

A hand holding a glowing lightbulb against a bokeh background of city lights.

Wehnered

Audit Report

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Disclaimer.

Product Research

It is assumed that the client has made sufficient research on the product to be marketed. This report doesn't cover, approve or disapprove the **product selection** for the brand TinyDevotion on its online store.

Summary.

Job details

Landing Page Creation For Online Course

I have a landing page that isn't converting and I'd like to work with a professional to develop a new page for significant improvement. I would prefer to pay for this project as a revenue-sharing agreement vs. hourly but can be flexible if I find an especially impressive freelancer.

“ My landing page is just kryptonite for some reason and nobody is willing to pull the trigger.

The client has a course helping people *find career fulfillment by empowering many individuals to accelerate their career growth, magnify their impacts, and discover meaningful work that they love.*

High Severity Issues Relating to the Store.

- Needs a Custom domain.
- Copywriting.
- Ability to collect data for A/B testing.
- A Lead Magnet.
- Ability to re-target clients via email campaign optimally.

A close-up, warm-toned photograph of a person's hands typing on a laptop keyboard. The person is wearing a beige, textured knit sweater and a dark watch with a metal link bracelet. The background is a blurred wooden surface. The text "Custom Domain" is overlaid in a white, serif font.

Custom Domain

Limitations to the Website Because of the Domain.

SEO

Your site has been active for 18 months and you have made **no progress in search engine** ranking, without a custom domain you will never make any progress.

Credibility

Being on a subdomain is a major hit to credibility, many potential customers will be put off by a free domain name.

Less memorable

Your course does not really have a **clear website name**, it's harder for the client to remember and potentially share with others.



CopyWriting

It's About Sending a Message...

There are issues with the message you are communicating to your clients.

In general your copy is a bit boring, I know it is a boring topic but its important you do your best to make it exciting, boring never sells.

You should use more stories, examples, and scenarios. In marketing copy, a story is handy when you want to switch on the prospect's mental movie projector so they can visualize how a product will benefit them.

Think about it. I am sure you imagine what it's going to be like driving a new car before you buy it?

Headline and sub headline.

These are not attention grabbing enough:

- WHO
- WHAT
- HOW
- HOW LONG
- CURRENCIES (Things that are lowered and increased eg. time, money, etc)
- WITHOUT (PAIN)

Structure: [NICHE] - [TIME] - [CURRENCIES] - [WITHOUT...]

Quantifiable benefits...

Find The Right Job For You

Everything you need to get your career unstuck and to defeat that burned-out feeling.

▶ Watch Promo

🛒 Enroll in Course

“ Find your dream job today!

“ Everything you need to advance your career rapidly while defeating the demons holding you back from success.

Call to Action

The call to action at the top of the page is not action inducing, does very little to encourage the user as to the goal, 'Get Started Now' for example would be more suitable.

This course is for you if you feel trapped in your current position, burned out from constant stressors, or are unsure where to go next in your career.

The curriculum is filled with immense value to help you get your career moving forward with confidence.

- Permanent and unlimited access
- Efficient and empowering video
- Actionable advice that you can immediately apply in your own life
- Case studies to guide your understanding
- Handouts and exercises to ensure your career success

When you identify a problem it is usually better to ask a question. The type of question you ask should always have an obvious answer from the prospect (assuming they are a good prospect) YES.

“Do you feel trapped in a job you hate? Wish you could pursue a more fulfilling job without sacrificing financial security?”

If you are not interested in the topic you are writing about, readers will notice. With passion comes purpose. **When you are passionate about what you are writing, your reader will feel your passion.** Use more expressive language to show this to your prospect.

“Packed with immediate value this curriculum will inspire you to move boldly forward in your career with total confidence.”

What are prospects more interested in? Your product? Or **their own problems, needs and goals?**

The answer is obvious. So if you want to make your copy less boring the simplest way to do that is to keep it focused on the prospect.

“Learn to know yourself and see your unique gifts and talents in a whole new way”

“Overcome the inner critic that is keeping you stuck”

Contract

Testing Ability

A/B Testing.

