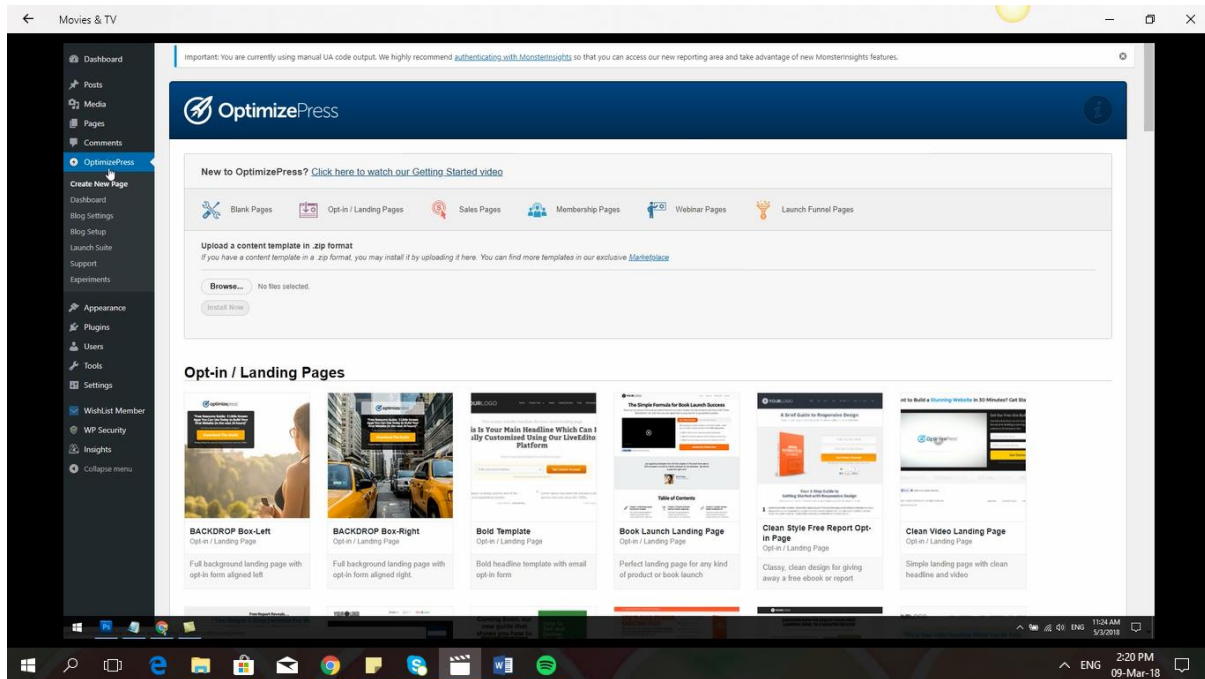
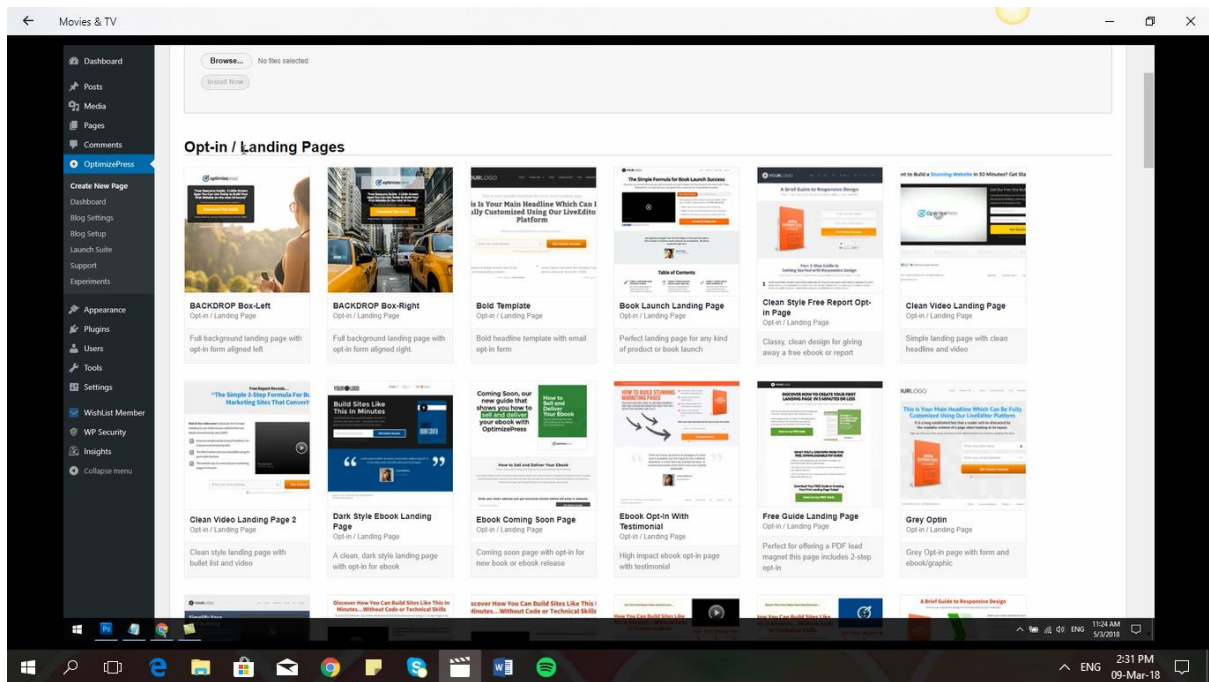


## 2-0 How To Create A Landing Page

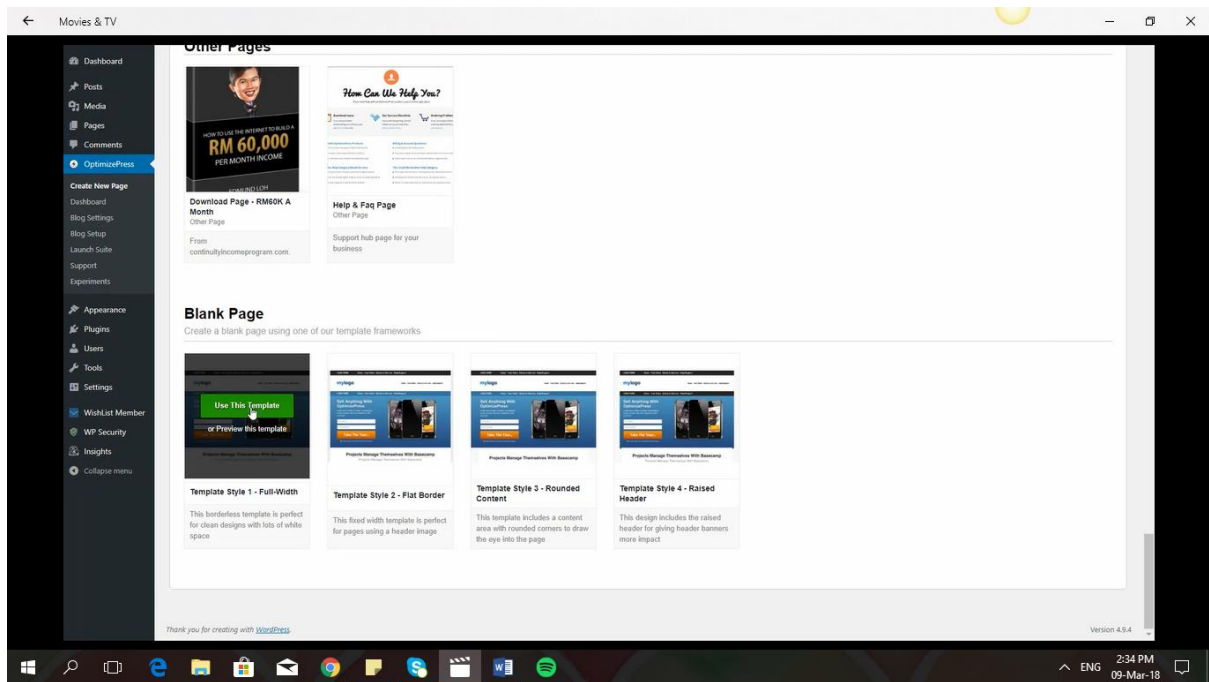


**S1:** In this video I'm going to show you how to use OptimizePress, a very well known page builder to build your opt-in or landing page.

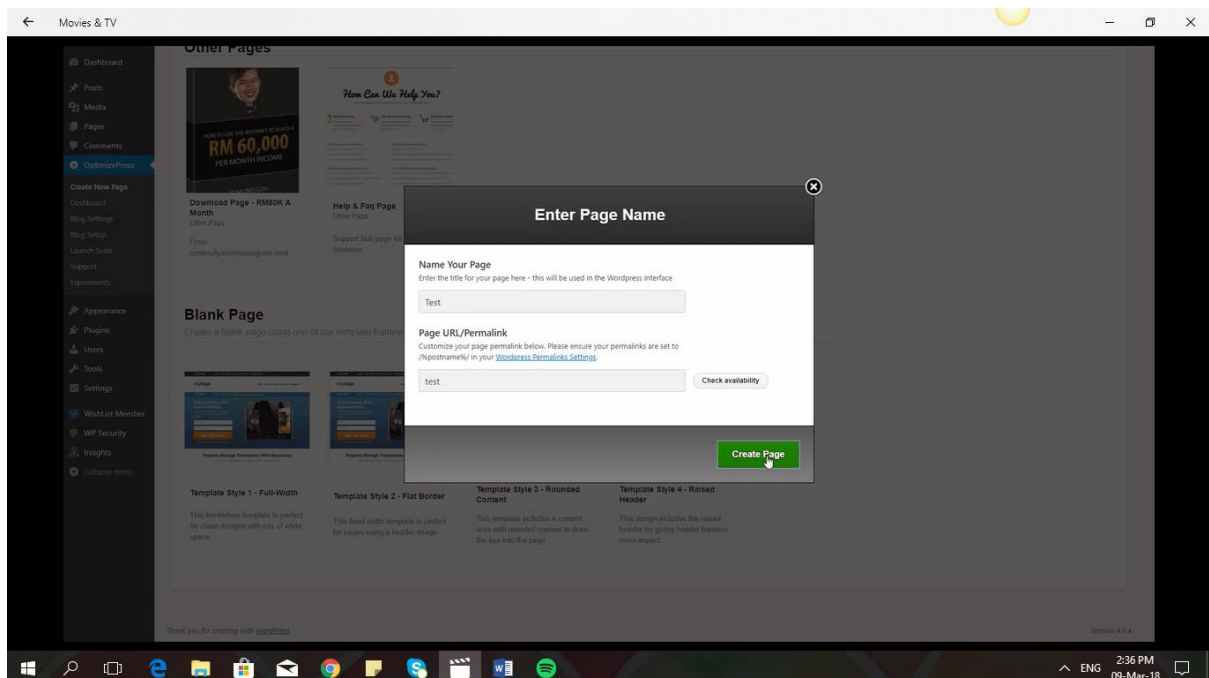
So, once you have installed and set up OptimizePress within your WordPress account, you'll see that on the left hand menu, you can see there's the "OptimizePress" option.



**S2:** Go to "Create New Page" - and you will see the page that I'm seeing right now, where you can choose a variety of templates to begin with. So, as you can see here, OptimizePress gives you a generous selection of any opt-in page templates that you can choose from. For the purpose of demonstration, I'm going to show you how to create one from scratch.

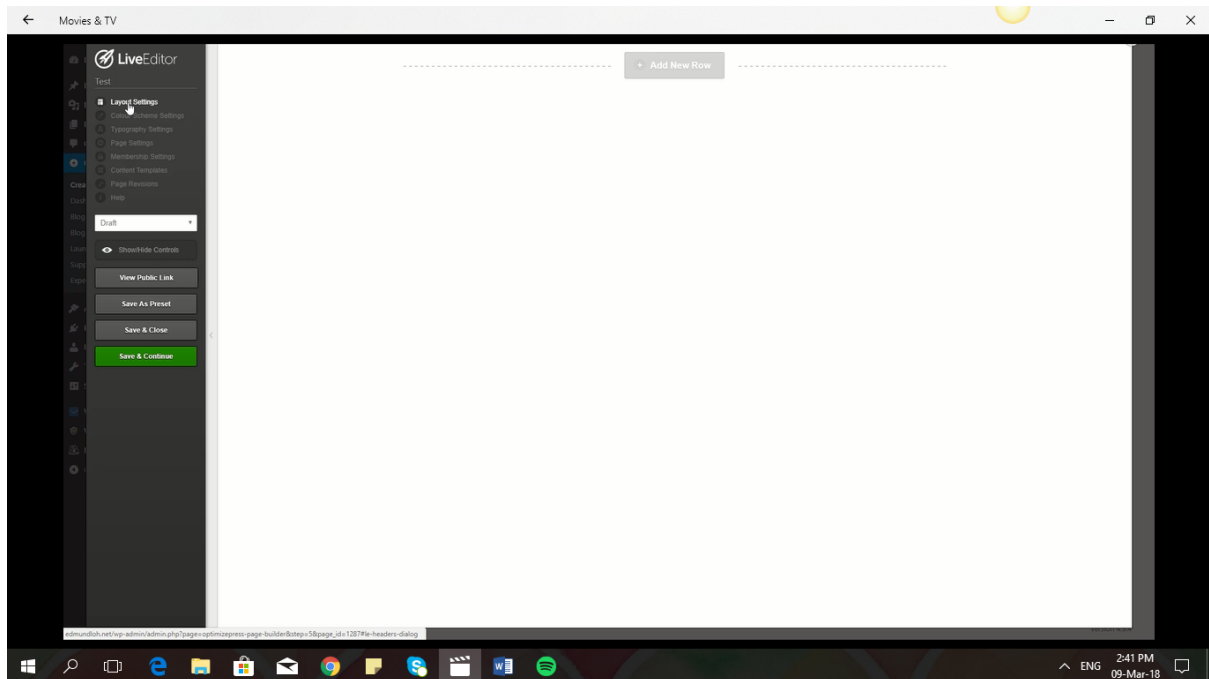


**S3:** So you scroll all the way down, you're gonna see that you can start with a blank page. Let's start off with our first template, and let's just choose this one and click on the green button ("Use This Template").

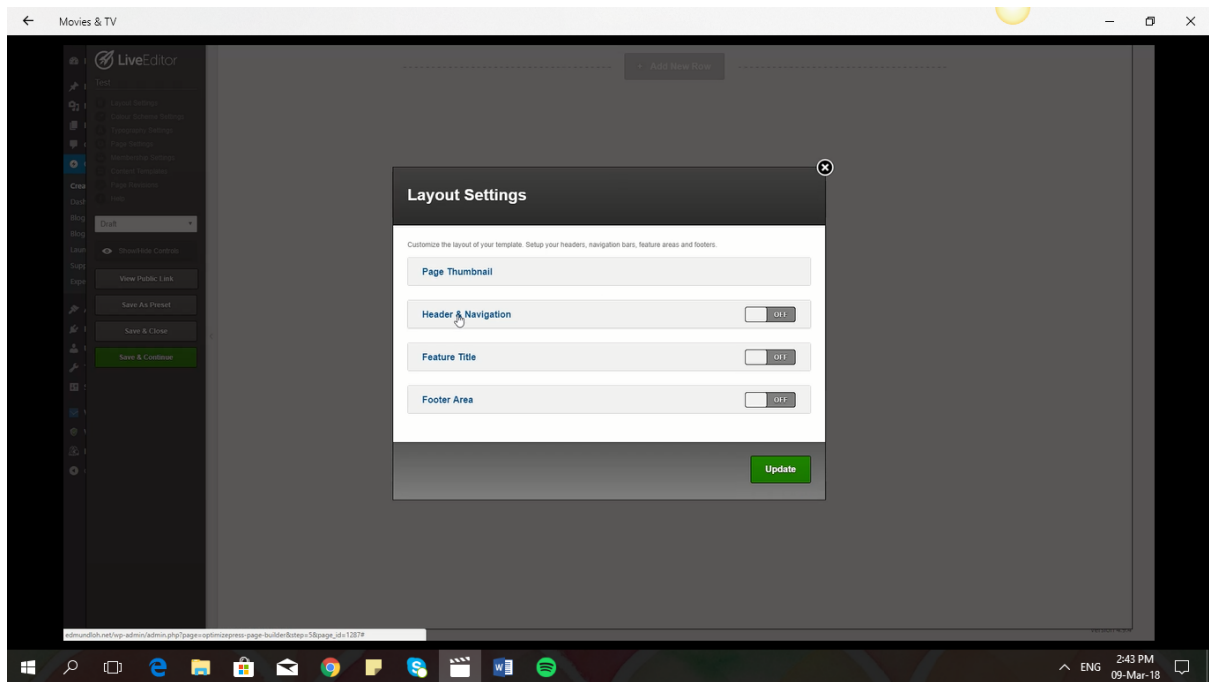


**S4:** You'll be prompted to name your page. I'm just going to give it a name - I'll

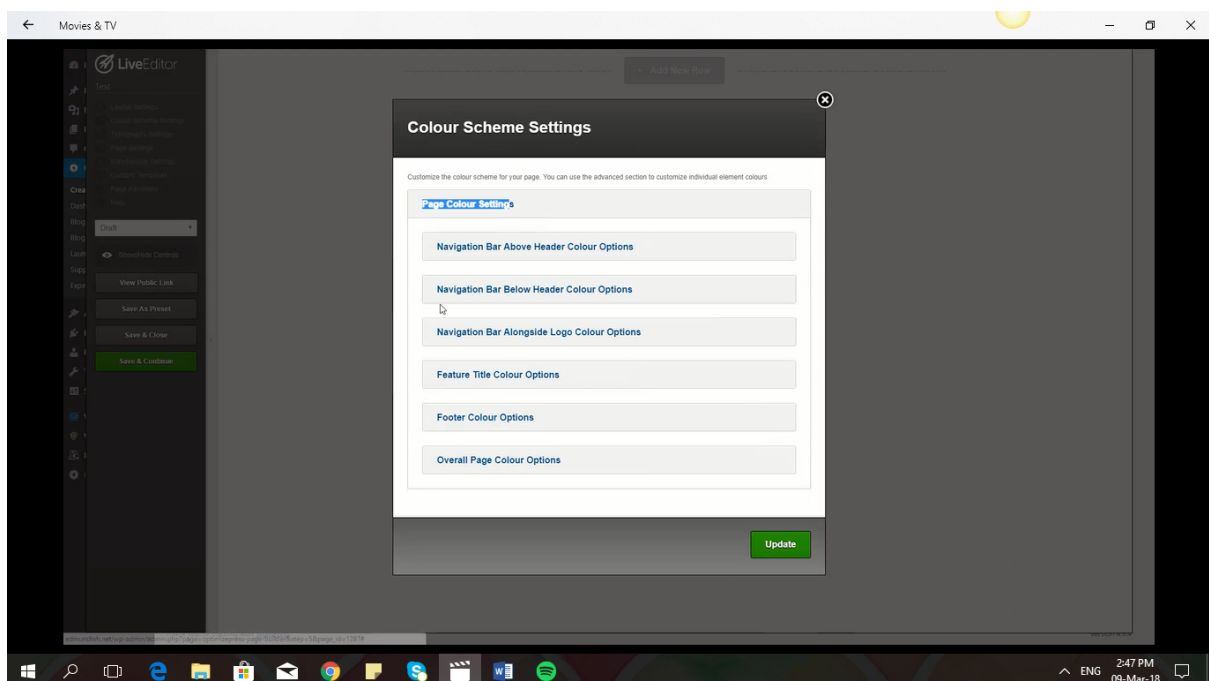
just call it "Test" for the fun of it , but of course, you may want to give this a proper name yourself. So once you're done, click "Create Page".



