

27 Days to Incredible Internet Profits

>>> Day #6: Layouts and Design <<<

Since you are starting out, spending \$20,000 to have a site professionally designed is usually not an option. Unless you have deep pockets. In which case just hire someone to do it.

For the rest of the folks, you will need an idea of where to start.

Look around the web, do searches in the field of interest you are planning to partake in. Bookmark the sites that catch your fancy.

In swift order you will find things you like and things you do not like about the design and layout of various web sites.

Once you have the general idea of what you want look at different layouts for the pieces you are going to use to make your own site.

Keep several things in mind

- * Title should be bold but not in ALL CAPS. ALL CAPS... Is considered yelling and very poor form when used as a title or a subject line in an email. It also demonstrates poor grammar skills.
- * Title needs to directly address a customer's problem. Use emotions in your title "Solve Your Debt Problems Today!" aims at the gut, "We Have Debt Solutions For You" is bland.
- * Features and Benefits... need to be highly visible. Features are things that make a product seem more appealing, "This program runs 3x faster than the competition". Benefits are things that help the buyer, "This program saves you time"

* The Buy/Join box needs to be above the fold. The fold is the point where you need to scroll down, always try to keep the Join/Buy box above it and on the right side of the page.

* Minimum info to collect is Name and Email You must collect these 2! You can collect more however there is a balance between too much time and not enough info. These are your future buyers list and you must build it.

* Keep the site neat, clutter distracts. Customers who do not know where to look next or are directed to outside links will leave your site without buying. Bad news for you, keep your site clean simple and neat.

Now you may say that all this is fine and dandy but you have no computer skills, not to worry. There are several solutions.

#1 Learn how to do HTML. This may take you some time but can be worth while as you can do it yourself rather than explain what you want 10x to a designer.

#2 Go to <http://www.elance.com/p/landing/buyer.html> hire out. This is a great tool and programmers can be hired for a very reasonable cost usually far below normal market value.

#3 Use point-n-click sites
<https://www.website.ws/primusphilum>

This is one of the best available point and click site today. They also provide hosting, name registration and support for a very reasonable monthly fee. As a bonus it is also a independant income source.

Review.... Find similar sites and see what works for you. Put together what you want. Hire or do it yourself.

Next session we look at "Auto Responders The Ins and Outs"

Yours in success,
Udo Hoffmann

>> The "ORIGINAL" Internet Marketing Maven <<
<http://primus-philum.blogspot.com>