

How to create sales page

What is Sales Page:

A sales page presents information about the product, it's features, advantages, demo videos, product creators and pricing. It is usually divided into several pages, the Front End and OTOs. Front End sales pages are used to sell products on their basic features and generally provides more information about the item. OTO pages are used to sell upgrades of the products.

Why we use Sales Page:

We use sales pages as an avenue to sell our products, sales pages are the first thing that the customers see before they can buy the product for their use. It is used to convince customers to purchase the product.

Prerequisites:

Sales pages can either be created through html coding or through web-based website maker such as Optimize Press. For html-based pages a PSD file of the sales page is needed as reference for images, placements and content arrangements is necessary. For web-based pages a detailed documentation of sales page contents and mockups as well as access to Optimize Press is necessary.

Process:

For html-based pages

1. Obtain or formulate contents, such as write-ups
2. Use Photoshop application to design the page
3. Save PSDs and PNG copies once done
4. Upload the files on Sync and send it to developer for coding

For web-based pages

1. Obtain or formulate contents for the sales page
2. Login to engageleads.com/wp-admin
3. Copy any page, recommended page to copy would be JV Page, choose Clone Page
4. Change the name and edit the URL of the page and make sure to click on Update once done
5. After updating the page click on Launch Now button under Live Editor to start editing the page

6. Make sure to Save Changes once done editing the page

What can go wrong:

For html-based sales pages, one downside is contents need to be updated by developer, quick changes can't be done right away especially if the person is not familiar with the coding process. For web-based sales pages, you get limited placements of contents and elements since most rows and objects are predefined.