

Sales Page Builder

User Guide

Table of contents:

1	INTRODUCTION.....	3
1.1	Installation Procedure.....	3
2	SALES PAGE BUILDER INTERFACE.....	4
3	SETTING UP A PROJECT (WEBSITE).....	5
3.1	Providing general site information.....	6
3.2	Providing secondary information.....	7
3.3	Setting the first part of the page.....	8
3.4	Defining the second part of the page.....	9
3.5	Introducing the product.....	10
3.6	Defining product feature list.....	11
3.7	Defining product benefits.....	12
3.8	Defining product testimonials.....	13
3.9	Defining the body of the page.....	14
3.10	Defining Bonuses.....	15
3.11	Defining Guarantee.....	16
3.12	Defining the Closing.....	17
3.13	Defining Legal Forms.....	18
3.14	Defining the Pop-up window.....	20
3.15	Defining Order Links.....	21
3.16	Finishing site creation and saving a project.....	22
4	PROJECT MENU.....	25
5	USING THE TOOLBAR SHORTCUTS.....	26
6	EXAMPLE OF THE FORMED WEBSITE.....	27
6.1	Pop-up window.....	27
6.2	Website elements.....	28
7	SUPPORT/CONTACT.....	29

List of figures:

Figure 1:	Page Site Builder Interface.....	4
Figure 2:	Setting up new project.....	5
Figure 3:	Providing general site information.....	7
Figure 4:	Providing secondary information.....	8
Figure 5:	Defining the first part of the page.....	9
Figure 6:	Defining the middle part of the page.....	10
Figure 7:	Introducing the product.....	11
Figure 8:	Defining product features.....	12
Figure 9:	Defining product benefits.....	13
Figure 10:	Defining testimonials.....	14
Figure 11:	Defining body of the page.....	15
Figure 12:	Defining bonuses.....	16
Figure 13:	Defining guarantee.....	17
Figure 14:	Defining closing.....	18
Figure 15:	Defining legal forms.....	19
Figure 16:	Legal forms (example 1).....	19
Figure 17:	Figure 16: Legal forms (example 2).....	20
Figure 18:	Defining a pop-up window.....	21
Figure 19:	Defining order links.....	22
Figure 20:	Finalizing the project (website).....	23
Figure 21:	Saving the created website.....	24
Figure 22:	Using the project menu.....	25
Figure 23:	Using the toolbar options.....	26
Figure 24:	Example of the formed pop-up window.....	27
Figure 25:	Example of the formed website.....	28

1 INTRODUCTION

The “Sales Page Builder” application is a tool for simple and fast creation of professional sales websites.

This document is a detailed user guide containing instructions on each of the steps involved in creating a website. It is intended for end users.

1.1 Installation Procedure

In order to begin installing the “Sales Page Builder” double click the “setup.exe” file and follow the onscreen instructions.

Note: You must have the MS .NET 1.1 installed in order for “Sales Page Builder” to function properly. Download the file at the following address (**23.1 MB**):

<http://download.microsoft.com/download/a/a/c/aac39226-8825-44ce-90e3-bf8203e74006/dotnetfx.exe>

2 SALES PAGE BUILDER INTERFACE

This section of the document will give the definition of the “Sales Page Builder” interface. The interface contains the following elements

- **Project menu** - see section 4 for further information
- **Help** – information on the version of the program
- **Toolbar** – shortcuts to the mostly used options (see section 5 for further information)



Figure 1: Page Site Builder Interface

3 SETTING UP A PROJECT (WEBSITE)

The first step in creating a website is choosing one of the predefined design templates by selecting the desired radio button.