You currently do not have the ability to run detailed testing on your page.

We have no way to adequately test your page. eating is essential, even the best marketer needs detailed analytics to significantly improve conversion from lead to customer.

There is no answer for this problem using your current platform. The capability simply is not there.



““ *The importance of good A/B testing cannot be stressed enough.*

There is no magic formula to increase conversions it depends entirely on your audience and good page testing can times your conversion rate hugely.

““ *"Combining an image of the Obama family with the CTA 'Learn More' increased sign-ups by 40.6%, an increase worth 60 million dollars and 288,000 volunteers. -Forbes*

As we discussed in our call **Kartra** has very **powerful testing abilities**, constant tracking of your leads from when they load the page until they leave. The level of detail provided allows you to fine tune every part of your landing page ensuring optimal conversion rates.

“*Kartra integrates the data from its complete set of tools to bring you the most comprehensive marketing analytics you've ever seen — all at a glance.*”

Needs a Lead Magnet.



Your Page Currently Has no Draw.

Without a **lead magnet** your page will continue to suffer from a low conversion rate.



Lead magnets will not only draw more customers to your page but will allow you to collect emails allowing you the opportunity to re-target people with not only your course, but similar offers later.

Why it's important to collect emails and retarget leads...

“81% of sales happen after 7 or more contacts. But 85% of the time we stop after 1 or 2 contacts.”

Leads in your niche are costly, but that also means their contact details are more valuable too. When you capture that email you have many more chances to get that sale rather than just the one!

“ Webinars are not suitable as a lead magnet, a lead magnet should require as little effort from the lead as possible.

A lead magnet should solve ONLY one problem.

Successful lead magnets in the careers guidance area include:

- a career based quiz
- a small PDF
- a template
- or a cheat sheet

The value of the lead magnet **will determine the interest the client** shows in future communication, This is critical!

A photograph of a desk setup. In the foreground, a pair of glasses with thin, light-colored frames rests on an open notebook. The notebook's pages are filled with handwritten notes and diagrams, including a flowchart with arrows. Behind the notebook, a silver laptop is partially visible, showing its keyboard. To the left of the laptop, a red, textured pencil case lies horizontally. The background is softly blurred, showing a white wall and a dark chair leg. The overall lighting is soft and natural, creating a professional and focused atmosphere.

Email Campaign Issues

Re-targeting Campaign.

It has been acknowledged that the funnel had no success targeting people with an email campaign...

This is not surprising as your current platform Mailchimp has **very limited functionality**. we need to engage in a more complex automated re-targeting campaign to see better results.

“ *The time at which you choose to engage your leads is very important.* ”

“ *We need to engage in timed campaigns that hit people at a set time after they leave your page.* ”

There is a fundamental need to track the leads, tag and segment them to ensure that when we are engaging with them, we are not just showing them content they have seen before.

For example, if somebody has already sat through the "authority amplifier video" the chances are the second time they are just going to exit the page before they reach the sale.

Enhance your email flows.

At a bare minimum going forward we should at least use tag email leads into 2 segments:

- Paying customer
- Potential customer

Set up 2 flows for these groups and market to them separately based time delay:

- Immediately
- 24 hours later
- Every Tuesday at 8:15am
- Etc

The occasional mass campaign (or email blast) is fine, but we should seek to create **structured bespoke flows** that are sent to different customer based on their specific stage in the sales process for maximum engagement.

Email Copy.

A few comments on the contents of your emails.

Long emails copywriting is an extensive field of study.

Good email copy is about conveying a message efficiently.

“ A good copy email will develop the interest in the first few lines, a great copy will develop interest in the first line.

Your subject lines are good!

“Don’t ask yourself what the world needs. Ask yourself what makes you come alive and then go and do that. Because what the world needs is people who are alive.” - Howard Thurman


Hey << Test First Name >>,

There are two things you should know about me:

1. My life’s purpose is to leave the Earth better than it was given to me.
2. I quit my promising corporate career to pursue my purpose because each day that I spent in that role was one fewer day spent building a life that I could be proud of. Deep down, I knew I needed a change.

