

# Web Design Handbook for Non-Designers

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**Welcome**

INTRODUCTION

## INTRODUCTION

# Welcome to Web Design for Non-Designers

**Welcome!**

With the rise of WYSIWYG (What You See Is What You Get) platforms, it's increasingly common for small business owners and entrepreneurs to create and manage their own website design. It's the DIY era of web design: everyone can create their own web content, but very few feel confident in their ability to do it well.



Along with all the other hats you wear during a typical work day, the ‘web designer’ role is downright difficult, which is why we’ve created this essential resource. Inside, we’re going to cover the non-negotiable design principles, practical applications, and real-world examples that can make intelligent design decisions second-nature, even if design isn’t your strong suit. With the right tools and tips, you can make a gorgeous, functional website, landing page, or pop-up that will bring new life to your business.

### **You’re in the right spot if you’re...**

- Someone in need of polished web content that you can create & maintain yourself—but don’t want anything to look ‘homemade.’
- Someone who knows what you like in terms of design, but wants to know the design principles you should put in place.
- Someone who is growing an online business and relies on turning clicks into customers.
- Someone who is curious about the basics of creating high-converting content, because you know that beautiful design alone doesn’t pay the bills.

If this sounds like you, then you've come to the right place. This resource was created to provide you with key design principles you can utilize when creating content on any drag-and-drop style publisher.

We're not just here to reiterate the same, tired ultra-basic design tips you've heard a thousand times before. Yes, you should choose a legible font (no, comic sans is not 'hip'). Yes, color contrast is important (no, it's not the be-all-end-all). We're going to focus on the tips that show real results.

**We'll take the guesswork out of your design choices and improve conversions by both showcasing your brand, and building a seamless customer journey throughout your web pages.**

The design tips and examples in this book will help you train your eye and hone your design decisions so you're not just making a pretty page; you're creating content that is on-brand, functional, and focused on conversions.

## What will you learn?

First, we'll start out with the **15 basic web design principles** that every web creator should know. Print them out and post them on the wall, because together these concepts will be your north star for crafting a high-converting design.

Then we'll **explore examples of websites and landing pages** to highlight what's successful about them (and maybe what's not working so well). These templates will illustrate these top design principles in the real-world, so you can feel confident in taking the next step with your design.

We'll also give you some bonus tips about **tools that help maximize conversion** on your page, such as the use of alert bars and pop-ups.

Finally, we'll wrap up with some **recommended design resources** to make crafting your web content even easier, simpler, and more successful (and more fun).



# 15 Web Design Principles to Live And Create By

CHAPTER 1

## CHAPTER ONE

# 15 Web Design Principles to Live and Create By



**For the ‘non-professional-designers’ among us, the following 15 design principles are the rules of the road.**

We recommend you print them out, post them above your desk—put them anywhere and everywhere you’ll see them during the design process. Because if you live by these 15 commandments, then you’ll have no trouble creating polished, high-converting designs on whatever web page builder you choose.

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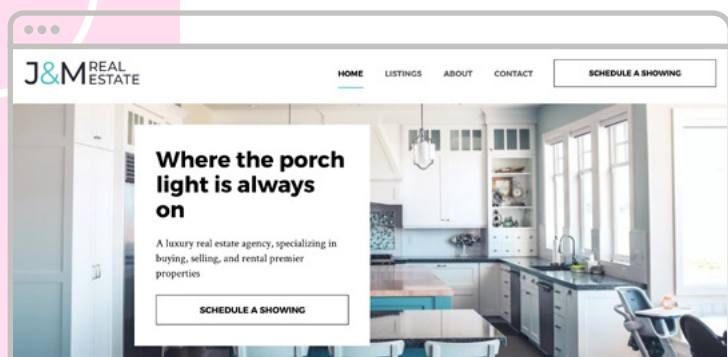
**15**  
**Create for  
your audience**

## 1. Simplicity converts

The biggest mistake we see is over-designing. Less is more when it comes to design—particularly when you’re focused on conversion. Every element on the page should have a distinct and defined purpose, and the page itself should have a defined point of conversion (goal action). If any content is repetitive or distracts from the core message, remove it.

Ideally, the design on its own shouldn’t stand out. The design elements should be seamlessly incorporated into the experience of the page to facilitate the path you want your audience to take. Sometimes the most effective design is the one that goes unnoticed.

Don’t be afraid to leave a little breathing room. White (or empty) space serves to focus the eye from visual overload and to engage your visitor at a reasonable pace so they can understand and interact with the content.



## 2. Start with functional requirements

The purpose of your page is to increase conversions. Clarity is more important than uniqueness or creativity. Your functional goal should be the priority.

Also, you might have a gorgeous page, but if it's slow to load or doesn't function on a mobile device, people won't stay around long enough to convert. Web design isn't just about making a pretty page; it's about making a compelling, *functional* page. That means it needs to be mobile-responsive with a fast load time. That's another reason to keep design simple and minimal—it loads faster!

Try listing out the functional requirements of your website or landing page before you even start tinkering with templates or adjusting designs. This way you'll know when you've checked the boxes and be able to recognize when you've 'over-built' or included a bit too much on a single page.



### 3. Structure your content like a story

You want to offer information in the most logical way that makes sense to your page visitor. The key information (such as primary benefit statements or value propositions) should be presented to the reader “above the fold.” That means when someone lands on the page, they immediately know the primary message, the quality of your offering, and call to action.

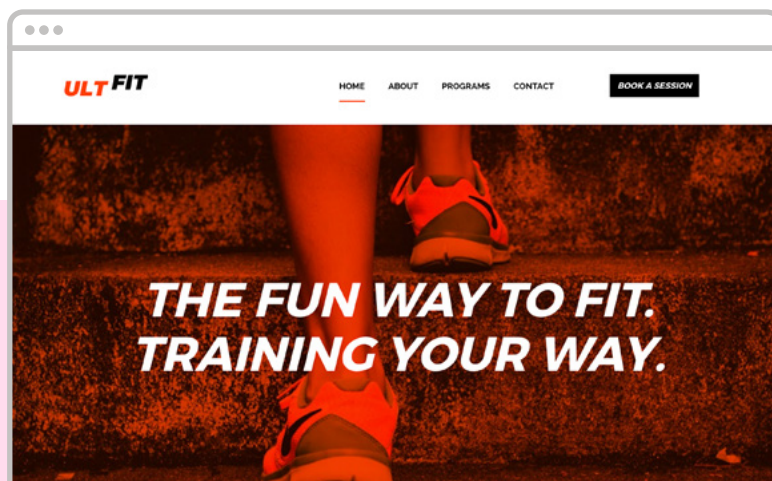
The rest of the information should work to tell a story in a manner that flows logically. You want to start with what the offering is, followed by the key benefits. As you move down the page, you want to start addressing possible objections one by one. You might want to do this with customer testimonials to prove credibility, social media to demonstrate your community, FAQs to answer any questions visitors might have, or a satisfaction guarantee.

Keep in mind that eyetracking data shows the majority of web traffic will look more above the page fold than below it. So focus on putting your most high-impact visuals and CTAs above the fold.

#### 4. Make your hero banner a stunner

Speaking of, your hero banner is at the top for a reason. The elements in that first banner are the most important on your page. They're your first impression and your first line of offense toward conversion. An awesome headline can make people eager to convert, while a confusing, wordy, or irrelevant headline is sure to make them click away. Your headline and following copy should present the benefits of your business or offering in a succinct, clear way.

Also, the background image you use is the first instance customers have with how they should feel about or respond to your brand. So make sure the image reflects your business and message!

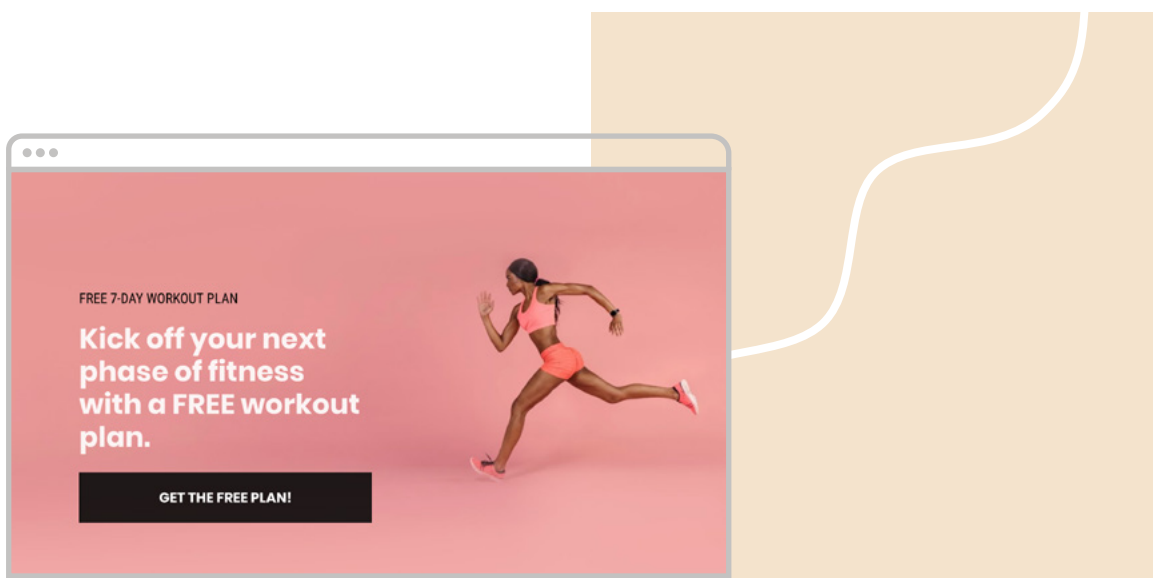


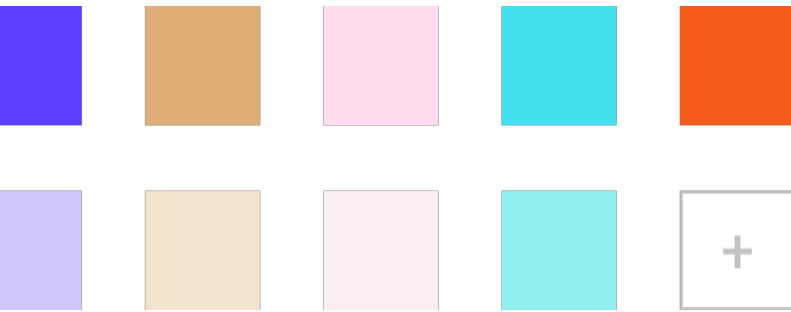
## 5. Keep your CTA always a click away

Most web pages, especially landing pages, have one specific call to action (CTA), whether it's getting someone to add a product to their cart or encouraging them to subscribe to your newsletter.

Whatever the CTA of your page, make it the shining element in terms of design. It should be the boldest color, the biggest font, the most compelling copy. If you want to drive conversion, everything around the CTA should be pointing—subtly and overtly—to the actionable next step. That also means your CTA should be above the fold and never more than a short scroll away.

Also, make your CTA reflect the results you're looking for. If you want more leads, your CTA should grab the visitor's email address. If you're looking for more sales, your CTA should drive purchases.





## 6. Select a branded color palette (and stick to it!)

Remember from tip #1 that every design element must have a purpose. That includes the colors. You should be able to explain why you picked blue and that shade of blue in particular. Your goal is to create a “visual identity” that’s easily recognizable for your brand.

Don’t use too many distracting colors. Rather, leverage colors to help the viewer mentally prioritize information. For example, if the majority of the content is gray, the headlines are blue, and the CTA is red, the reader knows to pay most attention to the blue and red messages.

We often recommend leveraging a color palette that reflects your brand to encourage brand recognition and connection.

## 7. Remember that contrast is king

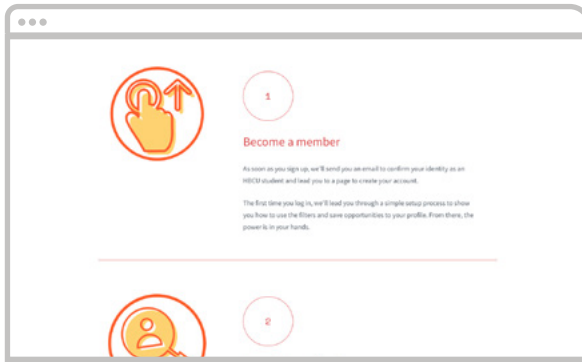
Although you should keep the colors minimal, you still want to create a stark contrast to draw attention to the main points. For example, if all of your CTA buttons are in red while everything else is white, the CTA draws the eye so the viewer knows exactly where they can take action.

When looking at the design of your page, use contrasting colors, elements, and fonts to draw attention to the most important messages. We recommend using a single color that signals the CTAs or “take action” elements.

## 8. Use 1-2 fonts that speak your language

Using too many fonts will make the page feel chaotic and overwhelming (which is the opposite of what we want). In most cases, select one or two fonts that pair well and visually unite the design. Make sure they’re legible on any type of screen. Rather than use a whole bunch of fonts, vary the font size or use bolds and italics to create emphasis.

Like the colors, the fonts you choose should represent your business. If you have a luxury business, you might select a bold or cursive font. If you’ve got a children’s business, you might use a hand-written type.



## 9. Make the page skimmable

Your page visitors are short on time. They're skimmers by nature.

They're going to skim your page, no matter how much time and effort you put into designing the perfect page. So make it easy to scan—and easy to grasp the key points and CTA.

- Make headlines bold, large, or in a different color.
- Put the CTA in a contrasting box throughout the page.
- Use bullet points to present key information in a digestible way.
- Headers, subheaders, short paragraphs, bullets, and numbered list make it easy for visitors to find information they're looking for.
- Use design elements like arrows, graphics, or images to emphasize main points.

Adding white space and minimizing design can make your page more dynamic and scannable for your visitor.

## 10. Pick a design aesthetic and be consistent

With a basic page design, the little details stand out even more.

Choose one unique element “theme,” like hand-drawn graphics or text animation or copy-based icons. This can draw attention to the copy while creating an aesthetically pleasing page design that viewers will love. (We’ll give a lot of examples of pages doing this well in the following chapters.)

You don’t need to necessarily have the exact same design element for all your pages. However, you do want to stay within the realm of your brand’s visual identity as much as possible. Design will evolve, but try to stay as consistent as you can.

## 11. Put your stamp on the page

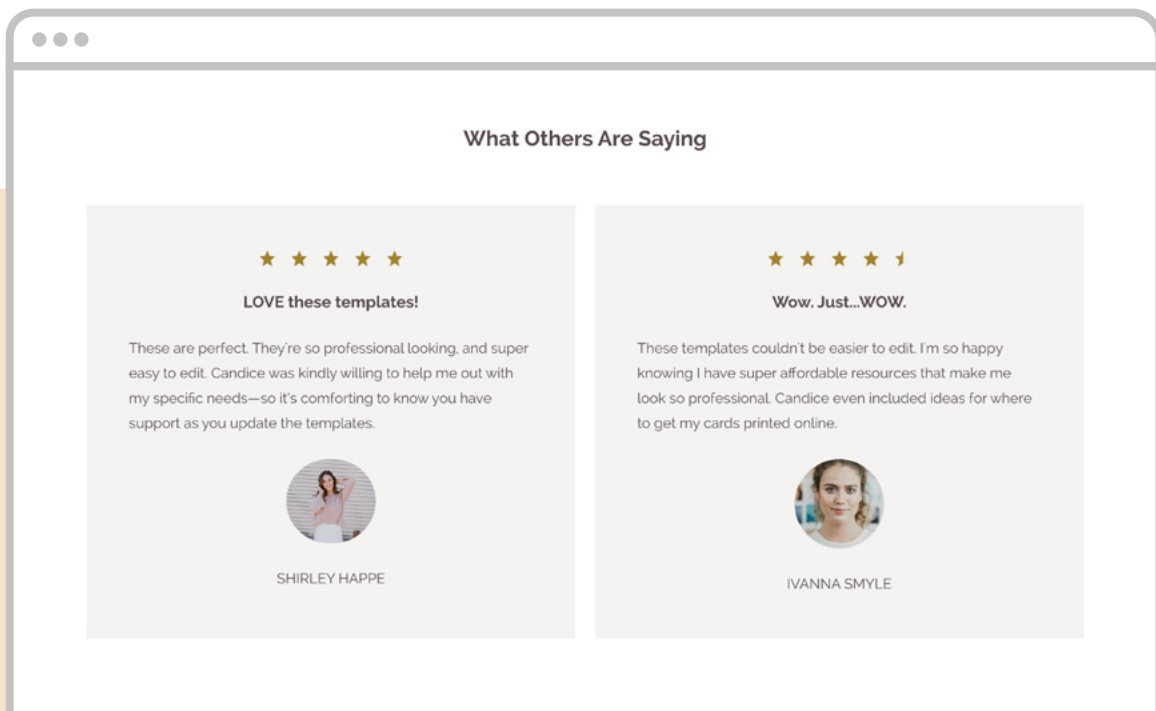
Make sure everyone knows to whom the page belongs. Put your logo at the top of the page, so they have that immediate recognition. The rest of the page should be branded in terms of design and messaging. Make the page distinctly yours.

Don’t copy your competition. Focus on your business, your offerings, your benefits, and your customers.

## 12. Don't be stingy with social proof

Whenever it's appropriate and relevant, include social proof like testimonials, reviews, and logos from clients. This creates a level of credibility and trust that new page visitors need to feel "convinced" of who you are and what you're offering.

There are a lot of different ways to provide social proof. Get creative and vary your approach. It could be client testimonials, customer videos, company statistics, reviews, embedded social posts, social media links, and more.





### 13. Design with the big picture in mind

No page is an island. All your website pages and landing pages work together in the sales journey. You can have multiple touch-points with the same visitors on different pages. So you want all of your content to feel consistent, familiar, and recognizable. In general, that means keeping your design colors, fonts, and templates similar amongst all pages (which will make your design life easier too).

