



Market Domination Solutions

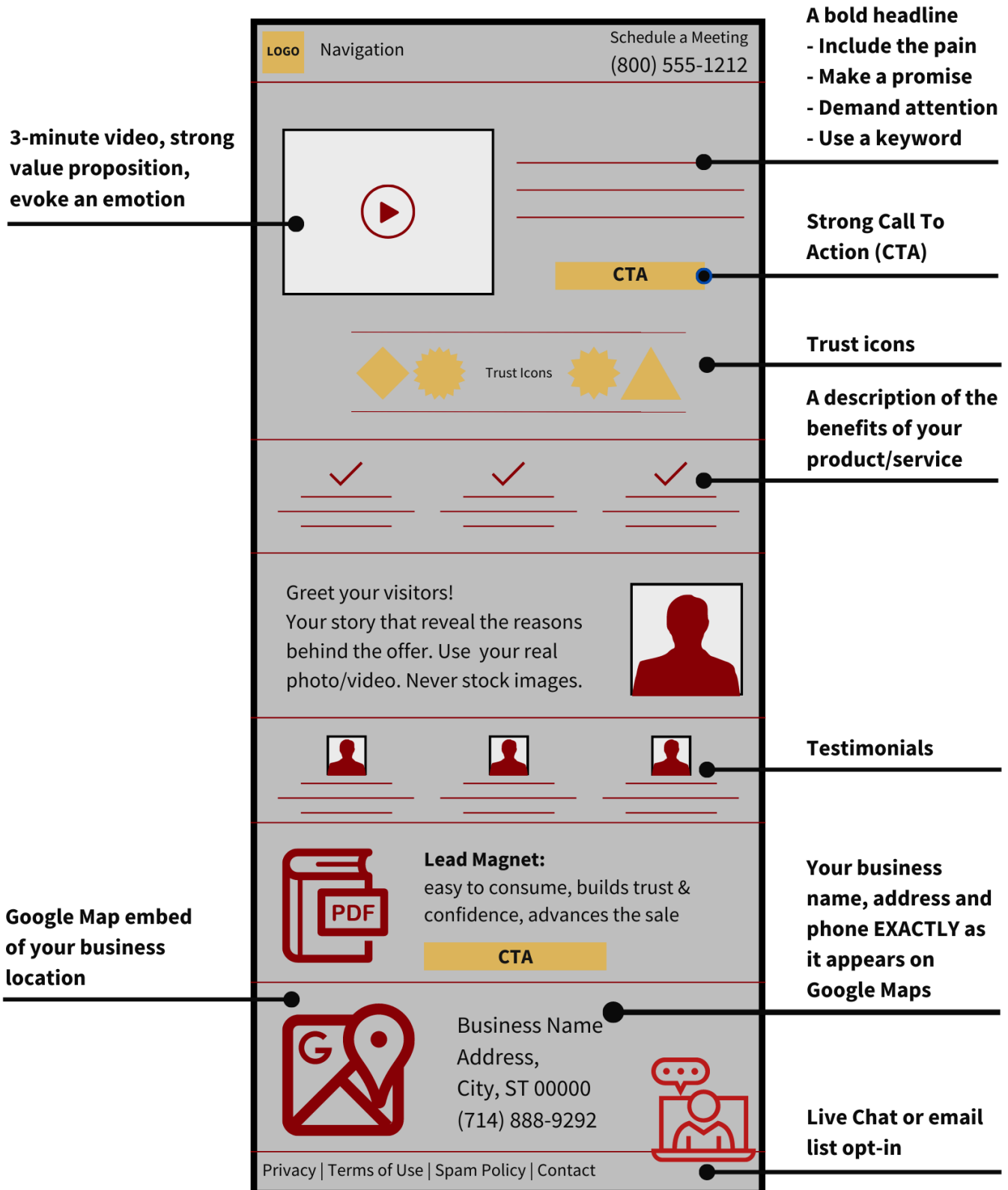
Presents

**ELEMENTS OF A
High Converting
Sales Page**



BASIC TEMPLATE

Instructions below





INSTRUCTIONS

Before you Begin

We recommend that you take some time to fill out a digital marketing canvas. The rule is one sales page (or landing page) for one customer segment. Choose the customer segment that will be the most profitable AND easiest to target. When driving traffic to the page, remember the offer on the landing page MUST connect to the video or ad which drove the traffic there.

Page Content

After your segment is defined, along with their pains and solutions, constructing (or reconstructing), the content for the page will be straight-forward.

Start with the Persuasion-Psychology section of this document. This section will help you determine the best way to tell your story, and how to frame the page elements to make your sales page more compelling.

It's not required to check all of the boxes in the Persuasion-Psychology section, not every element in this section applies to every page.