I was slowly dying inside. Going through the motions and making goals to climb the elusive corporate ladder. None of it was anything I actually WANTED to do. It’s what I thought I HAD to do.

Once I found clarity of who I am at the core, decision making became much easier (even for a huge decision like leaving the promising career I had worked so hard to build.) So much in my life improved once I realized my true purpose. Since making the transition, I have never looked back.

Today, I live my purpose by empowering individuals to make professional upgrades, unlock their true potential, and fulfill their life’s mission. Finding time 

Longer emails are **not** total killers, but when you use them you should hyperlink in multiple places.

The call to action (CTA) is nowhere to be seen unless we scroll.

Statistically 80% of all time reading emails is above the fold, so your first call to action should be strategically placed near the top of the email. In this email you could hyperlink 'once I found clarity' for example.

We would recommend **rephrasing your email for conveniently placed action inducing words** to use for your call to action, such as:

- Curious? Read on
- Read the full story
- Discover [instead of learn] how I did it...
- Etc.

Smaller Layout Issues (Yellow).

Some things are holding back your
page in it's current format...

There are a number of smaller layout issues that will have a negative impact on your conversion rate.

- **No effort made to collect emails before the sale** - If you do not collect those emails, you are missing out on the vast majority of sale opportunities.
- **Course length should not be displayed on the front page** - It appears as though your course is very short, this can deceive the customer into believing there is not as much value as implied.
- **Price should not be on the front page** - Pricing can often be a deterrent to prospects, its always better to build interest before you attempt to close.

A close-up photograph of a person's hands signing a document. The person is holding a dark blue pen with gold accents. The background is blurred, showing a person in a light blue shirt. The text "Signature Solution" is overlaid in white serif font.

Signature Solution

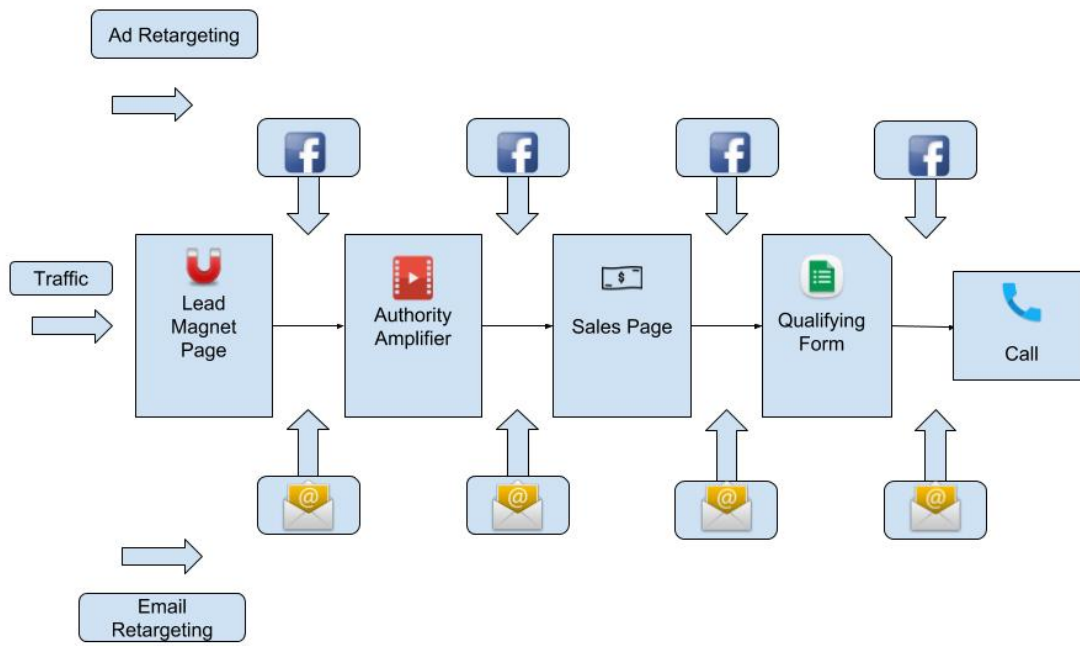
The Recommended way to Increase your Profitability.

