

BenjaminBradley We will begin tonight's webinar in about 30 minutes.

Kate Hi from SoCal!

BenjaminBradley Good evening Kate

BenjaminBradley (and anyone else in the chat room early) :)

BenjaminBradley "Anyone else have any ""favorite"" music to blast while coding?"

Tanja Good evening @BB and Kate

BenjaminBradley Pugsley actually bounces to some heavy beat based tunes

Kate Who's Pugsley?

BenjaminBradley "Pugsley's my dog and the ""mascot"" of WebDesign.com"

BenjaminBradley :)

Kate Ahh... I have a Ms Puggy ;o)

BenjaminBradley Except pugsley is a mix... His front half is a beagle and his back half is a pug

Kate Ahh... a Puggle ;o)

Kate Where's his pix?

BenjaminBradley not sure if there are any online... but I'll look

BenjaminBradley He likes to sleep on shoes - http://a5.sphotos.ak.fbcdn.net/hphotos-ak-ash2/40320_10150236800350416_876800415_13737886_412469_n.jpg

BenjaminBradley And likes to sleep on people -> http://a4.sphotos.ak.fbcdn.net/hphotos-ak-snc3/12662_374760375415_876800415_10089560_6388747_n.jpg

BenjaminBradley okay we've got about 15 minutes before we begin

Kate Oh, that's so funny... Puggy likes to sit on people's shoes - they usually don't mind unless they're wearing sandals - lol

Kate yea, I guess they pretty much get to be wherever they want - lol

MJ_McL G'Day All from The State of Corruption. Looking like rain here this evening.

Richard Good morning :cool:

EricKing "@BB: Re: your earlier ? about ""music to listen to while coding""--I listen to live albums when working late into the night."

Brad Hello all

EricKing "Pat Metheny ""Travels"" is way up there. And of course, lots of Bob Dylan."

BenjaminBradley <http://nickochoa.com/audio/02%20Punching%20In%20A%20Dream.mp3>

MJ_McL @BB. Comment on Mumbai winning CLT20 ?

MJ_McL I Know. So been happy few days. Right>

MJ_McL Slinger Malinga

MJ_McL And so do I

Tanja Me too. But I don't watch it anymore.

MJ_McL We should both go to Aussie Land for next World Cup. My homeland. Can show you around.

EricKing "@BB: My wife played in a concert Saturday that was part Wagner ""Rings"" and part Howard Shore ""Lord of the Rings."" Epic!"

Sanford Greetings
Migdalia Hello all you Brilliant people!!!
MJ_McL Hi @Sandford and @Tanja.
Tanja Hello MJ & Sanford
Sanford Hello MJ and Tanja and All.
Sanford going to get Kerry
Brad I've been working in Pods all day and now my brain is exhausted,
nice to work on the design side for a bit
Tanja clueless
Mike Cannon Anyone used Task Fusio?
Tanja I thought you wanted us to guess
Mike Cannon Fusion.... bah
Stacey Greetings All
CoachB Can't find my login link... Grrrrrr
Jes Good evening everybody
James Hey guys!
Andi whoo hoo guys. hope everyone is splendid
Tanja I use that
Deborah Hi all.
Andi how is a landing page different from a home page?
Kate Is there any sound?
Tanja should the primary objective of the landing page be for opting in to
your list?
Andi why would you use a landing page rather than a home page?
Deborah is a coming soon page a landing page?
Andi I'm not getting the purpose of landing page...
Andi singular call to action.
MichelleO Kate login in to webinar at <https://www2.gotomeeting.com/join/589606682>
Stacey I don't hear anything. Has the webinar started?
EricKing "landing page = ""jumping off"" to a single action page?"
Andi funnel to a single call to action...?
Deborah @Stacey yes
Andi good, that is a helpful example, the firefox thing
Deborah yes
Andi helps a bit
Stacey @Deborah, thanks
Andi this is too funny. you gotta know that BB is a good guy if he is dog
centric
MikeC HEY!!! I'm on time
Deborah @Andi you know like a coming soon page that asks for your email
address to let you know when they go live -- that would be landing
pg. :)
MichelleO "@Tanja - - Most of the time ""YES""
Tanja funnel is your sales process; landing page is also called a squeeze
page