You also want to consider where this page is along a potential customer's journey. Are you designing a page for new visitors, warm leads, or existing customers? Your primary brand and message should stay consistent, while you design the page specific to your customer's point in the journey.

Keep design cohesive while optimizing your page as part of the larger journey. This might require a little bit of strategizing before designing to ensure everything flows smoothly.

## 14. Don't get too attached to one design

Over the lifetime of your business, chances are you're going to put a lot of time and effort into creating web pages you love. But even if you love them, it doesn't mean they're always going to resonate with your audience. So don't get too attached to the first page you try out.

Test your assumptions. Run split testing to ensure your design and copy are optimized for conversion. This means creating two or more versions of the page that are similar, except for one design element difference (like the CTA button is red, blue, and orange). Even the subtlest difference could have a huge impact on your conversion. So don't be afraid to test out your design to see what performs best.

## 15. Create for your audience

When a visitor lands on your page, you want them to respond with, "Oh yeah, this content is made for me." You have to design with your audience in mind. What kind of visuals appeal to them? What kind of images and faces do they want to see? What copy do they need to read to answer their questions about your product? What will grab their attention?

The most effective pages are those that speak to a single, focused target. The more narrow your audience, and the better you understand that audience, the better you'll be able to craft a targeted page that will actually push conversions.

**Now that we've covered 15 core web design principles, we'll reference this list as we go through some real world examples.**

We'll show you the design elements the examples use well, so you can gather some inspiration for your own websites and landing pages.

Feeling a little stuck? If you're still not totally clear on these design elements, that's okay. The following examples will bring it home for you, and you'll be a design whiz in no time.



# Website Design

CHAPTER 2

## CHAPTER TWO

# Website Design

**Websites have to do a lot all at once.**

They have to present your brand, communicate its value, educate visitors about your products or services, generate leads, make sales, and effectively segment, and engage a diverse audience.

That's why people have a tendency to overdo it on the design of their websites. They try to do it all, at one time, for everyone and anyone—which often means the design isn't as clean or focused as it could be.

In this chapter, we'll give you the top three do's and don'ts for website design. Then we'll go through six examples of high-converting web pages, so you can see what's working and start to get some inspiration for your own Leadpages Site!

### **3 Do's for websites**

1. Create a branded visual identity for your website. Although every web page should have its own purpose or CTA, your website design overall should feel cohesive and unified.
2. Give just the right amount of design and information. Keep the page as succinct, clear, and easy-to-follow as possible.
3. Treat every web page like it's a landing page with a primary goal or message that you want to share with your audience. Then design towards that main objective.

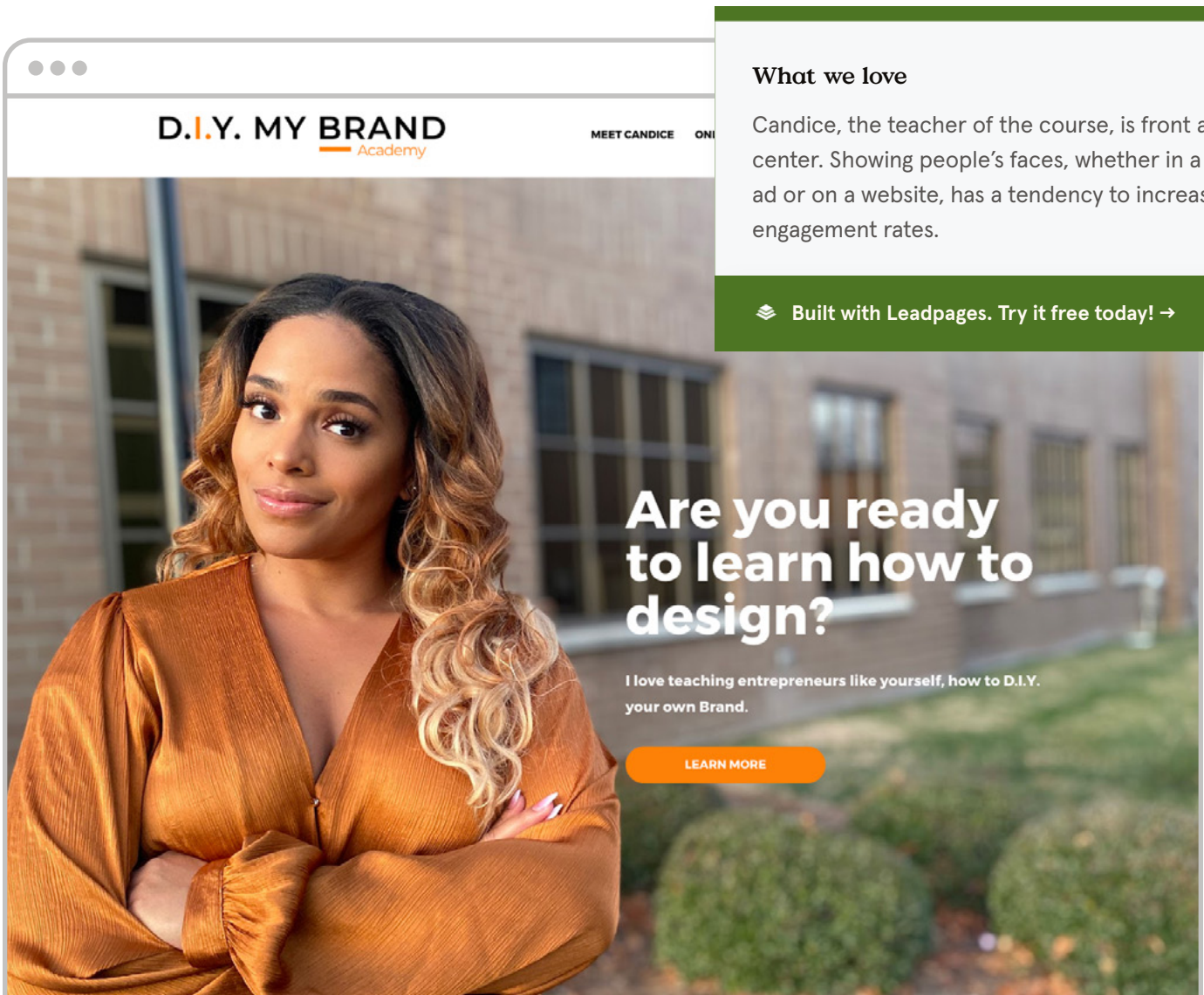
### **3 Don'ts for websites**

1. Don't treat any web page like it's a dead end. With the right design and functionality, any page can be a conversion machine.
2. Don't assume you know what your audience wants. Test your page multiple times to narrow down the elements that convert best.
3. Don't use too many different types of action buttons on the same page. Keep it clear exactly which action you want your page visitor to take to "level up" with your brand.

## This DIY site walks the walk with design

*D.I.Y My Brand Academy with Candice Kilgore, offering online courses to teach you to design your own branding materials as inspiration strikes.*

This DIY My Brand site knows all about design, and you can see why in the presentation of the home page. The page has a simple layout that flows naturally from section to section. You know exactly what this course is about, in as few words as possible.





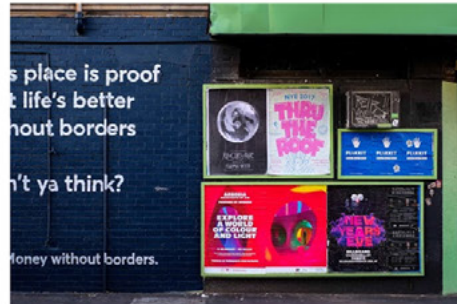
## I make the design process easy.

My goal is to teach you when to pay a graphic designer and when you can cut cost and just DO IT YOURSELF!



### D.I.Y My Website

Learn to design your own website.

[LEARN MORE](#)

### D.I.Y My Graphics

Learn to design your own Flyers, Media Kits, Speaker Sheets, and more!

[LEARN MORE](#)

### What are you waiting for?

Find a course and get enrolled! You will be surprised at how easy this design process can be.

[VIEW COURSES](#)

### Structure your content like a story

She prioritizes the important stuff while flowing through the sales process: first, she starts with a question as the header; next, she tells you exactly how her courses solve that pain point; and then she encourages you to sign up.

**Sign up to receive FREE lessons and resources NOW!**

[SIGN ME UP](#)



### Some elements we love about this site:

- Everything on this site falls within a unified branded color palette. Extra points that even Candice's outfit reflects the orange and black design. This creates a cohesive feel that enables immediate brand recognition.
- The page movement is clean, succinct, and to the point.
- There are social buttons at the bottom. If people aren't ready to make a move just yet, you can curate their next steps by sending them to a specific page or including your social media buttons. This "catch all" works nicely to create a higher long-term conversion rate.

# Make design your cause

*Mike Walton launched a successful nonprofit, Open Heart Magic, and now he's teaching others to do the same.*

This perky, dynamic site is doing a lot in a small space. Rather than using too many words, Mike lets the design elements do the talking. This style works well as he's focused on telling a story of inspiration and innovation.



"I love creating and building. Every entrepreneur does. And I love learning from other entrepreneurs and hearing their stories. It's like we're part of a secret society because we share the same conviction at our core that drives us".

**Check out my favorite videos.**



[View More Videos](#)

### Contrast is king

Mike uses bright, catchy colors to grab attention and draw visitors into the page. He especially stays consistent with the pops of yellow.

**Connecting with you in the moments that matter.**



[CONTACT MIKE](#)

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## What's working well on this site?

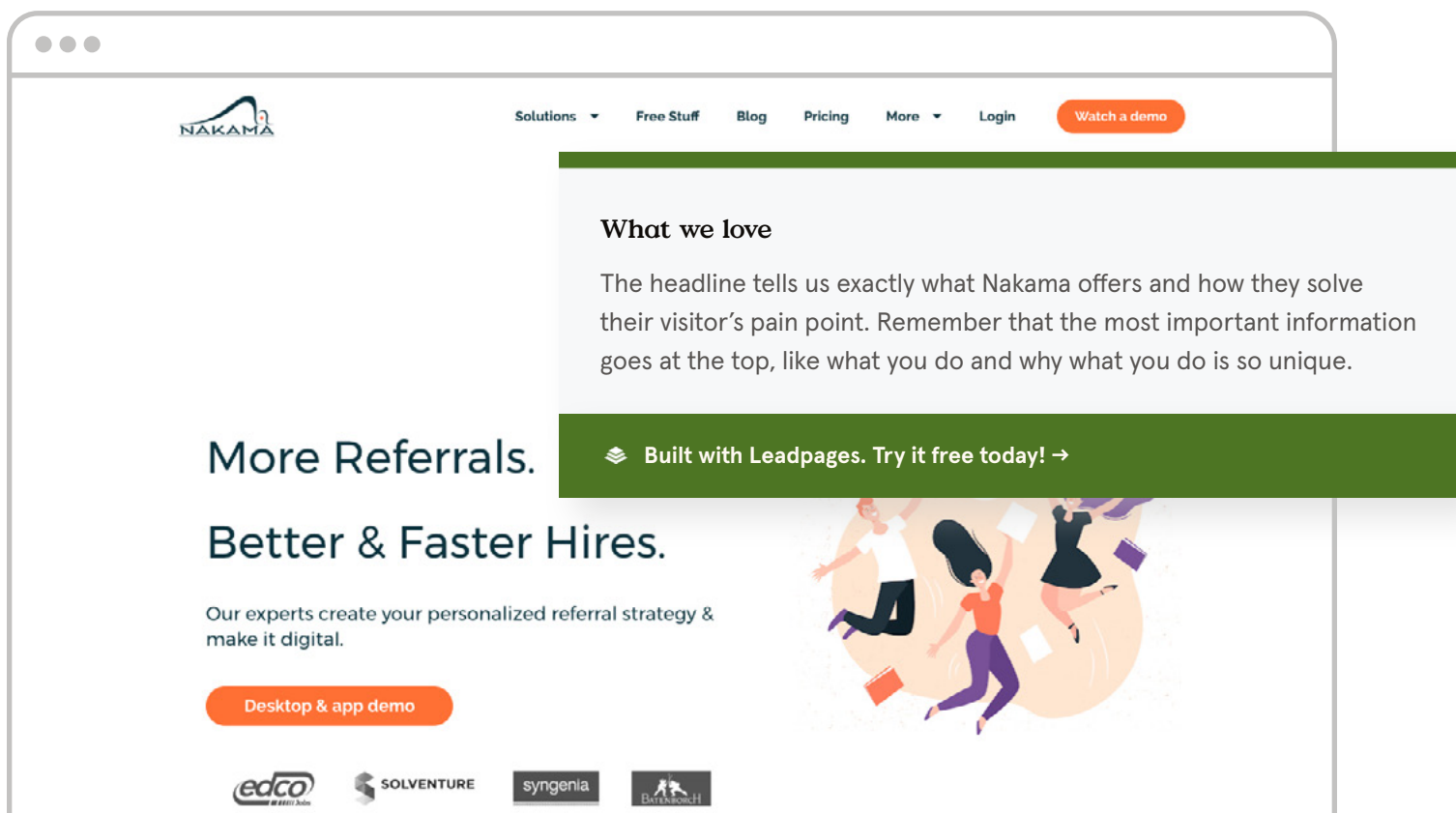
- Videos! Videos are our secret weapon for conversion. They're a great visual element that adds dimension to your page while deepening the visitor's engagement.
- He doesn't just include the social buttons at the bottom. He utilizes a title, "Connecting with you in the moments that matter," to further deepen his message and encourage involvement from the visitor.

## Simple, yet oh-so effective

*Nakama, a corporate recruiting agency, wants to help boost referrals and find talent with this sleek site*

Our number one rule: simplicity converts. That's what you see on Nakama's site. There's a lot of white space, which makes it easy on the eye while drawing attention to the most important design elements.

Their goal is to push their key results and objectives, knowing that someone has landed on this page because they're looking to boost referrals. This means they're taking into consideration where the visitor is in the journey when they land on this page, so Nakama designs the page accordingly.



# Nakama boosts your referrals

From creating your referral strategy to the best match



## 1. Personalized referral strategy

Our referral experts design a personalized referral strategy for your target group.



## 2. Inform employees

Inform your employees of jobs they can share. Employees easily share jobs on social media, WhatsApp or by direct referral.



## 3. Manage referrals

You receive job applications that match your company culture. You can keep employees up to date on the status of their referred candidate.



## 4. Engage & show appreciation

Say thank you to your employees & stimulate by sharing content. Incentive to make referrals with monetary, non-monetary or charity rewards.

### Start with functional requirements

This page is prioritizing functionality in its design. Without a lot of images or content, the page tends to load a lot faster. Since they're talking about "faster hires," speed of the page only makes sense too.

### Bring content to the forefront

They use illustrations and icons to get their point across, emphasizing the content itself. Their copy really shines, so they've designed the page to make that the key focus. If you've got great content, bring it to the forefront.

## every 2-weeks to run my Employee Referral Program? We tell you how.

Schedule a demo and tell us how we can help you.

[Watch a demo](#)

### Supported by:



**nakama hr**

**office**

Havenlaan 8, 1080 Brussels, Belgium

[info@nakamahr.eu](mailto:info@nakamahr.eu)

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### We see the logos of their clients

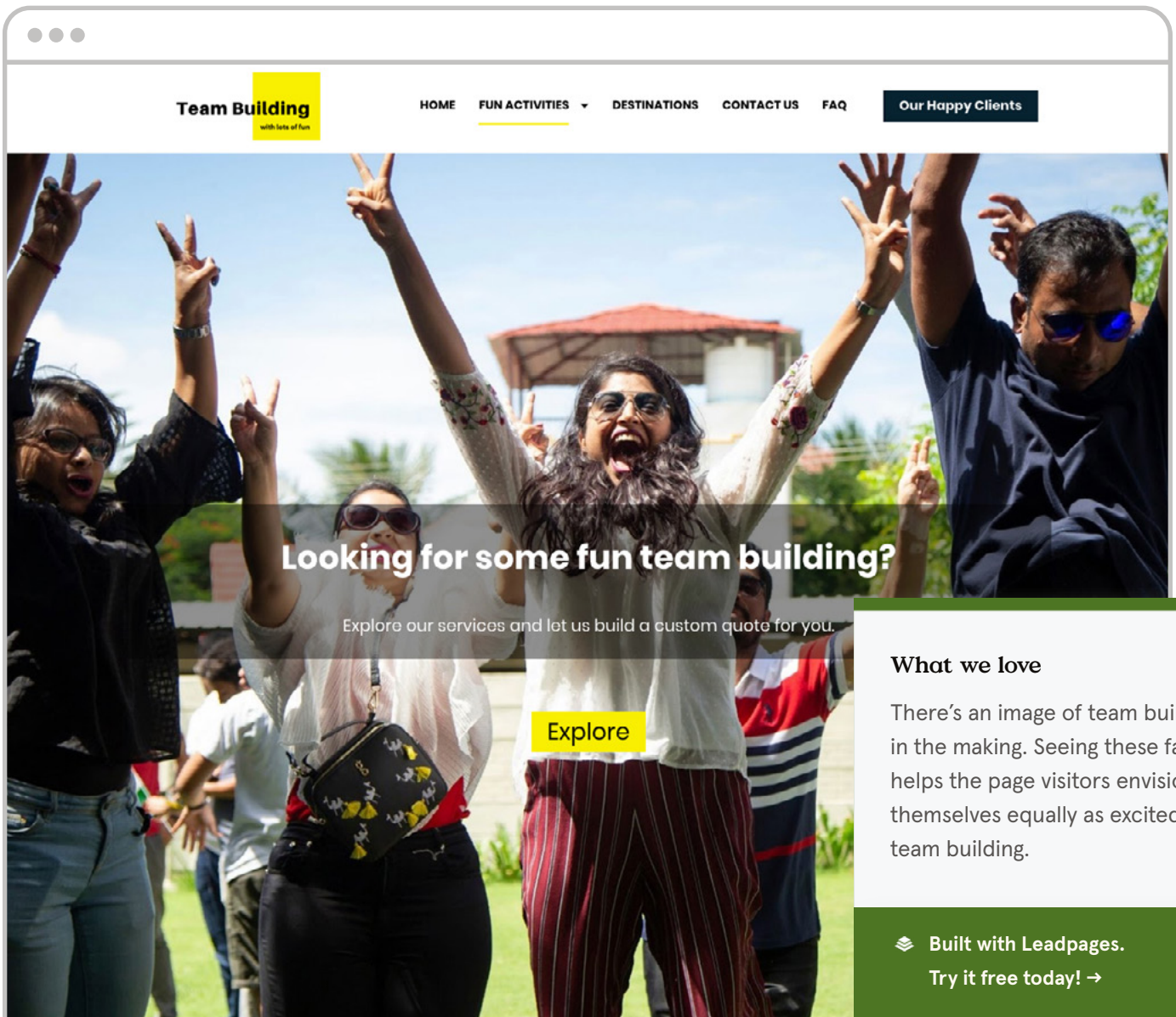
This kind of social proof adds credibility to the page that streamlines the visitor's decision to convert or move to the next phase of the sales journey.



