

Andrew: This session is about how to use design to increase conversions. The session is led by Brian Casel, he is the founder of Restaurant Engine which makes website design easy for restaurants. He's also the co-founder of SweetProcess, an app designed to help businesses document their standard operating procedures, and he's got a book on design, it's called Design for Conversions. It makes designing your startups marketing much easier. Thank you so much for doing this session, Brian.

Brian: No problem, Andrew, I'm really excited to be here. I've been a fan of Mixergy for a while, I've been a member, and just awesome, I hope it's good for the audience.

Andrew: I appreciate it, and you know what, I've known you for a long time, and what I found is when I know someone for a long time, when I want to do an especially good job, that's when I step over my lines the way that I did earlier. But we're good, I think we've explained to people what this is about, I think we've given them a little bit of your background, now let's help them understand the problem that we are solving, and this is a problem that you experienced with, we've got this website right here, what happened here?

Brian: Yeah, so that is ThemeJam, and this design is, I mean, it's actually still up and running, but it's old, I haven't really touched it in a long time. So going back to around 2009, this was my very first product that I tried to design and sell and launch. It's a WordPress themes shop, and you know, back in 2009, you know, this was not the first WordPress, you know, premium WordPress themes company out there, but it was still kind of early on, and there was kind of a lot of opportunity there, and I was really excited to jump into that market, and this was my very first product. Before that, I had only done client web design work, and . . .

Andrew: So I'm looking at this, and I've got to tell you, Brian, this looks nice, it looks like a well-designed site, but there's something that this design is missing, and what's that?

Brian: Yeah, it was missing a focus on marketing, and I mean, back in 2009, I basically knew nothing about marketing, and developing a value proposition, and copyrighting, and merging that with whatever web design skills that I had. So I had spent almost a year leading up to that launch, you know, just putting in long days and nights building that site and getting it ready for launch, so once it actually did launch, I was expecting early traction and growth, and that just didn't happen.

I was watching my competitors, you know, new competitors would pop up after I launched, and they would, within a matter of months, just zoom right past me and grow into these larger companies, so that ThemeJam site just didn't really live up to my grand vision that I had for it. I mean it also hurt my business, I mean I had put in

a lot of time and kind of invested my personal savings in that, and so that was kind of my big wakeup call that if I really wanted to successfully run my own products, I can't just rely on design, I have to learn about marketing as well, and kind of merge those.

Andrew: And that's why we're going to be talking about design for conversions, not just design for visual appeal. Now after you figure this out, and maybe help you figure it out, you launched this site, Restaurant Engine, what happened here?

Brian: Yes, so, you know, fast forward a few years, 2012, I had been listening to a lot of Mixergy interviews, and . . .

Andrew: Thank you.

Brian: . . . just reading up on everything I can on marketing and conversions and connecting with customers. So I launched Restaurant Engine, it's a web-design product for restaurants, and you know, that site is doing pretty well, you know, it is converting kind of a steady stream of paying customers. Today, about a year and a half, beyond that, into the life of that business, it's basically, it accounts for most of my income today, and it's been working out, thanks to kind of this education in marketing and merging those concepts into my design work on the product.

Andrew: Okay, and as we continue here with this session, we're going to see how the ideas we're going to talk about, how they're in play on this site and on SweetProcess. But let's jump into the first of the big tactics that we're going to be talking about, and that is to make it a no-brainer. Make it a no-brainer for your customer to make sure that they see that they have great value from the site that you're building. How do we do that?

Brian: Yeah, absolutely. This is kind of a mindset thing that you really have to have as you go into designing your marketing website for your product. Any product, if it's going to be successful, it needs to have a strong value proposition. Why does this product matter to your target customers? Why does it give them a good value for the money? What kind of problem does it solve for them, and how valuable is that?

