Free, basic solution by Google
- Visual Website Optimizer (my company)
  - World's easiest A/B testing tool
  - Used by 4000+ companies including Groupon, MakeMyTrip, Microsoft, etc.
- Enterprise solutions from Omniture, Webtrends, Autonomy etc.
  - Expensive solutions costing \$XXX,XXX per annum



# Thanks!

Questions?

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