# Team Building's site is building conversions

*Team Building offers custom services and activities to improve your organization's camaraderie*

This vibrant page feels fun—just like team building should be. The branded colors and cohesive design elements allow the benefits of the offerings to really shine through. This page isn't about design; it's about what they can provide.





## Pick a design aesthetic & stick to it

This page uses line icons to draw attention to key points and reflect the written content. This makes the page feel unified and professional.

### Explore Our Categorized Team Building Activities

#### Collaboration



The act of people working together towards the achievement is the key behind an organization's growth and sustenance

#### Creativity



Anyone can be creative and can be innovative provided they are provided the right kind of ambience to come up with ingenious ideas and get the chance to work upon them.

#### Strategy



A winning strategy-making endeavor results in the best and the most effective decision making and consequently a win.

#### Leadership



No job, however big or small can be accomplished successfully in the absence of a leader, and a capable leader at that.

Explore

Explore

Explore

## Use 1-2 fonts that speak your language

The design also looks unified because they keep their font the same throughout the page. They've added variety by using the font in different ways, like varying the size and boldness. Also, their font reflects the fun and creativity that the brand wants to share.

#### Music



Nowadays more and more organizations are using this rhythm and soul-stirring melody during team building activities to facilitate its employees in working consistently towards achieving organizational objectives.

Explore

#### Team Building



These are great opportunities for people to know more about each other in an informal way, understand and appreciate each other's strengths and weaknesses facilitating the formation of strong bonds and friendships.

Explore

#### Outbound Activities



Take employees out of the office environment. It is to motivate individual team members to give their best shot at work.

Explore

## Not enough time to browse through?

Our sales executive will help you in briefing about what suits you the best.



## Customization to any team size is our expertise.

We have a solution for you, even if your team is 100 or 1000 or even more.

Let's save time with the help of our executives!

Get a Call back

## Social proof is a must

This page ends with client testimonials that prove the credibility of their brand's offerings. Rave reviews do a lot of legwork in terms of conversion.

## See what our clients say.

Thousands of clients are glad they chose our company.

"If you want your team to have an amazing time during your outings- Trebound is your answer! The games were very innovative and enjoyable. The teams were completely involved and everyone had a blast! The trainer and organizer were very approachable and had amazing energy! Thank you, team Trebound- looking forward to more!"



-Trupti Venkates, Mindtree (Senior Associate)

"Trebound organised an office outing for us early in Jan 2019 and I definitely would say that it was brilliant. Everything from the the time we stepped in to the resort was set up well and the transition from Breakfast to activities was seamless. I would give extra kudos to the team for managing the whole thing without a hiccup and also with arranging the activities which were fun. Thanks Trebound for an awesome day out, would definitely recommend to anyone looking for team and office outings"



-Karthik Sundararajan, PM Global (Mechanical Engineer)

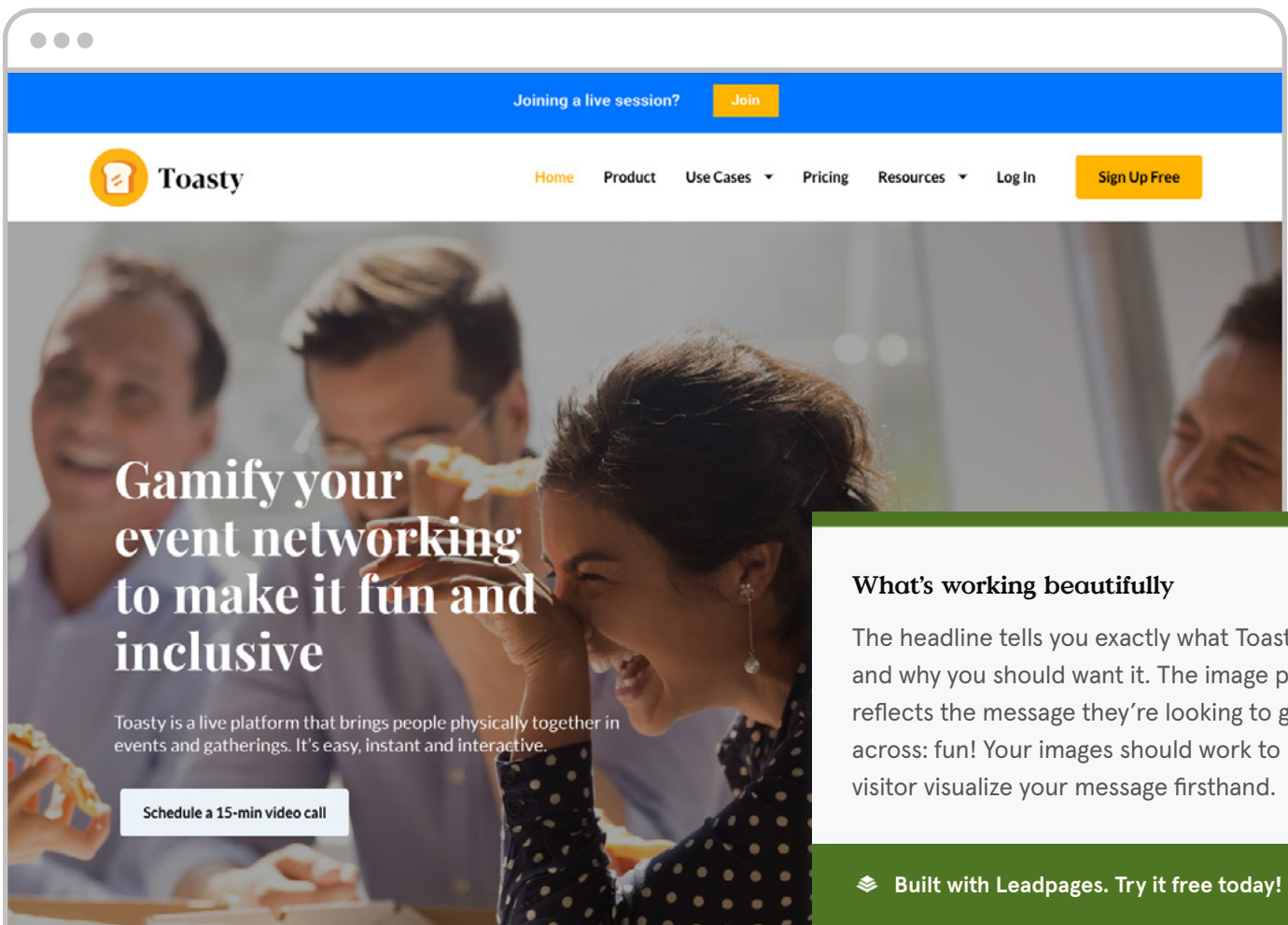


# This page is hot and Toasty

*Toasty is a free platform that uses interactive activities and ice-breakers to bring people together at events*

Toasty's page is chock full of information, but the design remains clean and simple. It's clear that every element of this page is designed with their target audience in mind (tip #15) with its bright, fun aesthetic.

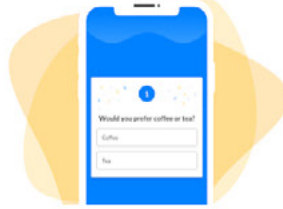
They take you through what they do first, but then they go into depth about who can benefit from Toasty. Remember that you're designing your website for your audience, so you want the images, layout, and content to address their pain points and objections.



## How it works for participants



1. Scan the QR code to join instantly



2. Answer fun, customizable icebreaker questions



3. Connect in-person through Toasty-powered activities

[Try Out Interactive Demo](#)

People connect best when they *learn and share* with each other while *having fun*. Toasty makes it easy to add fun and effective connection activities to your gatherings, meetings or events.

If you already love to engage your audience with interactive live polls and quizzes, take it to the next level by connecting your audience to each other. Break the ice and unlock valuable peer-to-peer interactions!

### Make the page skimmable

There's a lot of information on this page, but it's skimmable and easy to read (tip #9). Each section has a header, and the flow moves downwards to tell the story of Toasty's brand.

## Perfect for



### Corporate

Whether it is a meeting or an orientation, before diving into key topics, warm the participants up and make sure everyone is ready to contribute.



### Training/Workshops

You want an engaged audience to run a good session, and you use Toasty so everyone gets to know each other better.



### Events

Networking is dry and boring. Make it relevant and fun by connecting like-minded people with the plug-and-play Toasty.

[See all use cases](#)

# Who is using Toasty?



Looking for tips and ideas to make your events more interactive?  
Get them from Toasty every month directly into your inbox!

Subscribe

I agree with Toasty's [Privacy Policy](#). Don't worry, you can unsubscribe anytime.

## There's a lot of social proof

They use company logos to demonstrate credibility to businesses as well as a first-account testimonial from a Toasty user. You can even click through to check out a case study from the Toasty user, which keeps site visitors learning more and interacting with the brand.

## Meet a Toasty user



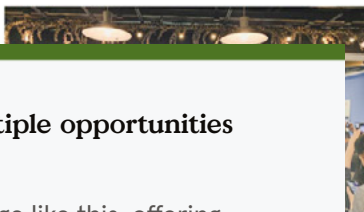
"Toasty is a moment dedicated to human-to-human discovery whilst blended with the event flow smoothly aligning with what our interests can concentrate on the people in front of us!"

### Alexandru Agatinei

Facilitator at Techstars Startup Weekend & Startup Programs Manager at How to Web

How did Alexandru & Techstars Startup Weekend engage personal connections with live-technology? [Read more here.](#)

## Why use Toasty for your next occasion?



### There are multiple opportunities for conversion

On a website page like this, offering different "levels" of CTA can be useful to grab visitors wherever they are right now, whether they're just ready to subscribe to a newsletter, read more about their services, or schedule a call.



Break down the wall instantly and give people a reason to connect



Strengthen the bond of your people through learning and sharing

**Set up a 15-min video call with our Interaction Expert.**

Schedule a call

## Check out this long-form beauty

*Quickfox designs and builds your website in just 7 days*

This is the most content-heavy example on our list, and it's a great demonstration of how to use a lot of words in an effective (not overwhelming) way. They start and end with images, and they use icons in the middle to supplement their points. The rest is curated content that directly addresses exactly what the site visitor needs to know about Quickfox. Quickfox is a website designer, and we can see their awesome design in action with this page!

**quickfox**  
DIGITAL

[Build a website](#) [Pricing](#) [FREE CONSULTATION](#)

# Your business website built 7 days quick

Beautiful, mobile friendly, search engine optimized websites designed to drive more business to you.

**Built in 7 days or it's free.**

[LET'S TALK](#)

**Focus on benefits**

Everything in the hero banner is about the benefits of their service. You know what they do (build websites) and how they do it (quickly), along with the key benefits (beautiful, mobile friendly, search engine optimized). Better yet, they include their guarantee above the fold so it instantly grabs attention and removes any barriers or objections the visitor might have.

[Built with Leadpages. Try it free today! →](#)

**Is Your Website Working?**



- ✓ Are you struggling to get new leads?
- ✓ Are people finding you in search?
- ✓ Is explaining what you do complicated?
- ✓ Do you want to get more of the work *you* prefer?
- ✓ Is it time to revamp your website?
- ✓ Do you have a website?

## Many Websites **Fail** at Their Job

The truth is many websites look good, but underperform.

**If a website isn't turning visitors into customers, it's not doing its job.**

Your visitors don't engage because:

- 🔊 the **message** is unclear, or
- 🔊 the **design** confuses, or
- 🔊 the **content** is second-rate

## Design with the big picture in mind

This page is their "Build a website" page, so they assume the visitors are self-selecting and curious (at least somewhat) in designing their website. They write with this audience member in mind.

# Our Websites Are **Built to Perform**

**And look stunning at the same time.**

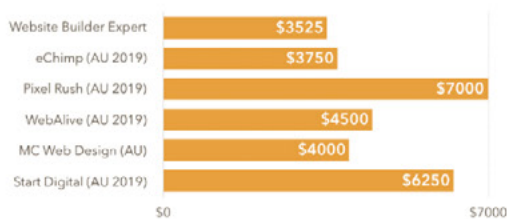
**Quick Fox builds websites that transform traffic into leads and sales, and look great.**

To deliver websites that drive business to you, we use:

- ✓ Targeted, clear messaging
- ✓ Professional copywriting
- ✓ Thoughtful, conversion-focused design
- ✓ Search-engine optimisation

**Unlike others, you don't have to pay thousands of dollars or wait months.**

A search of "cost of building a website in Australia" show **averaged costs of \$3,500 to \$7,000:**



**\*\* PLUS annual costs of \$500-\$1,000** (hosting, maintenance, technical support) - Website Builder Expert "Der Website Cost You?" (July 2019)

**Our prices are designed to be cashflow friendly, starting at only \$799:**

- ✓ **Low setup cost** from just \$799
- ✓ **Affordable monthly subscription** from only \$99
- ✓ **No lock-in contracts**, you can leave anytime
- ✓ Includes world class, lightning-fast website hosting and technical support

[Check our brilliantly affordable plans.](#)

## The majority of their website content is on their homepage

There aren't a lot of other pages or links. This keeps it clean and streamlined, but it also means they need to be highly focused and succinct in the information they share on this page.

**BUILD MY WEBSITE**

# How It Works

## Step 1

### Choose how you want your site built

Depend on us to craft your professional copy,  
OR write your own.

We give you expert guidance on good  
website design and planning customer-  
winning content regardless of your choice.

## Step 2

### Choose your subscription

Select Premium Service for bigger content  
changes and priority support, Website Only if  
you just need set-and-forget, or something in  
between.

**All options get lightning-fast, rock-solid  
world-class hosting.**

[BUILD MY WEBSITE](#)

## Websites Built Quick *and* Smart

**Because building a pro website is about more than just *speed*.**



### SEO Friendly

Search Engine Optimised to lift  
your rankings on Google and drive  
more traffic to your website.



### Mobile Responsive

Your website adapts to look great  
on mobiles (over 50% of visits!) and  
all screen sizes.



### Built to Convert

Clear, well placed calls to action to  
increase customer enquiries and  
business.



### Dependable Support

We are 100% committed to your  
success and we're here to help.



### Free Rebuild

Stay fresh and relevant with a  
website rebuild every 24 months —  
included FREE!



### Customer-Winning Content

Let us create compelling content  
that clarifies your message and  
wins customers.

## Your **Most Important** Marketing Tool

Built right, your website is without a doubt your most  
valuable and hardest-working marketing asset.

It's open 24x7, introducing potential customers to your brand, answering their questions, appealing to them at all stages of their journey, and convincing them why you're *the one*.

#### Your content, 100% in your control.

Social channels like Facebook and Instagram are valuable, but your content is at the mercy of their changing policies. But your website remains fully in your control, including the precious ability to craft the customer experience to your liking.

#### Ditch the glorified business card.

More than just a name and a pretty logo, your website needs to work hard to connect with your customers: What *pain* do you take away? Why should they choose *you* above your competitors? We create great content that communicates with *eloquence* to your ideal customers.

#### Why risk DIY?

Creating a website on your own comes with the risk of wasting large amounts of precious time, and still end up with: a confusing message, mediocre layout, clashing colours, second-rate keyword choices and substandard content that push you down search results.

#### Let us save you time and money.

Use our systemised process, expert guidance, and skill in wordcraft to remove the guesswork and uncertainty, and **create something great**.

Without breaking the bank.

[BUILD MY WEBSITE](#)

#### Their CTA buttons are never more than a short scroll away

They have several types of CTA, which works on this kind of page because there are different sorts of visitors who will land on this page. They're leaving the opportunity open for everyone, no matter what they're looking for. Still, that CTA button is contrasting in orange, which makes it easy to find and know where to click when a visitor is ready to move to their next step.

## Brilliantly Affordable Websites

#### Sale of vital organs *not* required.

Unlike others, our website pricing is designed to be cashflow friendly:

- ✓ **Small upfront cost starting at only \$799**
- ✓ Low-cost monthly subscription from only \$99/month
- ✓ *No lock-in contracts*, free to leave anytime



#### Quick Build

**\$799**



#### Quick Build + PRO Content

**\$1499**

Your content, guided by our website design, SEO and content writing processes.

**Built in 7 days or it's free.**

Professionally written content delivering *your* unique message. Paired with our website design and SEO processes.

**15 day delivery time.**

[VIEW DETAILED PRICING](#)



## Build your new website

Let's hop on a quick, free call and talk about you, your ideas, and opportunities.

[SCHEDULE A FREE CONSULTATION](#)

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[Terms and Conditions](#)

### Not sure where to start with web page design?

Use Leadpages website templates to get started with a gorgeous, conversion-optimized site. And don't be afraid to draw inspiration from these examples!