So, your mindset as you're designing your website for your product has to be driving that value proposition home and really just making it a no-brainer. That's the way I like to look at it. So, every decision that you make when you're putting your site together, whether it's writing copy, laying out the page, choosing which graphics to use, everything should be with that mindset of driving home the value proposition.

Andrew: Let's take a look at how we do that or how you do that, not me. This is your site. This is just the pricing page.

Brian: This is a graphic that is available on the pricing page.

Andrew: Okay.

Brian: There's kind of a link that would pop this up. Basically, what happened was in the first six months or so...

Andrew: ...I think it's actually here. This is the pricing itself, and you're saying it comes up when I click this button right here.

Brian: Yeah, exactly.

Andrew: That's what you mean. Okay.

Brian: Yeah. Early on in Restaurant Engine, in the early days I was getting quite a bit of push back on the price of the products. It's a SaaS model and it starts at 49 dollars a month. So, for restaurants, they would come to me and say 49 a month is too high. Even other web developers would give me some feedback saying you can go to HostGator and get web hosting for like 7 dollars a month, you know, 49 is...

Andrew: ...So they were comparing you to just plain old web hosting.

Brian: Right, right.

Andrew: Okay.

Brian: Because we provide web hosting, and the assumption is that's all we provide which is not the case. Talking to my target customers - restaurant owners, consultants for restaurants - I came to the realization that I should position Restaurant Engine when you compare it to hiring a web designer to do a custom website for you. Because when you compare the price that way hiring a web designer would cost you thousands of dollars. It would take much longer to get it finished. And, it probably wouldn't even include all of the things that we've built into the streamlined package.

So, with this graphic on the pricing page, and, again, the pricing page is where I would hear that push back. You know, they're looking at the price and they'd send me an IM or call me and say this is too high. So, I placed this graphic there. What this is is basically a comparison, side by side, Restaurant Engine versus hiring a web designer.

Then, I went through line by line the things that you would ask for, just line item,

every item. The initial setup cost for Restaurant Engine is either zero if you're doing it yourself, or you can pay us to do it and it's 99 dollars. Compare that to hiring a web designer. On average, it's 3,000 dollars, and a lot of times way more than that.

Andrew: I see. So, you're just walking them through a comparison that makes more sense for you than the one that they might naturally make which is I can get hosting for only a few bucks a month, and I can set up a WordPress site and hire a developer to redesign it for me so that it looks like a restaurant site. They're thinking just, I can set up WordPress for free. You're making sure that they understand, well you're also going to need a designer, you're also going to need all these other expenses.

Brian: Yeah, exactly. A lot of times that's the quick assumption. It's like, oh I can do it myself and get my own web host. But, when they look at this comparison not only are they seeing the drastic side by side numbers in costs but, oh, I also need a mobile site too, and web hosting is included. Whereas hiring a web designer I'd have to get that separately.

Andrew: Okay.

Brian: So, it kind of gives them all these unforeseen factors.

Andrew: So, what you're saying is with everything that we do we need to make it that kind of a no-brainer. How do we do that in other aspects of the site? I can see if you can create a comparison on the pricing page. You're shifting people's focus, and you're helping them understand why you've got a much better price than the alternative. What about in a homepage, what about in other aspects of design?

Brian: Yeah, you know, another great example of this would be the site for Basecamp. Everybody knows Basecamp from 37signals, right, so . . .

Andrew: Yeah, so look at the, this is one of the screen shot at what their site looks like, I think they change it sometimes, though, we took a screen shot.

Brian: So Basecamp, at least their current version of the site is, they lean heavily on social proof, and the social proof is really powerful, and it does help you drive home the value proposition. So if you look at their large headline here, they're saying that they sign up over 6,000 companies every single week, and so now it's your turn to sign up. I mean, basically they're saying, hey, 6,000 companies per week, you know, all those companies can't be wrong, obviously Basecamp has some kind of value to them, it's the most popular option out there, it will be a no brainer, you know, it will be stupid for you not to try Basecamp, you know, that's kind of what they're saying, using the social proof here.

