**SCC Landing Page Updates - Karla Cook**

**Curating Information / Cutting Through the Clutter**

Purpose of SCC Landing Page

(we want them to have a cookie on their account)

Provide a personal connection with a customer’s individual consultant

Most important characteristics

Focus

Simple and obvious writing – Karla read our pages and found the writing was good

Clean design with an eye for contrast

Clear call to action

Design is about visual communication

Most won’t read massive block of information

People aren’t equal opportunity seers – look at visual hierarchy, differentiation

Can break up text with bold/larger subtitles rather than long paragraph

Design your landing page

Know your primary goal

Any element that doesn’t contribute to that goal should be removed

Keep it simple

Declutter page, remove extensive links

Be specific

Include a little about myself, but include how I can support them

Speak in terms of “you” the prospect/customer

Appeal to their emotional side

Pictures

Give them a story

The story connects me to the customer

Write in 2nd person, addressing them

Rather than “welcome” can use “You can homeschool”

Call to Action button

“Request a catalog” as call to action

Offer the opportunity to e-mail me in separate link

Clear, concise, single call to action

Elements to consider

Size – objects that are bigger demand more attention

Powerful way to organize

Color – can function as both organizational tool and personality tool

Contrast – shows relative importance

Alignment – creates order between elements

Such as main body and side bar

Repetition – assigns relative meaning to elements

Proximity – separates elements from each other and creates sub-hierarchies

Density and White Space – densely packing elements into a space make it feel heavy, cluttered

Style and Texture – use carefully so as not to distract from the message

Common issues

Too much text without any apparent order and layout

Headline that doesn’t tell what your product or service does

Lack of single prominent call-to-action

Lack of social proof (on FB, Twitter, etc) where they can see other responses

Descriptive Headline that catches attention

Visionary Headline – make a connection with the benefits

Choose something that ties the name of my blog to a visionary headline

Header is the first thing that visitor sees

Can create a banner header that will create a good impression

Connect with other people emotionally

Karla has Hex Codes for the banner edges

We need to guide our visitor to the most important place for them – one call to action

Use a Red button for the call to action

Add social network links to the bottom – Karla shows how to make the simple

Karlasdemoblog.blogspot.com Tutorials

Adding an action button

Creating a header graphic

Creating a script “signature”

Adding social media icon buttons

Creating a personal website