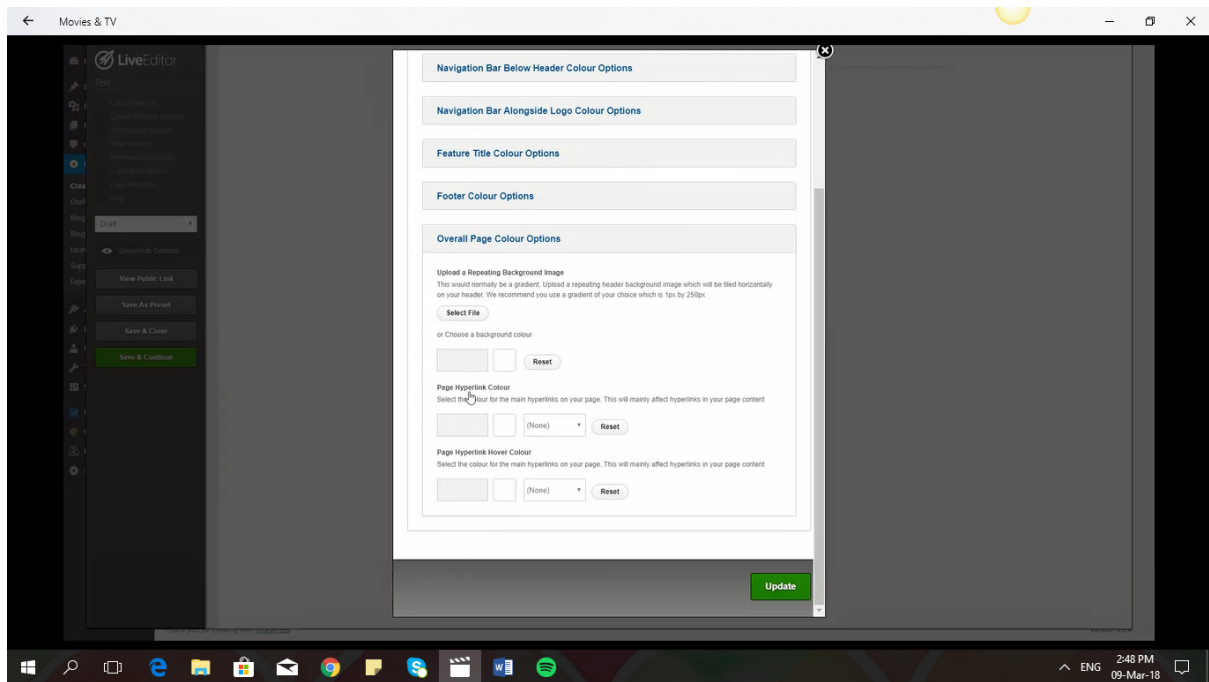
**S5:** The live editor shows up. Now please note that this page is currently in draft mode, so be sure to set it to "Publish" when you are back on the pages afterwards. So, before you get started, you should take a look at the menu on the left. Let's go step by step. We'll start off with "Layout Settings".



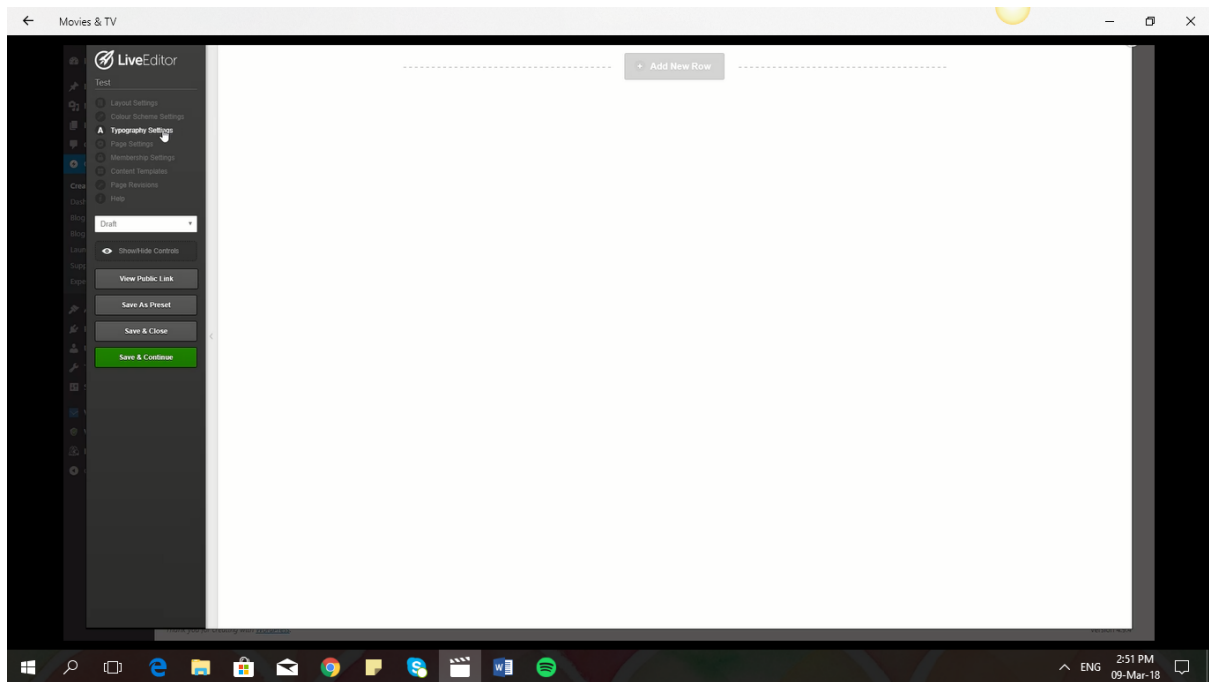
**S6:** And here you see that you can actually add the "Header & Navigation" or "Footer Area" part. For the purpose of this landing page, there's no need for this at all. So, I'm going to leave this alone.



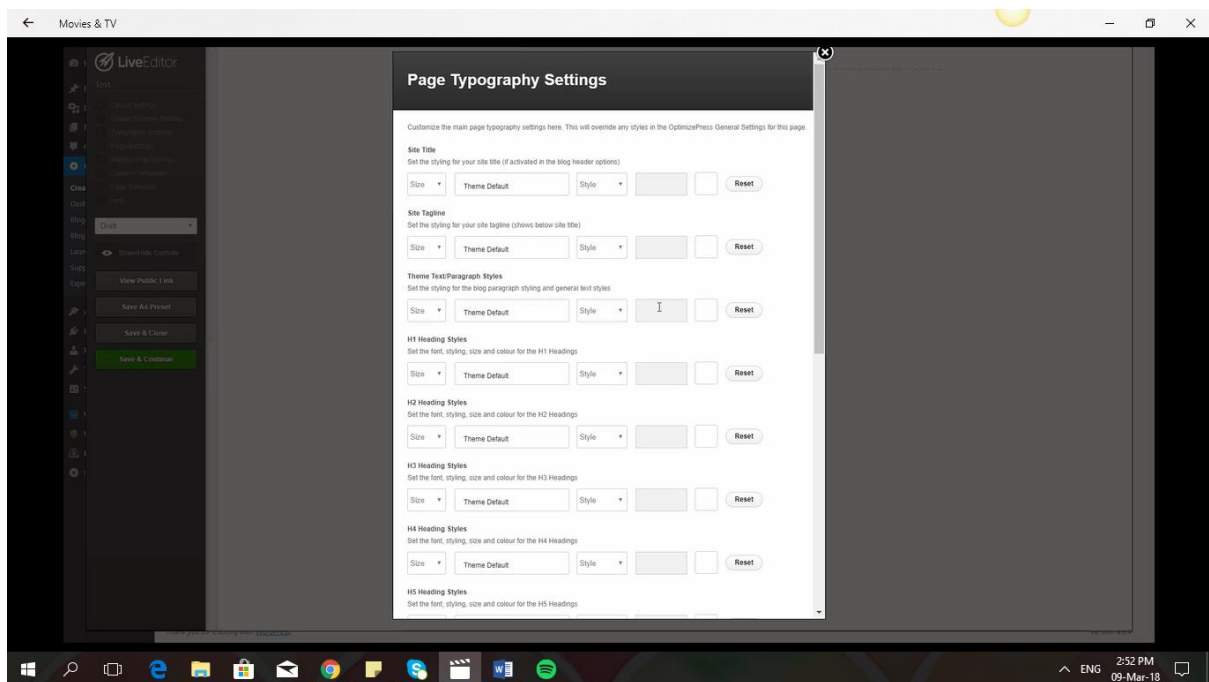
**S7:** You can also edit the color scheme settings.



**S8:** The most important thing you want to look at is probably the overall page color options, where you can change the background color or the hyperlink color. But personally, I prefer to leave this alone. And its always ideal to have your background page color in either white or a light color like light grey. So I'm going to leave this alone as well. And hyperlink colors are always best left with default blue, so again, I'm going to leave this alone.

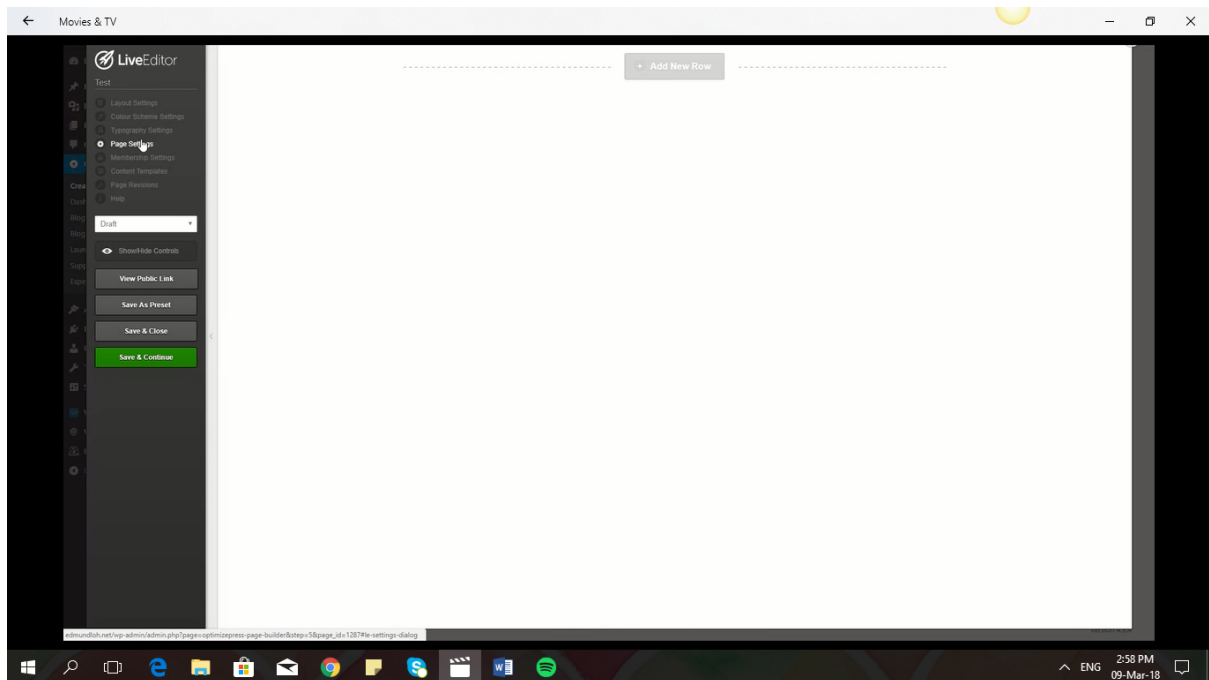


**S9:** Next is the "Typography Settings". And this is where you can get a little bit fancy.



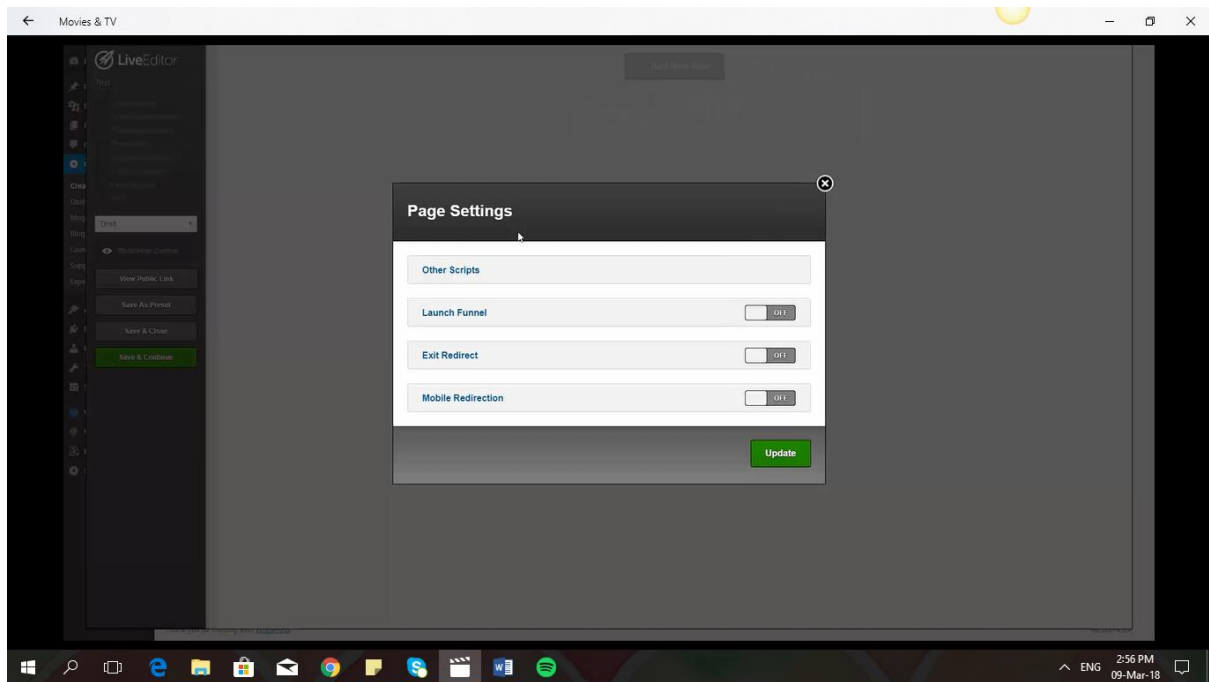
**S10:** You can especially change the "Theme Text / Paragraph Styles" where you can change the size of the font, which is the standard words, and the color. Same goes to the heading styles as well. But, right now, I'm going to leave this

alone as well. But I'll have you know that for the theme, H1 heading styles and H2 heading styles, you can have this edited to give a certain standard look and feel throughout your website. But I'm going to leave this alone for now.