Andrew: Okay, I just brought up the latest version of the site, and it's essentially the same except it says, last week they had 6,800 companies sign up, and the one that we took from, I guess, the previous week says they had, oh, there's a number . . .

Brian: That's funny, they're actually . . .

Andrew: . . . sixty-four, so it does seem to change.

Brian: Yeah, they're actually increasing the number, that's funny, that's not just copy there, they're actually keeping tabs.

Andrew: Yeah, and they change a little bit of the design, it looks like the speech bubble is gone. All right, but I get the main idea here. You're saying that they're showing that it's a no brainer, what you want to do is take away the worry, this is a no brainer, other people have done it, it works. Your product is a no brainer because it is so much cheaper there than looking at this screen, than hiring a designer. All right, let's go on to the big board, next big idea is you want us to get to connect with our customer on a deep personal level and know their needs. Give me an example of how you do that.

Brian: Yeah, so you know, it's always really important to be talking to your customers early, talking to them often, and really just never stop talking to them. So you really want to get to know what they are, what they care about, and especially in regard to your products, so which features, what do they like best about your product, what just doesn't really resonate with them very much . . . so you just really want to know your customer, and then make design decisions and copy and messaging decisions based on that.

So one example, again on Restaurant Engine, would be early on I would kind of focused on all these features that I was really excited about, which is, you know, I built them, they work really well, things like it's easy to connect to your Google Analytics to your website, or we've got this really cool events system where a restaurant can post their upcoming events and things, I thought that was a killer feature. But it turned out restaurant owners just weren't really asking about that all that much. I mean some of them actually use it, but it's not the feature that they care about most. So the ques- . . .

Andrew: So how do you know what that feature was that they cared about most?

Brian: Yeah, so mostly pre-sale questions, and questions from existing customers, a lot of customer support. I mean, I'm actually the one doing most of the phone calls and live chats and e-mails, so I would start to hear the same questions again, like how easy is it to sign up, and how long will it take, or people who are cancelling, you know, saying it's too complicated and so, not only is that an indicator that I

need to fix the product to make it easier, but it shows that they really care about it being easy. So in the way this design, I really made a focus on emphasizing that it's really easy to use, easy to get up and running quickly.

So the top headline right there, Restaurant Website Design the Easy Way. And even like further down the page, it really kind of emphasizes, so we actually added this Done For You service, the Setup service, so you can come on and do it yourself, but if you're too busy, or, you know, most restaurant owners are, they're running their restaurants, so we actually do it for you and we'll get it done in three business days.

Andrew: I see, and I could see how that could be different than speaking to someone like me. If you told me, I'll do it for you, I wouldn't think, oh, that's so easy, I would think, huh, his must be made for people who are not as smart as I am, or if he's doing it for me maybe this site is very complicated. You know, the software is just too tuff for me to understand, that I need a professional to set it up, but when you're talking to [??] they don't see software that way, they think... that if you do it for them, then it's even easier for them.

Brian: Yeah, absolutely. I mean, a lot of restaurant owners will come to me and just say that they need a new website design. A lot of them are just reluctant to even deal with it. They're just like, 'I know, I need it, but it's kind of on the back-burner. It has been on the back-burner for months. Just want to get it done, but I do want to get it done right.' The other do it yourself options... so yeah they're easy to use and do it yourself, but they don't give the professional quality that I would get. So again, positioning it alongside hiring a custom web designer, except it's a lot easier than that.

Andrew: He used this as a bad example. What are they doing wrong?

Brian: Yeah so, I'm not sure where I found this site. You know, I came across it, and I was looking at it, and they're not connecting with any customer. I'm looking at it. I don't even really know who they are, or what they do. So, one [??] place. I'm seeing this logo, is it a doctor's office? Like is it a hospital? Like what is it? I'm not really sure, what it is, and then I'm seeing these graphics for some kind of T.V station, or radio program. Again, they're not making any connection with me. They're not saying, 'Hey, we know who you are. We know this is what you care about, and we're here to offer you, this.'

