

Compass Rose Consulting

Donna Lynn Price

Welcome. Welcome!!

If we haven't met yet, I am Donna Price, Business Growth Consultant, and I am thrilled that you are here!!

Use this checklist to look at your website and see how it is working.

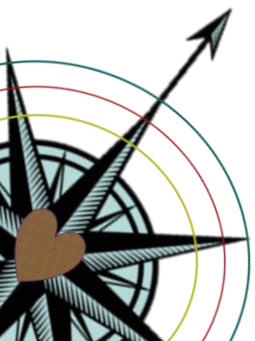
Let's get started!

Donna

Donna Price
Founder and CEO

Compass Rose Consulting, LLC
<https://compassroseconsulting.com>

Members of the [Womenpreneur's Resource Center](#) gain access to almost every course at CRC as part of their membership.



Improving your Website Conversion Brainstorming Sheet

Use this brainstorming sheet before getting started creating high converting landing pages.

Branding

Do you have a logo or header that you can include on your landing pages that is the same as your logo on other marketing collateral? Circle one.

Yes No

If **Yes**, be sure to add it to your landing pages.

If **No**, can you identify someone who can create a custom logo or header that matches the theme of your other online real estate?

Here are a few resources for developing a logo for your business:

[Fiverr.com](https://www.fiverr.com) is a good resource for outsourced logos.

[Canva](https://www.canva.com) has some designs and logos you might be able to use.

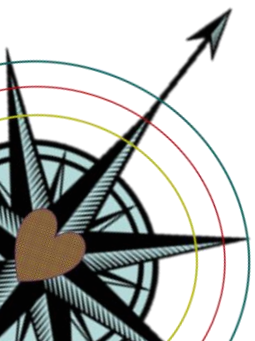
[99Designs.com](https://www.99designs.com) also has designers that design logos for just \$99.

What theme can you carry over to your landing pages that you use for your website?

Colors:

Images:

Mood: _Other: _



CONVERSION BRAINSTORMING CHECKLIST

Website Content

Fill in the blanks to help you work out the content on your landing page.

Main Headline:

Sub- Headline:

Form Information:

Note: Collect as little information as possible in the form, just email or name and email. Form should be above the fold.

Thank You Page:

Include directions for accessing the offer some ideas are:

- Step #1: Check Your Email to Confirm Your Request
- Step #2: Once You Confirm, you will receive another email with your access link.
- Step #3: Access Your Purchase!

Privacy Policy & Disclaimer Information:

Include links on your page to your:

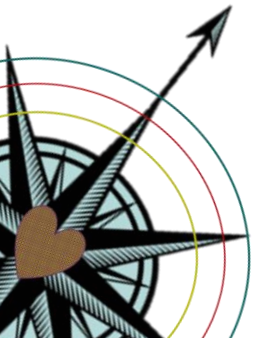
- Privacy Policy
- Terms and Conditions
- Disclaimer Information

Design Issues

Fill in the blank with the word used for the fields, or the color or other information needed, as well as a description of what will be on the page linked to.

Navigation Page Titles:

- Home
- About
- Contact Us
- _____



CONVERSION BRAINSTORMING CHECKLIST

- _____
- _____
- _____

Note: Keep navigation low on landing pages to avoid distractions and on the top on your main website.

Form Colors & Design:

Submit Button: Include a Call-to-Action on the Button

Button color should be noticeable. (red)

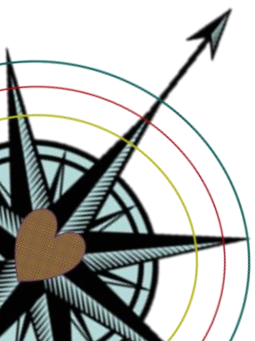
Back Office Issues

It's important that you map out what happens each time your site visitor clicks or performs a CTA. For instance, for form mapping, you need to determine what will happen, and what page they'll go to, once they click "submit" or "sign up now" or "download now"? Describe each in detail.

Form Mapping:

For Example:

- Clicks Join NOW Button
- Goes to Purchase Page
- Customer completes purchase and hits BUY button
- Takes customer to Thank You page
 - Thank you page has download links OR provides next step directions
- Confirmation email sent

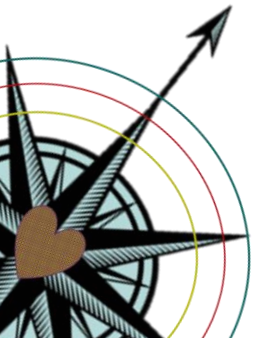


CONVERSION BRAINSTORMING CHECKLIST

- Receipt email sent (for purchases)

Navigation Mapping:

Alt Text & Tags:



CONVERSION BRAINSTORMING CHECKLIST

Meta Descriptions:

Keyword Rich URLs: (each page you create should be a keyword rich url):

For example – NewJerseyBusinessCoach.com could be a good URL for my business.

Or XYZHairSalon.com Keywords are words that customers use to search for your business, without knowing YOUR business name.

Testing Results: Test every page, form and link:

- Landing Page
- Button
- Form
- Purchase Page
- Thank You Page
- Email Confirmation
- Delivery Email

