**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