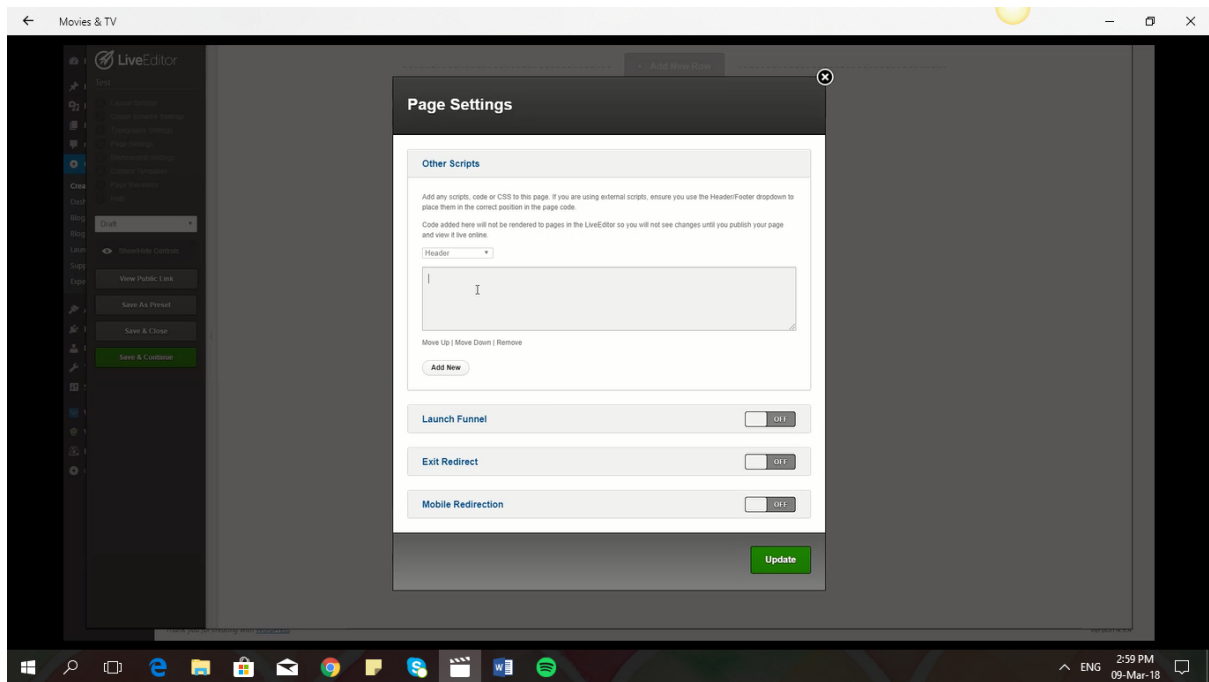


**S11:** Next up is “Page Settings”.

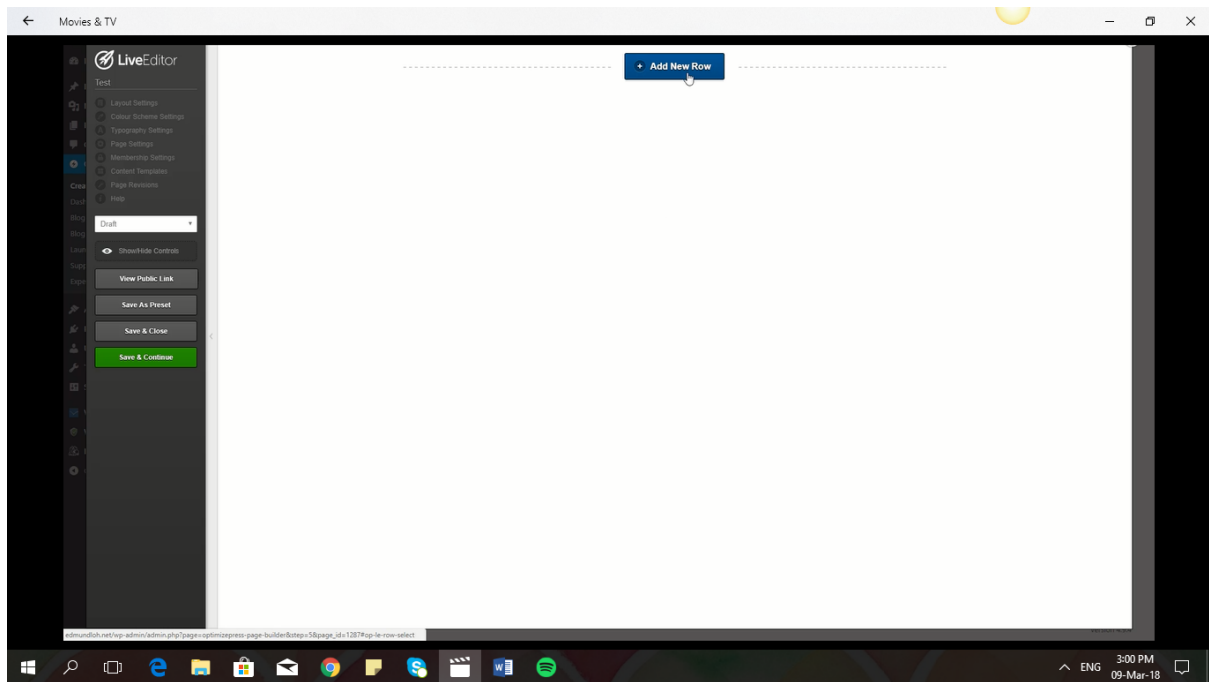




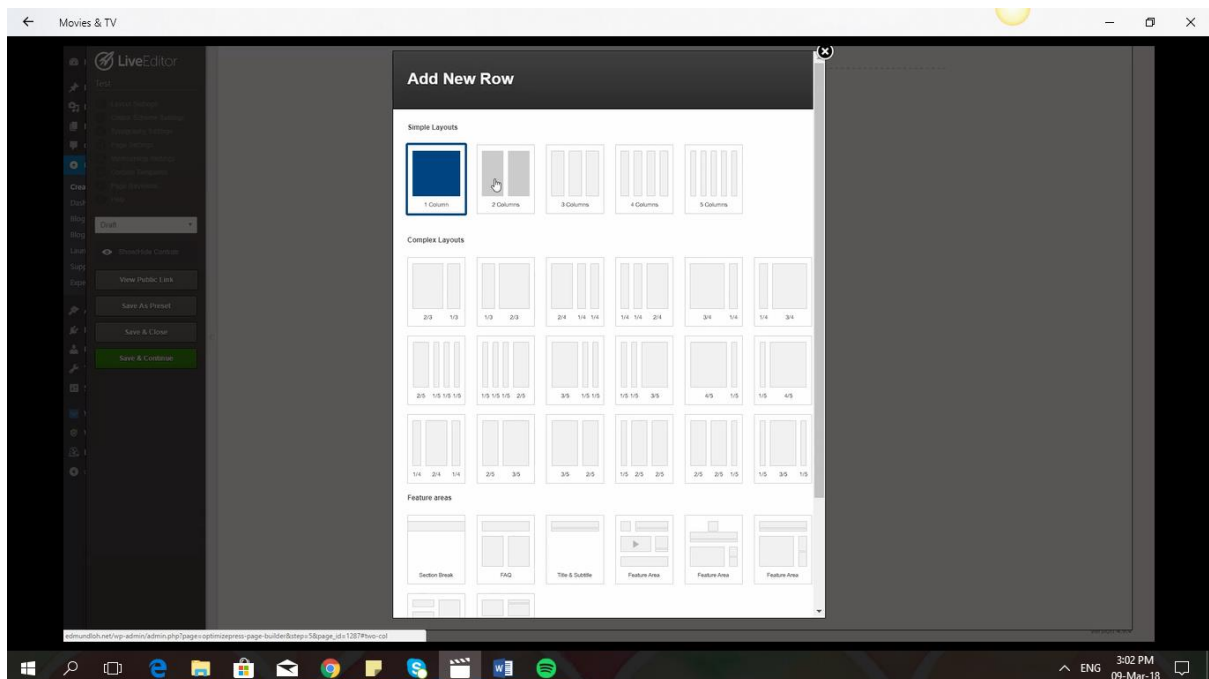
**S12:** This is going to be important afterwards because when you advertise on Facebook Ads or even Google Adwords, you will be required to add in some third party scripts to the page.



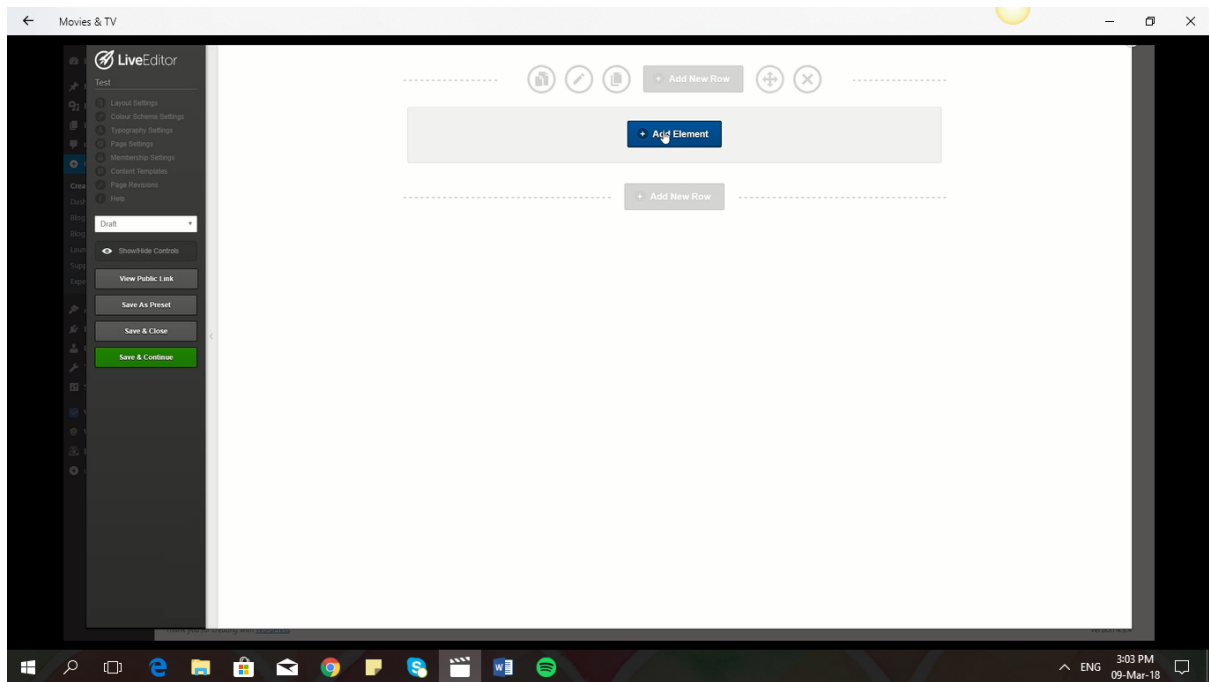
**S13:** So, where you're going to put this is in the "Other Scripts", and this is where you're going to be adding the codes, and save it here. So I'm just giving you a heads up in advance. You don't have to bother with the rest like membership settings, content templates.. all these are not important at all - you won't have to look at them. So let's get started.



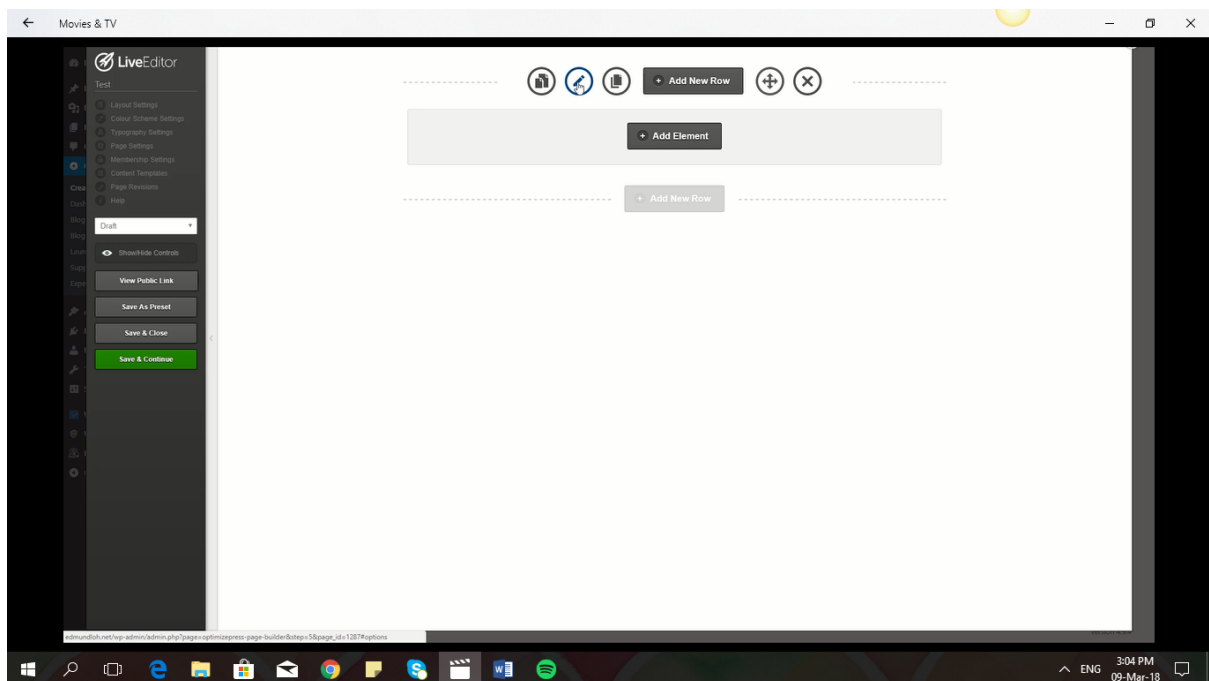
**S14:** Now, the very first thing you will need to do is to click "Add New Row".



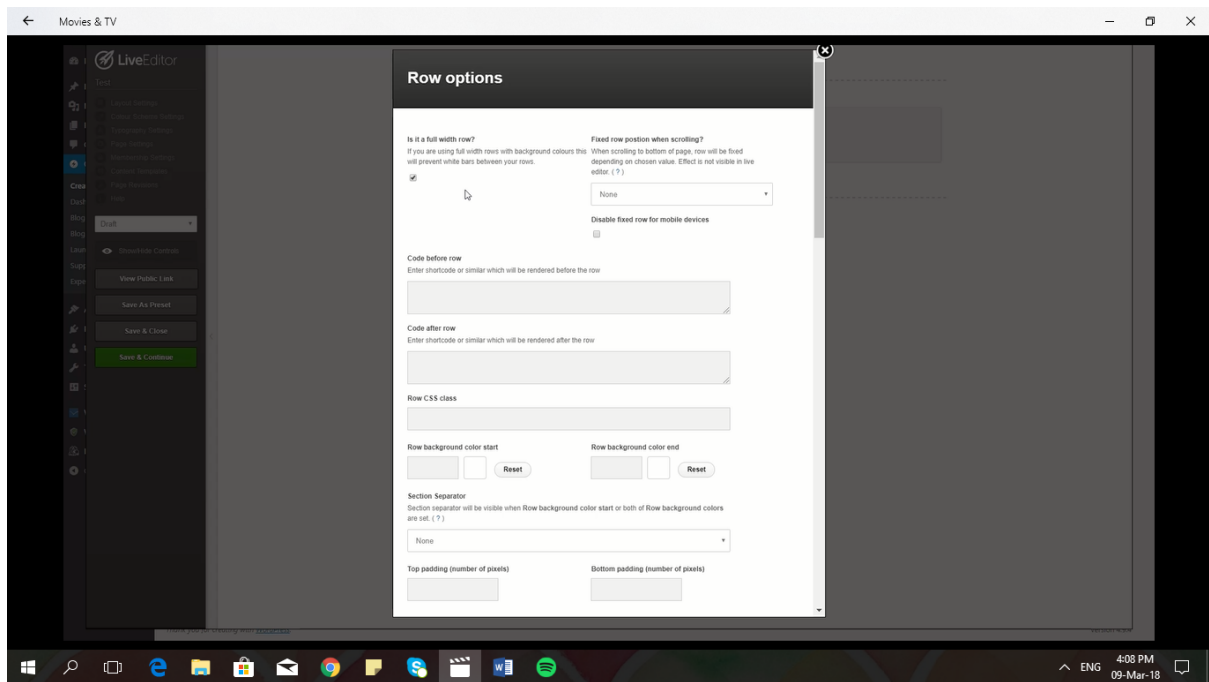
**S15:** You'll see that there are many types of rows you can add. But most of the time you'll be using either the one column or two columns and the premise of a landing page is quite simple. So you'll be using one column, and click on "Insert To Page".



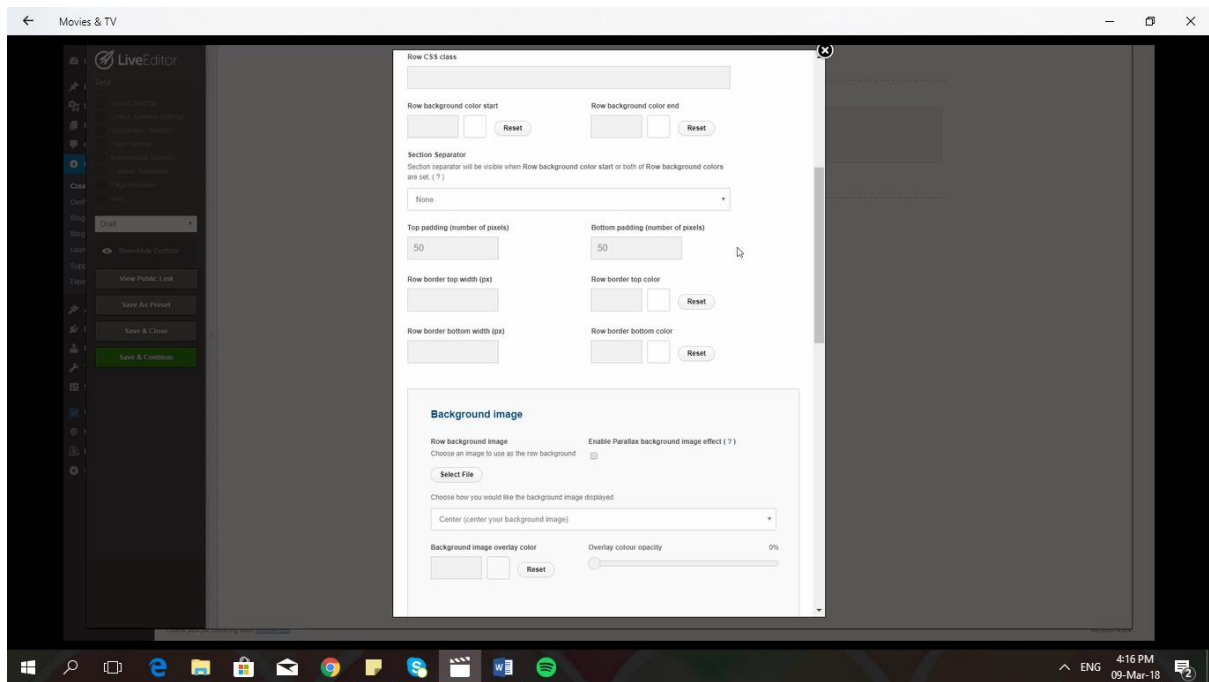
**S16:** You will notice that you can now "Add Elements".



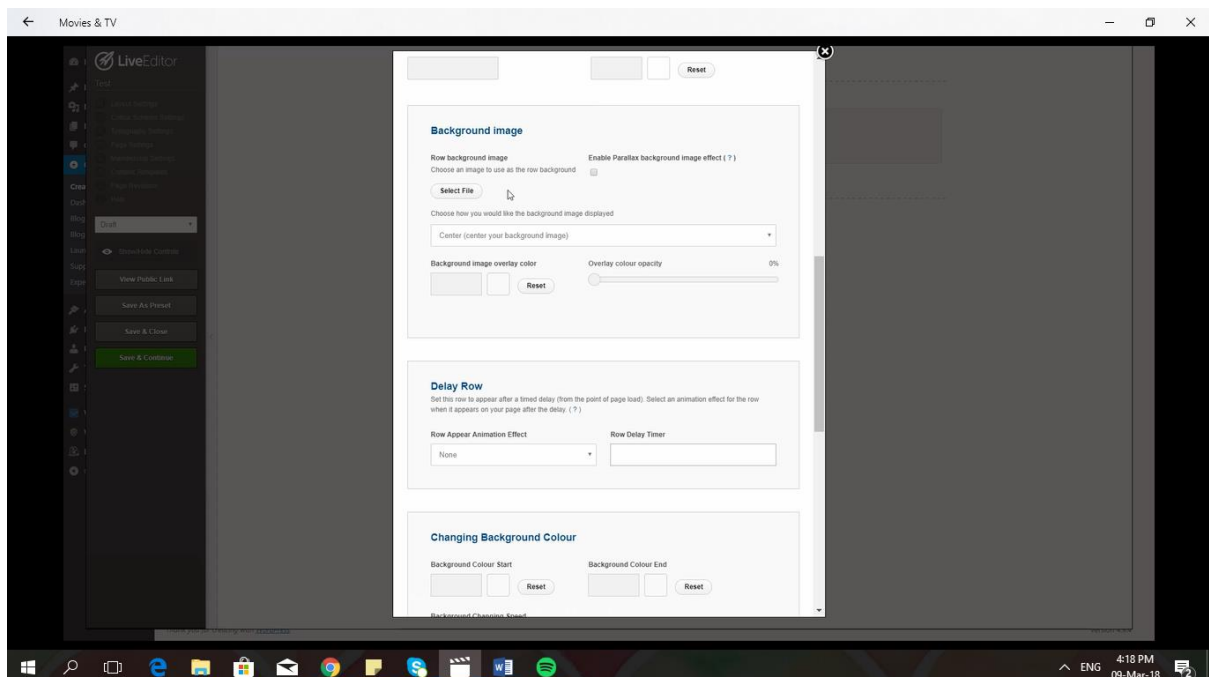
**S17:** But before we get ahead of ourselves, you see that when you hover your mouse here, there is this "Edit" icon.



**S18:** Click on it, and what I want to draw your attention to is this thing called is it a full width row. You want to have this ticked at all times, to prevent something very strange from happening where you start seeing smaller white bars between the rows, you want to prevent that from happening - so tick this.

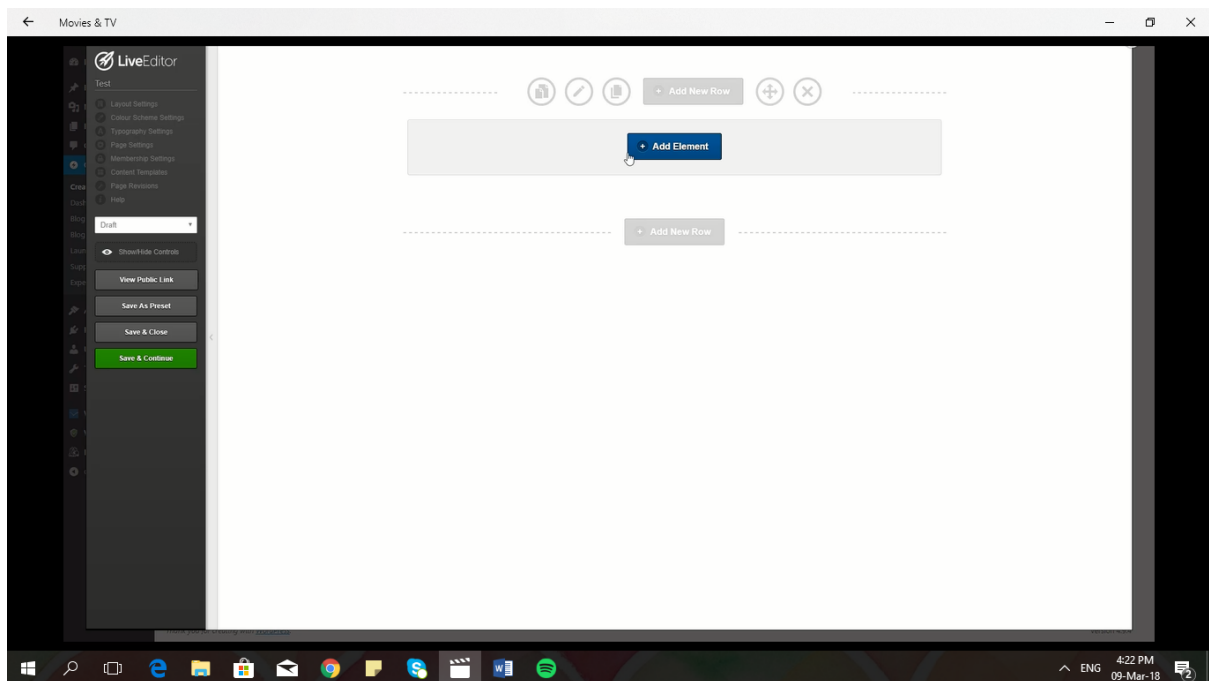


**S19:** You can pretty much ignore the rest until you reach here - "Top Padding" and "Bottom Padding". I like to put a certain number here, like 50 and 50 pixels so that there is some kind of space in between the rows, so that they don't look too cramped. So I've already put about 30 to 50 in value over here.

