Sales Page Design Tips

Like everything in your brand, the design of your sales page should be inspired by your Brand Personality Type. Not sure what yours is?

Take this quiz:

https://go.jnicholesmith.com/quiz

Check out this Implementation Day:

https://workingwithdog.com/2020-implementation-day-3-launching-promotion/

Be sure to check your sales page on mobile as well as desktop!!

COLOUR

For more on Colour Psychology (which colours to use where and why) check here:

https://workingwithdog.com/june-2021/

But a few general rules:

• Maintain as much contrast as possible - always.

• Dark on light is easier to read than light on dark but do a mix to keep visual interest

• Red is ideal for Call-to-Action buttons (Orange and Yellow are eye-catching also)

• Break up your sales page using colour and images to create short 'sections' that are easy to read / skim - you don't need to use a lot of colours, but alternate them.

IMAGES

I prefer to gather a bunch of ideal images in advance so I have them ready when I'm designing the sales page. It is essential that your images are chosen based on how they make people FEEL (as well as how well they look/work in the design)

Usually this mean yummy horizontal images that engage the senses and have enough blue and negative space to allow for stretching pages and text over the top.

For digital things I love including photos of ebooks as books, courses as ipads etc. to make the value feel more tangible - this is great in the 'super skimmable value' section.

Always choose images with colours in your Brand Personality Type's colour group.

FONTS

• Usually a MAXIMUM of 3 fonts will suffice: Headline, Body, Accent

• Make sure your body copy font is SUPER legible and not tiring to read

• Do use Headlines as often as possible - make them BIG and noticeable

LAYOUT

• Lots of line-height so the copy feels spacious and easy to read

• As little text as possible - using bullet points as often as possible

Logo

Headline

Address the transformation they will have and how it will feel.

Sub-Headline

Address the inherent ease, speed, joy of achieving the transformation with your product/service

COUNTDOWN TIMER

Client
Photo

Testimonial Headline
Testimonial Body Copy

-Name(s)

BUTTON: CALL TO ACTION

Pain or Pleasure Points Headline

- Pain or Pleasure Point 1
- Pain or Pleasure Point 2
- Pain or Pleasure Point 3

Full Width Sensory Photo

That FEELS the way they'll feel when they have a successful transformation thanks to your product / service (relaxed, warm, happy, free, fun, healthy, safe, etc.)

Same idea for the top - although this one will probably need an overlay

Introduce the Service/ Solution

Simple statement explaining what it is... Literally ONE sentence that sums up the product / service and its benefits.

[Product] Includes:

Simple statement describing the value of what is included - then bulleted point-by-point description of what all they will get.

- Module 1 or Item 1
- Module 2 or Item 2
- Module 3 or Item 3 etc.. (as many as you need but keep the lines short)

Plus... # Bonuses worth $x

- Bonus 1
- Bonus 2

BUTTON: CALL TO ACTION

Super Skimmable Value Section

This is where you want to re-iterate everything that's included, but be sure to describe the benefit not just the 'what' and do it in a visually interesting way - broken up with icons /images / headlines Start with a little summary emphasizing the total value.

Icon

Icon

Icon

Point Headline
Tiny bit of text
In a few lines

Point Headline
Tiny bit of text
In a few lines

Point Headline
Tiny bit of text
In a few lines

Icon

Icon

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Full Width Sensory Photo

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Testimonials Section

Some language here about 'happy customers' and GREAT results
Add as many great, compelling testimonials in here as you can!

Client
Photo

Testimonial Headline
Testimonial Body Copy

-Name(s)