Andrew: Alright, Let's go back to the big board. The next big idea is to give them a clear path.

Brian: Yeah, so another mindset, as you're going about designing your website, putting it together, you always want to really get into the mind of your customer. You

want to think about, how your customer is preserving your website, and really just assuming they're a first time visitor. They've never heard of your product or your company before. So, they need to just digest it, and figure out how to make their way through your site. You never want them thinking to themselves, 'Where should I go next,' or, 'what should I do now.'

So, you want to just make the navigation easy, kind of pointing them into the direction you want them to go, and the way that you can do that, is to avoid having a bloated navigation. So, I see a lot of sites, they have... all the pages that exist on their website, they just put across the top in their main navigation, sometimes in a drop-down, within a drop-down, and it's just crazy. I think it's better to be a little bit more strategic, separating out a primary navigation, and then maybe like a secondary navigation or a [??] navigation.

Andrew: This is sweet process. I guess I can see it here. It all is meant to drive me to keep going down the page, and in fact I think if I click up here... It takes me down where you want me to go. If I click on pricing, It just takes me down. The goal is to just get me to keep going down until I hit the try free button. I have an account so, It's filling in. It's putting in information, but that's the goal.

Brian: Exactly. So here on sweet process, really simplify that top navigation. I mean, across the top your only seeing those three links, and they don't even take you off the page, like you said. They just kind of point you down the page. All of the content on this page, it's designed to inform you about the product, and sell the product, and sell you on the value proposition of the product. It's all here, and those are what the links across the top are for.

I chose to include those links, and not links to our team bio's page, because these are the ones that are mission critical, in terms of getting to that conversion. We want to, tell the person how it works. We want to, tell them why it's important that they systemize... of course we want to sell them on the price point, but then we have all these others things like our team bio's, we've got a blog. A couple of other random pages. Those are linked in the footer, they're out of the way. They don't compete for the attention, and they don't kind of add to the confusion of the customer. The customer is just focused on moving down the page. Let's pull up a bad example. Actually it looks like for some reason there website isn't loading, so thankfully you've got us a screen shot so I can show that.

Brian: Zoom in. Yeah, so this is a campus store, is it University of Rhode Island, I'm not really sure. So it's some university campus store website. You can see across the top we've got a lot, a whole bunch of links here. I think on this site they actually open up these really complex drop downs, and then on the left and right side . . .

Andrew: The site just finally came up, and yeah, drop downs, drop down, drop

down . . .

Brian: Yeah, I mean not that drop downs are always bad, but here there are just so many different places that I can go, I'm not really sure where I should go first, and what's most important. Again, if they kind of know their customers, they know that like maybe these textbooks are the most popular item, they probably want to have a big call out to those right on the homepage, and de-emphasize everything else.

Andrew: Yeah, this looks like designed for browsing, not not designed for conversions.

Brian: Yeah, exactly.

Andrew: It's meant for me to look around, to look until I find what I want.

Brian: Yeah, and there are even things that I think are taking unnecessary attention away.

Andrew: I just like the link, let me go back.

Brian: Yeah, like I think there are something like an events calendar on there, I mean, what is events, what is that doing on a site that's meant to be selling, you know, school supplies?

Andrew: Okay. Alright, you know what, the page is actually not loading up, so we'll leave it, thankfully we've got this screen shot. I get what you mean. We're talking about giving people a clear path so that they know where they're going, you know where you want them to go, and get rid of everything that's not necessary, even if it means that your photo and the team photo gets pushed down to the bottom of the page.

Brian: Yeah, exactly. I mean, sometimes those things are necessary to have on the website, but you don't have to have a big link across the top pointing to it.

Andrew: Yeah, I've seen people, if it's important in their sales, I've seen them put it, have it linked on the page, or sorry, the top link will say team, and when you click it it just scrolls you down to the middle of the page where you see photos of the team and it says, we've got your back, it's whole team of people here ready to help you out.

