

Why are my sales pages
more crappy than a wood
full of bears?



**Uncle
Chuckles**

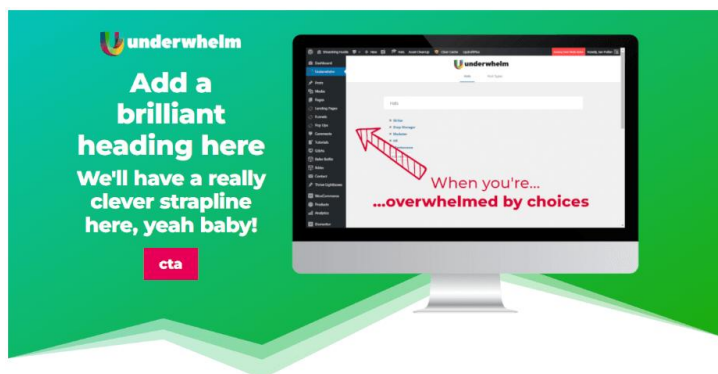


Why are my sales pages more crappy than a wood full of bears?

Do you look at your sales pages performance and think "meh". If you're not a sales page creating god or goddess, some of the pointers here may help you up your game and create better performing sales pages.

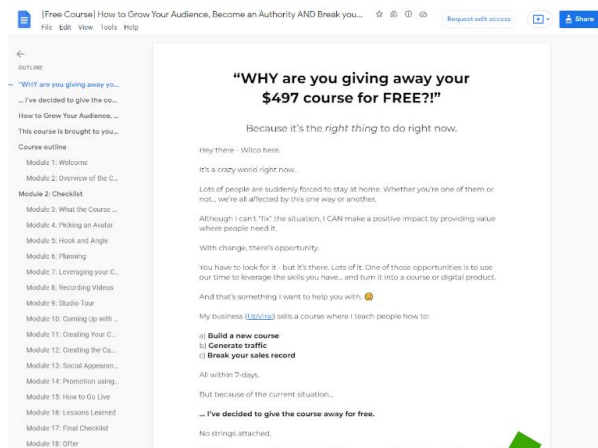
If the appearance of your sales pages is your highest priority, you might want to move along. Some of the points here will make your pages appear uglier and more boring.

Oh yes, I have no doubt some people will disagree with some of these, but each to their own.



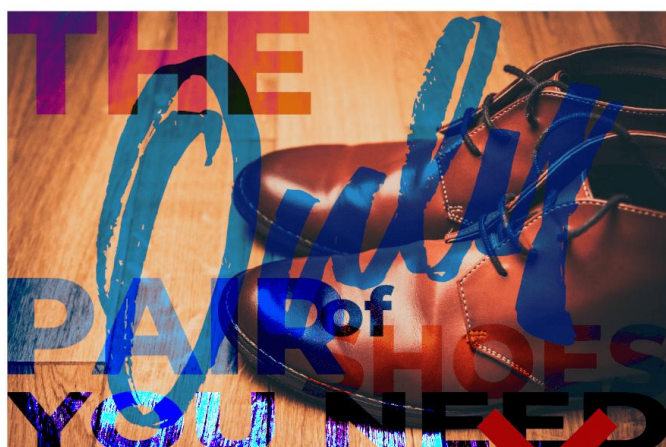
Heading about why this is such a great plugin

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blah blah blah blah blah blah blah blah blah blah
blah



You design the page first, write the copy last

<https://unclechuckles.com/more-crappy-than-a-wood-full-of-bears#first>



You choose form over function

<https://unclechuckles.com/more-crappy-than-a-wood-full-of-bears#form>



Why are my sales pages more crappy than a wood full of bears?

Say What? No, Really, Say What?

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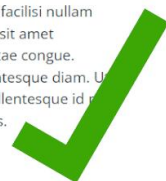


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You select poorly designed, hard to read fonts

<https://unclechuckles.com/more-crappy-than-a-wood-full-of-bears#illegible>

Small is Cool, Baby. Yeah!

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You use a too small font for your body copy

<https://unclechuckles.com/more-crappy-than-a-wood-full-of-bears#text>



Why are my sales pages more crappy than a wood full of bears?

Hello, Can You Hear What I'm Saying to You?