# Landing Page Design

CHAPTER 3

## CHAPTER THREE

# Landing Page Design

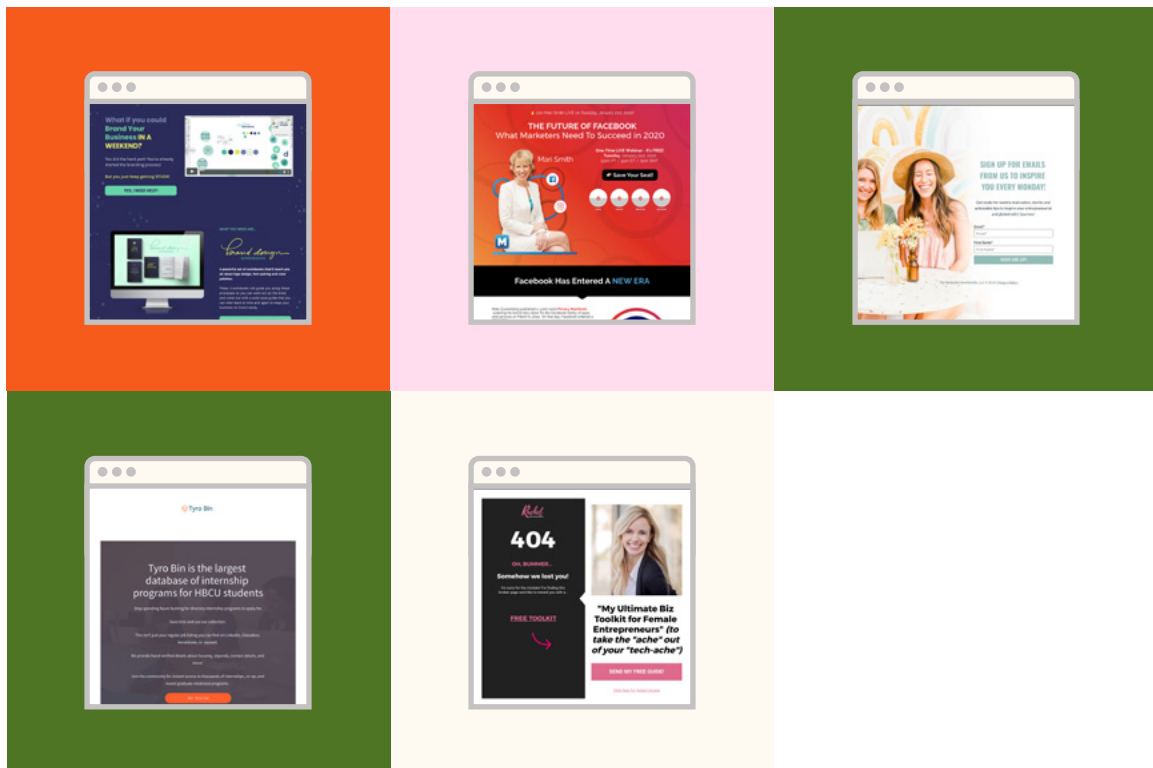


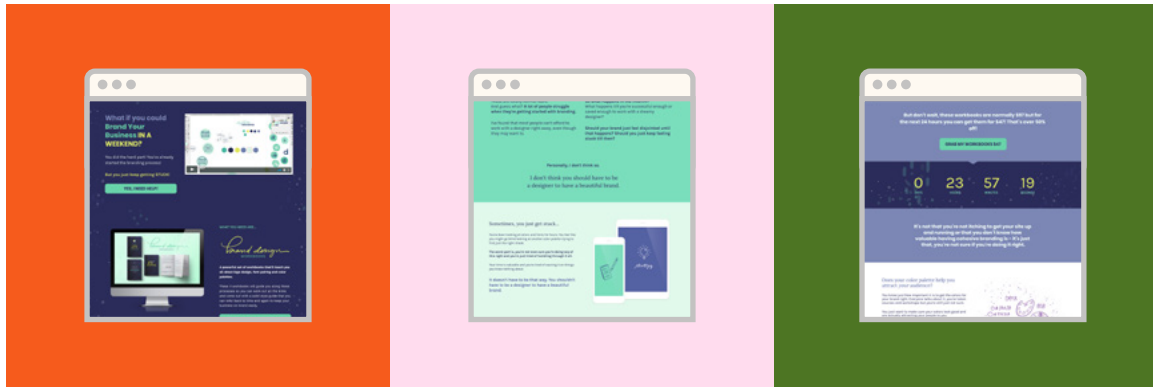
**Landing page design is similar to web design. The biggest difference is that landing pages usually only have one CTA and one primary goal, while websites might have a broader reach.**

For example, the last website design (Quickfox) utilized different calls to action because they had different types of site visitors landing on their homepage. People coming to your landing pages are generally sent from a specific channel, such as a PPC advertisement. This means you can tailor your offering to the audience based on where they are in the sales journey.

Up next, we'll discuss several common types of landing pages and how design supports strong conversion performance.

- Sales pages
- Event registration pages
- Splash (short-form) pages
- Long-form pages
- 404 pages





## Design can make the sale

### What's a sales page?

A sales page has one goal: to get sales. You're looking to get site visitors to become customers. That means your sales pages have to do a lot of legwork to get the job done. Your sales page could be short-form or long-form; no matter the length, though, it needs to provide all the necessary information and content to get your visitor to purchase.

Here's a sales page that's a bit longer, but every design element is working towards making the sale.

## This delightful design does its duty

*Kimberly runs Delightfully Designing to help you create your brand, whether you DIY or outsource to her*

There's a lot going on with this sales page—so much so that you might even be looking at it wanting her services for design. We recommend combing through this long sales page to see exactly what design elements she's using to convince you to buy, so you can incorporate some elements in your own pages.

The screenshot shows a sales page for 'Delightfully Designing'. The hero banner has a dark blue background with white and yellow text. The main headline reads 'What if you could Brand Your Business IN A WEEKEND?'. Below it, a sub-headline says 'You did the hard part! You've already started the branding process!'. A third line of text states 'But you just keep getting STUCK!'. At the bottom of the banner is a green button with the text 'YES, I NEED HELP!'. To the right of the text is a video player showing a hand-drawn diagram of branding elements. The diagram includes circles labeled 'BRAND DESIGN', 'BRAND DESIGN', and 'BRAND DESIGN', along with various colored dots and letters. The video player has a play button and a progress bar showing 02:46.

**What if you could Brand Your Business IN A WEEKEND?**

You did the hard part! You've already started the branding process!

But you just keep getting **STUCK!**

**YES, I NEED HELP!**

**Visual variety**

She uses a lot of types of media. A video in the HERO banner, several product mock-ups, and hand-drawn images all help tell the visual story that she's looking to present.



WHAT YOU NEED ARE...

## Brand design WORKBOOKS

A powerful set of workbooks that'll teach you all about logo design, font pairing and color palettes.

These 3 workbooks will guide you along these processes so you can work out all the kinks and come out with a solid style guide that you can refer back to time and again to keep your business on brand easily.

**GRAB MY WORKBOOKS \$47**

But don't wait, these workbooks are normally \$97 but for the next 24 hours you can get them for \$47! That's over 50% off!

**GRAB MY WORKBOOKS \$47**

### Create a sense of urgency

There are two countdowns that tell you when this offer is going to end. This sort of urgency drives people to buy right now.

23

HOURS

57


MINUTES

19

SECONDS

### Keep your CTA a click away

In the first two scrolls, we have two strong call to action buttons, along with the key benefits of why you need these workbooks. It lays out the visitor's pain point and then provides a direct solution of "what you need."

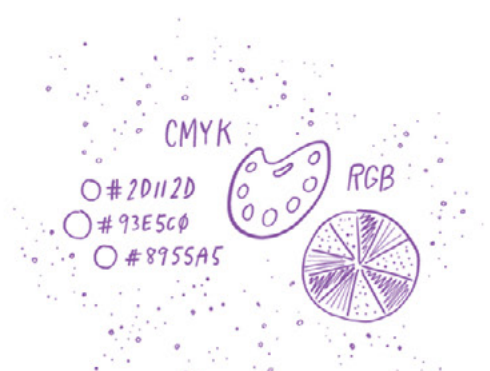
 Built with Leadpages. Try it free today! →

...that you're not itching to get your site up and running or that you don't know how valuable having cohesive branding is – it's just that, you're not sure if you're doing it right.

### Does your color palette help you attract *your* audience?

You know just how important it is to get the colors for your brand right. Everyone talks about it, you've taken courses and workshops but you're still just not sure.

You just want to make sure your colors look good and are actually attracting your people to you.





## Are your font choices strong and help support your brand messaging?

Fonts just frustrate you. Period.

You've attended every free workshop on earth and downloaded free guides galore but you still don't get it.

What's even more annoying is that even when you have tried to work on your own fonts, you don't know enough to know if they even look good!

## Is your logo helping you make that amazing first impression?

You've put your logo up in many a Facebook group but the feedback you receive just leaves you even more confused than you were before!

You're not sure if your logo is captivating enough and giving you that professional, first impression you want.

Does it stand out or is it drowning in a sea of sameness?



These are totally normal fears.  
And guess what? **A lot of people struggle when they're getting started with branding.**

I've found that most people can't afford to work with a designer right away, even though they may want to.

**So what happens in the interim?**  
What happens till you're successful enough or saved enough to work with a dreamy designer?

**Should your brand just feel disjointed until that happens? Should you just keep feeling stuck till then?**

Personally, I don't think so.

I don't think you should have to be a designer to have a beautiful brand.

## Sometimes, you just get stuck...

You've been looking at colors and fonts for hours. You feel like you might go blind looking at another color palette trying to find just the right shade.

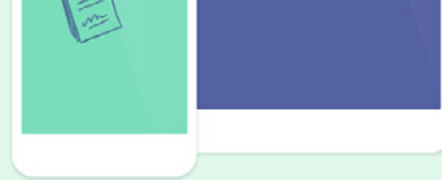
**The worst part is, you're not even sure you're doing any of this right and you're just tired of fumbling through it all.**

Your time is valuable and you're tired of wasting it on things you know nothing about.





It doesn't have to be that way. You shouldn't have to be a designer to have a beautiful brand.



ENTER THE

## Brand design WORKBOOKS

A powerful set of workbooks that'll teach you all about logo design, font pairing and color palettes.

These 3 workbooks will guide you along these processes so you can work out all the kinks and come out with a solid style guide that you can refer back to time and again to keep your business on brand easily.

**GRAB MY WORKBOOKS \$47**

### What people are saying about the Brand Design Workbooks



#### The Essential Guide to Brand Design

Whether you're just starting to think about branding, wanting to rebrand, or working with a branding design expert, these workbooks are required! Kimberly Costa has thoughtfully curated each workbook to serve as a comprehensive overview of logo design, and font and color palette selection. She has also provided resources on color palette selection that will inspire your creativity and ignite your imagination as to what's really possible! I've seen many branding guides, but none so valuable or generously designed as this one. Thank you, Kimberly!

*Edie Moore, Ph.D. | Program Design Strategist at stylingcontent.com*

#### Build credibility

The social proof offers customer testimonials with their pictures to create more authenticity and credibility.

**Logo Design with a professional designer starts at around \$600. If you can't afford that yet, should you just sit in limbo till you can afford it? I DON'T THINK SO!**

**What if you could spend less than 10% of that cost and create something you love yourself, like Becca did!**



Got something I loved in 10 minutes!





Used the Logo Workbook to redesign her logo and saved herself \$600 on a custom logo design

These books are amazing!!! While I was going through them, I had my website open and canva open ready to take in all the info and make changes on the spot. I **started with the font book** and realized that the two fonts I was using from my website were not great pairs based on the information in Kimberly's books. So I changed it and it looks SO much better. Then I moved onto my logo and BAM, got something I really loved in like 10 minutes. And Kimberly even helped me incorporate it on my website.

I am not a designer, **AT ALL** and I haven't put much time or effort into any branding, but these books are super helpful, especially for a beginner like me!

Becca Rich | Yoga Instructor, BeccaRichWellness.com

**But don't wait, these workbooks are normally \$97 but for the next 24 hours you can get them for \$47! That's over 50% off!**

**GRAB MY WORKBOOKS \$47**

0

DAYS

23

HOURS

57

MINUTES

16

SECONDS

## The Brand Design Workbooks

### 1. The Basics of Font Pairing

When branding your business, one of the most exciting and possibly confusing tasks is font pairing. If not done well, it can be disastrous.

In this 22 page guide, we'll cover the most popular font types and where their best applications are, samples of pairings that work well together, tips on selecting fonts as well as general tips to keep in mind when selecting fonts for a project.



### 2. The Color Palette Workbook

Studies show that color can increase brand recognition by 80%! That means that choosing your colors carefully can really impact the success of your brand.

In this 22 page workbook, we discuss color theory, color



#### Be bold

Her CTA button stands out, and it's always within arm's reach. No matter when or where a visitor decides to convert, the button is ready to take their purchase. Plus, the CTA content uses active language along with the price to further encourage buys.

discuss color theory, color psychology and simple steps you can take to come up with your own palette. This palette will represent your brand story and serve to make your brand recognizable across different platforms.

### 3. Design a Memorable Logo

The logo is one of the most important brand assets you'll work on. It is the face of your brand and will serve as the first impression to your audience.

Logo design can be incredibly daunting, specially if you're not a designer. Which is why I go through a logo design and show you how to distill it into a professional and much more memorable logo in this 16 page workbook.



### Use design to tell a story

There are a lot of colors on this page, but she knows how to layer the colors to create striking contrast that draws the eye to the most important elements of the page. Remember that design helps tell the story and bring your site visitors where they need to be.

But that's not all, with this offer, I've included some special

## BONUSES

These bonuses are designed to encourage you and give you additional support in implementing what you're learning with the Brand Design Workbooks



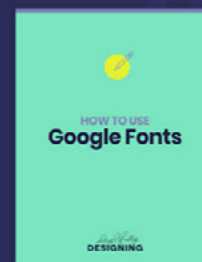
#### Style Guide Template

Use this template to start putting together all the pieces you learn about in the Brand Design Workbooks: Logo, Color Palette, and Font System.



#### Branding Roadmap

An absolute favorite, the Branding Roadmap not only shows you where to start and what steps to follow, it links you to other free workbooks to help along the way.



#### Using Google Fonts Guide

As you start working through the Font Pairing Basics Workbook, you're going to want this guide. It'll help you work with the ever-popular Google Fonts so you can incorporate them into your designs.



## 2 Inspirational Prints

Print these inspirational prints out and keep them near your workspace to remind you that You've Got This and that Simplicity is your main focus!

**GRAB MY WORKBOOKS \$47**

## What people are saying about the Brand Design Workbooks



### Such valuable resources!!

The content in these workbooks is delivered in such a simple way, yet you'll finish them having learned a lot! I've taken branding courses before, and there was still a lot of new information in these beautifully designed books. I feel so much more confident now making informed decisions for my branding instead of just throwing something together as a total non-expert and crossing my fingers! There's tons of visual examples, too, which is probably what I loved about these the most.

*Caitie Motta | Health Coach, CoachCaitie.com*



### The Basics without the Overwhelm

My overall impression was positive. I enjoyed getting clear on what branding actually is, and I appreciated all the practical examples provided in the guided instructions. All the manuals are valuable to assess where we are at in our business and branded message, and they provide the basics to start a conversation around branding, without being overwhelmed, and on how to simplify the understanding of branding, and apply it.

I recommend this product for beginners, and to get a quick idea and overview of an existing brand, or to get clearer about a new one, but mostly about the whole concept of branding, its purpose, and how it is important to support a business message.

Kimberly as well is so kind and inspiring!

*Nadia MN*

So let's recap, because with these bonuses you'll have over 60 pages of instruction!

When you purchase the Brand Design Workbooks Set you'll get:

- ✓ 22-page Basics of Font Pairing Workbook
- ✓ 22-page Color Palette Workbook
- ✓ 16-page Design a Memorable Logo Workbook
- ✓ Free Lifetime Updates on each workbook
- ✓ Style Guide Template
- ✓ Branding Roadmap
- ✓ Using Google Fonts Guide
- ✓ 2 Inspirational Prints



YOU GET \$197 OF VALUE FOR ONLY \$47!

0

DAYS

23

HOURS

57

MINUTES

14

SECONDS

So, are you ready to finally finish your Branding?

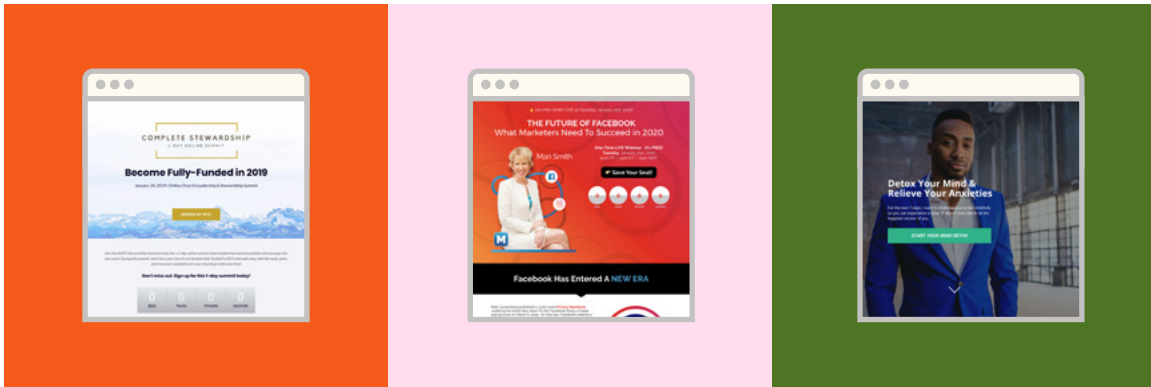
Learn the basics, apply them and transform your brand in as little as a weekend!  
Because remember, you shouldn't have to be a designer to have a beautiful brand.

GRAB MY WORKBOOKS \$47

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*Delightfully*  
DESIGNING

Copyright 2019 | Delightfully Designing



## Transform your event registration

### What are event registration pages?

Events have become one of the most popular and effective tools for small business owners to gain a following (and gather customers).

Whether it's live or digital, paid or free, event registration pages can boost signups, generate leads, and spread brand awareness.