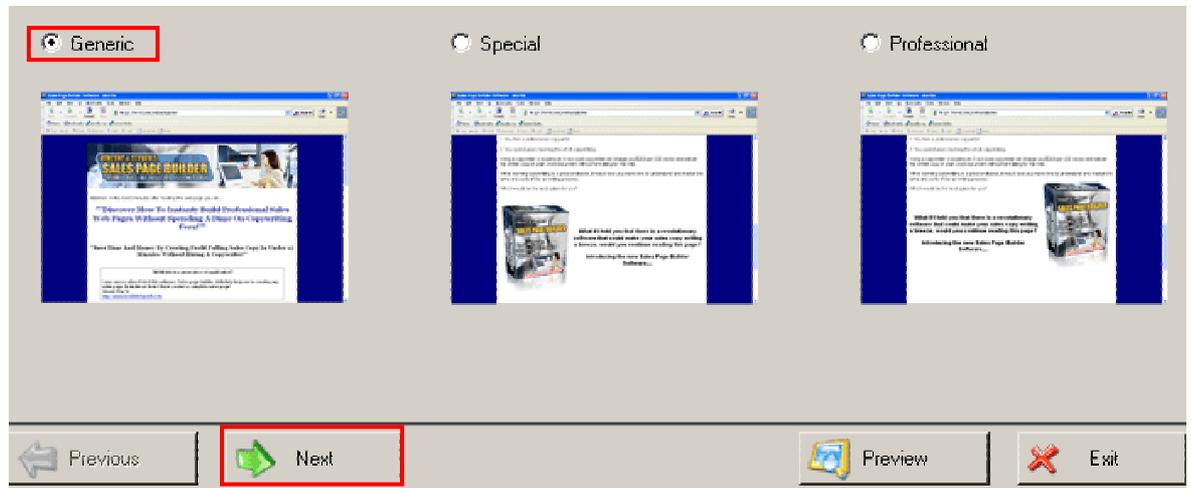


Figure 2: Setting up new project

- **Generic**
- **Special**
- **Professional**

After choosing the desired template, click on the next button and the screen for providing general site information will be displayed.

Note: all of the templates use the same elements but the organization of those elements is different as well as the page design

The rest of the procedure for creating a website includes 16 simple steps of defining the elements displayed in a page and those are the following:

- **General site information** – see section 3.1
- **Secondary information** –see section 3.2
- **First part of the page** - see section 3.3
- **Second part of the page** - see section 3.4
- **Product Introduction** - see section 3.5
- **Product feature list** - see section 3.6
- **Product benefits** - see section 3.7
- **Product testimonials** - see section 3.8
- **Body of the page** - see section 3.9
- **Bonuses** - see section 3.10
- **Guarantee** - see section 3.11
- **Closing** - see section 3.12
- **Legal Forms** - see section 3.13

- **Pop-up window** - see section 3.14
- **Order Links** - see section 3.15
- **Finishing site creation and saving a project** - see section 3.16

Note: The application will lead you through this step by step process, where you should enter the desired parameters and click on the “Next” button to continue to the following page.

3.1 Providing general site information

The next step in creating a website is providing general site information such as:

- **Your Full Name**
- **Subject of website**
- **Website language**
- **Search engine related information** - the contents of these fields will be used by the search engine to index your website and put it into appropriate category
 - **Description** – no more than 25 or 255 chars
 - **Keywords** – enter single words divided by comma and with no space in between (up to 50)
 - **Robots** – determine the behavior of robots once they visit your website with following values
 - Follow
 - All
 - None
 - Index
 - No Index
- **Classification**
- **Type of site**

Note: you can click on the “Preview” button at any time to see how the entered information will look like on the website.

Meta-Tags

This section is important because the meta-tags in your HTML file will give search engines something to index in their databases. They are important and should be used on every sales page.

Your full name:

Subject of website: Website language:

Description of website: (no more than 25 words or 255 chars)

Keywords (up to 50 keywords, comma-separated, no spaces):

How robots spider site: (choose Follow to have all fields listed) Type of site:

Classifications: (example: Internet Services)

Figure 3: Providing general site information

Once you enter the desired information, click on the “Next” button and the screen for providing secondary will be displayed.

3.2 Providing secondary information

The next step in creating a website is providing secondary information such as:

- **Page title** – enter the page title as displayed in the browser
- **Your Full Name** – enter your full name
- **Customer Support Email address** – enter the customer support address
- **Header Graphic** – the image displayed on top of page (600 to 800 pixels in width); use the  icon to locate the desired file on your computer
- **E-cover** – the digital cover of the product e.g. e-book cover, software box cover, ezine reports cover
- **Page Background Color** – define the background by choosing the color picker or enter the hexadecimal value for the desired page background color (for example: #000000 for black; for further information consult: http://www.w3schools.com/html/html_colorsfull.asp)

Note: you can click on the “Preview” button at any time to see how the entered information will look like on the website.