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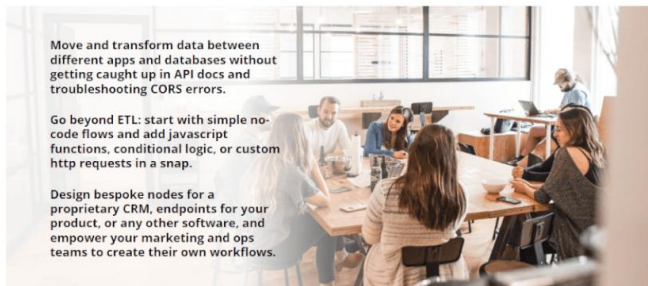
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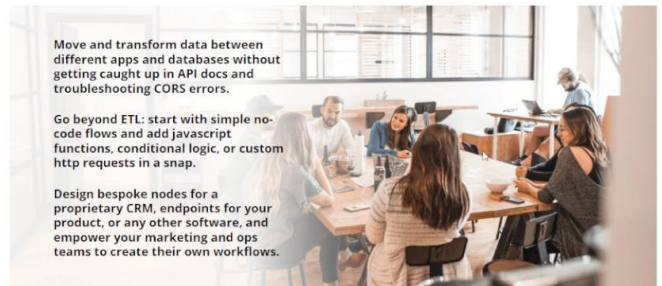
You use a whop-off sized font for headings

<https://unclechuckles.com/more-crappy-than-a-wood-full-of-bears#headings>



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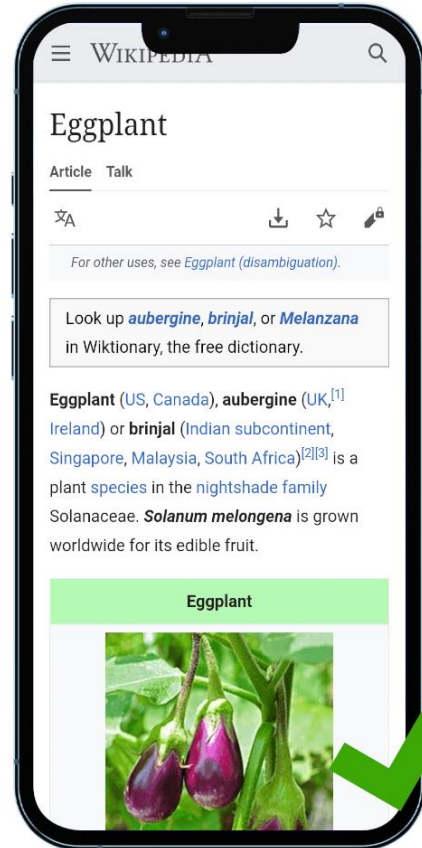
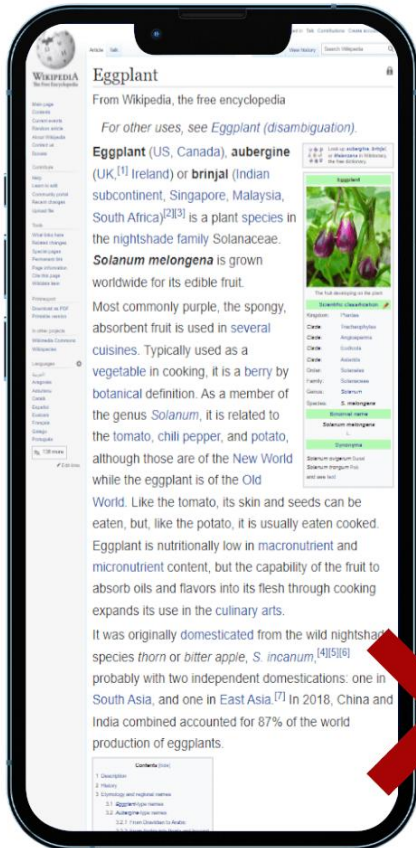


You have very long lines of text on desktop screens

<https://unclechuckles.com/more-crappy-than-a-wood-full-of-bears#lengths>



Why are my sales pages more crappy than a wood full of bears?



Your pages aren't responsive

<https://unclechuckles.com/more-crappy-than-a-wood-full-of-bears#responsive>

Your pages aren't responsive

I'm guessing you're creating your sales pages on a computer, but are you testing how they look on smaller screen sizes?

If you're not, there could be all manner of odd things going on with your pages when viewed on a phone. This article explains how to quickly [check different screen sizes in your browser](#), but you really should check on real phones and tablets too.

You use low contrast color combinations for text and backgrounds

This is another side effect of focusing on making the page look nice rather than making the content accessible. Pure black text on a white background ensures your text is as clear as possible for all users.