Currently your website does not utilise any traffic you send to it effectively.

Restructuring is needed in order to see the kind of gains you are looking for.

1. The potential clients first enters from the lead magnet page opt-in. After they enter the email there will be a 10 minute delay in delivery and they will be directed to your second page the 'authority amplifier'.
2. The authority amplifier will be a short webinar to convince your clients of your expertise in the field, once authority has been established they will then finally be transferred to the sales page.
3. After the sale, they are redirected again to a qualifying form, the people who are most serious will fill out this form to arrange a consultation with you.
4. At every stage of the funnel Clients will be tagged based on their progress and re-engaged with email and advertising.

Using this method you will be able to maximise the value you get from any advertising you send towards your course. The level of engagement with your leads will be vastly increased and you will be able to target and upsell paying customers.



“



Platform Issues

You Platform is Holding Back the Growth of your Business.

- Email marketing is limited .
- Re-targeting your clients effectively with a complicated email marketing automation is essential. You should also be able to make additional cross-sales and upsells on related products.
- Analytics are not detailed enough. Without detailed analytics you will never truly be able to optimise your business to the level that you want it to get to.

“ Without big data analytics, companies are blind and deaf, wandering out onto the Web like deer on a freeway.

-Geoffrey Moore, Author of *Crossing the Chasm* & *Inside the Tornado*

Page customization limitation .

There are objects on your front page that are holding back the growth of your business, such as having the pricing listed and having the length of the entire course displayed on the front page.

A stack of three books is positioned on the left side of the frame. A single red apple sits atop the top book. To the right of the books, four colored pencils (yellow, green, red, and blue) are scattered on a light-colored wooden surface. The background is a plain, light gray wall with a blurred abstract painting in shades of yellow and blue at the top. The overall scene is well-lit and clean.

Recommended Alternative?

We Recommend Kartra.

Kartra will solve all the problems that currently plague your business from our perspective, but some other alternatives include:

Kajabi Cons:

- More expensive monthly fees
- Need 3rd party to handle EU VAT

Kajabi Pros:

- High quality platform
- Easy to use
- Great marketing & branding features
- Great looking design, course themes & sale pages
- Fast & helpful support

Thinkific Cons:

- Thinkific is not an all-in-one solution
- No built in email marketing feature
- Checkout & thankyou/upsell pages very basic
- Need 3rd party to handle EU VAT

Thinkific Pros:

- Great design & page builder

- Free & low cost options
- Simple to get started with
- Good mix of features
- Great support

A high-angle, top-down photograph of a person with long brown hair, wearing a grey hoodie and dark pants, sitting on a black leather chair. They are using a silver laptop. The scene is dimly lit, with a window blind visible in the background. The text 'Kartra has Everything' is overlaid in the center in a white serif font.

Kartra has Everything

And when I say everything, I mean everything.

Below are features that Kartra can offer you:

- Video Hosting
- Video Player
- Email System
- Lead Tagging and Scoring
- Page Building
- Full eCommerce Shopping Cart
- Point of Purchase Order Bumps
- Upsells
- Downsells
- Done For You Campaigns


An hourglass with blue sand is the central focus, resting on a bed of smooth, grey and brown rocks. The hourglass is made of dark wood and glass, with the sand flowing from the top bulb to the bottom. The background is a soft-focus beach scene with a clear sky. The text "Proposed Timeline" is overlaid in a white, serif font, centered over the hourglass.

Proposed Timeline

Recommendations implementation.

In summary the following areas of your site require urgent attention, our estimate of how long it would take us to resolve all of these issues is **4 weeks**.

- Change that platform, your current platform is holding you back!
- Create a funnel and build it with a lead magnet authority video.
- Make the copy on your landing page more exiting!
- Redesign the email campaign, change those emails.
- Once you have done all of the above begin advertising!
- A/B test every element of your system.



Sky is the
limit!

Next step.

Schedule a call with me...



This embedded content can't be
viewed offline

[VIEW ONLINE](#) 

Talk soon!

-Alex

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