Page Elements and Basic Template

This section differs from the Persuasion-Psychology section. With Page Element, the more boxes that are checked, the better your page will convert.

Use the Basic Template image as a guide for laying out the page elements. Not every sales page will look the same, but this general guideline has proven to be the highest converting. It's possible to combine your greeting and story into the 3-minute video at the top, and omit that section further down the page.



Technical

After your pages are created make sure these technical aspects are set up. All of these elements should be implemented. Step-by-step instructions can be found by following the links.

PERSUASION - PSYCHOLOGY

Feel

- ☐ 1. [Social Currency; insiders / how can people feel like they are cool](#)
- ☐ 2. [Evoke an Emotion](#)

Product Positioning

- ☐ 3. Consider repositioning to a stronger value proposition - Painkiller vs. Vitamin
- ☐ 4. An offer they can't refuse ([#8 Lean Canvas -> Irresistible offer](#))
 - ☐ 4.1 Justify the price
 - ☐ 4.2 A risk-free environment / money back guarantee
 - ☐ 4.3 Bullet points w/ benefits
 - ☐ 4.4 Who we are
 - ☐ 4.5 Why you can trust us
 - ☐ 4.6 Include a guarantee
- ☐ 5. Is your product or service part of a Macrotrend? Can it be expanded, enhanced, or repositioned to be included in one?
 - ☐ 5.1 [Top macrotrends transforming business in 2025](#)
 - ☐ 5.2 [Consumer macrotrends for the next 10 years](#)
 - ☐ 5.3 [How macrotrend Insights might affect your brand](#)



Content

- ❑ 6. Opening paragraphs that promise and persuade
 - ❑ 6.1 show why they need it -
 - ❑ [Digital Marketing Canvas Problem Block](#)
 - ❑ [Encourage their dreams](#)
 - ❑ 6.2 Stress unfair advantage - [from the digital marketing canvas](#)
 - ❑ 6.3 [Confirm their suspicions](#)
 - ❑ 6.4 Show what will happen if they don't have it
- ❑ 7. Stories (Personal ones sometimes are best) that reveal the reasons behind the offer
 - ❑ 7.1 Put the reader in the picture 'what's in it for me'
 - ❑ 7.2 [Justify the reader's past failures - and why that won't happen now](#)
 - ❑ 7.3 Include details that foster rapport and credibility
 - ❑ 7.4 Show how the product helps to overcome their competition
- ❑ 8. Proof that your product or service actually works
 - ❑ 8.1 Diminish/Relieve their fears
 - ❑ "Will this work for my situation?"
 - ❑ "Is this going to be too hard?"
 - ❑ "Will I have time for this?"
 - ❑ "What if I need to return this?"
 - ❑ "How can I trust this person?"
- ❑ 9. A solid close that gets your "buy" button clicked



PAGE ELEMENTS

- ☐ 1. Bold headlines - [template here](#) - [psychology here](#)
 - ☐ 1.1 Include the pain
 - ☐ 1.2 Make a promise
 - ☐ 1.3 Demand attention
 - ☐ 1.4 Use a keyword
 - ☐ 1.5 Create a minimum of 10 headlines (the first is NEVER the best) [Check headline quality here](#)
- ☐ 2. Include a 3 min video - host on Vimeo or Wistia
- ☐ 3. Subheads that stop scrollers and make reading easy
- ☐ 4. Anxiety-reducing testimonials
- ☐ 5. Add scarcity (i.e. time restriction, limited availability, etc.)
- ☐ 6. Chatbot with live operators for questions
- ☐ 7. Make sure checkout is simple and easy
- ☐ 8. Can purchase be made public?

TECHNICAL IMPLEMENTATION

- ☐ 1. Install a tracking pixels
 - ☐ 1.1 Consider Rocketlink
<https://www.youtube.com/watch?v=EEamdqZg5TY>
 - ☐ 1.2 [Google Tag Manager](#)
 - ☐ 1.3 Facebook
- ☐ 2. Make sure analytics is on the page
- ☐ 3. Setup split testing for better conversions

- ❑ 4. Optimize SEO
 - ❑ 4.1 Use the primary keyword in URL
 - ❑ 4.2 Primary keyword in H1 tag
 - ❑ 4.3 All keywords in content on page
 - ❑ 4.4 Image has keyword in name
 - ❑ 4.5 Image has primary keywords in alt text
 - ❑ 4.6 Do NOT put ANYTHING in the keywords meta tag
 - ❑ 4.7 Optimize images
 - ❑ 4.8 Page load speed < 3 seconds
 - ❑ 4.9 Use schema markup where appropriate
 - ❑ 4.10 Make sure title tag is unique across the website
 - ❑ 4.11 Title tag and description (if specified) are designed to draw clicks
- ❑ 5. Make sure you collect email addresses on the first page so they are added to your list

