

2008

BizySAHMoms

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LANDING PAGE ANALYSIS AND FEEDBACK REPORT

Web Analysis and Feedback Report

Plus Point: <http://www.bizysahmoms.com/cart/careers/crafting-home-business.html>* has an 81.93% customer focus rate, which is excellent.

Headline

Add a (strong) headline to promise a benefit from having a *crafting home business* in a \$15 billion dollar industry, and one that could change her life forever in only 29 days! You have to pull the visitor in who, because she is here, has already demonstrated that she is interested in the crafting business. She's on the Internet looking, because something in her life has got to change, be it boredom, money or self-esteem. The page must say she has arrived at the crafting promise land!

Navigation

Your site-wide navigation tabs should be consistent in appearance (and color) and located in the same place on every page. On the craft biz page, the tabs (because they look different and are not in the same field) appear to take you to an interior page within the craft biz sales page, as opposed to an interior page of BizySAHMoms.com. This is particularly important for people coming in from your Home Page, as it may confuse and frustrate the visitor who, after exploring all the text on, e.g., "Customer Care" page finally realizes the information is NOT exclusively for the craft biz visitor. This demands reorientation and may trigger clicking out of the site altogether to look for a similarly-themed, but navigation-friendly website.

Pop-up Window

The newsletter pop-up window, due to its size, placement and recurrence, may feel a bit aggressive and turn off this target market. At this stage, she needs to think, without her attention being divided too many ways. She's a mom, contemplating a business; this is HER time, make it HER time. It's akin to the child who's patting mom's thigh repeatedly to get her attention to show her something nice, while mom is in the middle of concentrating on something important. Beneficial or not, at this stage, it may come across as a bit annoying. In addition, it requires a two-step process to remove it each time you return from another page. The newsletter box you have off to the side suffices.

Tabs

The “Bookmark” tab should not be a page tab and should be a widget off to the side of the page. Bookmarks are minor in the grand scheme of the visitor’s site experience. It’s prominence on the craft biz page (or on any page) is misleading.

Image

The picture of the scissors and red heart cut-outs diminishes the value of the possibilities that owning a craft business promises to an adult. Use a picture of a highly regarded crafts show or depict an awe-inspiring (but believable) crafts work product to motivate her to want the success you are saying she could have. She should be imagining the “Oooooos!” and “Aaaaahs!” of exhibition visitors, of her community, her friends, her kids, etc. She should be imagining her bills all paid up with her crafts tools laying beside the table on which her bills lay.

Unrelated Links

The blue box on the left, “BizySAHMoms Home Biz Kits” and the box underneath it that enumerates “Other Biz Kits” distract the visitor. Streamline the craft page. When you slip in large-sized unrelated links, the visitor wonders if she’s on the right page, a page that when she opens it is supposed to be dedicated to her aspiration. You are asking her to concentrate on too many things at once, and that encourages clicking away. Fickle people don’t commit. So you are risking losing a potential customer in your attempt to attract the attention of someone who has a hard time committing as it is.

This page should have one focus: Remind her of or enlighten her about all the great reasons why craft biz is such a great deal. This is not where you distract her with all the wonderful things about bizysahmom.com. At this stage, we’re past that. You’ve gotten her all the way here, to the selling page, to the Buy Now page; Just close the sale!

Testimonials would probably work great in this area instead of the current text.

A noticeable sidebar about BizySAHMoms with the logo in place is okay, but you can’t make it a quarter of the first screen.

Action

The “Order Now - paypal” is too pushy. She’s just getting to the page and the site is yelling for her money before she has had an opportunity to exhale from the click. The other calls to action you have are enough.

Special Features

Remove “Viral Marketing” and just say “Website.” The average person does not know what that is, so putting it here is lose-lose. It only serves to give the visitor more to be discouraged about, because it is a reminder of how much more they don’t know and have to learn. And, if they go to look it up and attempt to understand it before they purchase, you’ve completely lost them. Here’s why: This is the first definition that comes up in Google and Yahoo: *Viral Marketing refers to marketing techniques that use pre-existing social networks to produce increases in brand awareness or to achieve other marketing objectives (such as product sales) through self-replicating viral processes, analogous to the spread of pathological and computer viruses.* Traditional marketers are still trying to wrap their heads around the meaning and importance of viral marketing said AMA Magazine.

Talking About the Actual Business in the Middle of Page

In the third panel (“**With the Crafting Business Kit you will receive**”), where you say: “Our Crafting Business e-book,” you should, instead, say: “Our Crafting Business e-book that will help you generate craft ideas, find customers & maximize profits!”

I think knowing, up front, about this guidance is a major incentive, because first-time business ownership (and many will be first-timers) is intimidating, particularly when you think you won’t have guidance.

About Us

Make “About Us” a separate link from “Advertise and About Us.” Put “Media Room” inside “About Us.” Someone interested in knowing how long you’ve been in business before they commit to the craft biz, will have to click through seven links before they discover that “About Us” is buried inside “Media Room.” The search may make them think that this is an indication of how the kit is going to be. This subliminal thought need not be encouraged. Fear does not need a big reason to say no.

“The Best Way to Start a Crafts Business

*“**THE BEST WAY to Start a Crafts Business!** Our Crafting Career Kit was designed to get your new business up and running right away. Combine our premium career kit with your natural abilities and desire to succeed and you’ll have everything you need to start your business with ease, including a Feature Packed Website and support from the BizySAHMoms Home Business Support Team!”*

If there are two different programs, it is not 100% clear from the above paragraph. The mention of the premium career kit is slipped in there as if it’s just

additional information about the crafting business kit in general and is not worded as if it's something totally different from the regular program. As to those individuals for whom it is clear, it reads as if with the regular program *you will not have everything you need to start your business with ease*. This could lead one to believe that they're not getting the whole story, i.e., there's a catch. To compound the confusion, when you read what's offered here (as opposed to after you sign up) the items listed are the same thing.

Or is "premium" just a generic adjective? If so, another word would better serve.

If you are making a distinction between having custom template and their own web domain versus the gokla site and gokla templates, that's not clear. Make it evident that there are two program choices and show their differences, which, by the way, are not initially clear after you sign up. You can't tell if you get the premium items in addition to the regular or in lieu of the regular.

Exciting Features are included with your Interactive Website

For "Click here to view a sample website! **Crazy Crafts**," use actual websites of your craft customers, if you have them. This legitimizes the offer, as would testimonials.

*Name was changed to conceal identity of actual client.