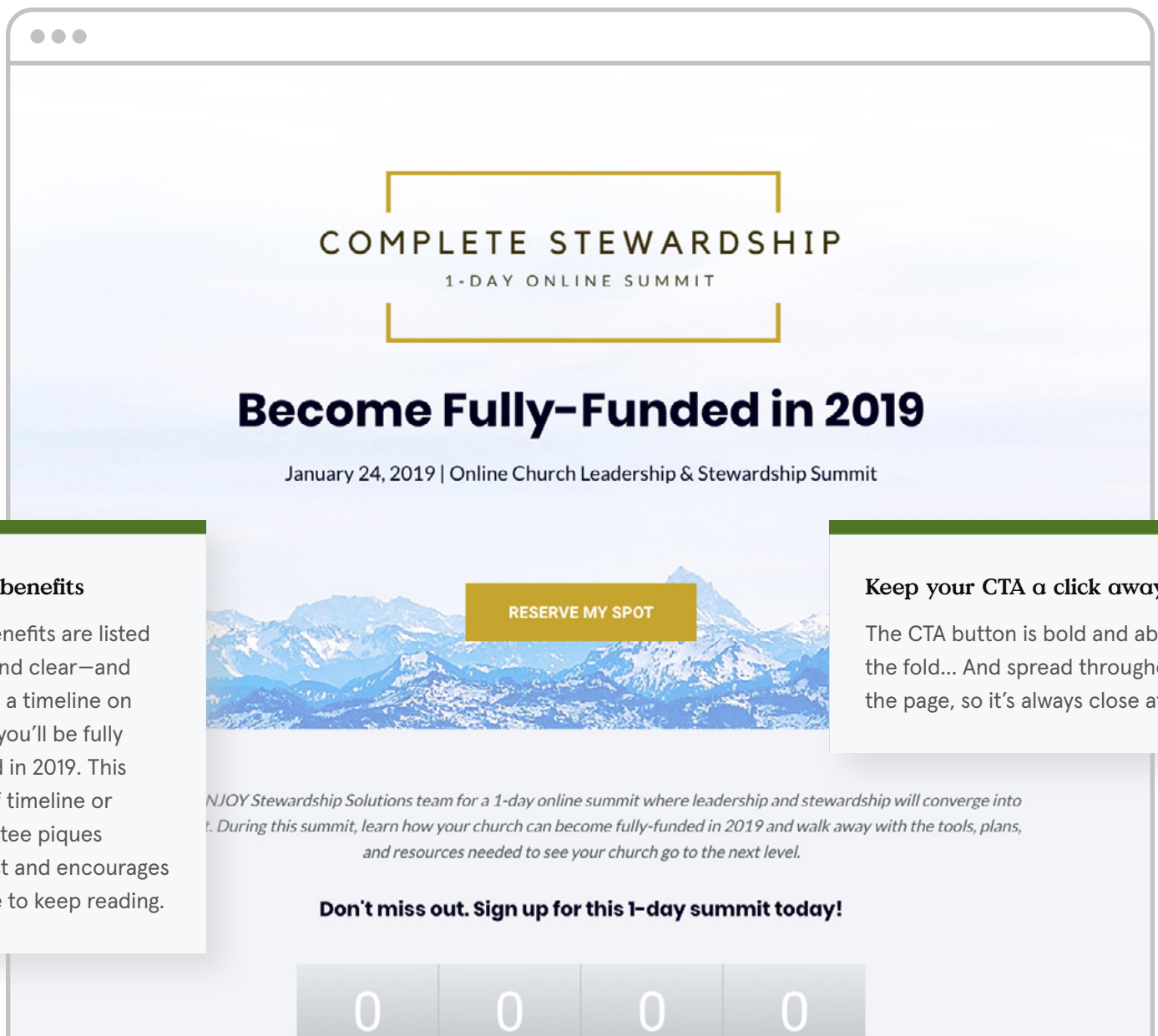
If you're hosting any sort of event, you need a landing page designed specifically to encourage people to register. This is where you can send all of your advertising traffic so they get all the information in one place, and they know exactly where and how to sign up.

Check out the event page coming up on the next page—it has all the right design elements.

## Design your way towards a registration

*INJOY Stewardship Solutions provides customized capital campaigns to help churches raise money*

The design of this page is simple and elegant, but effective. It tells a story about the event that pushes people towards the active “reserve my spot” CTA.



### Clear benefits

The benefits are listed plain and clear—and there’s a timeline on them: you’ll be fully funded in 2019. This kind of timeline or guarantee piques interest and encourages people to keep reading.

### Keep your CTA a click away

The CTA button is bold and above the fold... And spread throughout the page, so it’s always close at hand.

*INJOY Stewardship Solutions team for a 1-day online summit where leadership and stewardship will converge into t. During this summit, learn how your church can become fully-funded in 2019 and walk away with the tools, plans, and resources needed to see your church go to the next level.*

**Don't miss out. Sign up for this 1-day summit today!**

0

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0  
days0  
hours0  
minutes0  
seconds[RESERVE MY SPOT](#)**WHEN:** January 24, 2019**TIME:** 10:00am EST - 6:00pm EST**LOCATION:** Online**COST:** Free

## ABOUT

*For a church to be fully-funded and see its mission and vision realized, it needs both a leadership AND stewardship strategy. These two approaches converge during the 1-Day Complete Stewardship Online Summit hosted by INJOY Stewardship Solutions.*

*Those who attend your church are on a journey from Struggling to Stability to Surrender to Sacrifice to Serenity. These five phases of discipleship will be taught by many of today's leading experts on stewardship and generosity during eight one-hour sessions. The Complete Stewardship Online Summit will be fun, informative, interactive, and most of all, practical. You will walk away from this day with the tools, plans, and resources needed to see your church fully-funded in 2019.*



## Skimmability is key

They bold the details of the event. Remember that skimmability is key!

## Schedule

*Join us for all 8 sessions or pick and choose the sessions that help meet the needs of your church.*

**10:00 AM EST** - *Seven Giving Systems Your Church Should Have To Be Fully Funded*

**11:00 AM EST** - *How to Help Your People Win With Money*

**12:00 PM EST** - *Attracting New Givers*

**1:00 PM EST** - *Online and Digital Giving Systems: How To Increase Consistently C*

**2:00 PM EST** - *Developing Six-Figure (and Seven) Givers: Shepherding People Wh  
of Giving*

**3:00 PM EST** - *Funding Big-Time Vision*

**4:00 PM EST** - *10 Questions To Determine Capital Campaign Readiness*

**5:00 PM EST** - *Estate Planning: Your Last Act of Stewardship*

## Use variety to draw attention

They also include the schedule of events. This darker-colored box slows down the scroll, so you're more likely to reserve a spot when you see a presentation or two you want to attend.

RESERVE MY SPOT

### A Few of Our Speakers:



**Joe Sangl**

CEO  
Stewardship  
Solutions



**Ken Friar**

Executive Vice President  
INJOY Stewardship  
Solutions



**Brian Dodd**

Director of New Ministry  
Partnerships  
INJOY Stewardship  
Solutions



**Stan Craig**

Author, Pastor, Financial  
Profession, and Speaker

**And many more surprise guests...**

**Don't miss out. Sign up for this 1-day summit today!**

0

days

0

hours

0

minutes

0

seconds

RESERVE MY SPOT

Copyright © 2018 | INJOY Stewardship Solutions

#### Faces add credibility

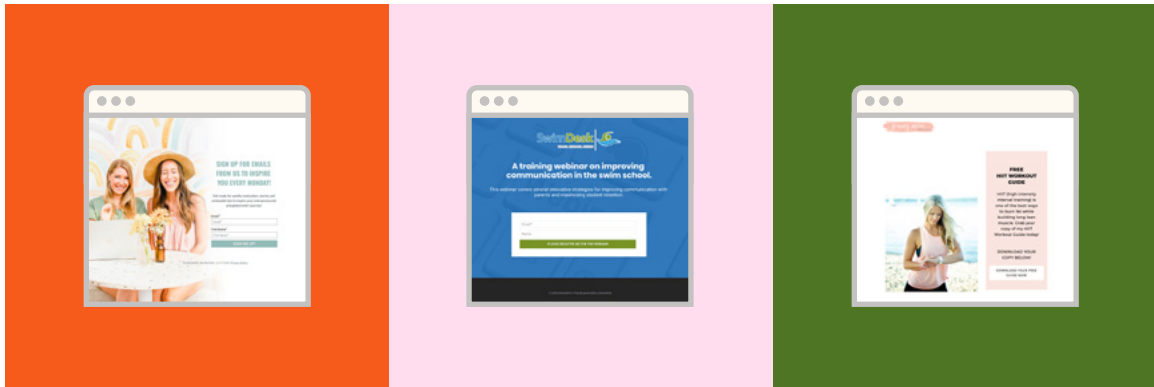
Show the faces of the speakers! This introduces visitors to your lineup, and it provides credible credentials that tell people it will be worth their time to sign up.

#### Instill urgency

There's a countdown to when the event is, which builds excitement and instills a sense of urgency to sign-up.

 Built with Leadpages. Try it free today! →





## Make a splash in a snap

### What are splash pages?

Splash pages are the first pages someone sees when they land on your website. The purpose can vary, whether it's to promote an offer, ask for them to subscribe to a newsletter, or to announce a product launch. These short-form pages are quick, fast, and simple, but they do a lot in a little space.


# This splash page is a bombshell of design

*The Bucketlist Bombshells teach online entrepreneurship to help make your dreams a reality*

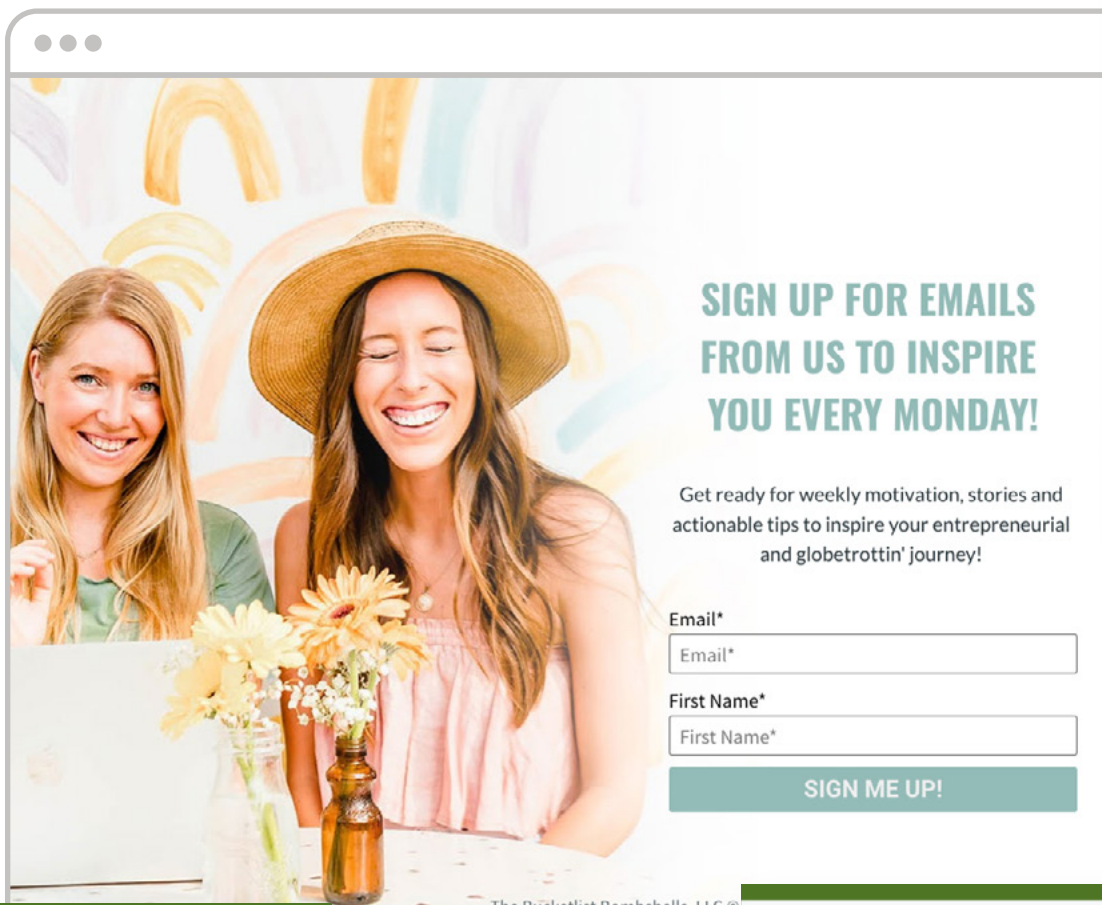
- The form is as minimalistic as possible, just an email and first name. The smaller the form, the faster the conversion.
- They tell you what you get and why it benefits you in as few words as possible. Keep it simple.

## White space for the win

The empty space on this splash page instantly provides room to breathe, offering space to dream up all the crazy dreams you'll start to have after learning with these gals.

 Built with Leadpages.

Try it free today! →



**SIGN UP FOR EMAILS FROM US TO INSPIRE YOU EVERY MONDAY!**

Get ready for weekly motivation, stories and actionable tips to inspire your entrepreneurial and globetrottin' journey!

Email\*

First Name\*

**SIGN ME UP!**

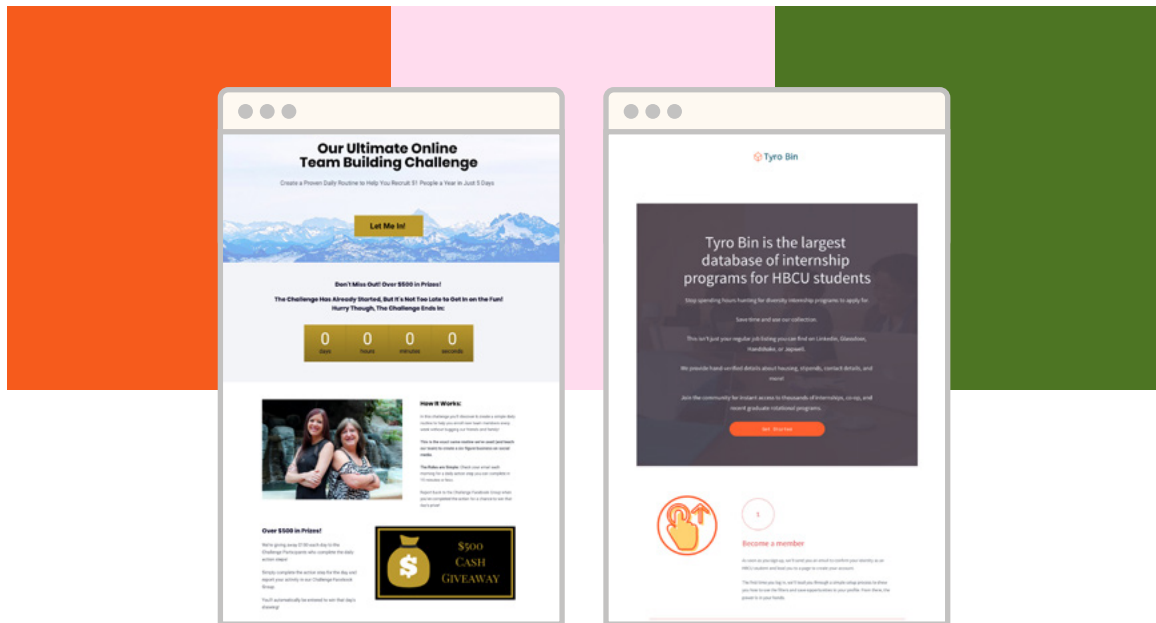
The Bucketlist Bombshells, LLC ©

**Their faces are happy.**

Happy faces do the most work.

## Talk about branded colors!

Their shades of pink and green are reflected in their T-shirts, the flowers, and the wall behind them in the image, as well as the font color and CTA buttons.



## Design for the long-haul

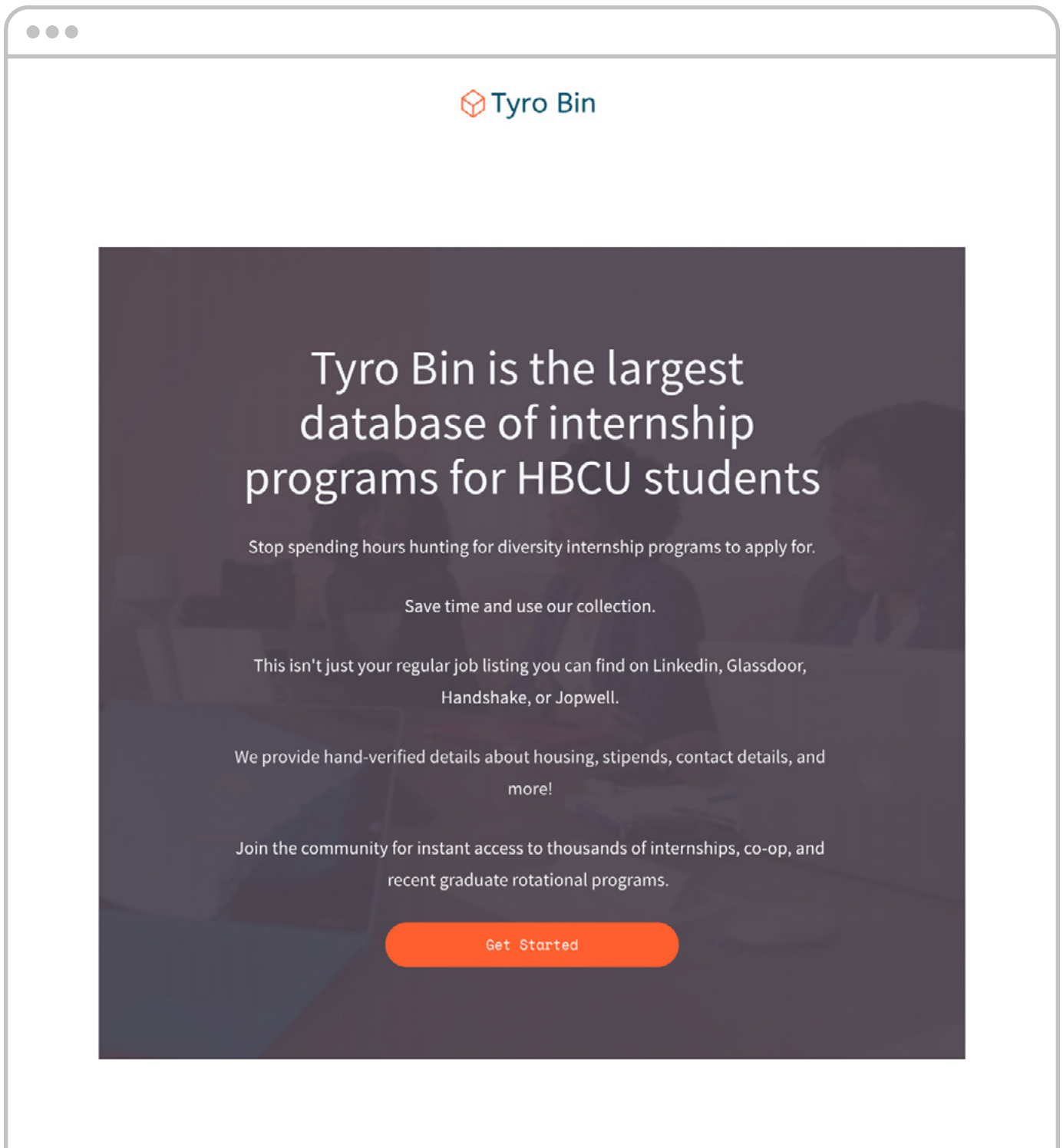
### What are long-form pages?