If you don't want to use black text, then aim for a very dark color. Also, when you use a background color behind body text, make it as light as possible to maintain good contrast.

You place important text over images

Placing text over images can look stylish, but it can also make the text illegible. (Hopefully by now you are getting the point that your text needs to be legible.)

This problem can be made worse by the fact your pages can be viewed on many

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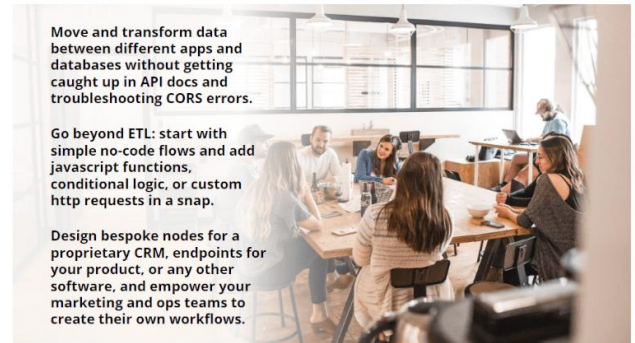
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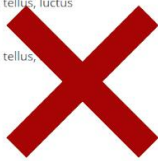
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You place important text over images

<https://unclechuckles.com/more-crappy-than-a-wood-full-of-bears#overlay>

If you're focusing on what the page looks like, you're failing to focus on what the page is meant to be doing. Making readers realize that they need your product.

Lose 20lbs by summer holiday time with my unique positive mind power program

Better still, with what I will teach you, you'll be able to better manage all aspects of your health and wellbeing.

- Gain the power to stop taking the drugs you need to cope every day
- Get back into clothes you've not worn for years
- Shed weight easily without giving up your favorite foods



Massimo Vignelli was one of the great designers of the 20th and early 21st century. He believed you only needed five font families to cover all the design work you ever undertake. I'm guessing he never had to design a few witty t-shirts for Zazzle.com as five does sound a bit restrictive.

However, I think it's a great discipline to try and limit the number of fonts that you select from. Find a small selection of good quality fonts and restrict your choices to



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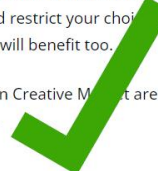
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However, I think it's a great discipline to try and limit the number of fonts that you select from. Find a small selection of good quality fonts and restrict your choices to those. Your pages will be better and your work flow speed will benefit too.

And yes I know all those fancy, scripty, hand drawn fonts on Creative Market are very popular, but they make it very hard to scan a page quickly.



You use images for decoration

<https://unclechuckles.com/more-crappy-than-a-wood-full-of-bears#images>



Why are my sales pages more crappy than a wood full of bears?

You animate elements with no good reason

ing, queen and prince of nobbing around with

e headings that will convey the meaning
own and reads none of the copy.

harder if every heading has
is.

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g because

ng

You animate elements with no good reason

This one really gets my goat. It is king, queen and prince of nobbing around with form over function.

Copywriters often advise that we should use headings that will convey the meaning of a page even if someone quickly scrolls down and reads none of the copy.

That's not easy to do at the best of times, but it's even harder if every heading has been animated to slide into position as the reader scrolls.

I've literally lost count of the number of pages where I've scrolled to the bottom of the page, and not at breakneck speed, without reading a single thing because elements only appeared after I scrolled past them.

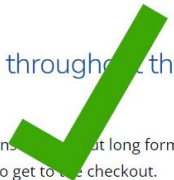
A little animation might be an effective way to draw attention to something important, but if everything's animated, what's the point?

Incidentally, don't confuse this with lazy loading images that only load when they become visible to the reader to speed up page load times.



You randomly scatter buy buttons throughout the page

A common piece of advice is to scatter multiple buy buttons throughout long form sales pages so that a reader is always close to a button to get to the checkout.



You animate elements with no good reason

<https://unclechuckles.com/more-crappy-than-a-wood-full-of-bears#animate>

You're probably not going to suddenly become rich from following this, but why wouldn't you?

Buy Now

You fight against reading gravity

We naturally read English text from left to right and top to bottom. The more we read, the more we scroll down the page. That's the natural reading flow.

You may think a single column from top to bottom is dreadfully boring, but it lets the reader's eye flow naturally.

Buy Now

You justify text

If you come from the world of print, perhaps publishing physical books, you are probably used to justifying text.

A downside of justifying text is that sometimes the increased inter-word spacing can form "rivers" of white space running down the page across multiple lines. In print, this can be manually adjusted.