Sales Page Builder - Untitled

Project Help

VINCENT ABRUGAR'S SALES PAGE BUILDER
INSTANTLY BUILD PROFESSIONAL SALES WEB PAGES

Page Title
Buy Astonish Household Cleaner

Your Full Name
John Smith

Customer Support E-Mail Address
customerscare@astonish.com

Header Graphic
The size of the Header graphics is about 600 to 800 pixels
C:\Documents and Settings\gaza\Desktop\title.gif >>

E-Cover
C:\Documents and Settings\gaza\Desktop\3.jpg >>

Page Settings

Current Date
[Empty field]

Page Background Color
[Color selection icon]

Previous Next Preview Exit

Figure 4: Providing secondary information

Enter the desired parameters and click on the “Next” button to continue the procedure of creating a website. The screen for entering setting the first part of the page will be displayed.

3.3 Setting the first part of the page

The next step in creating a website is defining the first part of the page with the information such as:

- **Attention Headline**
- **Headline**
- **Sub headline**

Note: you can click on the “Preview” button at any time to see how the entered information will look like on the website.

Figure 5: Defining the first part of the page

Enter the desired parameters and click on the “Next” button to continue the procedure of creating a website. The screen for entering information on the second part of the page will be displayed.

3.4 Defining the second part of the page

The next step in creating a website is defining the second of the page with the information such as:

- **Introduction sentence**
- **1st paragraph** – use the `<p></p>` tags to divide the paragraphs
 - **For example:** `<p>` We value our customers and we want them to be happy with the products we sell. We will gladly accept any return within 30 days, provided the item is in a new, complete and resalable condition or if the product is defective when you receive it.`</p>`
- **Problem** – define the problem that motivated you to create a product

Note: you can click on the “Preview” button at any time to see how the entered information will look like on the website.