Kate @MichelleO - thanks - my other Citrix window was just sitting there
Andi A landing page is like a handshake! A greeting into the site.
MichelleO @Kate LOL
Sanford Quality Score
CoachB is university.webdesign.com NOT the membership area any more?
No updated events
Andi do you recommend using google ad words, @BB??
Andi thanks.
MichelleO @Sanford - - came in late. is @BB using something in particular to
make this page? Builder? WP? LandingPage builder?
Sanford I really like Google Adwords - it's great for like a Lawyer who can pay
like \$20 for a click - that lands a 30K Legal Acct.
Brad @CoachB it's on the webdesign.com page now
Andi mockingbird, MichelleO
Sanford GoMockingBird.com
Sanford Framework Markup Program
CoachB Oh, missed the memo. No wonder I don't have any webinars.. :(
Sanford WireFrame Markup Program - Correction!
MichelleO tku Andi and Sanford
Andi A landing page is the start of a conversation.
Andi with a segmented group.
MikeC I've been having to watch replays for about 3 months cause life got
busy
Brad haha speaking of which isn't it grammar?
CoachB I didn't want to embarrass you.
Andi Oh boy, you cannot screw up on grammar. BB, shame!!! :-)
Brad you were just making a point
MikeC well guess I'm not going to be building a landing page.. I can't spell
worth a flip (=)
CoachB Grammer checker won't check your spelling
Andi Good for BB's wife!
Sanford College Football Coaches - are the Only ones who can get away with
Bad Grammar :)
Migdalia @Mike - LOL!
Mike Cannon MikeC here's a suggestion, write it in Word, spellcheck it and copy/
paste.... ;-P not
James Grammer?
Andi Spell check is not the same as reading out loud. Reading out loud is
priceless.
CoachB Have someone smarter than you check your grammar
Andi In my case, that's my husband. (He's also a calligrapher.) :-)
CoachB and he can also check the shape of your text
Deborah @Andi wow, how fab!
Andi @Coach and Deb. Yep. pretty fab.
MikeC @Andi.. unless you where raised a redneck.. out loud sounds normal
Tanja do you buy security seals etc.?

MichelleO @Tanja - - unfortunately Yes
Andi @MikeC. LOL. but maybe rednecks know something...
Greg Davis Will the slide presentation be available if we missed the first couple of slides?
Kate @Greg - the slide presentation link is at the bottom of the chat window
CoachB And for a limited time you'll double their order.. \$19.95. just pay separate shipping and handling...
Sanford Is Versign - the Best?
Greg Davis Thanks @kate - but wow - that's a hard one to type!
Sanford Got it - thanks @BB.
MikeC @Andi... I've spent years losing my accent.. and now I am launching a drop shipping company selling survival kits... the accent helps..
LOL
Greg Davis Ah... I found the link! Silly me!
CoachB I refreshed chat window and still see the welcome to WP 101 message. No link to slides
CoachB Doh
CoachB Thx
Andi good for you, @MikeC. Accents are OK. What is the url of that company?
MikeC @Andi I just started working on it this week.. it's going to be cityboysurvival.com
MikeC I like crazyegg.com to see what and where ppl are clicking...
Andi alright, I will watch for it. @MikeC. Pretty interesting name!
MichelleO @CoachB I refreshed the browser window and got the PDF
CoachB MichelleO yes got the pdf after BB pointed out how dumb I was. LOL
Slow learner here.
RonaD is a landing page a sub page of an existing website but not included in the menu?
MichelleO @CoachB LOL Don't feel bad, I did the same thing
Greg Davis It could be a sub-domain as well, right?
RonaD thanks BB
Mike Cannon @MikeC Have you ever run across ClickHeatDynamo?
Kate Can the user get back to it?
CoachB Anyone using OptimizePress or one of the specialty squeeze page generators?
RonaD one could have a landing page and no full website
Deborah @CoachB i'm not using OP yet but know people who do and love it.
MichelleO Clever @BB!
MikeC @Mike Cannon no I havn't..
Tanja what'd I miss? my internet froze
MikeC @CoachB I have bought a few of them... they have WAY to much code bloat and slow WP down to much... it's easier to just use builder and buy a graphics pack with the images for squeeze pages

Andi I may have missed this. Do you create the landing page as a static WP page that links to the home page or the call to action page?

MikeC AGHHH... I hate the LONG sales letter.. soooo stupid.. and MAGICIANS think its the best thing since sliced bread

CoachB Above the fold' is interesting phrase consider most young folks (and deisgners) may not have read a paper newspaper (only online.) Like asking your kids if they bought an 'album'.

MikeC if your not split testing your not growing...

Sanford Got it - Thanks @BB

CoachB MikeC I think BB did a webinar in the past about making a squeeze page with Builder... that was before I was using Builder so I have to go find it.

RonaD the results from the change BB describes were in google analytics?

Andi @BB Can you help us understand how the landing page integrates with the WP site? It is a separate page that links to the call to action page?

EricKing what about links that go to an anchor tag further down the page?

MikeC @CoachBB I used to build clients custom themes.. not since builder launched... I just customize builder.. LOVE it

CoachB When you get older 'split testing' refers to sitting down in a pair of pants to see how well they 'stretch'

James Check out this crazy WP posts landing page <http://www.boc-group.ca/>

MichelleO @BB any recommendations for AB testing that won't drag the site?

MichelleO k super tku

BenjaminBradley <http://colormatters.com/>

Andi no

Trish no

CoachB Depends who's wearing it.

Andi oh no... Pink is aggressive???

MichelleO So - for my grand daughter's favorite color - - - Pink makes they boys weak?

CoachB Tenure

Tanja yellow is used a lot on those loooooong sales pages

Mike Cannon I saw a hot pink VW Bug (circa 70s build) the other day

Andi this is good, because I'm trying to figure out the color to paint a house... I was thinking about a nice yellow.