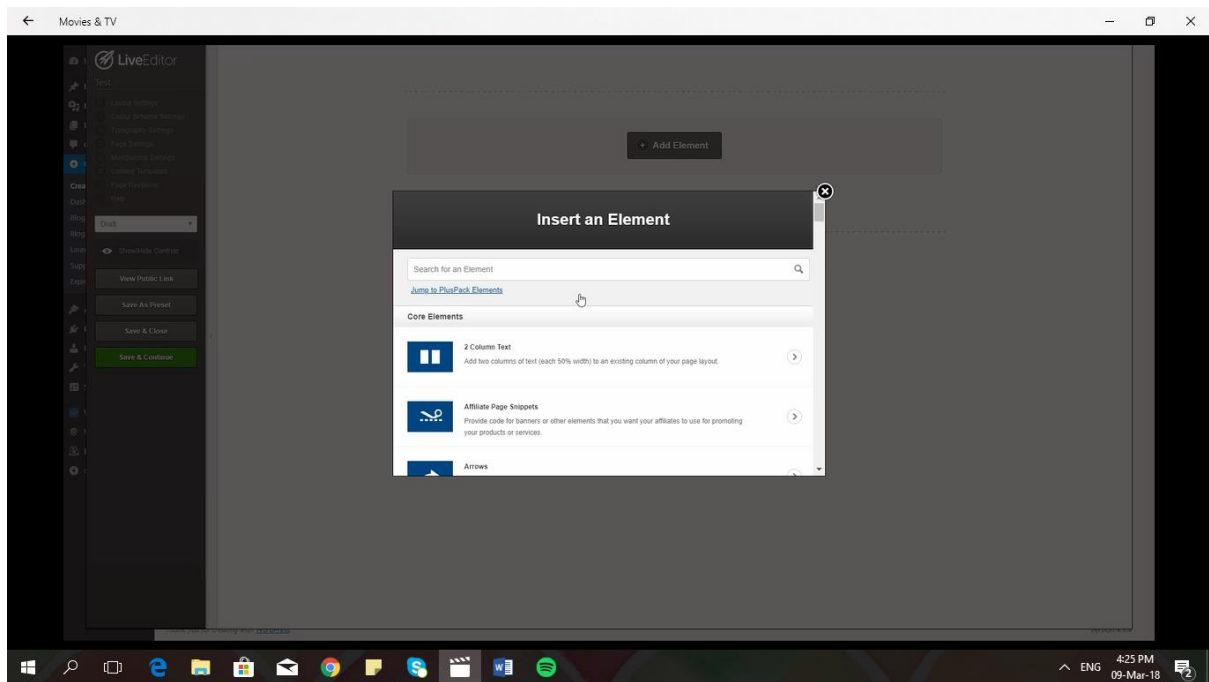


**S20:** Now you'll want to add in a background image - it's optional, but

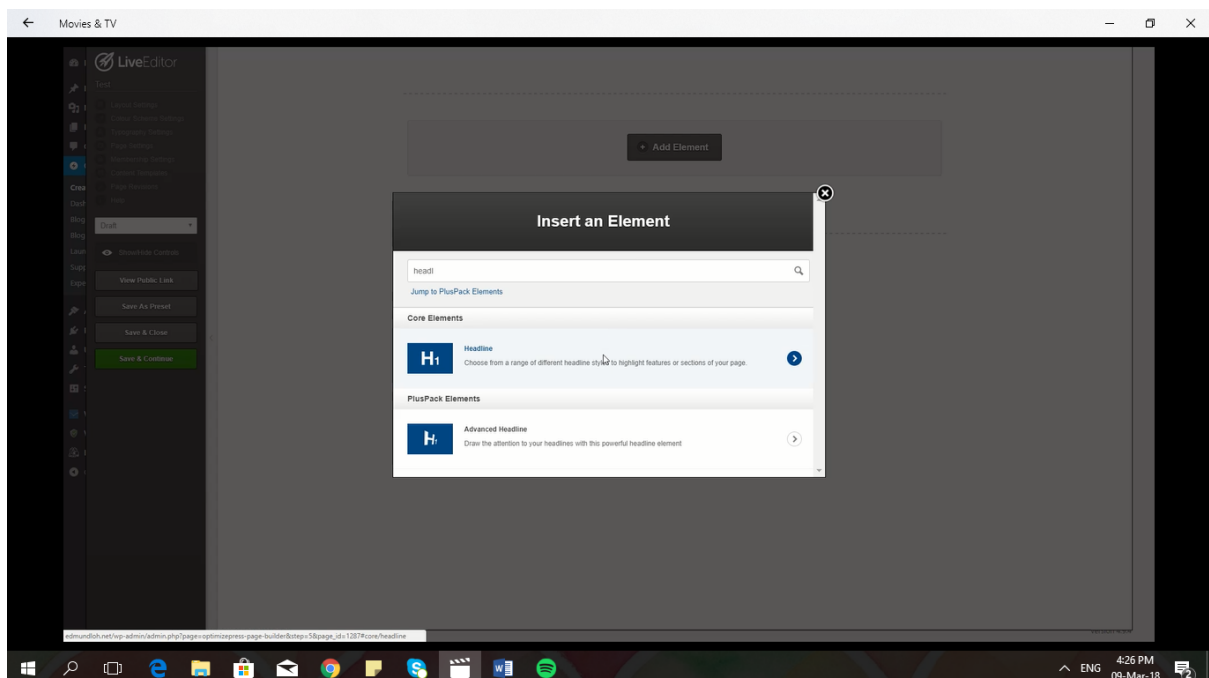
personally I like to keep my landing pages clean, neat and fast loading so I'm going to leave all this alone right now. So don't be intimidated by the sheer amount of properties that you can tinker with, just know that its a very powerful page builder, but let's operate on simplicity.



**S21:** So, click "Update" and you'll notice that there's a little bit of space right now. It'll be more prominent afterwards as you add another row or two. The first thing we're going to do is to "Add Element".

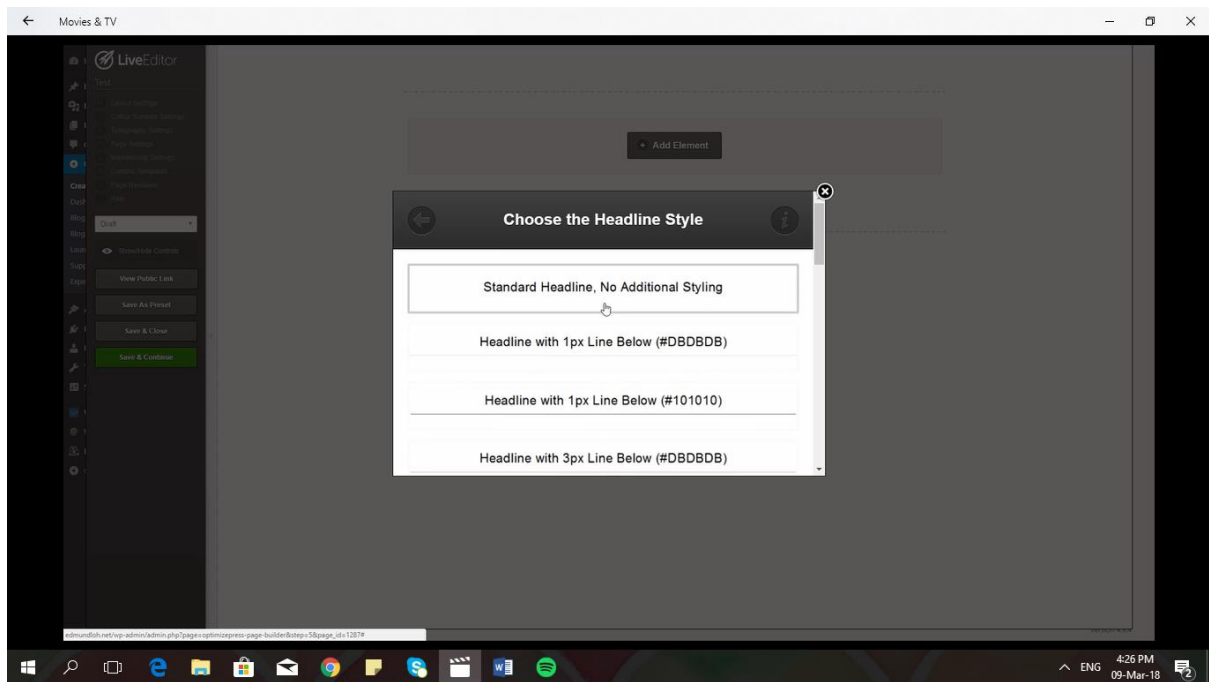


**S22:** You will notice that there are a lot of elements that you can add. If you are new to OptimizePress, then this might be intimidating. However, let's keep this simple and straight to the point.

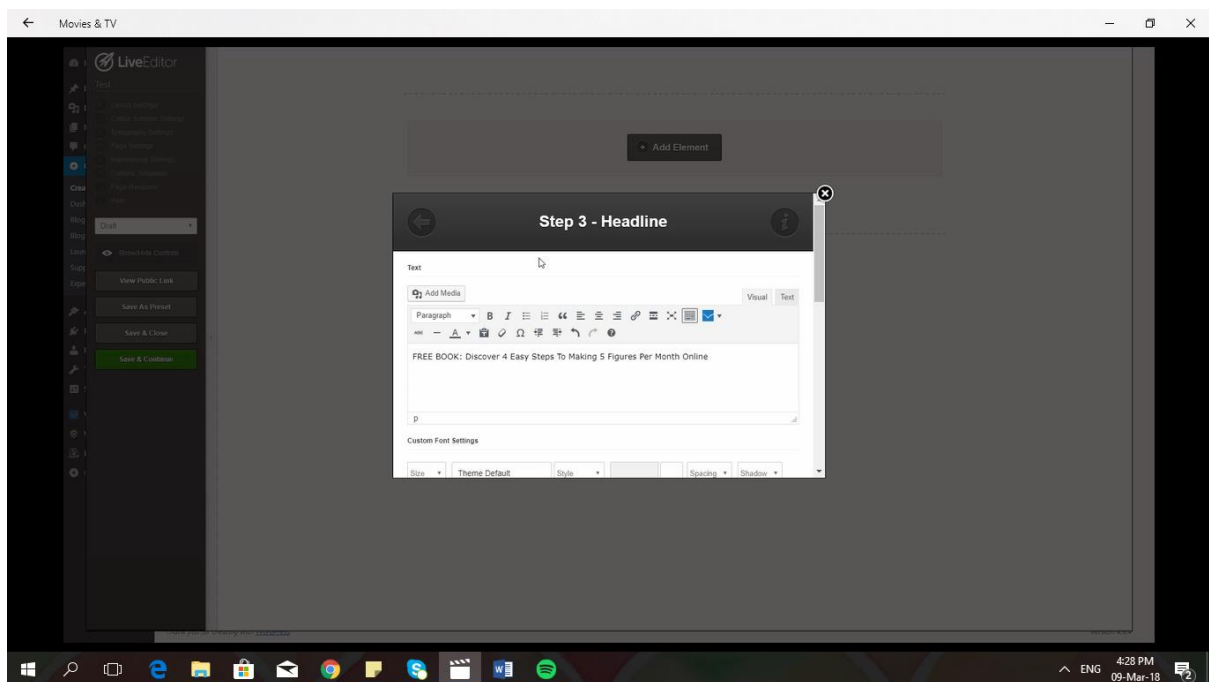


**S23:** So the one thing I want to add now is the "Headline". I'm going to click "Headline"



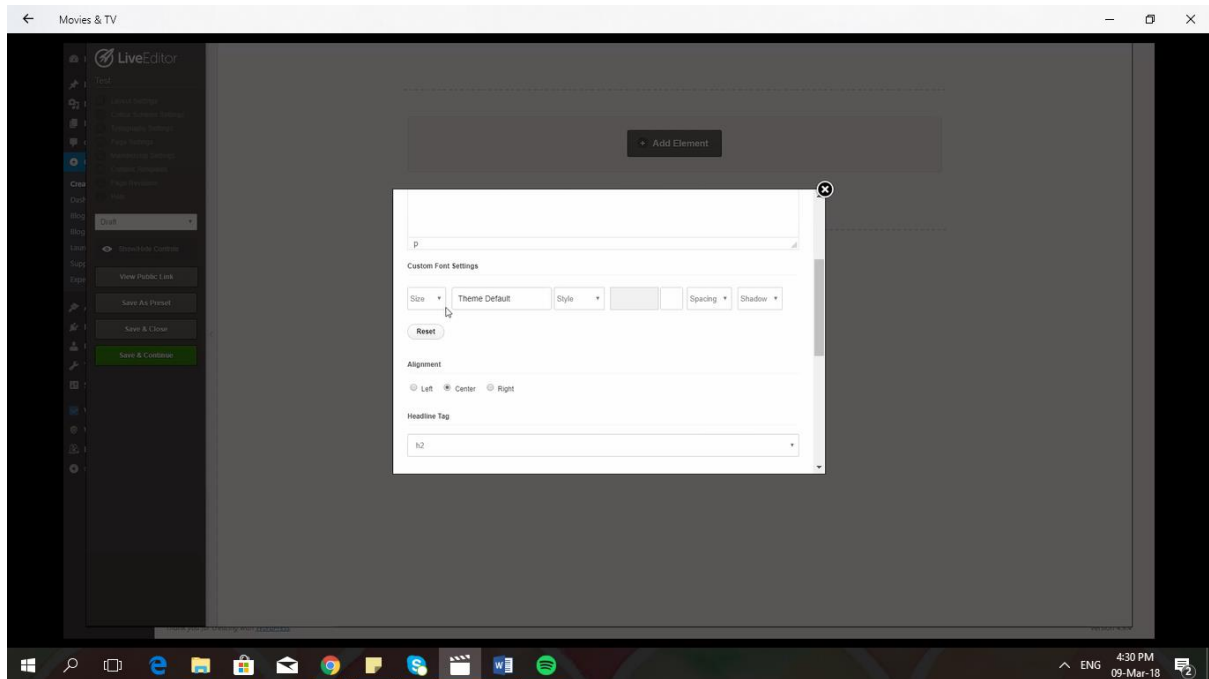


**S24:** You will see that there are also a few styles of headlines that you can add. But let's go with the standard one here right now.

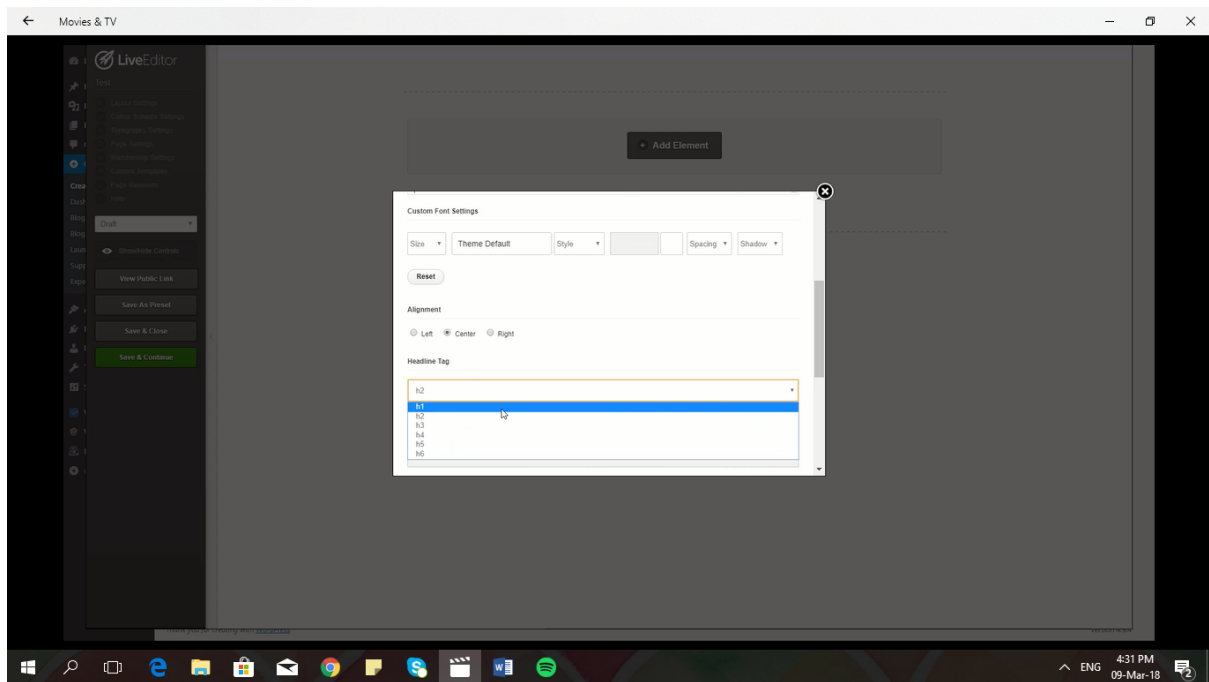


**S25:** So this is going to be the first thing you're going to add your page, and let's try to reconstruct a very similar page that you have seen in another video. So I'm going to call it : " Free Book : Discover 4 Easy Steps To Making Five

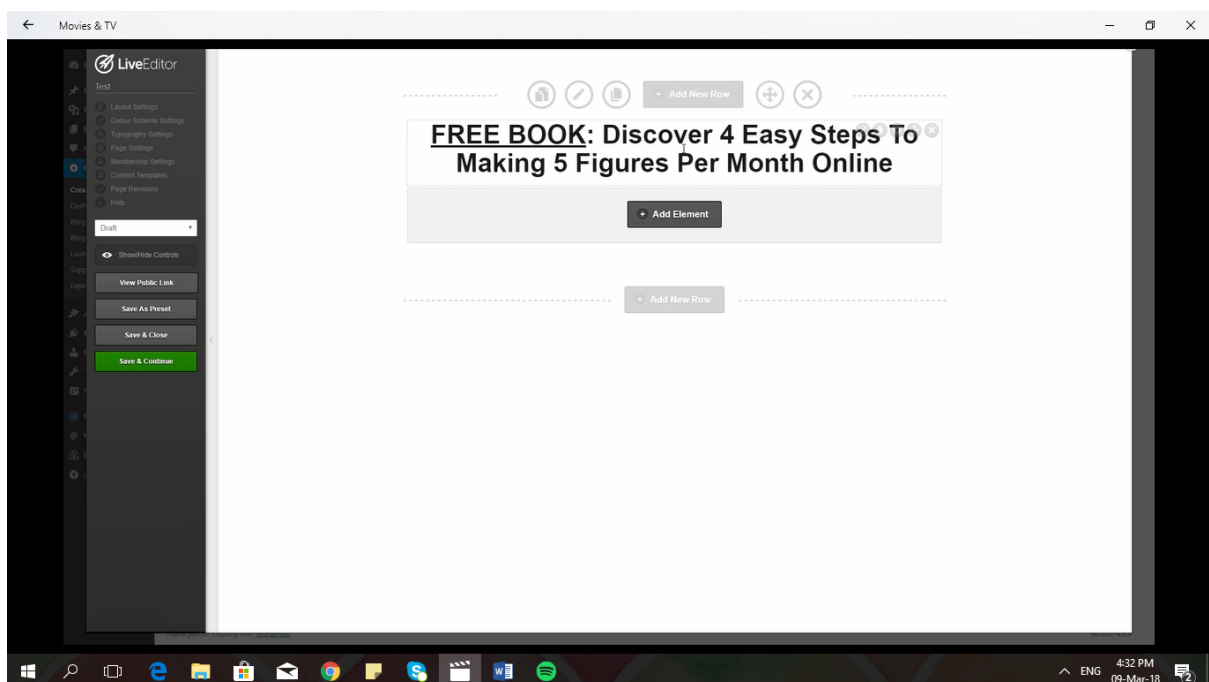
Figures Per Month”. Now I know that the headline could be better of course. But this is just an example. And let's just do it that way. You can underline certain words by clicking Ctrl + U or Command + U if you are using Mac.



