What Should Your Sales Website Say & Do?
Your website is your most important business asset.
Five steps to a successful website

- Set goals
- Plan individual product pages
- Plan your homepage
- Build trust
- Plan evergreen content
Step #1

Set Goals
Ptolemaic geocentric system

Bartolomeu Velho, 1568
(Bibliothèque Nationale, Paris)
Positioning homework

Audience
Pain
Solution
Special sauce
#1 Identification

Who are you?
Why should I care about you?
How can you help me?
#2 Status

What are you working on these days?
Are you available for client work?
#3 Content

Do you have anything helpful to read, listen, or watch?
#4 Sales

Sell services and products through individual product pages
#5 Lead Capture

Capture as many visitors as possible with free content
Step #2

Plan Individual Product Pages
Product pages

High-touch consulting
Productized consulting services
Infoproduccts: books, courses, etc
Free course
Mailing list
Other pages

/about
/now
/contact
Write, not design.
The Brain Audit by Sean D’Souza (book)

amzn.com/B00COQFUNU

Joanna Wiebe at Copy Hackers (blog and books)

copyhackers.com
Long-form sales page

Pain
Dream
Fix
Objections (FAQ, testimonials)
CTA
Secondary CTA
Polish your headlines!

Headline: (product name) (the format) (for whom)
Subhead: (the pain) (the fix)
Other headlines: sum up section content
Custom UI Audit – the Actionable Screen-by-Screen Teardown of Your Web App

Are your SaaS users filing the same annoying support issues or complaining about the outdated look of your web app? Let’s make your design a competitive advantage, not an afterthought. In this audit, I’ll take a fresh professional look at your web app, determine critical design flaws, and put together an actionable plan for improving your UI/UX.

Losing customers because of UI/UX issues?

Is your SaaS business losing money because of these design-related problems?

- Users can’t grasp your basic functionality and keep submitting the same support issues.
- Free accounts don’t convert as paid accounts as you would like.
- You hate wasting your time to manually walk each new user through your web app.
- Customers keep complaining about outdated or complicated design.
- You keep adding new features as requested by users, but that makes your UI look cluttered, and you drift further and further away from that simple and focused product you dream to have.

"I wasn’t able to find… How can I do...?" You send them to the help articles and walk-through videos, but deep down you know that this needs to stop. Users deserve a better experience. Will they churn because they can’t get things done?

Excellent UI/UX is a competitive advantage. Bad, thoughtless UI/UX is a bottleneck in your business. But where exactly is the problem? How do you find it? There’s not enough time in your day to read all the books and articles you need to get up to speed on UI/UX.

Here’s a helpful hint from one entrepreneur to another. Your own opinion is biased: you can’t fairly judge your own product.

Hey, I’m Jane Portman. I’m an independent UI/UX consultant from Russia, author and speaker. I’ve come a long way from my roles as a designer and creative director at a large agency. For many years I’ve been helping founders make more money with strategic design. I know how you feel and what problems you face daily. This UI audit should help you set the right direction and prevent you from making expensive design mistakes.
Step #3

Plan Your Homepage
Classic homepage dilemma

A sales page or an index page?
Yes, it’s a sales page

Headline: helping (audience) solve (pain)
Subhead: introducing yourself as the fix
A bit of sales copy
Testimonials
CTA: get a freebie
Yes, it’s an index page

Outline your key products with links
Highlight your best content
Step #4

Build Trust
Portfolios don’t sell

But they give credibility and context
Case studies sell better

Show how you solve real problems
Describe the process
Supercharge your testimonials

Trim them
Give them a headline
Give them a photo
Catch suitable phrases in client emails
Step #5

Plan Evergreen Content
Build your content gradually

Free course
Blog & newsletter
Book
Podcast
Videos
Separate content from the format

Use classic formatting only

Use Markdown

Automate email campaigns from blog posts
Don’t hide your treasures

Drip campaigns
/archive
/content-guide
UI Breakfast Content Guide

uibreakfast.com/content-guide
Nurture your platform.