

Creating Sales Pages in WordPress

with

Patsi Krakoff, Psy.D.
Suzanne Bird-Harris

June 24, 2010

What is a Sales Page?

(a.k.a. squeeze page, landing page, etc.)

An attractive, compelling page published on the Internet that is optimized for search engines and designed to persuade a defined group of readers to take one specific action.

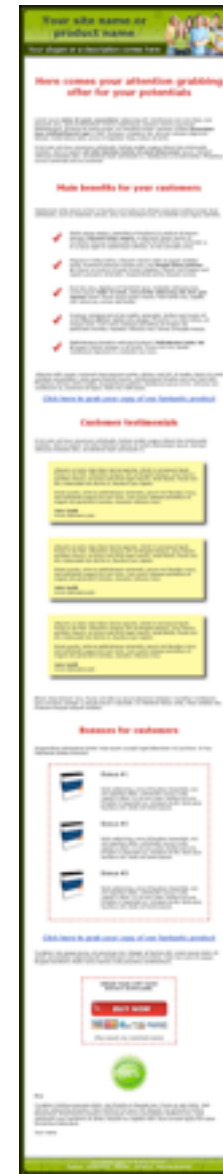
- Patsi Krakoff, Psy.D.

8 Reasons to Create a Sales/Squeeze Page

- Sales of a product or informational product, like a book
- Registration for a class or workshop, virtual or otherwise
- Membership in a program, paid or otherwise
- Subscription to a newsletter, free or otherwise
- Download a free report, white paper, or ebook/ ecourse
- Take a poll or vote
- Enter a contest
- Sign up for any kind of program or subscription-based group

10 Parts of a Sales Page that Converts!

Headline(s)
Introduction
Your credibility
Benefits
Features/specs
Bonus
Build-up the Value (testimonials)
Ordering
Conclusion
P. S.



WordPress Advantages

- Easy to use
- Search engine love
- Not just for blogs
- Themes handle “look and feel”
- Plugins add functionality
- You don’t have to code!!



WordPress Drawbacks

(when trying to create sales pages)

- Too many distractions (header, menus, sidebars, etc.)
- Nearly impossible to create a page without the distractions, unless you are a programmer, and even then it's hard!



Possible Solutions

(none of which I liked)

- Create sales page in HTML outside of WP but at same domain
- Change to a Sales Page theme
- Create a 2nd WP installation and use a Sales Page theme on it



Suzanne Bird-Harris presents...

WP Sales Page

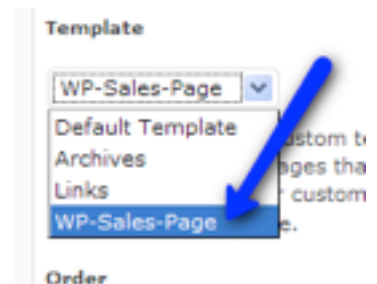
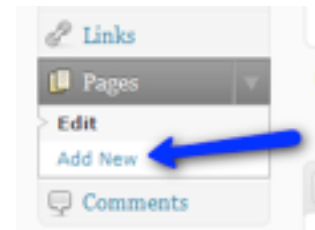
Sales pages in WordPress the easy way,
no matter what theme you use!

WP Sales Page Solution

- Not a theme
- Not a plugin
- Works with any theme you have installed
- Create as many sales/squeeze/landing pages as you like - in the same site!
- Stay in WordPress
- All the advantages - none of the drawbacks!

4 Steps to a WP Sales Page

- Upload WP Sales Page files - installation guide included
- Create a new page in WordPress
- Write your sales copy (HTML examples included in code-tutorial.pdf ready to copy and paste!)
- Choose the WP Sales Page template for the page and publish the page!



WP Sales Page

Download yours today!

<http://bit.ly/b0vTbG>

Example 1

Website



WRITING ON THE WEB
with Patsi Krakoff, co-founder of The Blog Squad
How to Use Content Marketing to Attract, Sell and Profit Online

Content Marketing Strategies for Smart Professionals

Home • How to Get Blog Results for Business • Is This You? • Newsletter Services • Patsi's Blog & Web Writing Services

What Clients Say

You Are Here: [Home](#) • [About Blog](#) • [Attracting Clients](#) • [Content Marketing](#) • [Online & Blog Classes](#) • [Online Marketing](#) • [Pathway to Profits](#) • [TeleClasses & Seminars](#) • [8 Ways to Use a Wordpress Sales Page](#)

8 Ways to Use a Wordpress Sales Page

Written on June 20, 2010 by Patsi Krakoff in [About Blog](#), [Attracting Clients](#), [Content Marketing](#), [Online & Blog Classes](#), [Online Marketing](#), [Pathway to Profits](#), [TeleClasses & Seminars](#)

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 Do you know how many ways a sales page can be used? I woke up thinking about this... because maybe you don't think a "sales page" is something you need except once in a while for a product launch, when you're trying to sell something.

Some people call them [landing pages](#), or [squeeze pages](#). I think the term was meant to squeeze your email address out of you, how weird is that? So let's be clear about what kind of circus animal we're going to be training to sit up and do tricks on our free teleseminar this Thursday.

Thursday, June 24, 2010 at 4 p.m. ET I'm interviewing [Suzanne Bird-Harris](#) on how to use a Wordpress platform to create [great sales pages](#). We'll talk about format styles, different ways to use a page, and key elements that work to build trust. If you can't attend, you will be sent the

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Content Marketing Blog
#5

WP Sales Page



Content Marketing for Smart Professionals

Get More Blog Traffic with These Proven Formulas

You may have started a blog for your business because you heard it was the Milky Way towards more Web traffic, more sales, more clients.



And painfully, you've spent hours writing on your blog, publishing, and nothing seems to happen:

- ✓ You get annoying comment spam
- ✓ You're not getting found in search by the people you want to help
- ✓ Your traffic stats are so low, you wonder if it's worth the time...
- ✓ Why doesn't Google rank you higher?

Example 2

Website



WP Sales Page

If you thought SEO was something you had to pay an 'expert' to do, think again...

DIY SEO for Your WordPress Site

**Step By Step Instructions for SEO You Can Do Yourself
No Matter How Non-technical You Are**



Search engine optimization (SEO) is all about making your site attractive and easy for the search engines to find, navigate and index. Without it, your site is about as attractive to search engines as a 300-page book without page numbers is to you.

While you could pay hundreds, even thousands of dollars to optimize your site for the search engines, **there is an awful lot you can do for your site all by yourself** – for free – even if you're not a programmer or particularly "technical" by nature.

So, why not do what you can do, first?

Fortunately for you, **SEO is fairly easy to do for sites and blogs built in WordPress**. Armed with a little information and some step-by-step instructions, you can significantly and positively impact your site's performance in search results and ranking. **Yes, YOU!**

"Suzanne, thank you for the information in the free Do It Yourself SEO ebook, it is great! After diligent keyword research and using the awesome All in One SEO tool described in the ebook, my website is on the 1st page of Google!!!"

Dr. Rhuan Rudy

Example 3

Website



WP Sales Page