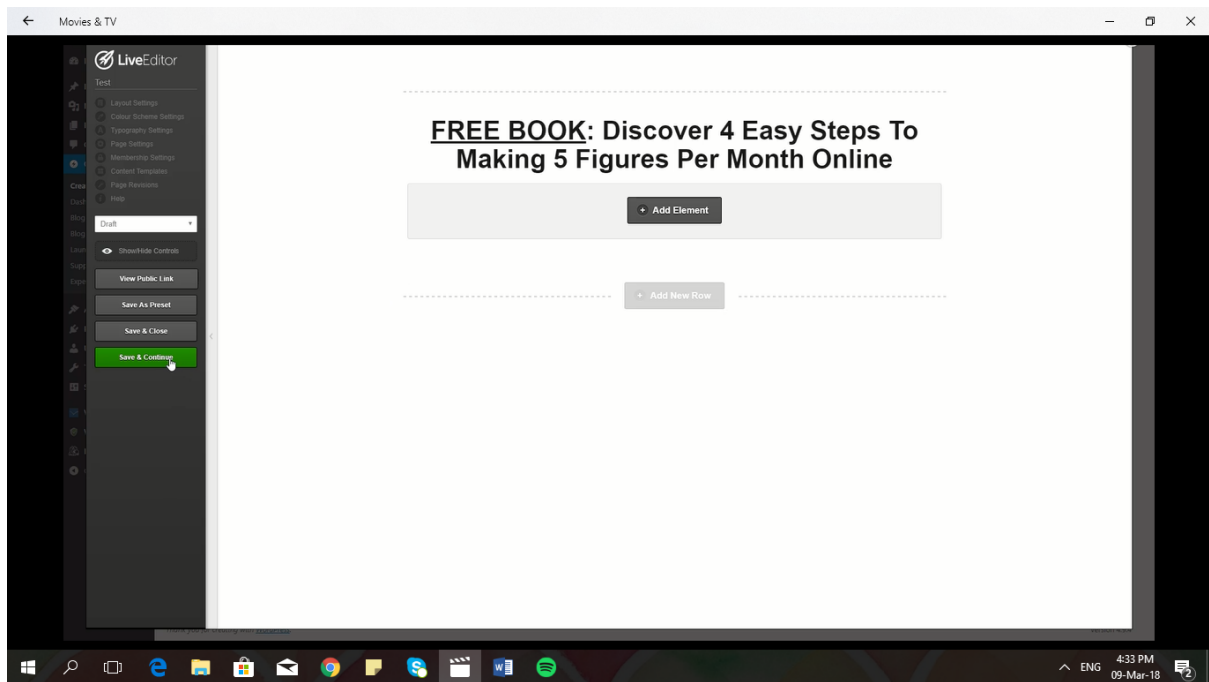
**S26:** Here you see, there's a custom font settings you can modify anyhow you want.



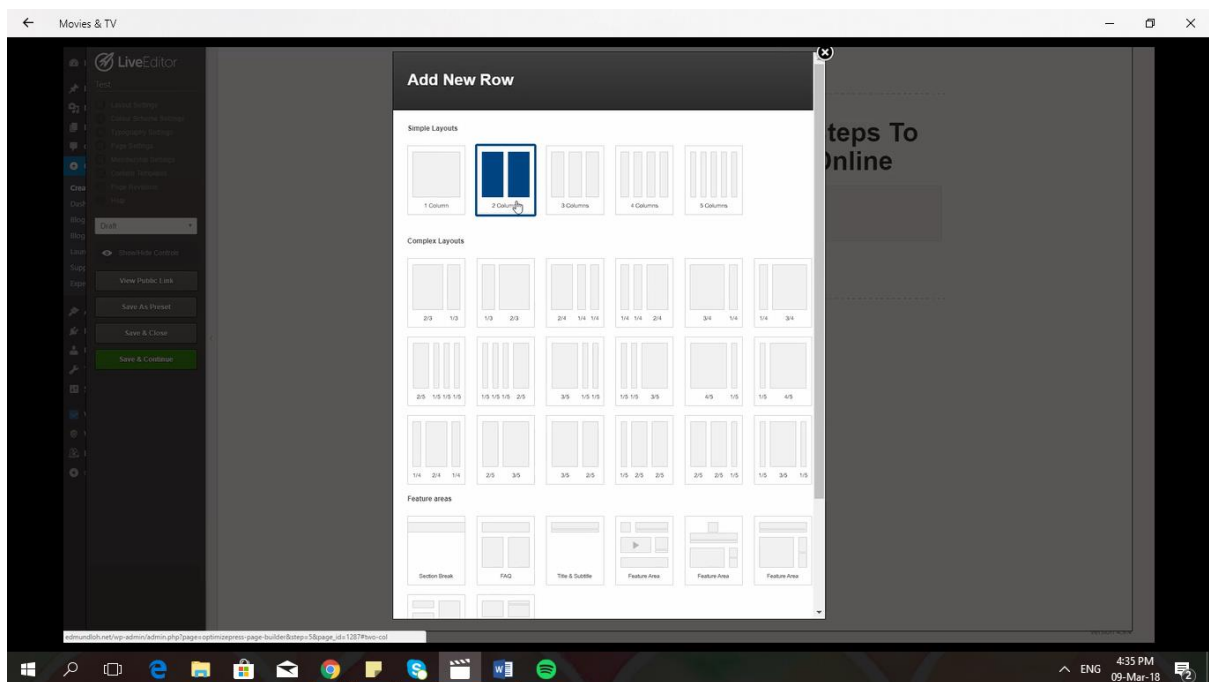
**S27:** And further down you can see that there's this thing called the Headline Tag where you can put as H1, H2 or H3. If you remember just now, in “Typography Settings” - when you set a certain style for a certain headline tag, then it will act accordingly. So let's just go with H1, and this should be the biggest appearing font in the website.



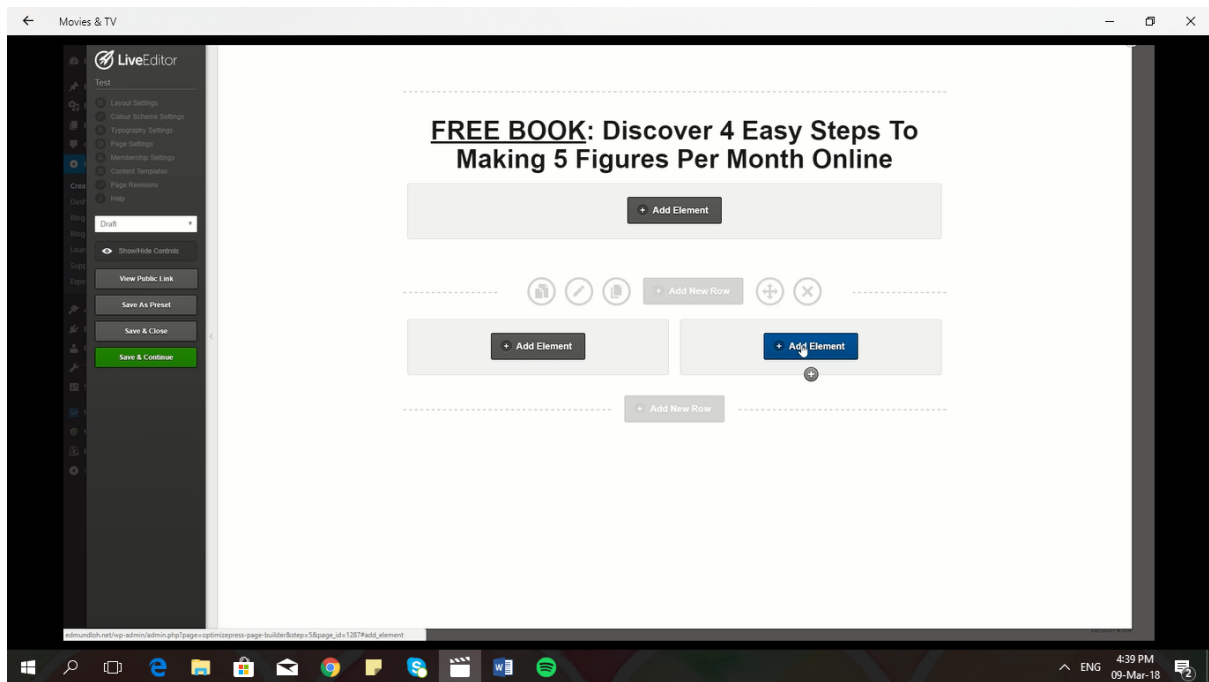
**S28:** Let's click insert and there we go. Looks just nice, we'll keep it that way.



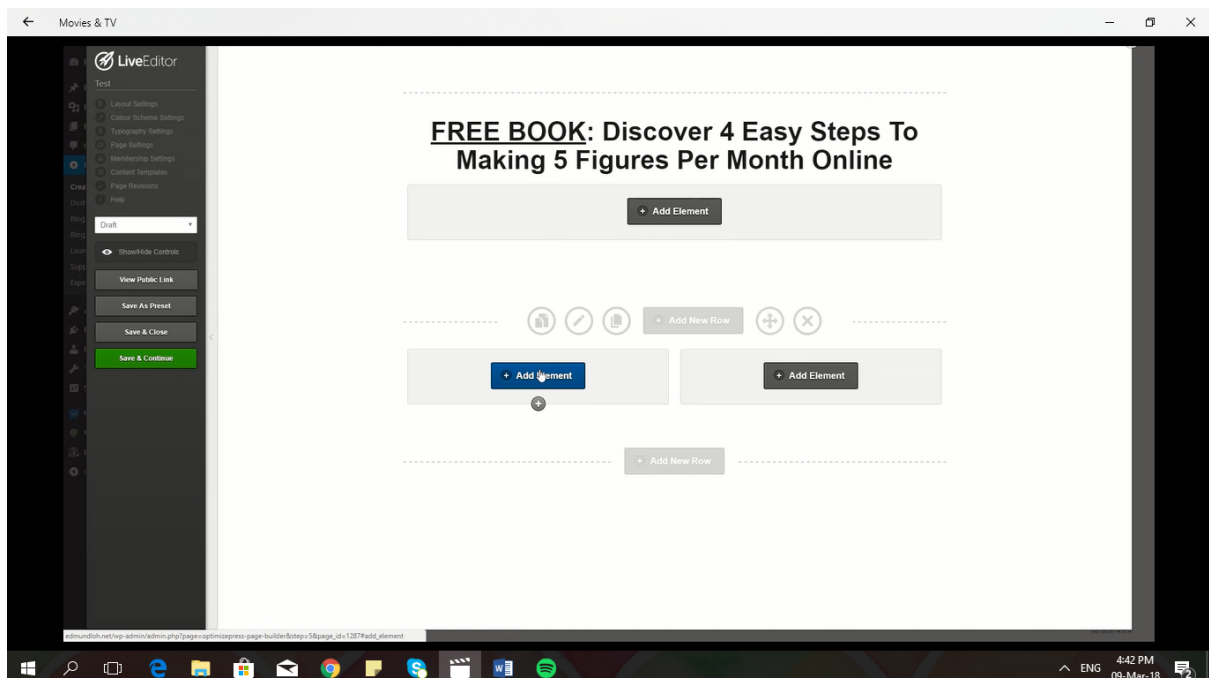
**S29:** By the way, before I get ahead of myself, you'll want to save your work regularly - so click on "Save & Continue".



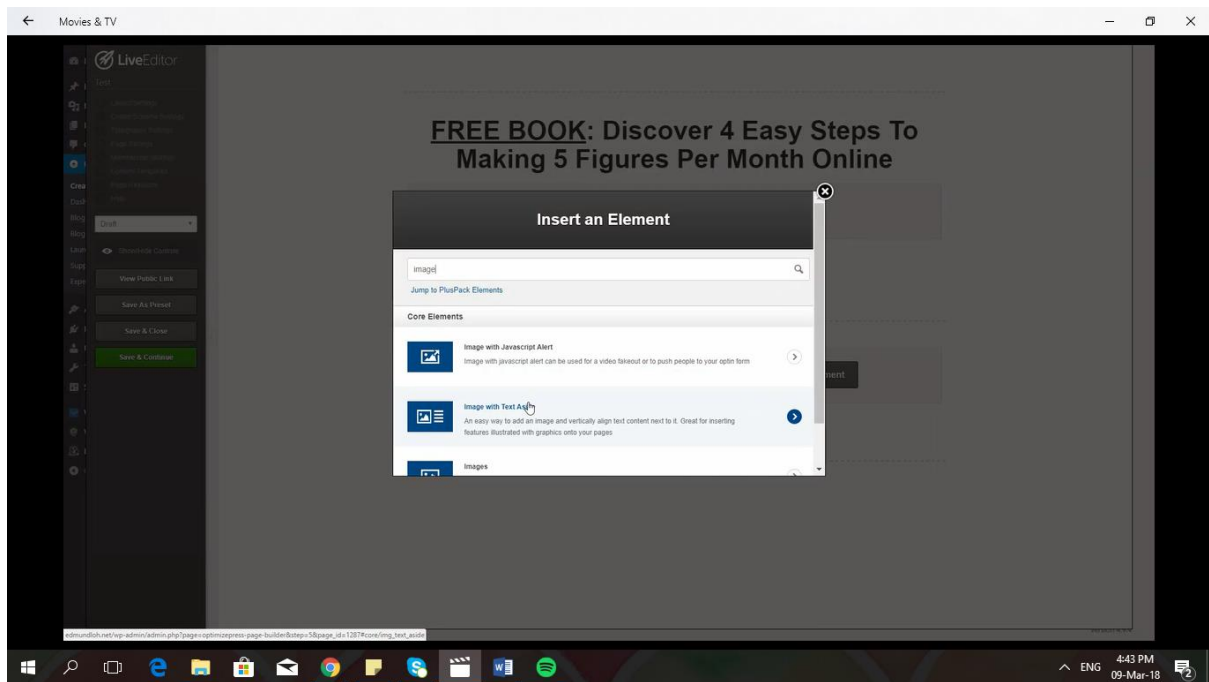
**S30:** So, next up, you'll want to add another row , so click on "Add New Row" and let's add two columns this time. Click "Insert Into Page", and you'll notice that you can now add elements into different columns and they are equal.



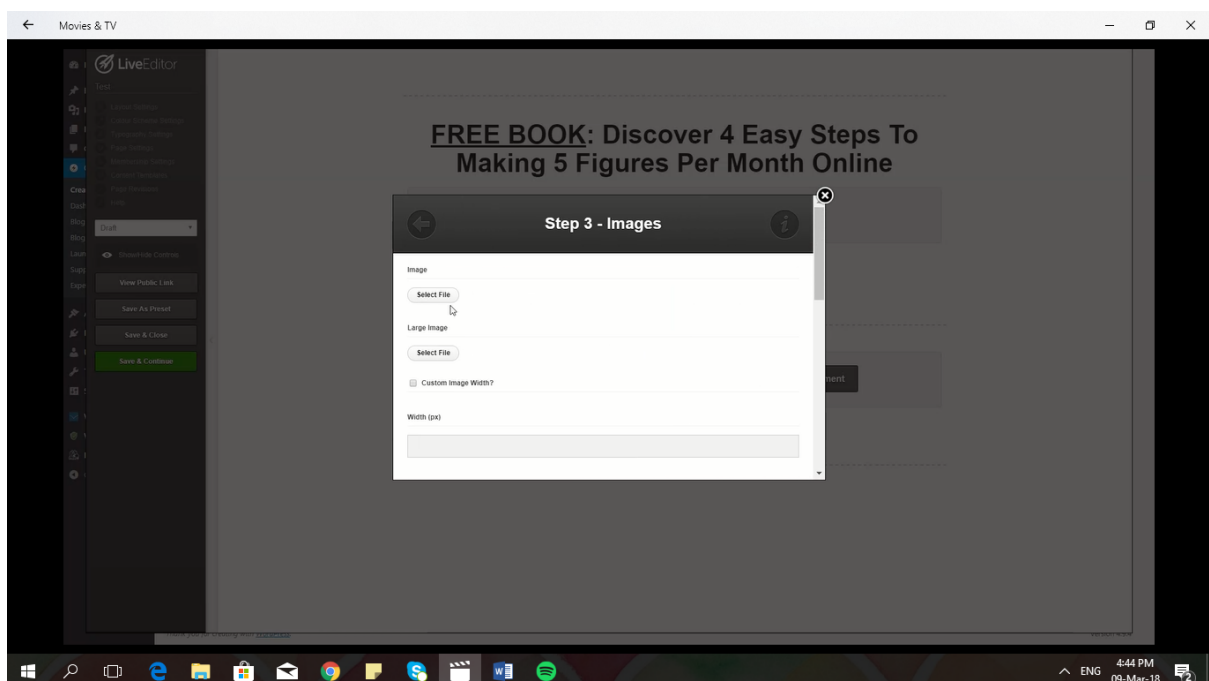
**S31:** So, let's edit the row first. Again, check: is it a full width row, as mentioned earlier, tick off this box and "Top Padding" let's put 50 and 50 again. Again, feel free to manipulate the values anyhow you want, that's just my personal preference. I'm not going to change anything else, I'm just going to update.