Brian: Yeah.

Andrew: Okay, all right, on to the big board once again. Be relevant to avoid the back button.

Brian: Yeah, so this is about catching their attention immediately when they hit the site. You know, keep in mind the first time visitors, never heard of you before, never heard of your product, they need to know right away, I mean, in the first moment that they hit your site that okay, this is relevant to me in some way, because it is, you know, all of us on the web, as we browse the web every day, I mean, we're ruthless with our time, right?

I don't want to be on a website if it's going to waste my time, and you know, so I'm very careful about that, we're all very busy, right, so knowing your customer, knowing what really matters to them so that your site can immediately speak to them, say Hey, I know who you are, and this is for you, we want you to stick around a few more moments to continue reading on, rather than hitting the back button.

Andrew: You know what, I see how your site does that, I can see it's clearly designed, it's about design, it's a site for a book, it's not just design, but it's designed for marketing and it's aimed at startups, I see all that, but you gave us another good example of Sketch, I'm looking at this site and I don't know what Sketch is, I don't know why this logo is taking up so much space, it says designer's toolbox, maybe because I'm not a designer, I don't understand what a designer toolbox is?

Brian: Yeah.

Andrew: It doesn't feel to me like it's being relevant or clear about what it's about.

Brian: Yeah, it actually, those comments are true, I think they could have done a better jobs in terms of having like a better, you know, big headline and yeah, that graphic seems a little bit large, but the story here of having the screen shot here was, so I'm a designer, and Sketches is kind of this new design app that that's been making the rounds,

And so I found out about it through Twitter, it was a few weeks ago, a bunch of web design people that I follow on Twitter started tweeting about it, and I caught one of those tweets, I clicked the link, and I have never heard of it before, even the person tweeting it I don't really know them personally, so this is a totally random thing, it could be a waste of my time when I should be doing work.

So I clicked on it, and I started reading it, and it did start to speak to me in a few different ways, you know Sketch is, it's basically an alternative to Photoshop and the guys behind Sketch must know that designers, most of them are using Photoshop to create websites, but most of them hate using Photoshop to create websites. We're constantly looking for alternatives because Photoshop is just clunky and extremely expensive.

Andrew: And this seems like the money shot right here.

Brian: Exactly.

Andrew: Using Sketch instead of Photoshop.

Brian: Yeah, so that just really shows that they know who their customer is, they know what really matters to them and they're speaking to them.

Andrew: I hear more Sketch verse Photoshop.

Brian: Yep.

Andrew: And that's on Magento's website. Okay. Alright. The point is, you want to be relevant. And the way to be relevant is you've been talking to people, seeing what their issues are.

Brian: Yeah, exactly. I mean, you know the other example would be SweetProcess. So, we know that we're, our product is targeted as small to mid-size business owners who are really really busy, they've got a ton of tasks going on, they're doing too much themselves and they need to outsource and hand things off and systemize. So the top headline, just grabs your attention right away. Stop doing everything, or Stop doing it all yourself. So, if I'm a small business owner and I see that, you know, I'm instantly relating to that.

I'm doing too much myself, I need to delegate to my team. So I'm not telling the whole story about what SweetProcess is, all I'm doing is grabbing your attention, making a relevant connection with you, so that hopefully you'll stay on a few more minutes and hear us out.

Andrew: Okay. Alright. Onto the big board and the next big idea is to create a hierarchy. What do you mean by that?

Brian: Yeah, so creating a visual hierarchy, this is kind of one of the key design principals, especially, it's especially important on the web. So, a visual hierarchy kind of creates order on the page in terms of your layout. When you're explaining a new concept to your friend, you want to roll out that concept one idea at a time, making sure that they understand the first idea, and then you can move onto the next idea and then the next. You kind of want to do the same thing on your website. You don't want too many things fighting for your attention for the visitor's attention.