Long-form pages are any landing page with more content (which means more design). Whether it's a sales page or lead generation page, these longer forms provide more space to give information to the visitor about your brand and offering.

Keep in mind that the longer your page, the harder and more complex design becomes. That's why design tip number one is to keep it as simple as possible.

# Effortless design surrounds lots of copy

*Tyro Bin provides a collection of available internships for HBCU students*





1

## Become a member

As soon as you sign up, we'll send you an email to confirm your identity as an HBCU student and lead you to a page to create your account.

The first time you log in, we'll lead you through a simple setup process to show you how to use the filters and save opportunities to your profile. From there, the power is in your hands.

### Make the page skimmable

They give us the process in four easy steps, with four associated icons to lead the way. This helps remove any confusion or doubt about their offering, while allowing the visitor to envision themselves during the membership process.

 Built with Leadpages. Try it free today! →



2

## Search the collection

Find organizations and programs targeting HBCU students by school major, location, and more to comb through.

All opportunities have hand-screened verified details about pay, housing details, and relocation stipends. Listings are updated bi-weekly.

### White space for the win

This page is long, but it feels short because of the open design. It's clean, which allows for a simplistic flow. It's also highly skimmable, so you can find the information you need, whenever you need it.

3

## Save your favorites

When you've found an opportunity you like, save it to your profile and receive notifications to remind you to apply when roles are open. Want more guidance on applying for your favorite roles?

Your Pro membership comes with one onboarding and resume coaching session with a professional recruiter to talk through your career goals with a resume review.



4

## Spread the word

This isn't just a search engine. It's a community. Get advice in our private facebook group and personalized resume tips to take control of your next career

move. Plus, earn prizes and rewards by competing in contests to help the community grow!

### Keep your CTA always a click away

They have multiple CTA buttons, but they prioritize them. The most important CTA buttons are in orange, and the others are clear or blue. This shows the visitor where they should be paying attention and what matters most on the page.

Join us Now

## Membership Pricing

### Pay only for what you need

If you don't love it, we'll refund your payment —no questions asked.

#### Starter

\$5 / monthly

Join Starter

- ✓ Allows 3 searches per month
- ✓ Personal Profile
- ✓ Includes lifetime access to Facebook community
- ✓ Monthly career and resume webinars

#### Need more?

You can upgrade at any time

#### MOST POPULAR

#### Basic

\$10 / monthly

Join Basic

- ✓ Unlimited searches
- ✓ Save your searches
- ✓ Personal Profile
- ✓ Includes lifetime access to Facebook community
- ✓ Monthly career and resume webinars
- ✓ Access to recruiter contact information
- ✓ Text access to a personal recruiter in your pocket for your immediate career Q&A

#### Plus

\$15 / monthly

Join Plus

- ✓ Unlimited searches
- ✓ Personal Profile
- ✓ Includes lifetime access to Facebook community
- ✓ Access to resume template library
- ✓ Join a team
- ✓ Compete in monthly career focused challenges and earn prizes
- ✓ Monthly career and resume webinars
- ✓ **Bonus:** free recruiter onboarding session with resume review

Click here to see a sample listing

#### Frequently Asked Questions

### We've got A's for your Q's

How much does it cost?

I'm a college freshman or I've graduated from my



#### HBCU, is Tyro Bin still for me?

There are 3 pricing tiers ranging from \$5 to \$20 monthly. Your payment of \$20 a month gets you access to the entire opportunity collection, plus a 1:1 onboarding session with a recruiter, and an invitation to join our private Facebook community for ongoing internship and resume support. You may have the opportunity to upgrade your membership as we release new features, but you don't have to pay anything more if you don't want to.

#### How do I know it's for me?

Do you want to complete an internship or rotational recent graduate program to gain professional work experience? Then it's for you.

#### When can I get started?

Right away! Our community is growing with new members each week. In fact, we'd recommend joining as soon as possible—we won't be able to maintain the low introductory price forever.

#### Does my location matter?

Anyone can join the community and participate in our contests and webinars. That said, our onboarding recruiter sessions and personalized resume reviews are currently available only for paying members.

Nope! The time to start is always now. Whether you're just getting started or about to graduate, we think this a solid first step on your ladder to success. You'll learn a ton about resume best practices, cover letters, and even interviews in our private Facebook group.

#### How much do I have to participate in the community?

It's totally up to you. We think you'll have more fun if you complete your profile and contribute to the forums, but you can also use the platform as a more straightforward database if you'd like.

#### I know of an internship, how do I get it in the community?

Definetely! We want this effort. Send us a note w Since all opportunities they are added to the c time before you see it o

### Address objections

FAQ sections are an easy way to address potential objections and answer questions in an approachable, understandable format.

#### Are there any weird fees if I decide to cancel my membership?

Nope! When you're ready to leave the community we'll reach out to find out why it didn't work out for you, but we aren't in the business of holding you hostage. To keep our community active, we woud remove you from the Facebook group.

A Note from the Founders

## How it all started

We're proud HBCU alum and working in various professional fields striving to uplift our community one internship at a time.

### The struggle was real when we were in college.

When it came to our internship searches:

- a) Our career centers were out of date
- b) College fairs brought companies we weren't interested in
- 3) Our parents couldn't provide much help because they didn't attend college and didn't have a strong grasp on how to find internships

The best resources we had were our resilience, persistence, and

the internet. We spent countless hours scouring websites, blogs, forums to create manual versions of databases with excel sheets and notebooks.

We dreamed of a career community for HBCU students and alumni to partner together to swap advice and success stories. Where internship listings also shared details about pay and housing. Where we could share mistakes and triumphs of our current careers to pave a way for others.

That's why we created Tyro Bin. We hope you'll join us and see how it can make your career search experience even better.

- Team Tyro

Join us Now

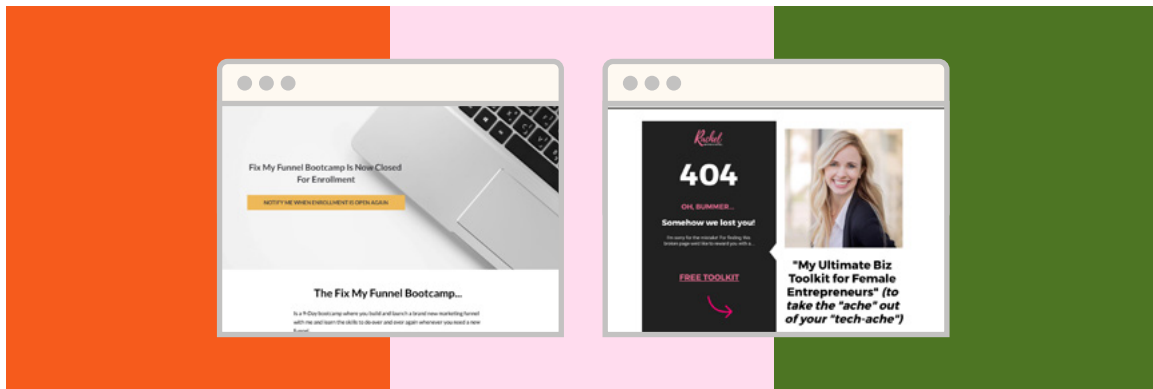


[teamtyrobin@gmail.com](mailto:teamtyrobin@gmail.com) | [home](#) | [privacy](#)

### Put your stamp on the page

We like how they end with their brand “about” and story. This drives home the message of the page, pushing forward in those final moments of conversion. It also helps reduce the risk of the visitor clicking away to learn more by providing all the information they need within the design of this landing page.





## Turn “whoopsie” to “wowzy”

### What are 404 pages?

404 pages are error pages that occur when someone lands on a broken link or incorrectly inputs a URL. Rather than just let these errors sit there, you can leverage these pages to work for you in lead generation! People aren’t expecting you to sell them on an error, so it’s the perfect time to throw in your brand voice and encourage a deeper interaction between customer and brand.

# This design is definitely not a bummer

*Rachel, the founder of The Business With Impact Society, helps people find passion and financial freedom in their businesses*

She uses an interesting type of CTA here. Each of the three links go to the same free toolkit and guide, but they look different on the page.

The page is consistently directing the visitor towards one action, but it “feels” different with each push. (This can even work even as a test to see which CTA button/link people click on the most.)

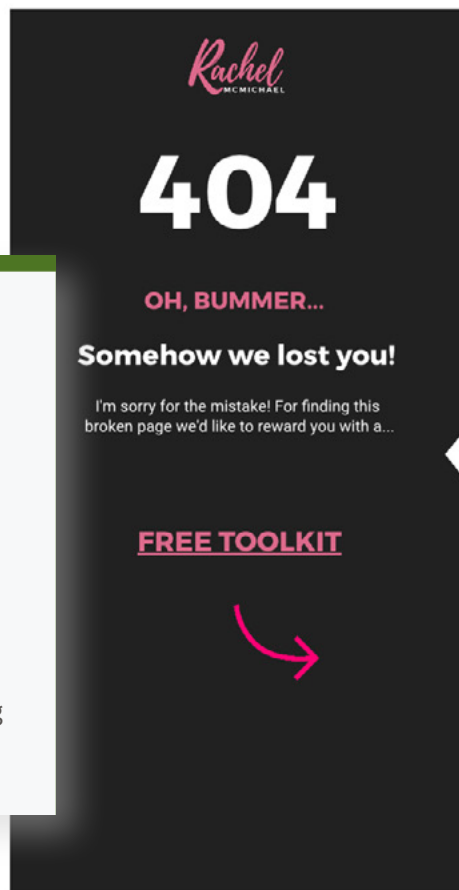
## Maintain brand consistency

The copy is written in her tone, the colors are contrasting, and we even see Rachel's picture. Upholding your brand, even in an error, creates a level of brand recognition that's critical for conversions.

## Simplicity is key

There's not a lot of additional noise on the page. It's primarily white space. You can't even navigate to other pages on her website. All you can do is convert! The simplicity in this design is entirely focused on driving conversion, and it works.

📄 Built with Leadpages.  
Try it free today! →



**"My Ultimate Biz Toolkit for Female Entrepreneurs" (to take the "ache" out of your "tech-ache")**

SEND MY FREE GUIDE!

[Click Here For Instant Access](#)



# **The 2 Conversion Tools That up the Ante**

CHAPTER 4

## CHAPTER FOUR

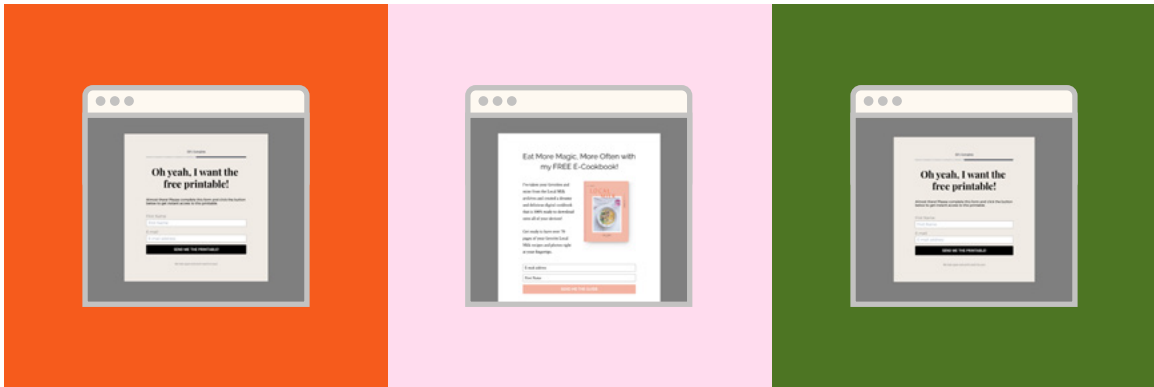
# The 2 Conversion Tools That up the Ante



**The 15 design elements for your pages are there to create a gorgeous, conversion-worthy site. Now we're going to give you some supplemental content that can also help optimize your conversion rate.**

Pop-ups and alert bars are the two tools that can add a dynamic layer to your design that helps capture and convert more page visitors.

We'll go through what pop-ups and alert bars do for your web and landing pages, and we'll offer some awesome examples to give you a good idea for your own pages.



## Pop-ups

**Pop-ups are like condensed landing pages that are designed to convert, convert, convert.**

Pop-ups appear at the most opportune moment for conversion, when the visitor is doing something that indicates their close to or thinking about conversion. (Or in the case of exit pop-ups, they're thinking of leaving and you want to try to convince them not to.)

There are a few ways you can use pop-ups on your website and landing pages.

- Trigger a pop-up on a button click or image click
- Time-delay pop-up
- Exit intent pop-up

Typically, some sort of action or movement will spur the pop-up screen, like when the visitor lands on the page for the first time, the visitor is about to leave the page (an “exit pop-up”), their mouse scrolls over a specific button or element that launches an associated pop-up screen (a “trigger pop-up”), or the screen pops up after a specific time period (a “time-delay pop-up”).

This puts the pop-up in the unique position of pushing a higher conversion rate. They appear exactly when they need to in order to pull people through to the next action.

But that also means pop-ups need spot-on design to do their job. So how do you design effective pop-up screens?

Push a single CTA that’s relevant to what the page visitor was just looking at. If they were reading a blog, a related “content upgrade” will


work well. If they were checking out your products, request that they input their email to get a discount code.

The pop-up should reflect the original page's design while also creating a stark, eye-grabbing contrast. For example, if your primary page was white with black lettering, your pop-up might be black with white lettering. (The red CTA button stays the same on both, so your page visitor knows exactly where to click.)

Answer or address your visitor's primary concern. There's a reason they haven't converted on the main page. Give them more information they may need to make that final decision.

We can't stress this enough: keep design simple. Your pop-up should be as streamlined and focused on the CTA as possible. All the design elements and copy should push toward the direction of conversion.





## Get 25% Off Your First Workshop

Sign up for General Assembly news, career tips, special events, and more — and save on any campus workshop or bootcamp.

Email \*

Where would you like to learn?

What topics are you interested in?

☐ Coding
 ☐ Marketing
 ☐ Design
 ☐ Data
 ☐ Business

Subscribe + Save

By sharing your email, you agree to our [Privacy Policy](#) and [Terms of Service](#).

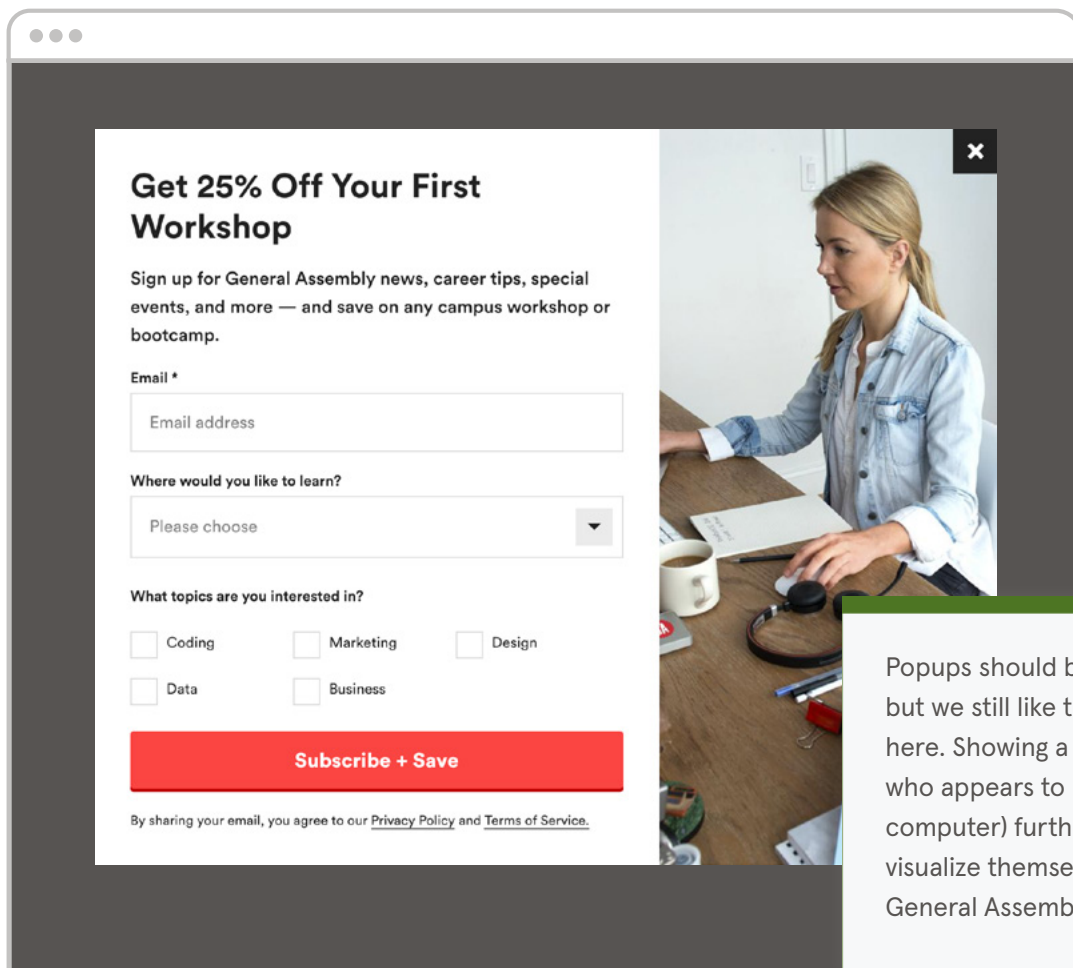
## A double whammy, benefit-driven pop-up

*General Assembly is a learning platform for all things data-driven*

What we really love about this General Assembly pop-up is that it has a single call to action that provides two benefits to users. Not only does the visitor get access to news, tips, and events in their inbox, but they also get a discount when they subscribe.