Client
Photo

Testimonial Headline
Testimonial Body Copy

-Name(s)
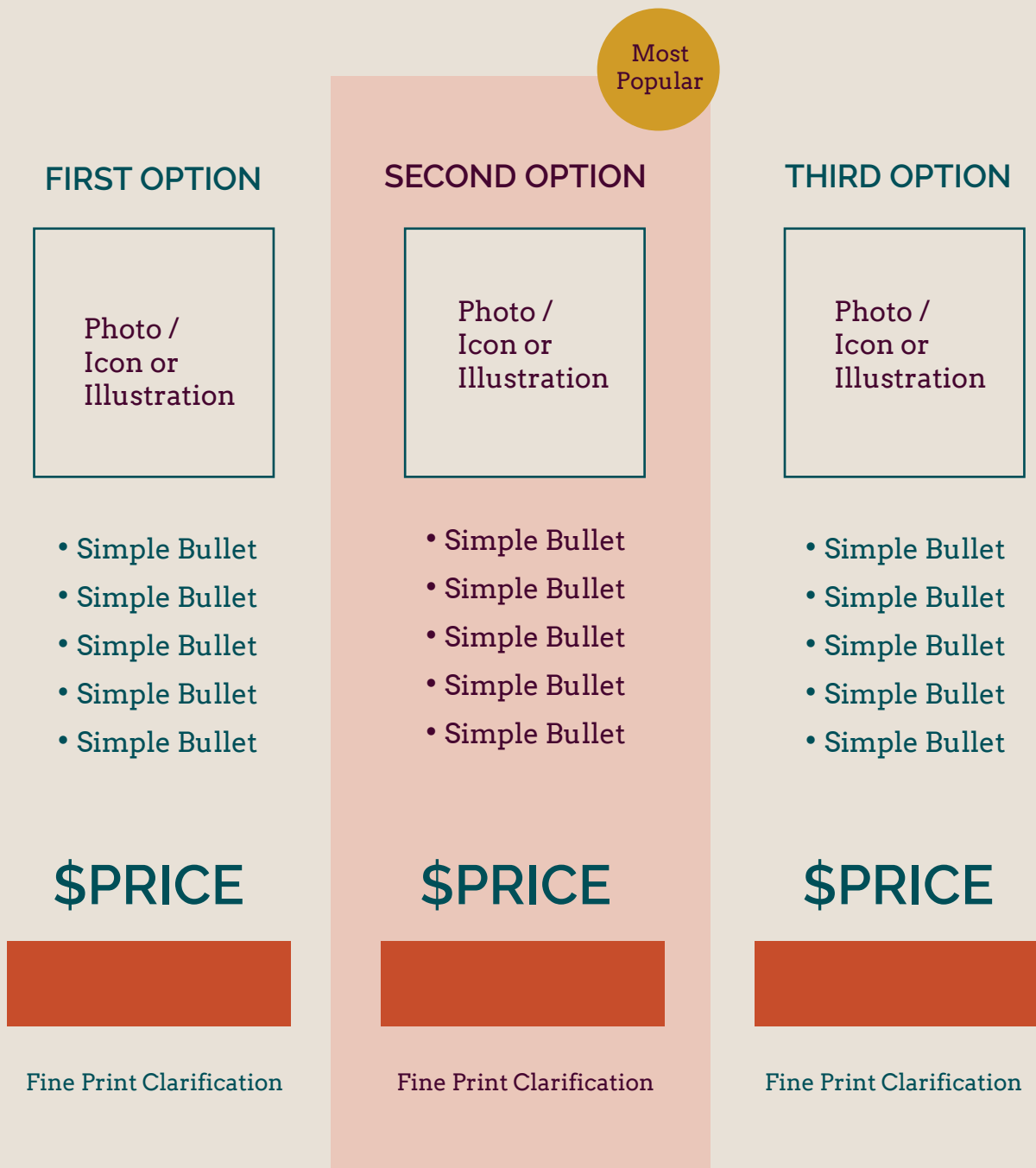
Client
Photo

Testimonial Headline
Testimonial Body Copy

-Name(s)

BUTTON: CALL TO ACTION

Pricing Section

This is where you present your 'Easy Yes' Pricing formula - 1-3 (no more) pricing options that they can pick from, with the middle one called-out

Most Popular

FIRST OPTION

Photo / Icon or Illustration

- Simple Bullet
- Simple Bullet
- Simple Bullet
- Simple Bullet
- Simple Bullet

$PRICE

Fine Print Clarification

SECOND OPTION

Photo / Icon or Illustration

- Simple Bullet
- Simple Bullet
- Simple Bullet
- Simple Bullet
- Simple Bullet

$PRICE

Fine Print Clarification

THIRD OPTION

Photo / Icon or Illustration

- Simple Bullet
- Simple Bullet
- Simple Bullet
- Simple Bullet
- Simple Bullet

$PRICE

Fine Print Clarification

Guarantee Section

Reassuring Guarantee Icon/ Graphic

If it's possible to offer some sort of 'money-back' guarantee, this will increase your conversions. People are more nervous about spending money online then they are in-person so it's reassuring.

Additional Sections....

- FAQ's
- About You / The company (get your why-based brand statement in there!)
- More testimonials
- More sensory full-width photos
- More links to the 'buy' section
- Who it's For (and who it isn't for)
- End the page with a Final Message from You (with photo + signature + link to buy)
- Be sure to have your terms / conditions / privacy policy + contact info in the footer