So the way that you do that is you create a visual hierarchy, and this is about guiding the user's eye across the page and down the page in the order that you want them to digest it. So first, you want to draw their eye toward the headline.

Second, maybe it's the sub-headline. Third, it could be a big image or a video or something. Just being strategic about what you want them to see first, second, third. And then the way that you do that is you assign visual weight to each element.

Andrew: Okay.

Brian: So visual weight can be done using size, so one element is a lot larger than another element. The one that's larger is going to attract my eye first. Color. So using contrast, something that's high contrast like white on a dark background, that's also going to attract my eye first, whereas if it were a gray on a dark background, it kind of falls into the backdrop a little bit. Space, so if there's a lot of space around an element, it's kind of on its own, it attracts attention, whereas if it's jumbled up with a lot of things, it kind of gets mixed up.

Andrew: Let's take a look at a site that you think does it well and then I want to ask you about big requests that you get from people and why you think it's wrong. But this is Trello. How are they doing this well?

Brian: Yea, so this is I think it's the tour page on the Trello site, and you can see the headline, instant clarity on any project. That really pops out as one of the first things that you see for two reasons. One, that text is a lot bigger than the text below it. The other reason is using color. It's a dark blue on a white background. That's a high contrast. It's attracting our eye first. And then, you know, the text below it is kind of smaller, it's a little bit more subdued. So we're telling the visitor, hey look at the this first headline first and then move on to the rest.

Andrew: Okay.

Brian: So they can kind of digest the page in an orderly fashion. They're not confused, like what should I look at first, and the story doesn't get mixed up.

Andrew: What about the logo? I noticed actually Trello has a big logo up on their home page. When clients ask you for that, what do you say?

Brian: Yeah. This is a classic request that I think every designer has heard at least a few times. Make my logo bigger. The push back there would be you don't want to always focus on the logo. You want to focus on grabbing their attention and making a connection with your headline, or with a video, or something. The logo shouldn't be front and center. If we make it bigger we're going to detract attention away from where we want it, which is the headline. So, that would be...

Andrew: ...I see Basecamp's...

Brian: ... the way that I would explain. Yeah.

Andrew: They've got a small logo up here, but their headline is much bigger.

Brian: Yeah, exactly. They've set their priorities. They've said, we really want the headline to be the number one thing on this page.

Andrew: What about SweetProcess? The logo is smaller than the headline. Don't you want people to know what site they're on? Or, if they don't click here and do what you want them to do, don't you want them to at least remember the headline?

Brian: You know, I think it's okay. Because they're coming here from somewhere. Maybe it was an article about SweetProcess, or somebody told them about SweetProcess. So, the assumption is there that if you're on this website or if you came to this website you came here for a reason and you know the name.

Andrew: Right.

Brian: Now it's about selling, it's about educating, and it's about making a connection and resonating with the customer.

Andrew: Alright, makes sense. Let's go on to the next big idea. The penultimate idea that we're going to be talking about today is to write copy in your wireframe. What do most people do when they're just sketching out their idea, if it's not the copy?

Brian: Yeah. This is kind of a process thing. I think there are two ways that people usually go about this. One is they use placeholder text. So, they actually do the design first, and then they might use Lorem Ipsum...

Andrew: ...Yeah...

Brian: ...placeholder text just to show what some generic text would look like in the design. Then, later on they worry about putting in real copy. That would be one way. The other way would be to write the copy first, writing it in like a Google doc or a Word document, and then designing your site around the copy that you've already written.

I prefer to write the copy in the wireframe and create the wireframe and the layout at the same time as I'm actually writing the copy. So, I spend a ton of time in the wire framing stage, because not only am I laying things out but I'm also writing out headlines. I'm even writing out paragraph text. I don't use any placeholder text...

Andrew: ...This is where you do it. You're not writing in Word and designing in Balsamiq Mockups. You're doing it both in what seems like Balsamiq Mockups app.