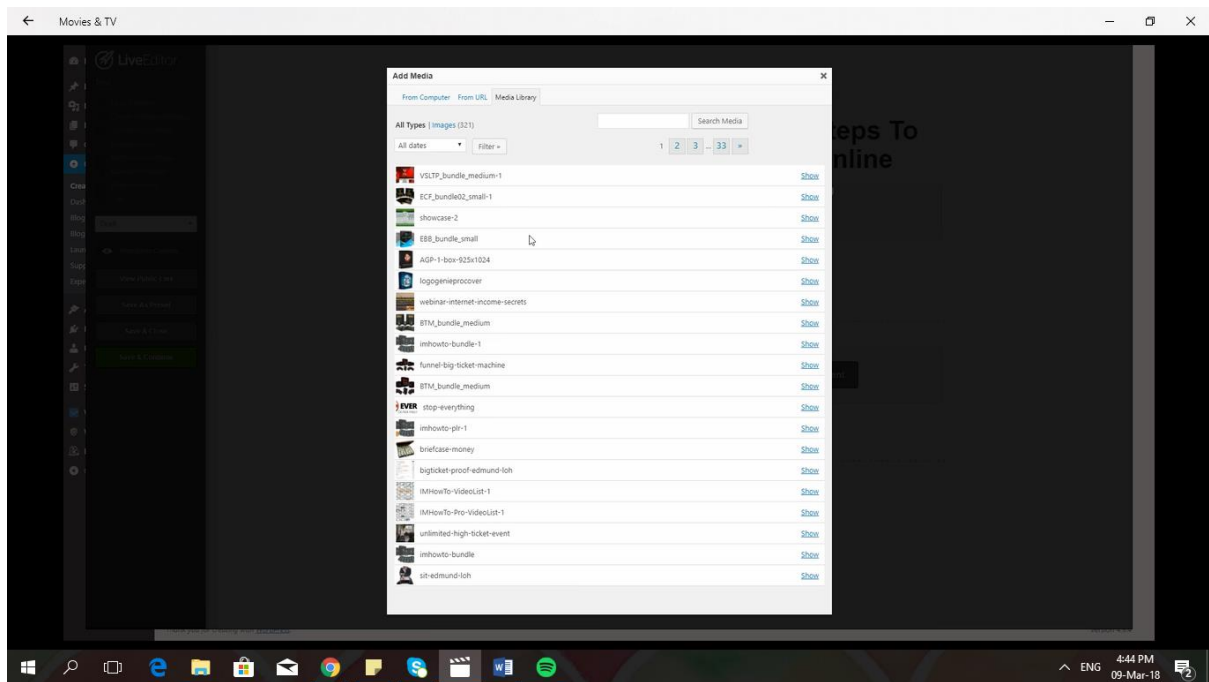
**S32:** Over here, I'm gonna click on "Add Element". Let's try adding an image this time.



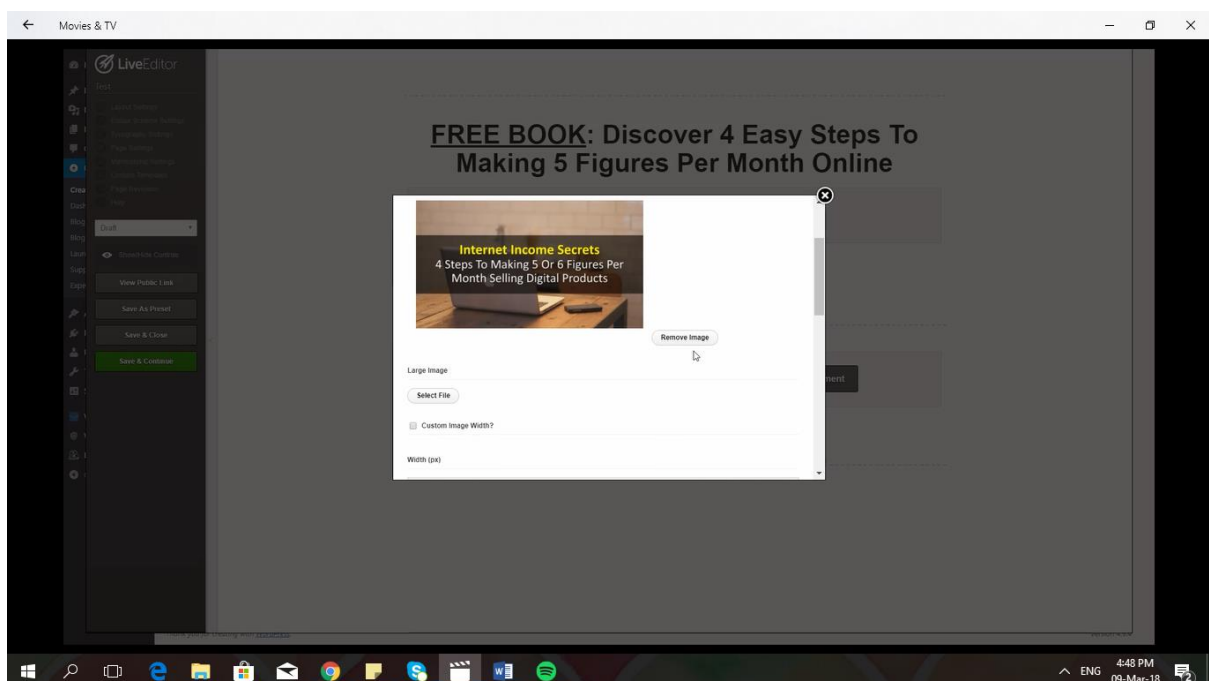
**S33:** So, search for image - just scroll down and look for it, and click on "Images". You'll notice that there are a few type of styles you can add, but I want to keep things simple.



**S34:** So, over here you want to click on select file, and you can drop an image file over here.

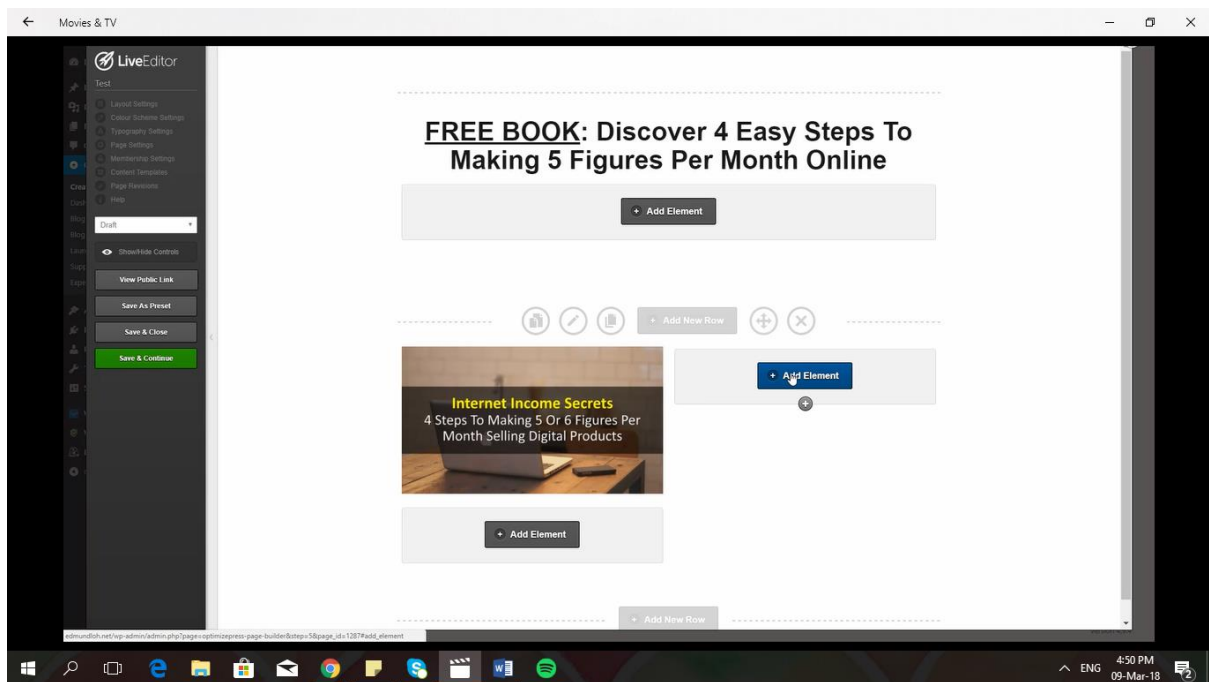


**S35:** But beacuse I've already used quite some images before I'm going to use one as an example. But if you're using a new WordPress then obviously you should be adding a new image and upload it to your WordPress site.



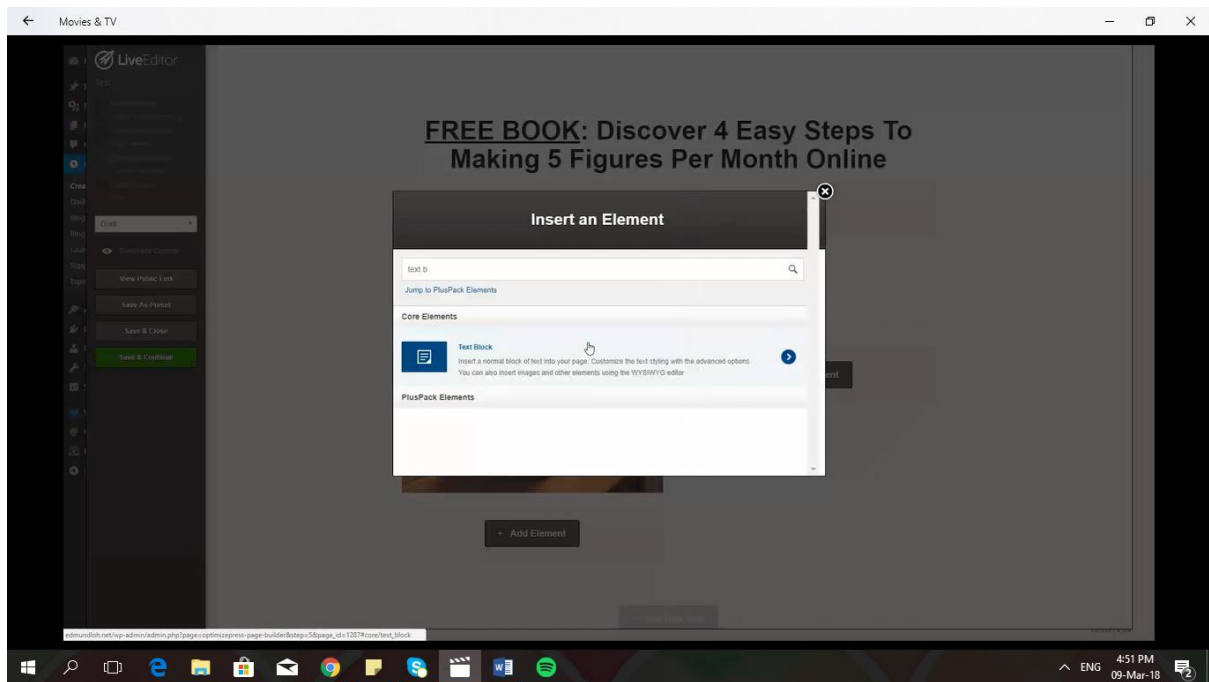
**S36:** So I'm just going to use one image as an example, just for the fun of it. Click "Insert Into Post", and you'll have an image. Now there are other

properties you can play with , but I'm just going to leave them alone. You see how easy most of the time you can just pretty much use this page builder, and you can get alot done. So, nice - we have an image over here.

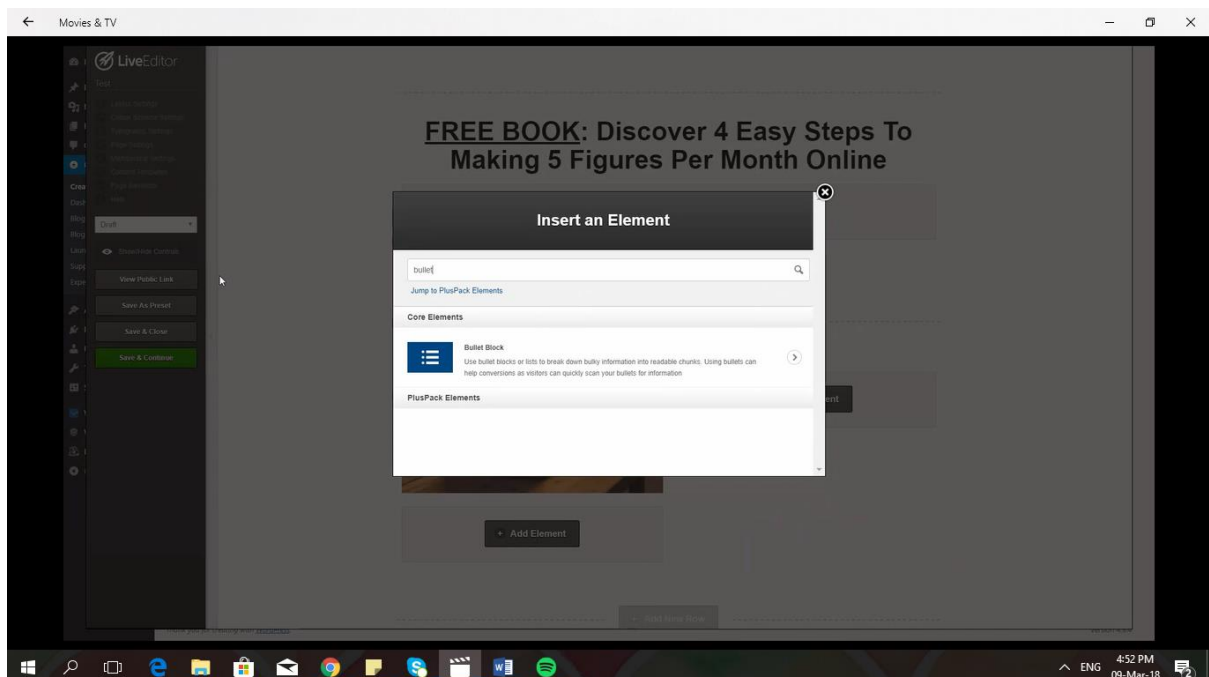


**S37:** And on the right side here, we're going to add in the - let's try the “Text Block” for a change.



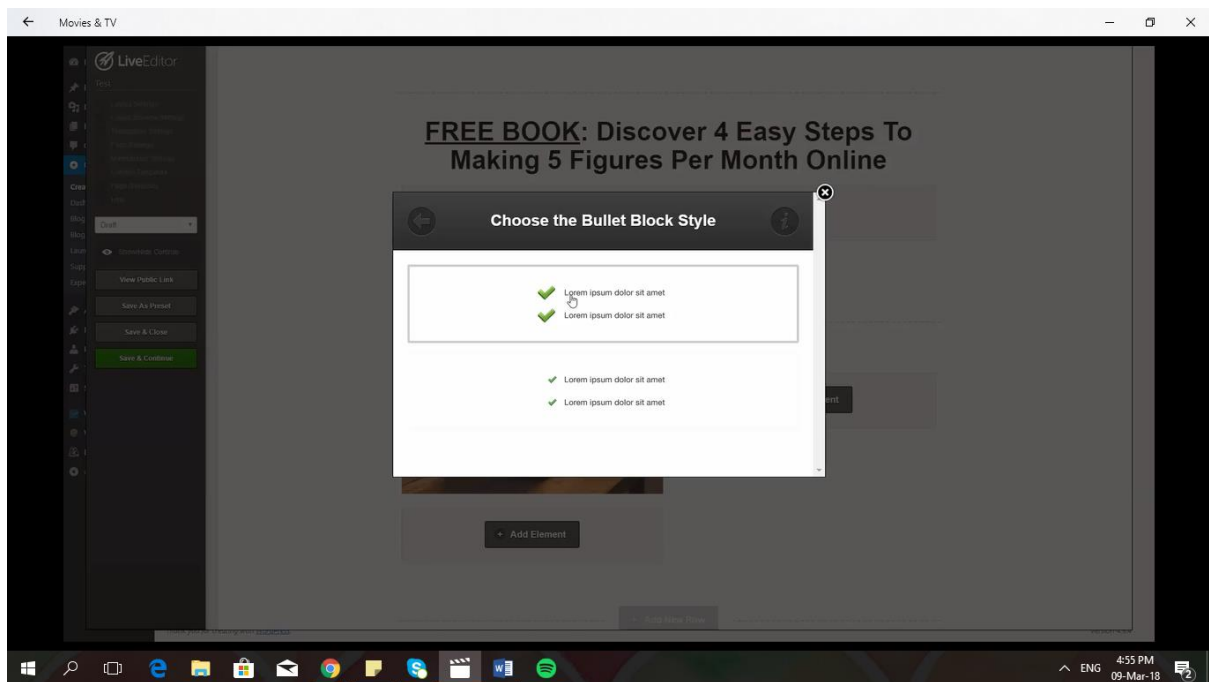


**S38:** So, look for the text block. So, the text block is basically an element where you add all the standard text that you normally see on webpages. And over here, type what you want - "You will discover...". Here's what I like to do : I like to have the whole thing in bold, and click insert - and here we go.

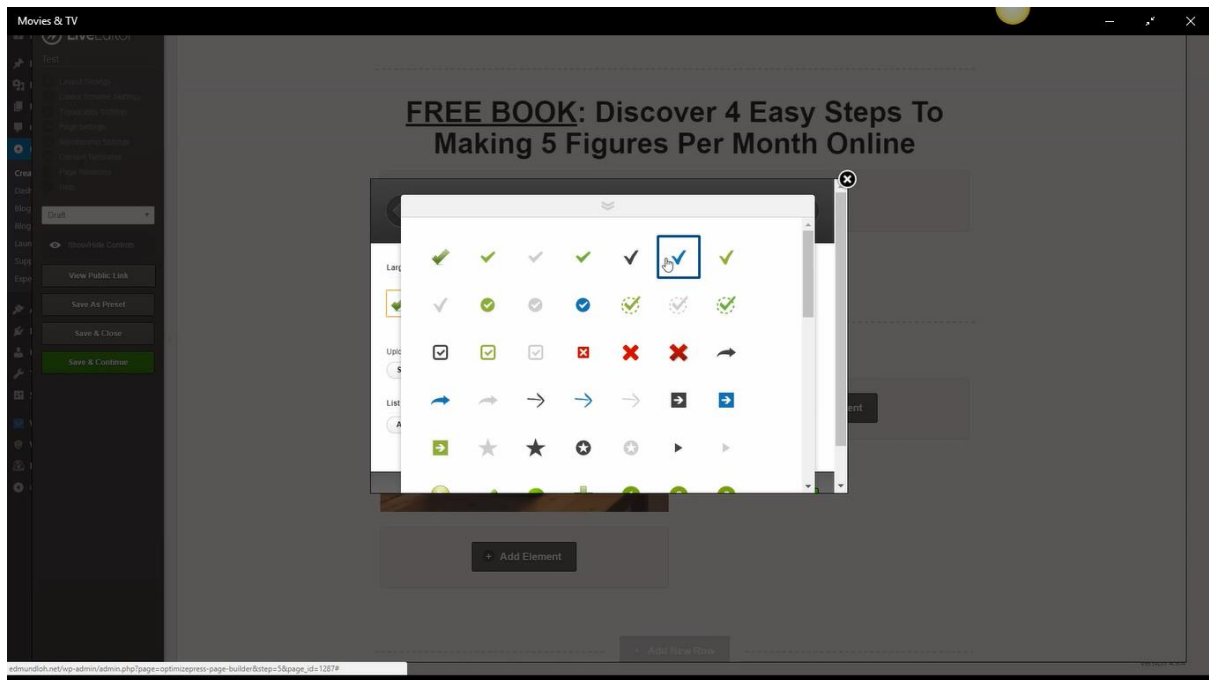


**S39:** And next up, we click "Add Element" again, and the next thing we're going

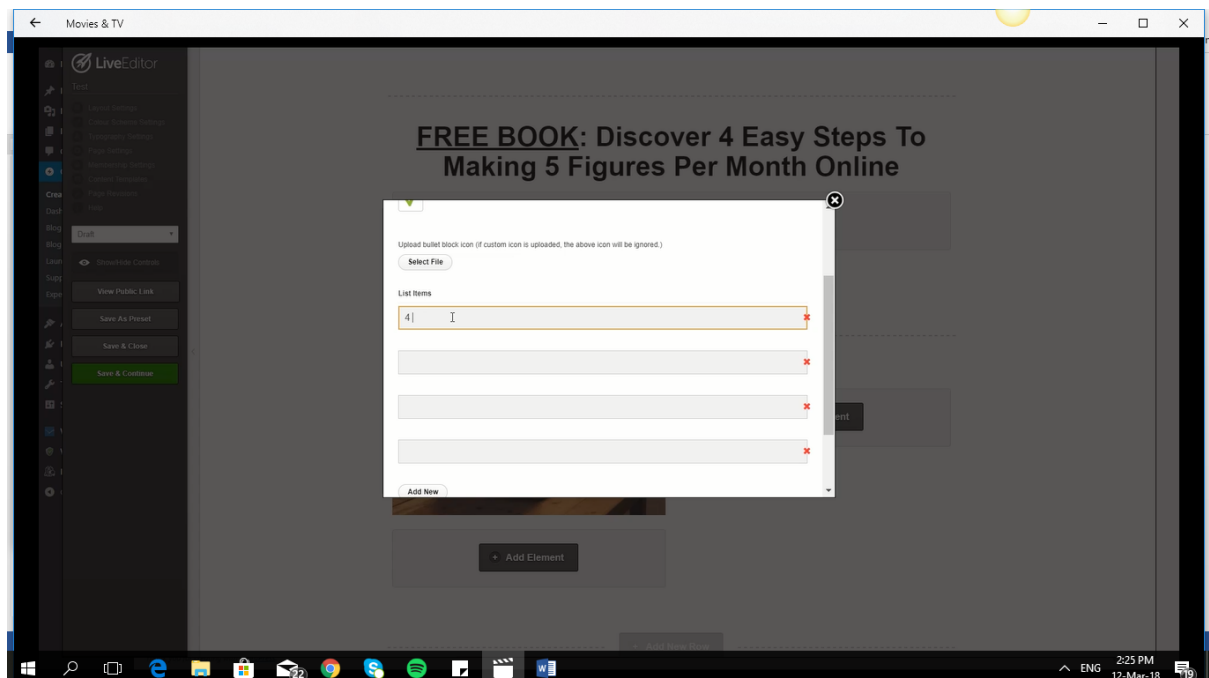
to add is the bullet block. So bullet blocks are basically those benefit points you see where there are stylized or itemized sentences and this is what bullet block does.