## Some elements that work well with this pop-up:

- The CTA button is the brightest thing on the pop-up. It draws the eye and demands a click.
- The headline highlights the benefit the visitor cares the most about: the discount. After the headline, there's a short and sweet description of how this process works.
- They offer options for subscription. This shows the visitor they have control over the communication, which removes any doubts about being spammed in their email.



**Get 25% Off Your First Workshop**

Sign up for General Assembly news, career tips, special events, and more — and save on any campus workshop or bootcamp.

Email \*

Email address

Where would you like to learn?

Please choose

What topics are you interested in?

☐ Coding ☐ Marketing ☐ Design

☐ Data ☐ Business

**Subscribe + Save**

By sharing your email, you agree to our [Privacy Policy](#) and [Terms of Service](#).

Popups should be minimalistic, but we still like the use of a picture here. Showing a face (and one who appears to be clicking on a computer) further helps people visualize themselves using the General Assembly workshops.

## You have to see it to believe it

*Modern Nest is a custom home building company, dedicated to creating timeless homes for the modern family.*

Downloadable resources such as an ebook, checklist, or, in this case, interactive workbook can be compelling lead magnet offers. But the challenge is this: most visitors want to verify the value before they take action. Info products delivered as a digital file all too often don't feel tangible, which is why including screenshots or product mock-ups can go a long way.

The image clearly showing what the binder includes makes a digital file feel like tangible value.

Built with Leadpages.  
Try it free today! →

### Your home, organized!



A home management binder is *the* secret sauce to an organized home life!

Don't have one? Now you do! Join below and get immediate access to my home binder starter kit!



Grabbing this binder kit adds you to our email community. You can read more info in our [privacy policy](#).

[Privacy Policy](#)

☐ I agree to receiving emails

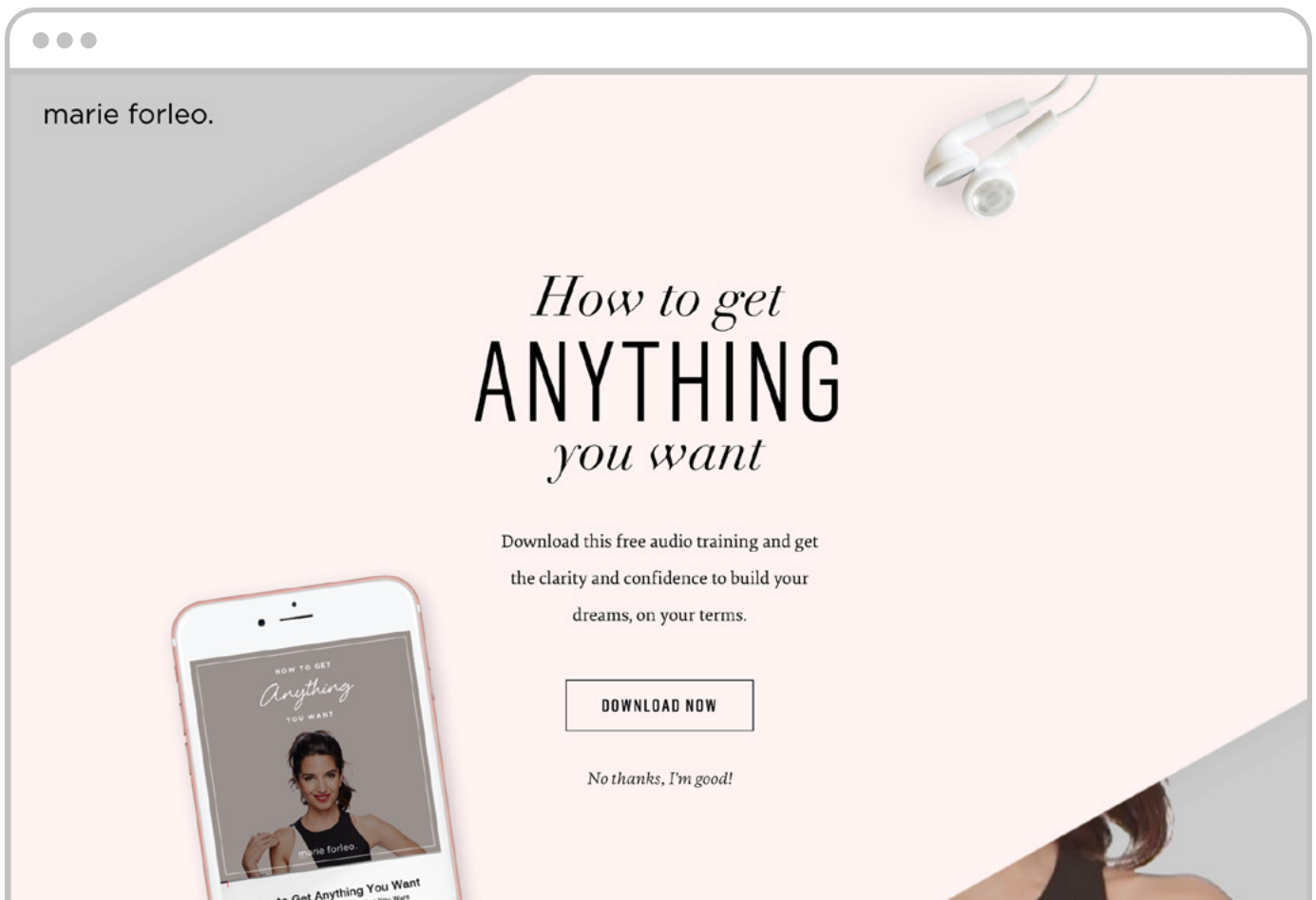
Give me the binder!

By including an active-consent checkmark box to subscribe to marketing updates and email offers, this pop-up stays compliant with regulations such as GDPR.

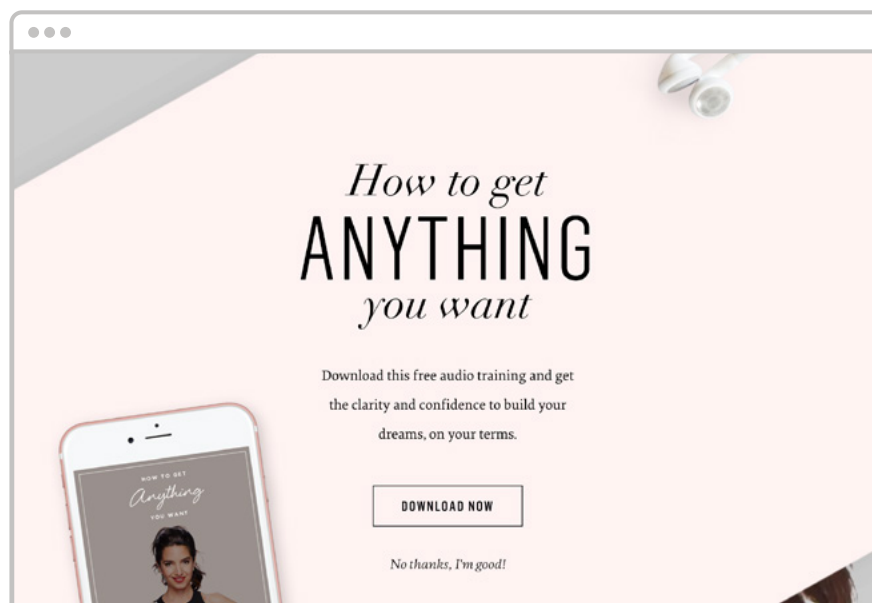
## Get anything you want (like conversions)

*Marie Forleo is a business and life coach dedicated to helping you create anything you want in your life*

Marie Forleo's striking pop-up is simple and clean, yet uniquely dynamic. She wants to make it easy for you to download the free training, so she removes as much friction as possible. The pop-up itself is designed to convince you of the offering, and then the collection process happens after you click "download now"—aka after you've already made the decision to convert. Convince them to convert, and then have them do the work (while still minimizing the friction as much as possible).



- The shape of this pop-up is unique. Rather than a box popping up on the screen, the pop-up is a diagonal that looks like it was painted across the back screen. This shape adds a layer of energy to the page that reflects Marie's energetic brand message.
- The images reflect the written content. They want the visitor to download a free audio training, so there's a picture of headphones and the audio on a phone. It's like showing the product that they're selling (even though it's free). Product mock-ups are an awesome design element that work really well to push conversion.
- You can click out of the pop-up with the "no thanks." When the visitor comes to the page, they might not yet be ready to convert. So Marie considers where the visitor is in their sales journey, and lets them close out of the pop-up to get more information if they need it.



## Cooking up more conversions

*Local Milk is a blog devoted to home cookery, travel, family, and slow living—to being present & finding sustenance of every kind.*

Transforming blog readers into ready-to-buy leads is a process that takes time and a well-conceived marketing strategy. Thankfully, this pop-up from Local Milk makes easy work of list building by offering a collection of popular recipes in the form of a downloadable cookbook.

### Eat More Magic, More Often with my FREE E-Cookbook!

I've taken your favorites and mine from the Local Milk archives and created a dreamy and delicious digital cookbook that is 100% ready to download onto all of your devices!

Get ready to have over 70 pages of your favorite Local Milk recipes and photos right at your fingertips.



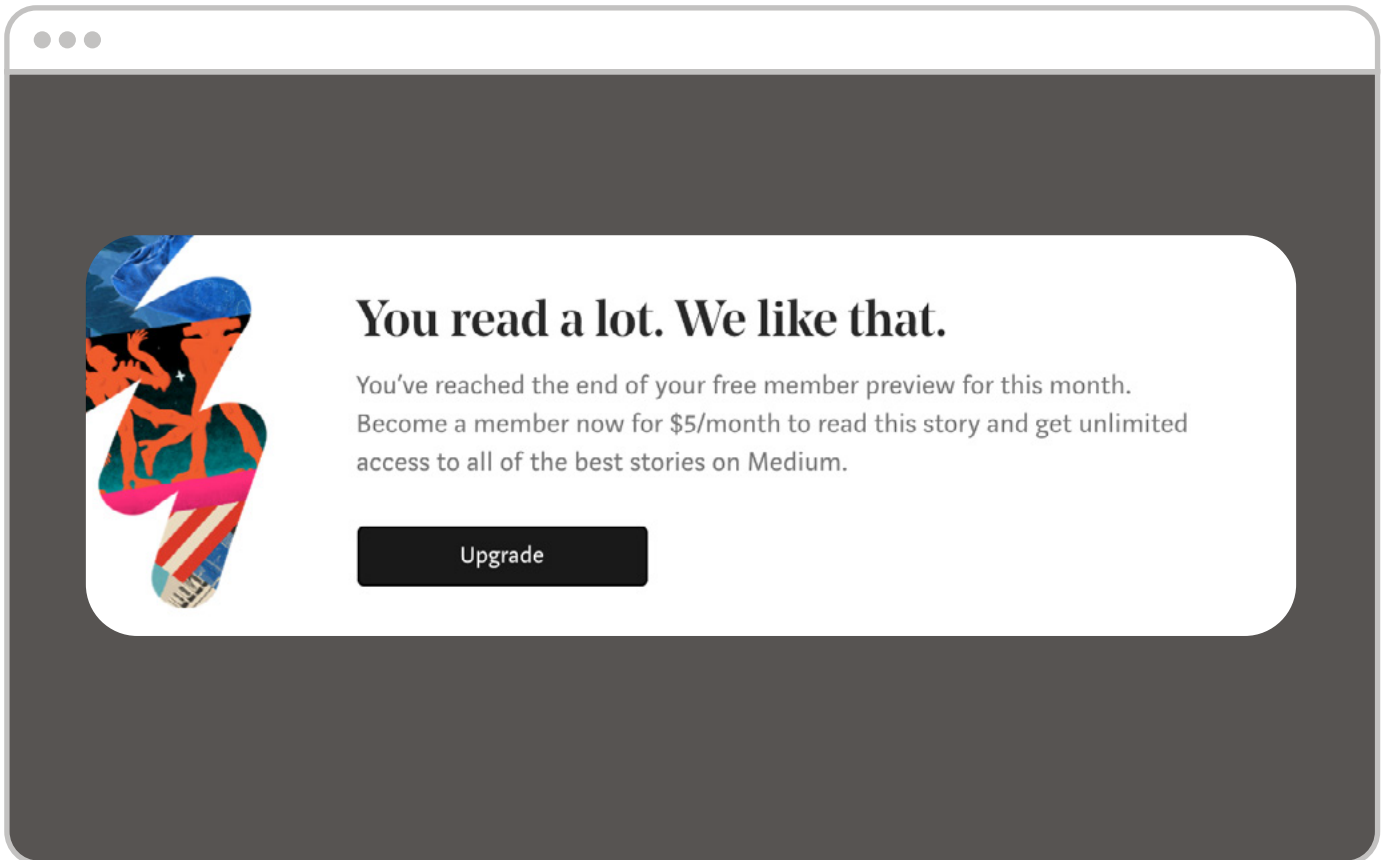


SEND ME THE GUIDE

The offer is clear: 70 pages, in ebook form, with popular recipes accompanied by their photos. By leaving little room for doubt, Local Milk appears both generous and transparent to anyone who encounters this offer.

Built with Leadpages.  
Try it free today! →

By including just two form input fields, Local Milk makes it easy for visitors to opt in to the offer without sharing a wealth of (unnecessary) personal information. In this case, the exchange of value is a reasonable one: name and email for a photo-laden cookbook.



## Convert if you want to keep reading

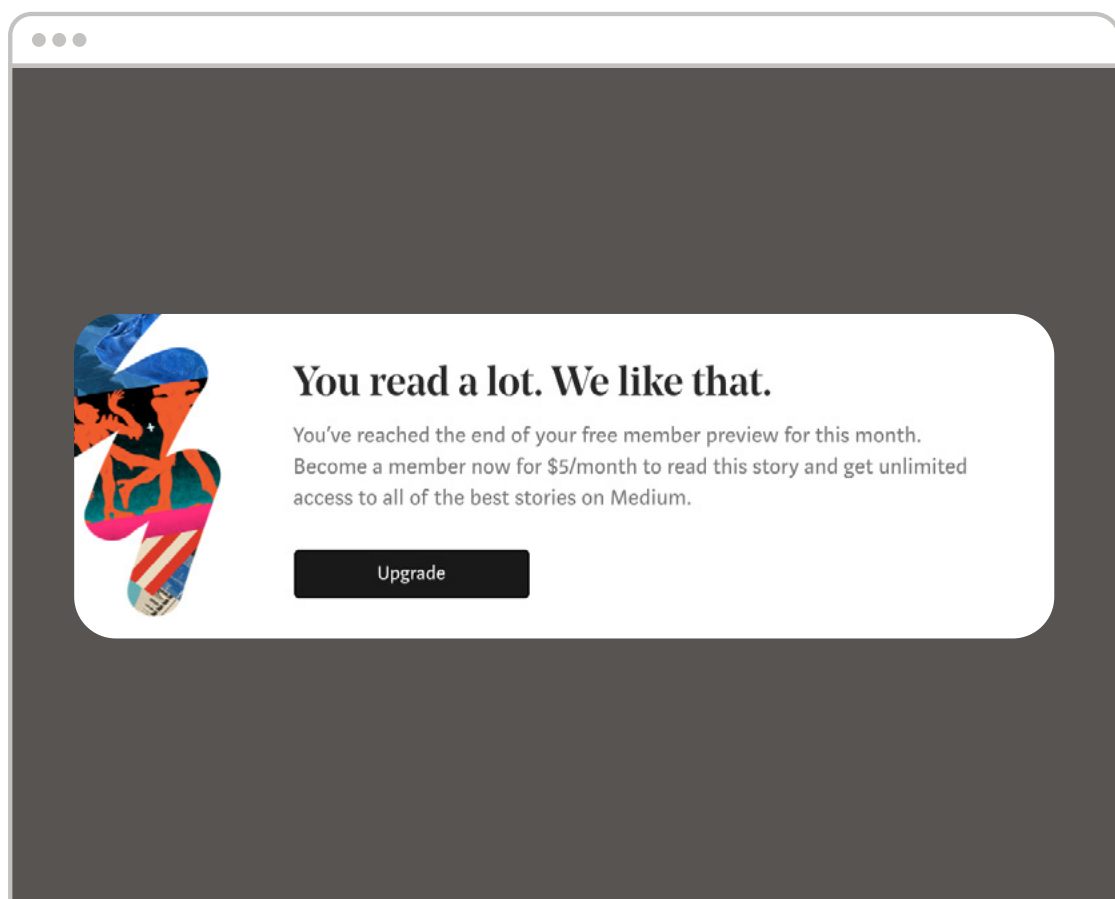
*Medium is an online publishing platform for high-end bloggers, contributors, and journalists*

This pop-up has a specific purpose: to get the lead to continue their subscription with Medium. This screen pops up when someone wants to read an article on Medium, so they've already shown interest.