Right?

Brian: Yeah, Balsamiq, my favorite app to use, granted. As you can see, I really get pretty detailed in Balsamiq. I'm not worrying so much about fonts. I'm not really worrying about colors. I am setting colors just to define the contrasts. Later on in Photoshop I'll worry about fonts and exact colors and things like that.

But, here in Balsamiq what I am doing is I'm writing the copy and I'm setting up the visual hierarchy. As I'm writing the copy, as I'm writing the words, I'm also thinking about what's the volume of this statement that I'm saying. How loud am I saying this? What do I want the visitor to digest first? It's both about the messaging and about how they visually digest the page.

Andrew: Why can't you just open up a Google doc and write a headline, because you know you need one, then write a sub-head because you need one of those, and then write a block of text? And then put it into the finished design?

Brian: Yeah. I think if you start with the copy first - and a lot of people do that, and it's certainly a valid way to do it - I've just found that if you write the copy first, the sizing and the layout, that kind of stuff, isn't really playing into it. For example, once you get to that third section that writing a few paragraphs about it. In this particular page I might have written only one paragraph, and then we have all this extra space because it's out of balance with the book.

Andrew: I see.

Brian: Where I might have written five paragraphs and going on and on in the Word document, but then once that translates into the design then I find that, oh, I need to edit this down or. . .

Andrew: So you want to get a sense that the length of it feels right with the size of the book.

Brian: Yeah.

Andrew: That the sub-head and the head - it's your mock up. It's not the finished version - but you want to see that this heading and this sub-head here feel right together and that the heading isn't so long that the sub- heading just looks like it's a speck of dirt underneath it or vice versa.

Brian: Yeah. Exactly.

Andrew: Okay. I see that for even [??] This is your mockup of Sweet Process. What did you use here? This doesn't look like Balsamiq.

Brian: No. So this is a screenshot right off of the live website.

Andrew: Okay.

Brian: The point that I want to make here is another copyrighting tip, and that is to focus on the benefits not so much the features. So kind of spinning the features into the benefits, uncovering those benefits.

Andrew: Okay.

Brian: So what I'm doing here - This is kind of the middle of the page on Sweet Process and so we're taking a tour of the product. And so each of these little kind of thumbnail and headline paragraphs kind of focuses on one feature. But the way that I wrote that copy is to focus on what that benefit is.

So the second one here where it says, "Clarify with images and videos" the feature that we're getting across is that, hey, you can embed images and videos in your procedures, but what I'm saying is you can clarify the procedure using images and videos because that's what we really care about. If I'm going to give a procedure to my VA I want to make sure that he's going to understand it and that he's totally clear on it. That's the benefit of using images and videos.

Andrew: Okay. Anything else on this point before we go to the next one?

Brian: No. I mean, there are so many different copyrighting tips that we can include, but we talk about it later.

Andrew: The big idea though, the one that we want to emphasize too is, you're saying, write the copy in the wire frame, in whatever it is that you're designing put it together.

Brian: Yeah.

Andrew: Alright. And this is the software that you use and so many other people use, Balsamiq. I'll reinforce it so people can see it.

Brian: That's great.

Andrew: Final point. Do you design on your pricing page, too?

Brian: Absolutely. So, yeah, there are a few tips here that I have for pricing pages. So the first is really just to keep it simple and keep it easy to digest and easy to understand. You don't want your users coming to your pricing page and having to

do some kind of complex calculation like, what is this really going to cost me or trying to figure out what's really included in this plan.

You just want to make it simple, easy to digest, focus on the value. Again you want to get across that this is a no-brainer. You're getting a lot for the money. Focus on benefits. Another tip here is if you have multiple plans for, let's say, a SaaS product you do want to emphasize one plan over the other, kind of say, this is the most popular plan. Or this one offers the best value.

It just kind of drives home the idea that there are things to compare here, and this is the one that we're suggesting you make. You don't need to think or spend too much time comparing. We're helping you along.