**S40:** So I always go for the biggest one here right away.

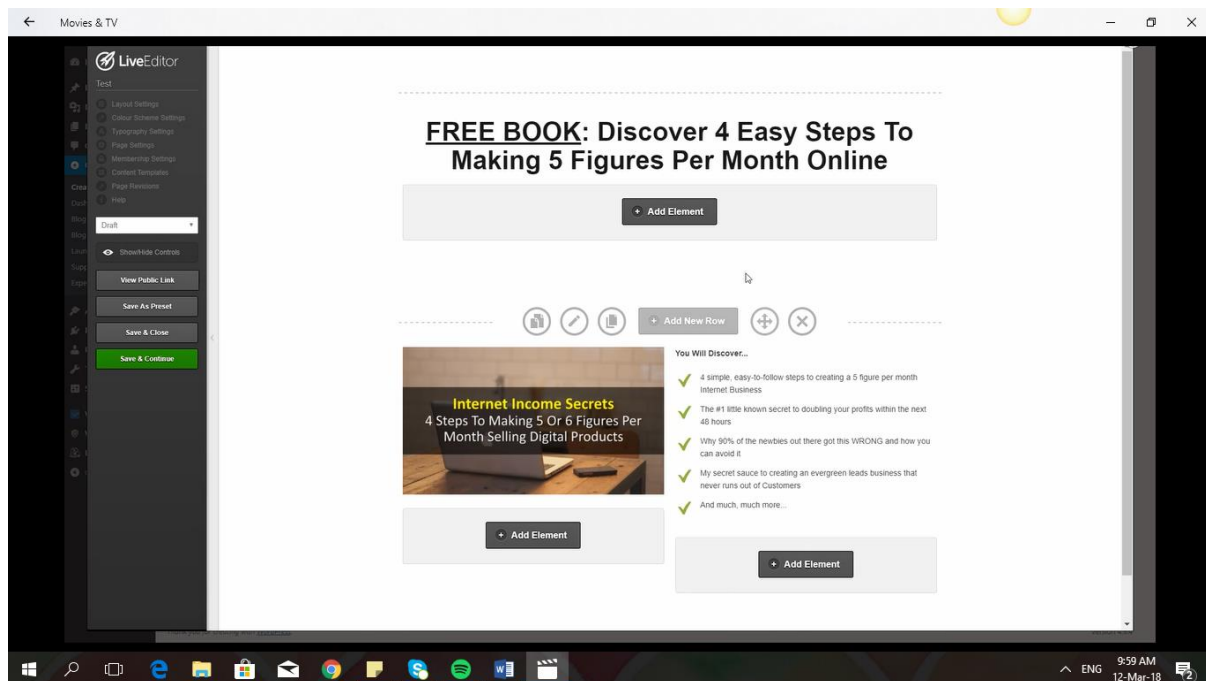


**S41:** You will see that OptimizePress comes really with a selection (a very generous one at that) of icons you can choose. So, I'm going to choose this one, cause this looks nice.



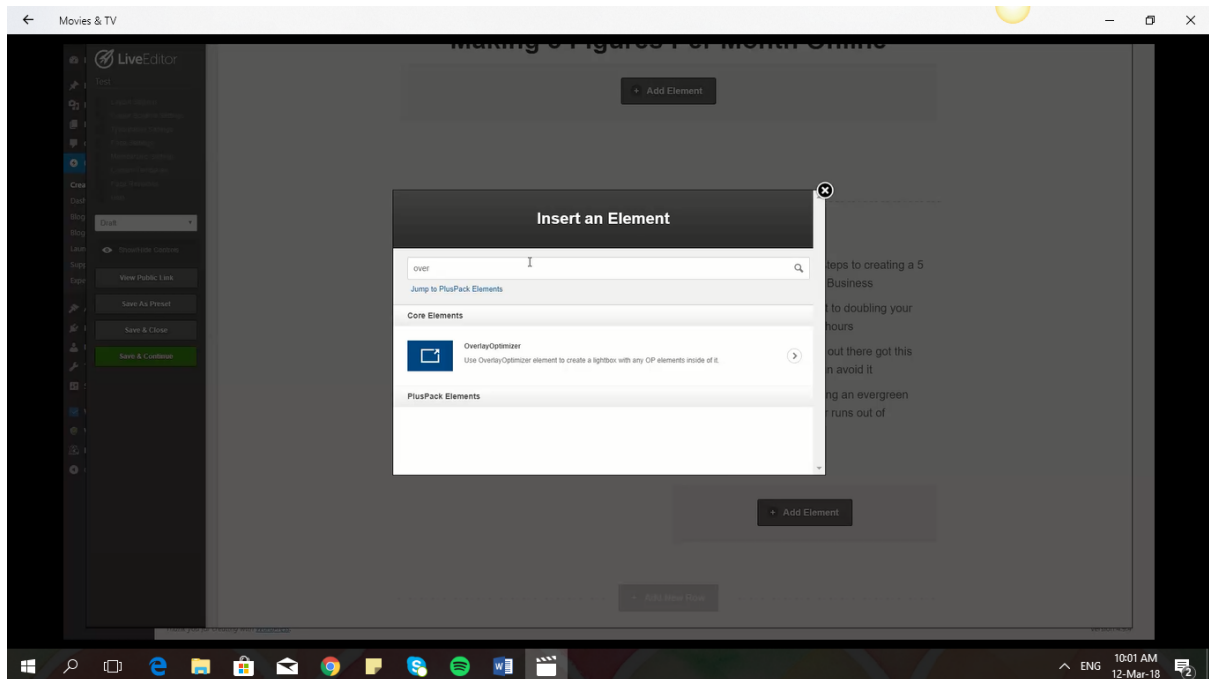
**S42:** This is where you start listing out the items. So let's go - I'm just going to put them all one by one. The first list here is just reiterating the headline - just paraphrasing - "Four simple easy to follow steps to creating a five figure per

month internet business.”. So as you can see here I'm basically paraphrasing the headline. And after that it's followed by a few more key points that are covered in your Free Offer, whether it's a webinar, book or even a live event. Again, this whole thing is all relevant and applicable.

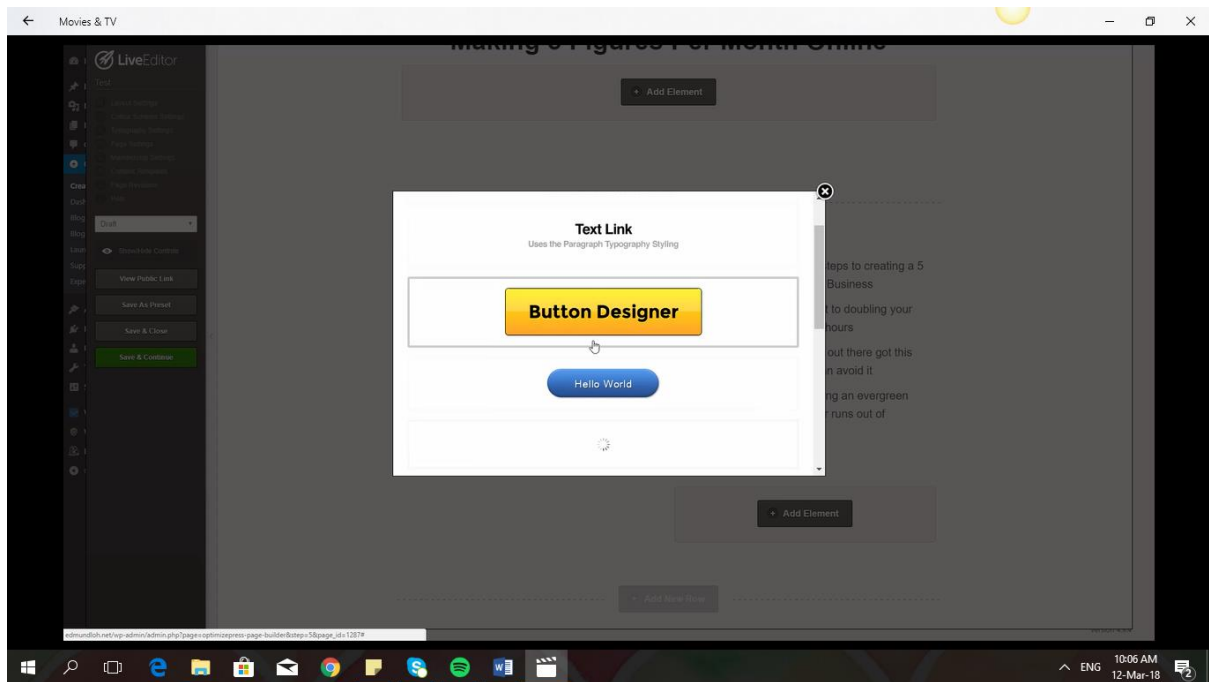


**S43:** "The number one little known secrets to doubling your profits within the next ..." Anyway I'm just making this up by the way as I go along, but I just want you to know that this is really important - you want to have all this benefit points drive the point home. And all this guides your visitor to actually prompt them to sign up with you. Next up (I'm just getting this part over really quick). And okay, we're done. So, you've might have noticed that the fonts appear a little bit small, you can always change them - either through the typography settings or you can edit this element manually. But I like to go with the typography settings option because one save changes everything. So I'll change the theme text to size 20, and let's click update and see what happens. Now you see that the font size is bigger, and it looks nicer. Now personally I would suggest that you have an image about the same length of

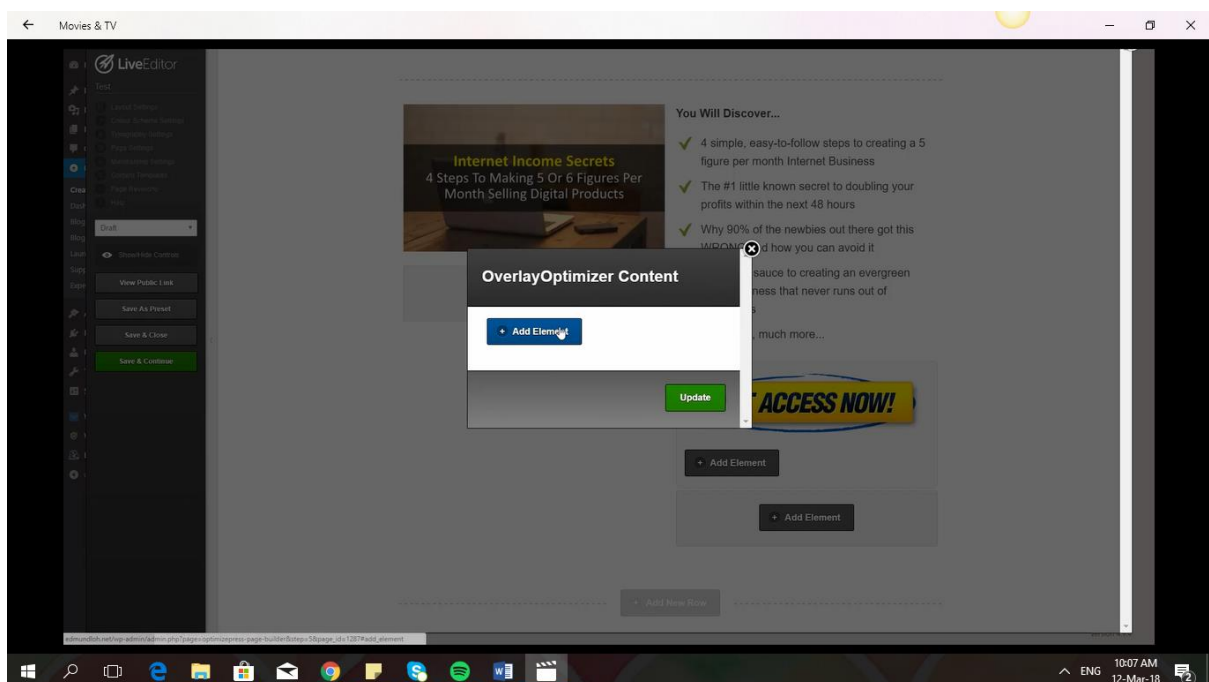
the one at the right size, so that it balances out - but right now, I'm just doing this as an example.



**S44:** Next up, the most important thing on the landing page is the call to action, and this is where you're going to add another element called the "Overlay Optimizer". So, this is what allows you to create the light pop-up box.

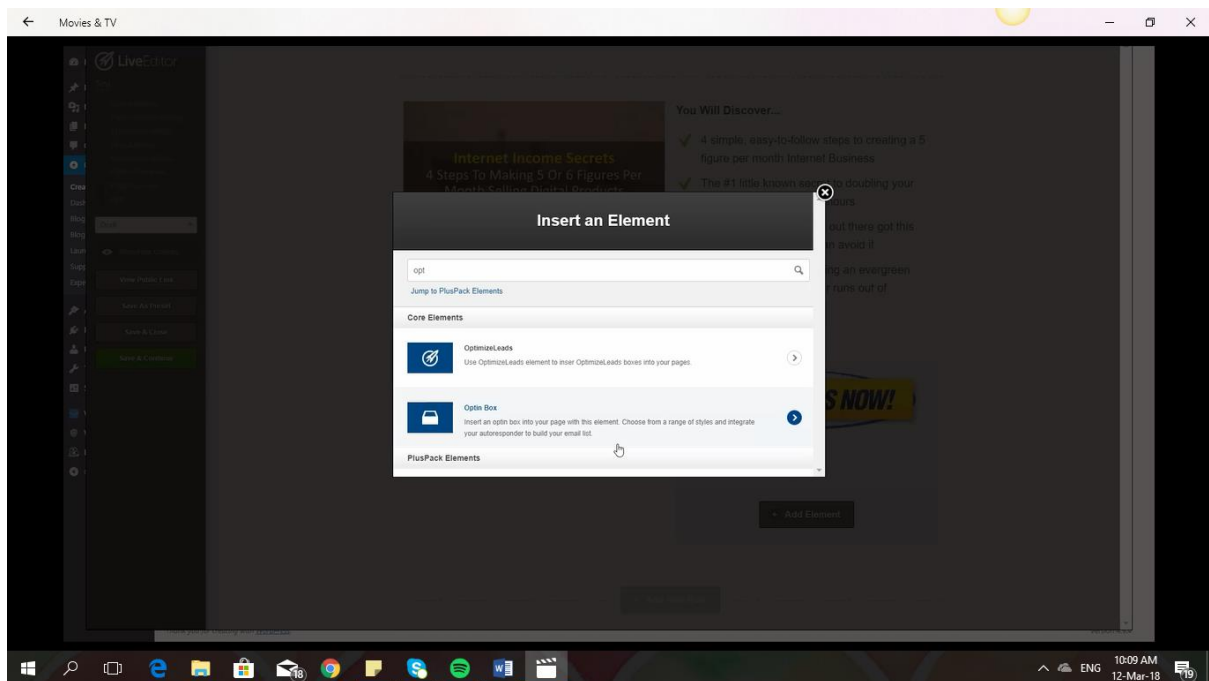


**S45:** Choose just that and you'll be given a choice to choose how you want the buttons to look like. Now if you are feeling a little bit lazy, you can just choose one of the default buttons or you can actually customize it. So I'm just going to choose one here, and choose the right one - "Get Access Now". Click insert - and you have a button over here already.