Medium optimizes on their interest to read this story by getting the visitor to upgrade right now. The pop-up is clean and to the point, providing only the most necessary information to push the conversion.



- Although the CTA button isn't a different color, it contrasts enough with the background to encourage a click.
- The headline is directed at the reader. It builds a relationship between brand and visitor, connecting over the product (reading articles).
- It's a basic pop-up, but the single unique design element on the left has a lot of colors and movement.
- This pop-up appears on top of the article itself and won't go away until someone upgrades. This forces a decision from the customer: convert now or miss out.





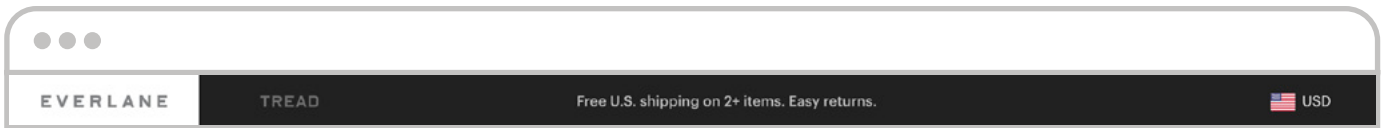
## Alert Bars

**Pop-ups are obtrusive on the screen, and they're triggered by some sort of action. Alert bars, on the other hand, are a thin, eye-catching bar that remains on the screen.**

They're either at the top or the bottom of the screen, and they sometimes "stick" in that position even as the visitor scrolls through the page.

Alert bars are used to call attention to a specific event or action on the page. For example, it might call attention to a business's free returns policy, give a discount code for a flash sale, or encourage newsletter signups.

An alert bar is a great way to address a visitor's concern (minimize any friction that could be stopping them from converting) or to provide them even more value.




## Everlane

*Everlane is a retailer with an ethical approach (and gorgeous designs)*

This Everlane bar is doing a lot in a little space.

- They include their logo in the alert bar. Remember to put your “stamp” on the page.
- They have two short and snappy sentences that give you some of their unique benefits: free shipping and easy returns. It even tells you exactly what you need to do in order to qualify for free shipping.
- The alert bar doesn’t give enough info on its own about the returns process. But it sparks enough interest that people can search the website to find out more.
- We like that they show the currency and flag. It subtly demonstrates the internationality of their company, which answers another question their visitors might have: do you ship and sell across the globe?

A screenshot of a web browser window showing a dark-themed alert bar at the top. The alert bar contains the text "Interested in more than one course? Check out our bundles!" and a close button (X) on the right. Above the alert bar, there are three small gray circles representing window control buttons.

Interested in more than one course? Check out our bundles! X

A green alert bar with a white icon of a document with a checkmark on the left. The text reads "Build your own alert bar with Leadpages. Try it free today! →".

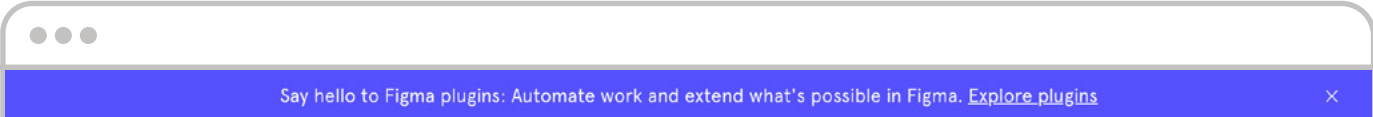
Build your own alert bar with Leadpages. Try it free today! →

## SuperHi

*SuperHi offers online creative and coding courses*

SuperHi keeps it simple. If someone's browsing courses, they might find a couple that they like. They let their customers know that they offer bundles, which keeps people browsing on the site.

Although it's not a direct call to action or point of conversion, sometimes a simple design is a great way to present information.

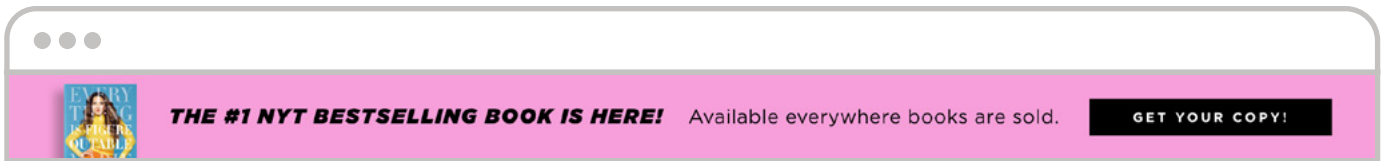
A screenshot of a web browser window showing a blue alert bar at the bottom. The alert bar contains the text "Say hello to Figma plugins: Automate work and extend what's possible in Figma. [Explore plugins](#)" and a close button (X) on the right. Above the alert bar, there are three small gray circles representing window control buttons.

Say hello to Figma plugins: Automate work and extend what's possible in Figma. [Explore plugins](#) X

## Figma

*Figma offers design prototyping to enhance your digital presence*

Like SuperHi, Figma's alert bar is informing their customers about additional offerings. However, they also add a call to action with a direct link that sends the visitor directly to the plugins. They also add a few more words to explain what plugins can do to improve the Figma experience.



## Marie Forleo

*Marie Forleo is here to help you learn and build your ideal life*

Another great design from Marie Forleo. Her number one CTA is to get people to buy her book. So her pink alert bar stands out from the page and the black CTA button encourages you to get your copy.

What we really like about this alert bar is that she bolds the information that her book is a New York Times Bestseller. Also, “get your copy” is a more approachable call to action than “buy now” or “check it out.” It’s direct while still playful and in Marie’s tone.

🐼🐼🐼 Whoops, did this distract you? Our bad. Maybe check out the "Distraction" issue while you're here. 🐼🐼🐼

## AIGA Eye on Design

📄 Build your own alert bar with Leadpages. Try it free today! →

*This online resource by AIGA covers the topic of design in a variety of realms and platforms*

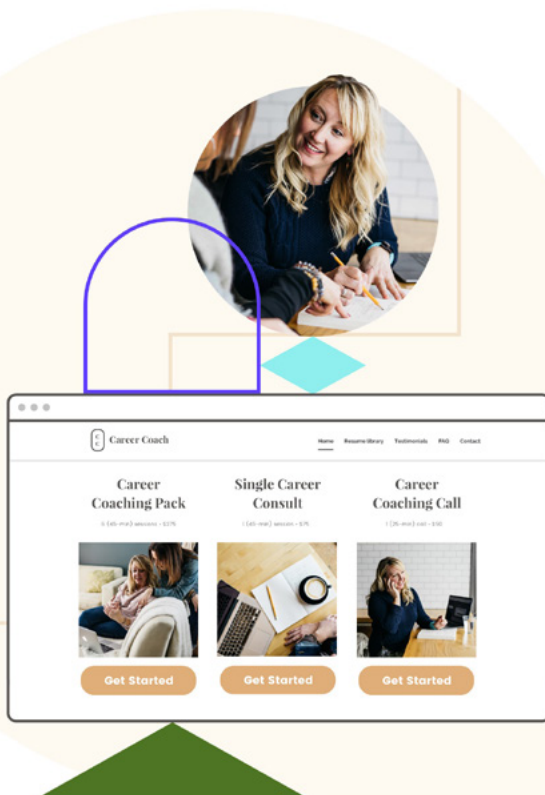
We love this alert bar. Alert bars are by nature distracting, so AIGA uses this play on words to get more information across to their visitor. We also like the cute emoji faces that are within their brand style. Remember to pick a design element and stick to it as part of your visual identity.



## Pop-ups & alert bars

**Your page's overall design is meant to capture the visitor's attention, provide information, stimulate a response, and push them to conversion.**

But if you need a little extra boost in your conversion rate, pop-ups and alert bars are an effective way to narrow the audience's focus and direct them towards a specific action.



**Want to add a pop-up or alert bar to your site or landing page?**

Try out Leadpages for yourself, totally risk free.  
Start your free 14 day trial to start designing.

BONUS

# 11 Design Resources to Keep in Your Back Pocket

CHAPTER 5

## Get online with code-free content



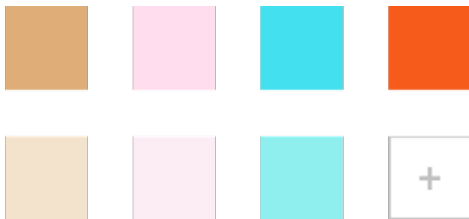
For small business owners DIY-ing their digital marketing, Leadpages makes it easy to get online and grow. From websites to conversion-optimized landing pages, pop-ups, and more—it's the 'go-to' platform for people looking to grow an email list, collect leads, and close sales.

Not familiar with Leadpages? Start a free 14-day trial.

## Generate your color scheme



Deciding which colors will represent your brand isn't an easy choice. Luckily, with tools like Coolors.co, you can quickly flip through a lot of color combinations that work well together until you find "the one."



### Using Leadpages?

Save time by adding your brand colors to your Leadpages account to easily access them as you customize your pages and sites.

## Create a free logo



Every business needs a logo. If you don't already have a clear picture of how your logo should look, you can use Looka to create one. Simply input some information: brand name, industry, logos, color schemes you like, etc. Then, you'll get a bunch of suggestions and an option to redo your choices.

## Remove image backgrounds



This free online photo editing app is a big time-saver. Simply upload your image and remove.bg remove the background in a matter of seconds, resulting in a transparent PNG image you can use anywhere on your site.

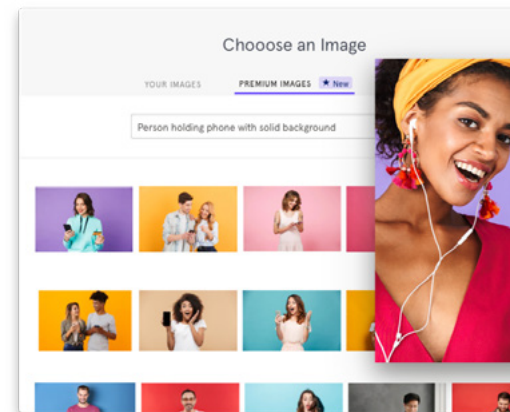
# Find the right photography



As far as free stock photo sites go, Unsplash is one of our favorites. If you are looking for a background picture for your landing page or simply an appropriate photo to serve as a featured image for your new post, this is a great place to start.

## Using Leadpages?

Level-up your visuals by buying Shutterstock premium images inside your Leadpages account. Enjoy unlimited use of your Shutterstock images on your site, landing pages, and pop-ups anywhere within your account.



# Create mock-up images



Selling digital products or information products? Smartmockups makes it easy to create professional mockups right inside your internet browser so that you can skip time-intensive photo editing software and freelance designers altogether. Curious? Start with their free 7-day trial and see where you go from there.

## Jazz up your forms



**Typeform** is an embeddable tool to create forms and surveys unlike any you've seen before. With advanced design options and dynamic logic, this tool promises a higher response rate for more visitor engagement. Curious? Start with a free account and see if it sticks!

### Using Leadpages?

Easily embed a Typeform on any web page or pop-up.

## Eliminate typos



Spelling mistakes on your site can cost you big-time, both in credibility and even financially. **Grammarly** is a free Chrome extension that proofreads any text you write on your website or blog.



# Preview your pages across multiple devices

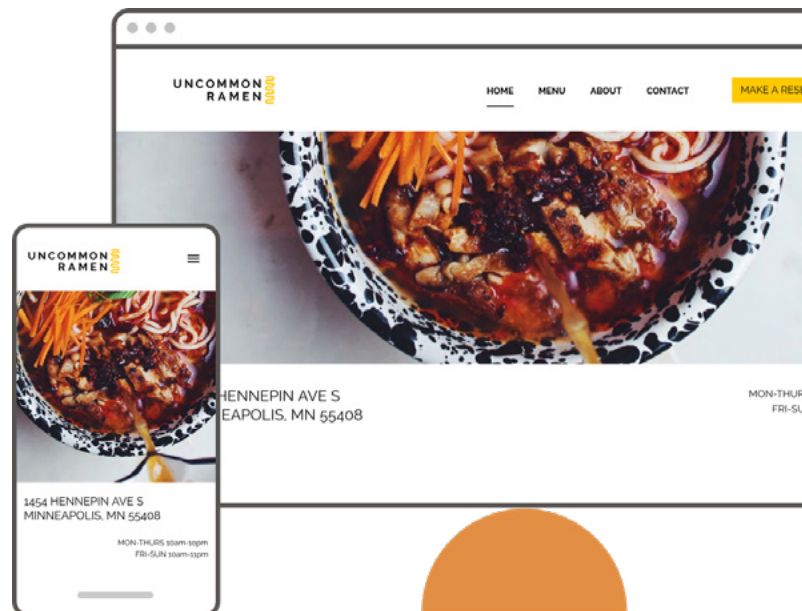


**BrowserStack** is a free tool that analyzes your pages to ensure that they look good across all internet browsers and devices. Their user interface is pretty simple as there are no unnecessary buttons and tools. You just create a free account, then enter your website URL and see how your website looks on different browsers and devices.

## Using Leadpages?

Try out the device-specific preview function available right inside the Leadpages drag-and-drop builder. Preview your pages on mobile, tablet, and desktop before you publish.

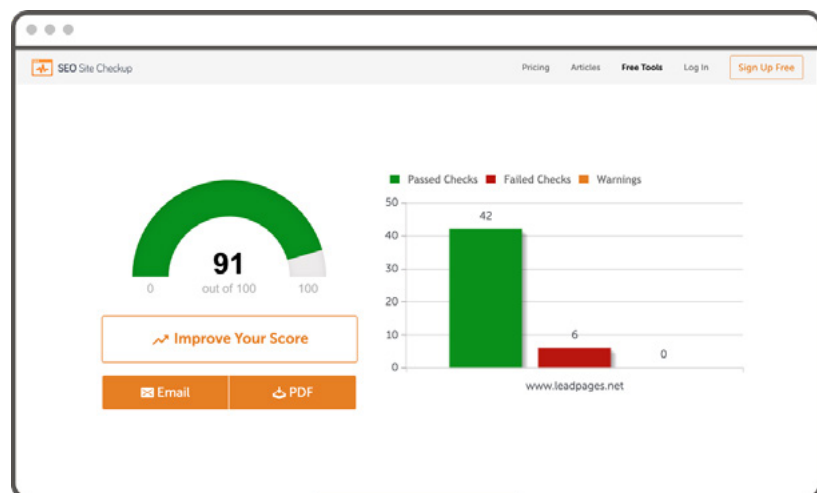
Want even more control over your own responsive experience? Create device-specific sections that are unique to each screen size.



# Boost your SEO



**SEO Site Checkup** is a free tool that analyzes your site for SEO problems in five minutes or less! It is straightforward and easy to use; simply paste your domain URL and you'll have a full analysis of your site in a minute or two. As a bonus, it'll also check your competitors' sites for comparison.



## Using Leadpages?

Quickly optimize your webpages for organic search with easy-to-edit metadata fields and a wide range of SEO-friendly templates. You'll also benefit from mobile responsive designs and fast page load speeds, which both boost your conversions and your visibility in search engine results.

## Better understand your users & performance



If you want to make an outstanding website that is adjusted to your target audience, you need to have reliable data to track how it performs. Google Analytics is free to use and helps track where your visitors come from, how they use your content, and what you can do to improve your results.

### Using Leadpages?

Simply copy and paste your Google Analytics Google Analytics ID into your website's settings to track visitors to your pages, pop-ups, and alert bars.



# Wrapping Up Design

CHAPTER 6

## CHAPTER SIX

# Wrapping Up Design



**You're ready to start designing!**

With a toolkit of design tips and quality examples, better, easier, and higher-converting web design is just around the corner.

Let's review the 15 design commandments that will make your web pages look stunning and optimize for conversion.

**1. Simplicity converts**

Minimalist, white-space aesthetic helps the visitor focus on what's most important (conversion).

**2. Start with functional requirements**

Your page needs to load quickly to ensure you don't lose visitors before they've even seen your design.

**3. Structure your content like a story**

Present the information in a way that flows. Use layout and design to enhance this flow even more.

**4. Make your hero banner a stunner**

Everything above the fold should immediately and strongly describe the key benefits of the offering.

**5. Keep your CTA a scroll away**

Make that call to action button the boldest and most prominent thing on the page. You want visitors to be able to find the nearest CTA button at any moment they're ready to convert.

**6. Select a branded color palette (and stick to it!)**

The colors you use will tell people how to feel about your brand. Choose a few key colors and keep the palette consistent throughout the page (and all of your pages).

## 7. **Contrast is king**

Colors draw attention to the most important elements on the page and help mentally prioritize information.

## 8. **Use 1-2 fonts that speak your language**

Minimalism is key, including the fonts you use. Don't overwhelm with too much going on.

## 9. **Make the page skimmable**

Headers, bullet points, and graphics help visitors find the info they're looking for.

## 10. **Pick a design aesthetic and be consistent**

Use a design theme that will keep the page feeling unified and cohesive.

## 11. **Put your stamp on the page**

Logos, colors, branding, and photos instill brand recognition, which is critical for conversion.

## 12. **Social proof is a must**

Testimonials, especially with pictures of the client, promote your credibility and allow potential customers to reflect on similar experiences they want to have.

## 13. **Design with the big picture in mind**

Consider how the design of your other web and landing pages will work in unison with this page. Keep your brand feeling consistent across all designs.



#### **14. Don't get too attached to one design**

You want to test everything on the page to make sure the design and copy are all converting at the highest possible rate. The design of your page will change with time, and that's okay!

#### **15. Create for your audience**

You're not designing for you. You're designing for the visitor. Share the story in the way they want to see it.

The most important thing to remember is that nothing is set in stone. You can easily change design and copy based on tests and feedback. So don't get hung up on the details now. Have fun with it! It's an incredible feeling to build something entirely new that drives your business to new heights. We're excited that you're ready to take this thrilling step forward!

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