Buy Now



you find that when a heading ended in a period or full stop, less people continued to read the text after the heading.

The thought is that it presents a natural cue for readers to unconsciously ask themselves if they want to continue reading.

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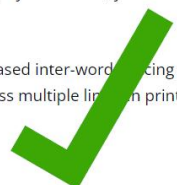
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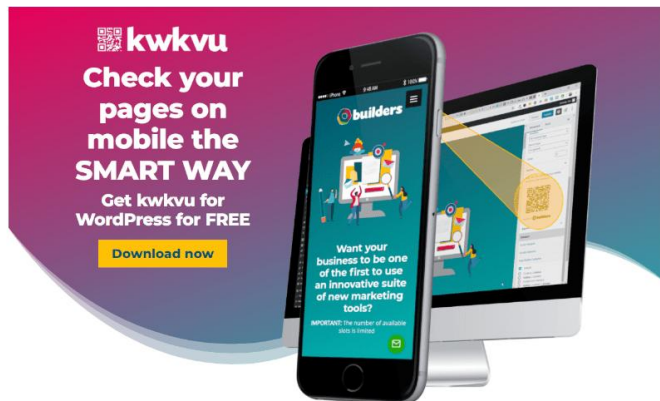
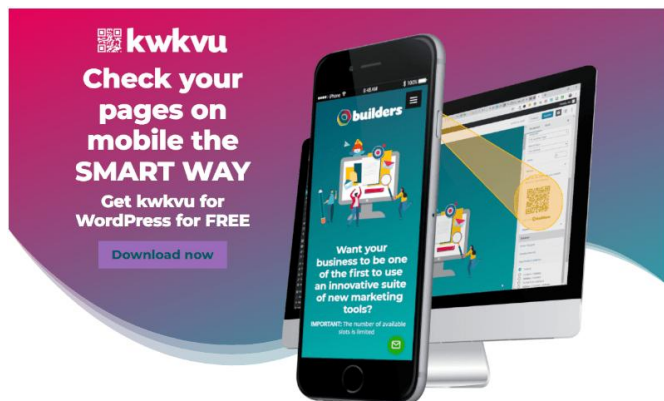


You randomly scatter buy buttons throughout the page

<https://unclechuckles.com/more-crappy-than-a-wood-full-of-bears#buttons>



Why are my sales pages more crappy than a wood full of bears?



You use harmonious colors for CTA buttons

<https://unclechuckles.com/more-crappy-than-a-wood-full-of-bears#contrast>

You designed the page first, wrote the copy last.

The supreme cocknabbit of sales page creation mistakes and yet an astoundingly common approach. Having studied and worked as a graphic designer for many years, I admit I used to be regularly guilty of this.

Design is art, vision, sexy, exciting.

Copywriting is, well, er...writing, copy.

However, copy is what persuades people to jump on board and buy your product.

Before you even think about what your page is going to look like, spend all the time you can spare writing the best, most persuasive copy you can.

Oh, and if you're one of those people who sees someone else's sales page and thinks, oooh, I want my next sales page to look like that, stop it now!

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You end headings with periods

<https://unclechuckles.com/more-crappy-than-a-wood-full-of-bears#period>



Why are my sales pages more crappy than a wood full of bears?

You used a too small font for your body copy

You want your page to be classy and sophisticated like a sack full of French fashion designers. That's why you set your copy at 12px because it takes up little space and makes for an attractive block of dark gray to contrast with the abundant white space.

Makes it a bugger to read though, doesn't it? Who cares, you just want customers with 20/20 vision.



You used a whop-off sized font for headings

Sure you may think I'm fickle having just been complaining about too small fonts, but I'm not.

A great sales page will summarize the content in the headings so someone could skim the page and get the key points from the headings. Actually writing



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You fight against reading gravity

<https://unclechuckles.com/more-crappy-than-a-wood-full-of-bears#gravity>

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Though if you were open to serving the visually hindered, you really should set your text at least 16px, though I'd push you to a size of 18-20px.

Interestingly, earlier today I saw a Todd Brown sales page with the body copy set to 24px on desktop screens. Even I'd feel that was a bit oversize on anything less than an FHD resolution screen, but if someone of his experience is going big on body font sizes, you might want to too.

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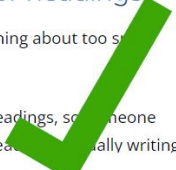
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You justify text

<https://unclechuckles.com/more-crappy-than-a-wood-full-of-bears#justify>