Andrew: I saw you do that, just highlight the one that you want them to take, the most popular.

Brian: Yeah. So I am kind of highlighting that most popular plan that's kind of the core plan. The other point that I'm making here is if you notice the check marks are they're very linear. So the first plan has the shortest stack of check marks. Then we have a slightly later one, and then the longest.

So it's really figure out what the differences are between these plans.

Andrew: As opposed to this one.

Brian: Exactly. So here's a site. This is actually a pretty popular hotel booking software. They have three plans, and it's just really hard to figure out what the difference is between these plans. You can't even find the price without scrolling all the way down to the bottom. Now that we're at the bottom you probably need to scroll all the way back up just to see which features are included in each one. The check boxes are not linear. I even found myself putting my finger on the computer screen just to line up is this feature included in which plan was that, you know. It was just really confusing.

Andrew: Okay.

Brian: One more tip on here.

Andrew: Yes, please.

Brian: On that example they're kind of including all features that are included in the product. I think that's a mistake. I think you should, again, just keep it simple. Just pick like five, six, seven at most, a handful of features and benefits that you want to highlight on your pricing page. You don't have to tell everything about your product.

It's just about comparing your prices and showing the value. You have other places on your site where you can educate about the product.

Andrew: Alright. So, those are all the big points that I have up on the board. I see here in my notes that there are a couple of sites that you want to point to. Should I bring some of them up?

Brian: Which ones?

Andrew: Actually, here, there's just one now that I see it, blog.bufferapp.com.

Brian: Oh, okay.

Andrew: And this one you're saying does a great job of calling attention to the newsletter opt in.

Brian: Yeah. We were talking about some additional tips especially for optimizing your blog and your content marketing. Yeah, they are doing a really great job of calling attention to the email newsletter signup to get those email signups. I think that is very important for any blog to really focus on building a list. You want to have a newsletter signup somewhere in the top right corner. You also want to have one at the end of the article, because people who read through the entire article, and they actually make it to the end, are much more likely to sign up for your email newsletter...

Andrew: ...Let's see if they use that. I think they do. Scroll, scroll, scroll...

Brian: ...I think they do. They might call out...

Andrew: ...Oh yeah, there. It just popped up as soon as I got to the bottom of the post.

Brian: Yeah, exactly. That's also a pretty popular way of doing it these days. Right there, I mean that is drawing your attention. It has the animation, so some movement on the page. That is going to draw your eye towards it. Again, the email updates in the top right. It's a very dark, almost black box on a white background. It's the only element that has that much contrast to it, so it's really high up there in the visual hierarchy.

Andrew: Let me show one other one. Let's click that link. What do you like about this?...

Brian: ...Yeah, this is the blog...

Andrew: ...Why isn't that showing up properly on my screen? Let's see if I can show it more clearly. Here, you can see this is basically, I'm showing my computer screen. I'll center it. I do wish that this was centered properly, but I think I'm also cutting it off because of the way I'm showing my screen. What do you like about these guys?

Brian: Yeah, this is the blog for Intercom. They do a great job with their content that they put out. They kind of keep things simple. I guess the point that I wanted to make here was the right sidebar is pretty simple. There are only a handful of things. I see a lot of blogs that have popular posts, categories, a tag cloud, every social network that they've ever been a part of, callout one, callout two. Here they're just really keeping it simple, keeping the focus on the article and the one opt in that they want you to hit...

Andrew: ...Right, which is to try out their software. Let me try a different color this time, red, this one right there. Alright. Well, thank you for walking us through this. The book is, where is that, there it is, "Design for Conversions." Is the place to get it right now casjam.com/book?

Brian: Yeah. That'll take you there.

Andrew: casjam.com/book.

Brian: Yeah. That'll be available in early November.

Andrew: Well, thank you for doing this. Thanks for doing it. Thank you all for being a part of it. Bye everyone.