MichelleO For the action button - right

CoachB If you work for DOJ black markers good for redacting subpoenaed documents

Kate hmm.... orange looks kinda dull

Sanford Clemson

Andi LOL @sanford

CoachB Syracuse

Jes That hurts

Migdalia Red increases hunger

CoachB Green energy will get you guaranteed govt loans though
Andi Isn't it death in some cultures, red?
Andi Or maybe that's white.
Tanja yes, HGTV says to paint your dining room red
Migdalia Red - that's why Chinese Rest. are usually red...and many dining
rooms
CoachB I paint the town read occasionally
CoachB read = red
Andi stop. red. ewwwwwww
MikeC LOL only pink on my site will be pink camo...
Andi Pink camo?
CoachB AngryPinkHippos.com a name you'll remember
CherylP ewwwwww
MikeC as the zombies in PvrzZ say when they eat garlic... BLAHH
Sanford IBM
Andi as is B of A
MichelleO Yes @Andi - - especially if they are for the daughters of fishermen,
hunters, etc.
Deborah so what kind of blue?
CoachB And blue drinks usually have umbrellas with them
Andi cold and detached: B of A
MichelleO @Andi not BOA - - - never - - -
Deborah ok
MikeC I'm gonna have o redesign my site... grr LOL
MichelleO Cold Detached and don't give a hoot
Andi spiritual, is purple
Sanford Royalth
MikeC royalty
Sanford y
MikeC but not neon green (=)
Sanford Great Minds Drink Alike @Mike - that is for you @CoachB!
CoachB Red - the blood of angry men, Black - the dark of ages past.
Andi the moss here is brilliant green, and quite soothing. That's with our
winter rains. It's why I moved here.
MikeC @BB your welcome (=)
James Neon green represents break dancing
MikeC @Sanford yes we do (=)
Andi black and white, BB?
James The presence of color
CoachB Whoa flash those colors again
Andi LOL @coach
BenjaminBradley <http://blog.kissmetrics.com/effective-homepage/?wide=1>
MikeC I'm addicted to infographics
Sanford "@Kerry should be pulling in just about Now and saying ""my alarm
didn't go off"" :)"
Andi wow, thanks BB. totally cool.

CoachB Sanford LOL
Deborah @San :D
MikeC hey they have one on color for sales
MikeC <http://blog.kissmetrics.com/color-psychology/?wide=1>
Andi thanks for quantifying the fold, BB
CoachB That's why I don't get why some sites use 300 pix or so for header/
ego image height
Trish would you create this page in wordpress? just not add to the
navigation? or do an html page/link it?
Deborah Thanks @BB very helpful.
Andi how would you integrate the landing page into your site?
MichelleO @BB in general are you recommending gomockingbird.com to create
the page?
Sanford So, your Fold should be like 800 pixels down - from the Top of Page?
MikeC ok got to run.. am a single Dad tonight (wife out with friends) and its
time to get little man ready for bed (= catch yall next time
Sanford Got it - thanks @BB.
CoachB Many inexpensive laptops have less vertical pixel monitors so their
fold is higher then expenseive monitors... add task bars and window
borders and their fold is much less then 800
MichelleO bye @mikeC
MichelleO @BB did you discuss Link1 link2 Link3 link 4
Migdalia You mentioned black is sophisticate...what are your thoughts on
black websites for people that are looking for a simple site? Would a
black site scare them away?
Andi thank you, BB
Trish thanks, that's what I was wondering
MichelleO got it tku
MichelleO Mmmmmmmmm - - cut it out!
James Yeah i'm listening
Migdalia Filet Mignon - my favorite!!!!
Migdalia Great Point @BB
CoachB Too much black worse than too much steak.
Migdalia THX for your opinion
synthman AB testing?
MichelleO did you discuss video
Deborah what is AB testing?
Mike Cannon What's your thoughts on Google's A/B testing tool?
Migdalia @Deborah - send some of your audience to A and others to B to test
which does best.
Andi @BB thank you for another great webinar. Time to feed the chickens.
cheers from Andi
Deborah @Migdalia thanks.
MichelleO @Deborah - it is, for example - - testing a two landing pages that are
only different by the testimonial that is used
MichelleO Recommendation - -do not test multiple things at one time -

RonaD
Deborah
CoachB
Sanford
Kate
MichelleO
Stacey
synthman
Sanford
Migdalia
Pamela
Deborah

thank you - was puzzled on how to do a/b testing
one at a time...aaaah, i was wondering how that would work. :)
I've got some internet marketers that have sent me both versions at
the same time. Small variations... clicking 'delete' twice is annoying.
Google Adwords has a/b testing for your Ads!
Thanks Benjamin!
THANK YOU @BB super!
Thanks for the great webinar!
@BB ty sir, much appreciated.
Excellent Webinar - Thanks @BB!
@BB Great webinar! Thanks for all your efforts.
Great webinar! 3.3! YAY!!!
Thanks @BB.