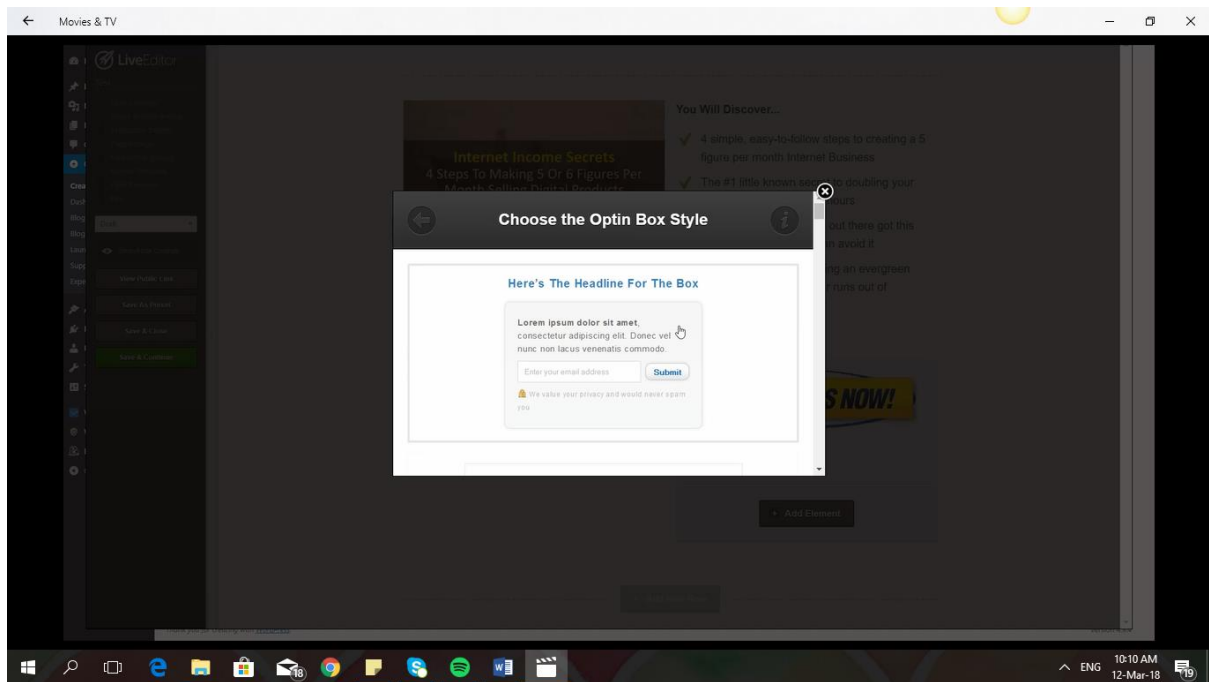


**S46:** So, click save and continue - let's not forget that. We're not done yet

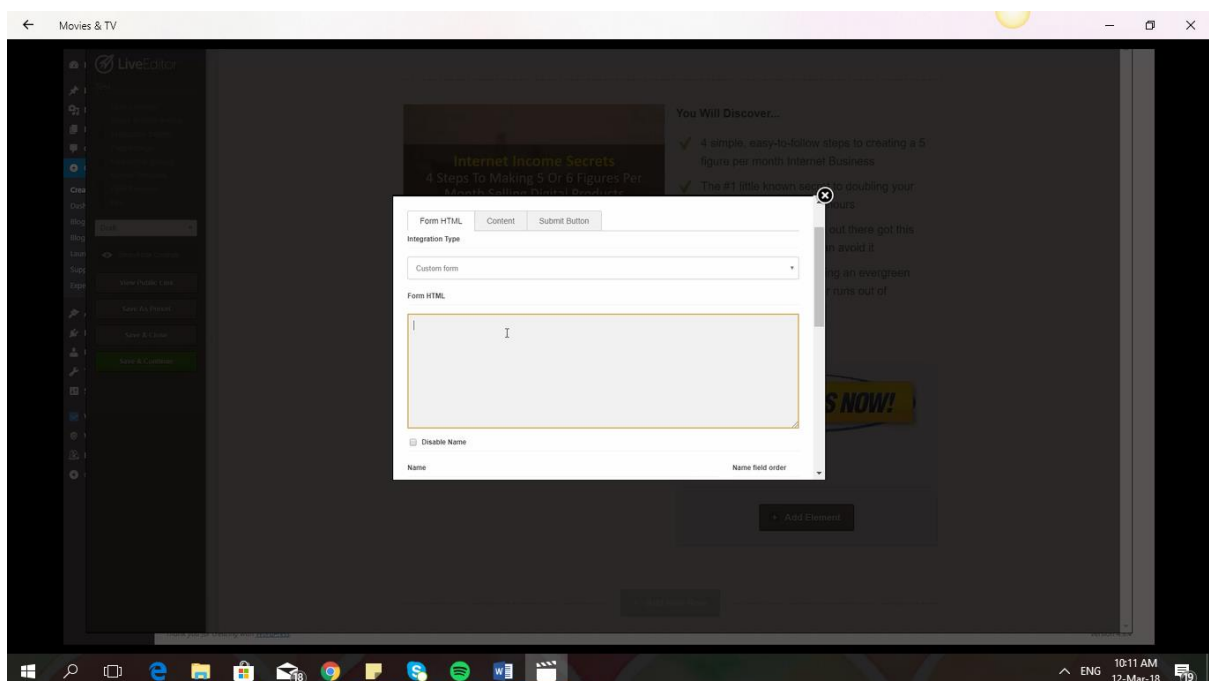
though. You see, when people click on this button they expecting a call to action of some kind, so you want to click on the "Edit" button and this is where you can add whatever you want to appear, when someone clicks a button over there.



**S47:** So, the most important thing right now is that you have an opt-in box added in. So it doesnt matter whether you're using the likes of Aweber, GetResponse or MailChimp - whatever!



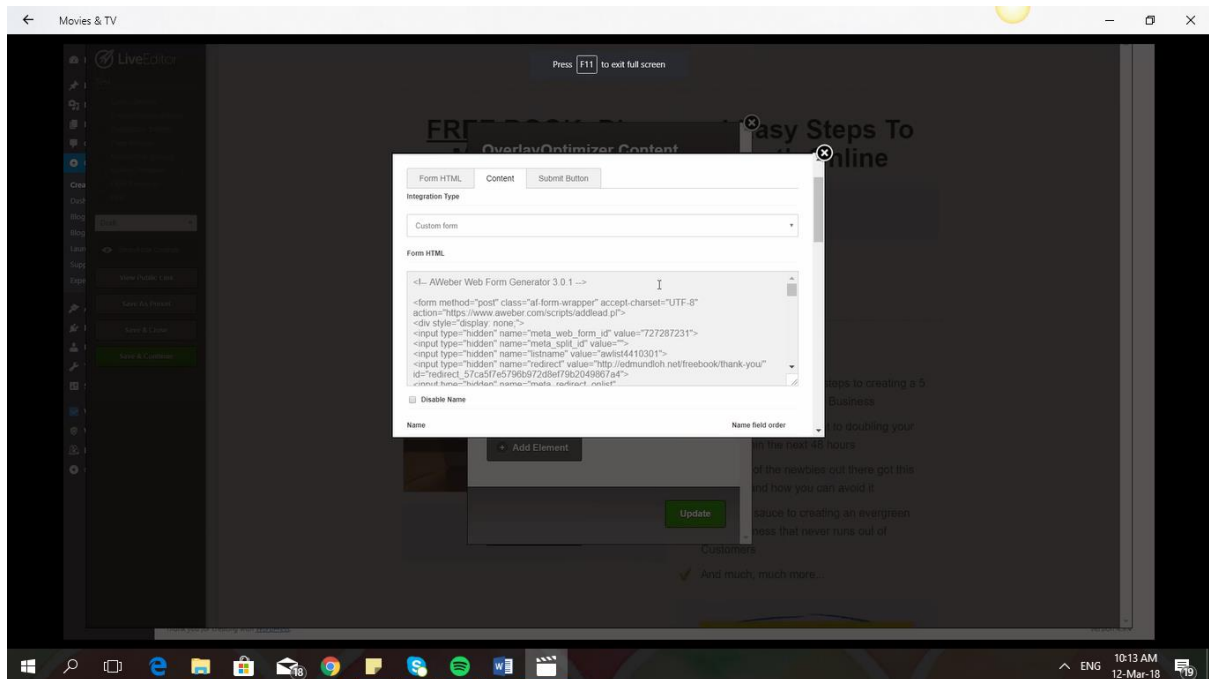
**S48:** Now first thing you want to do is you want to choose the style for your opt-in box. So I'm just going to go with one - this looks nice. I'm going to go with this.



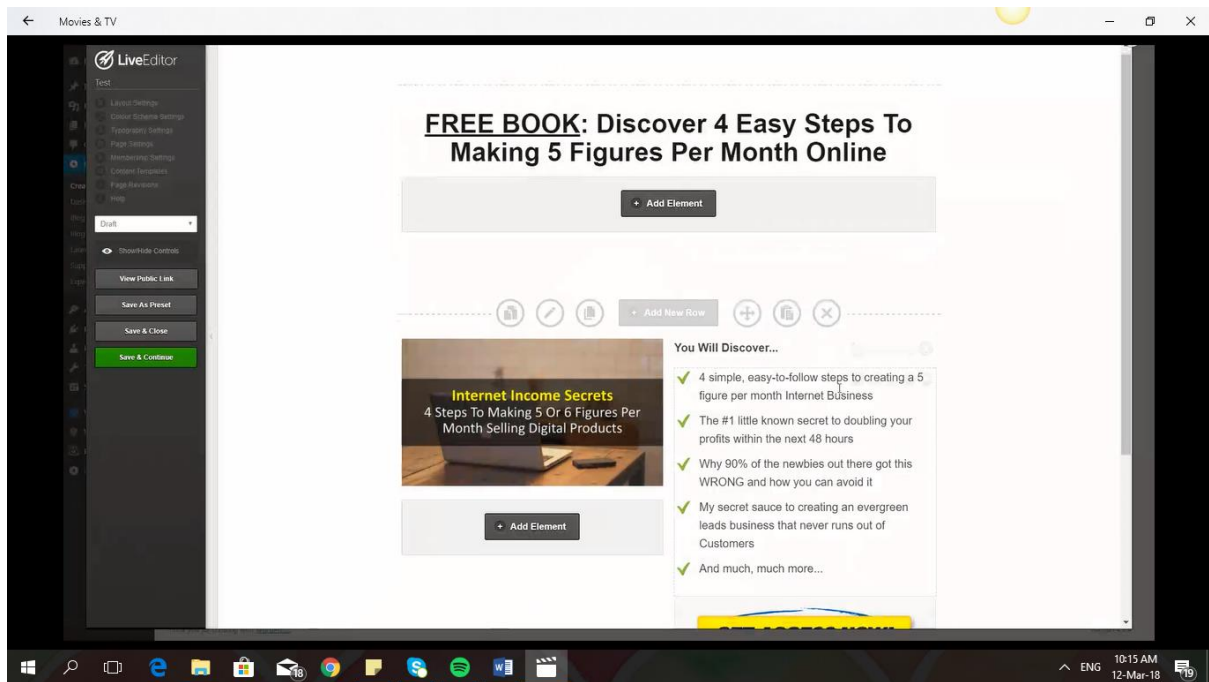
**S49:** Now this is where you add in the form HTML, so you want to be sure that in your autoresponder account you add in the opt-in form over here and it has



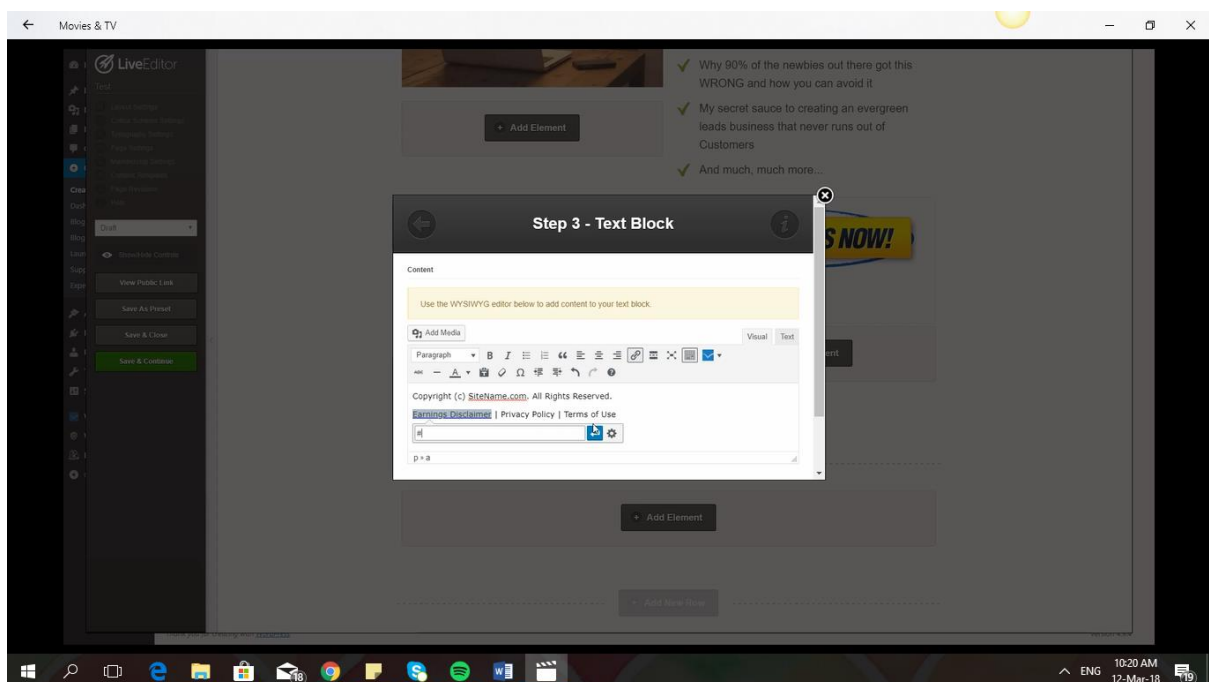
to be a full HTML not just a snippet or a short form script, and you'll want to have it added here.



**S50:** Now you can change the other contents. I'm going to remove this, I don't like this default text. This "Submit Button", I'm going to leave it at Default. So what I just did here is that I pasted my own opt-in form from my own Aweber account, so again it doesn't matter whether you're using GetResponse or any other auto responder services, you wanna paste the full HTML code here, and only then you're allowed to proceed and click "Insert".

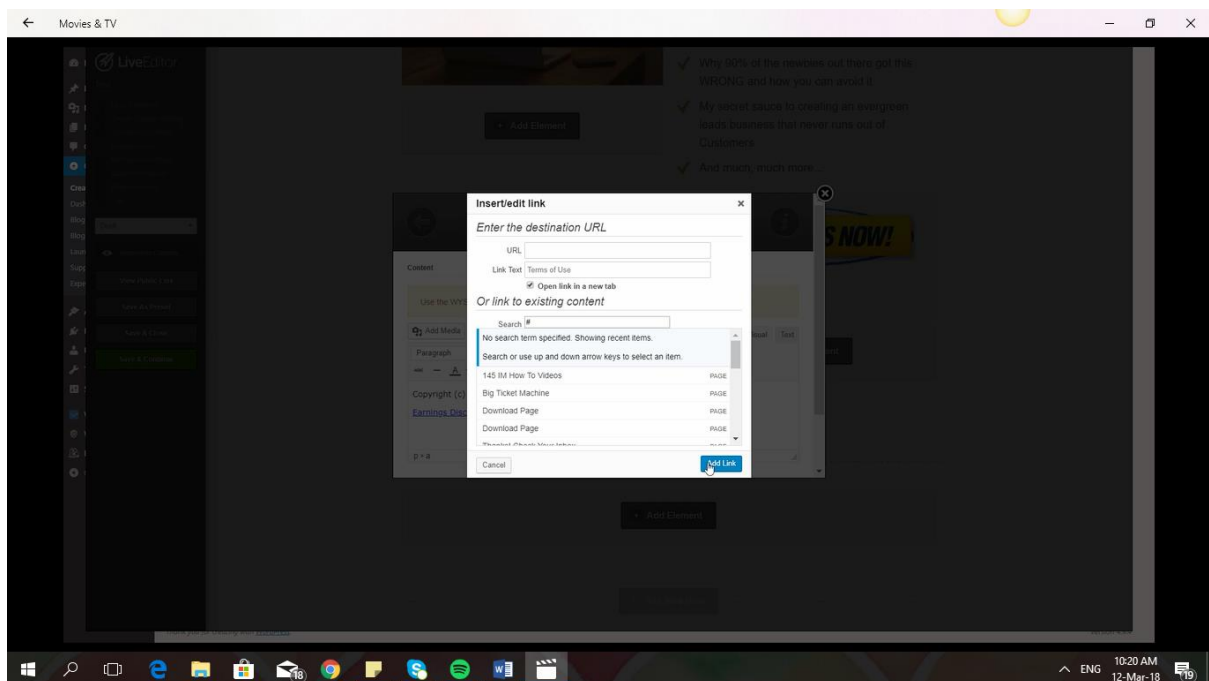


**S51:** So there you go. Can you see how easy it is to create a landing page? And I did this all in mere minutes while explaining to you.

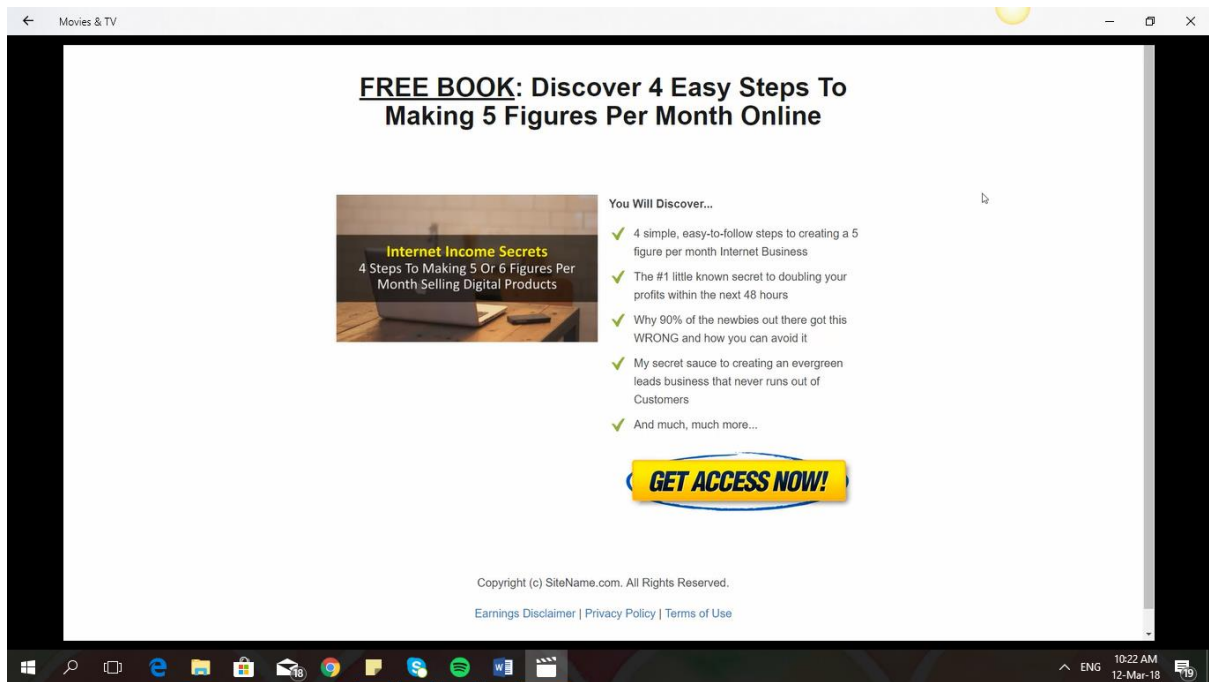


**S52:** And let's not forget - let's have one more row - let's click add one column here. And as you know, again click edit - is it a full width row? Yes. Top padding : 50 and 50 pixels. Again these values can be changed anyhow you want. Click "Update", and this is where you will add links to your other pages

like Earnings Disclaimer and so on. So what I'm going to do is add in a text block, click here and I'm just going to put copyrights - site name .com, all rights reserved. and next I'm going to put “Earnings Disclaimer”, “Privacy Policy” , “Terms Of Use”. So it's totally up to you and how you add the hyperlink is quite simply this : select the text, click on this link icon here and you can just give it the address of the site or the page you will be putting for the “Earnings Disclaimer”. So, I'm just going to put hashtags for now.



**S53:** Okay, and if you want this to open in a new tab you can click on link options and select this thing called “Open Link In A New Tab”. So, what happens is that it will prevent people from opening on the same website, just like that. And its ideal that you have all this on "Align Center", so click on “Align Center” and then click “Insert”.



**S54:** Save and continue, and let see what the page looks like.

There you have it, that's how easy it is create a landing page using OptimizePress. Again take note this was all done in just mere minutes, while showing you how it's done, so once you have all the text ready, and after a little bit of practice, creating other landing pages or other pages like this is going to be a breeze. And let's see if this is functional by clicking on this and - there you go, the opt-in form appears. Alright, we're done!