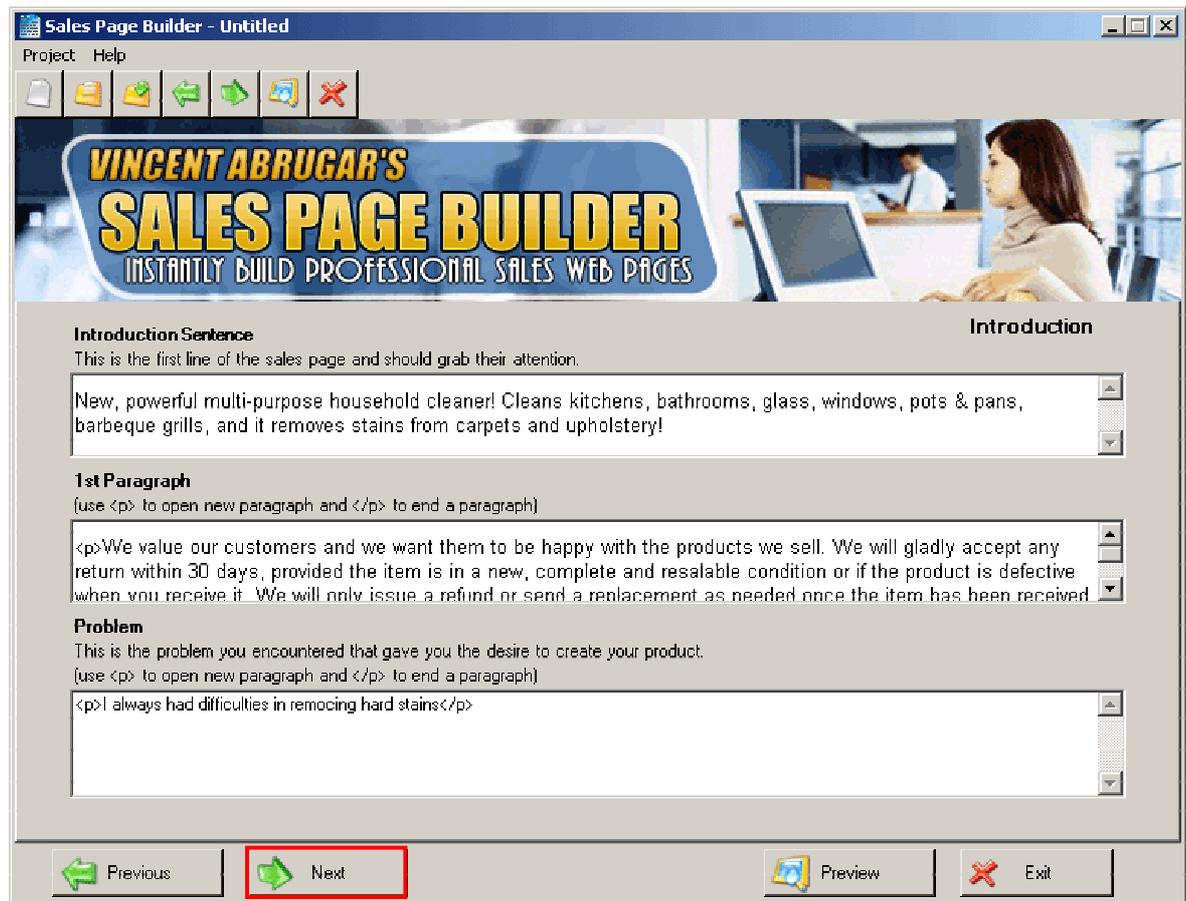


Figure 6: Defining the middle part of the page

Enter the desired parameters and click on the “Next” button to continue the procedure of creating a website. The screen for entering introducing the product will be displayed.

3.5 Introducing the product

The next step in creating a website is introducing the product by entering information such as:

- **Introduction headline**
- **Feature list**
- **How your product solves the problem**

Notes:

- Use the `<p></p>` tags to divide the paragraphs
 - **For example:** `<p>` We value our customers and we want them to be happy with the products we sell. We will gladly accept any return within 30 days, provided the item is in a new, complete and resalable condition or if the product is defective when you receive it.`</p>`
- you can click on the “Preview” button at any time to see how the entered information will look like on the website.

Sales Page Builder - Untitled

Project Help

VINCENT ABRUGAR'S
SALES PAGE BUILDER
INSTANTLY BUILD PROFESSIONAL SALES WEB PAGES

Introduction Headline **Introduce Product**
This is the headline to introduce your product.
New, powerful multi-purpose household cleaner

Feature List
List the main features of your product. (use <p> to open new paragraph and </p> to end a paragraph)
<p>Effectively removes hard stains, relieves you of the painful process of dry cleaning, etc.</p>

How your product solves the problem.
Explain how this product solves the problem you mentioned earlier. (use <p> to open new paragraph and </p> to end a paragraph)
<p> The Astonish Cleaner succeeds in removing hard stains By using a special chemical mixture of... </p>

← Previous **Next** → Preview Exit

Figure 7: Introducing the product

Enter the desired parameters and click on the “Next” button to continue the procedure of creating a website. The screen for entering the detailed product feature list will be displayed.

3.6 Defining product feature list

The next step in creating a website is defining detailed product feature list by entering the name and the description for each of the product features.

Note: you can click on the “Preview” button at any time to see how the entered information will look like on the website.

The screenshot shows the 'Sales Page Builder - Untitled' application window. At the top, there is a menu bar with 'Project' and 'Help', and a toolbar with icons for file operations. Below this is a banner for 'VINCENT ABRUGAR'S SALES PAGE BUILDER INSTANTLY BUILD PROFESSIONAL SALES WEB PAGES'. The main area is titled 'Feature List' and contains nine feature input fields arranged in a 3x3 grid. Each field has a label (e.g., 'Feature 1:'), a text input box, and a dropdown menu. The first three features are pre-filled with text: 'Remove stains from clothes', 'Remove stains from furniture', and 'Remove stains from carpets'. Below the grid is a 'Feature Summary' section with a text area containing the text 'Remove stains from cloths, furniture and carpets'. At the bottom, there are four buttons: 'Previous', 'Next' (highlighted with a red box), 'Preview', and 'Exit'.

Figure 8: Defining product features

Enter the desired parameters and click on the “Next” button to continue the procedure of creating a website. The screen for entering the product benefits will be displayed.

3.7 Defining product benefits

The next step in creating a website is defining product benefits by entering the following information:

- **Introduction text** – use the `<p></p>` tags for dividing the paragraphs and enter the introduction text for the benefits
- **Benefits** – use the input fields to define up to five single product benefits

Note: you can click on the “Preview” button at any time to see how the entered information will look like on the website.

Sales Page Builder - Untitled

Project Help

VINCENT ABRUGAR'S SALES PAGE BUILDER
INSTANTLY BUILD PROFESSIONAL SALES WEB PAGES

Benefits

Introduce the Benefits
Explain the benefits that your product will give them
(use <p> to open new paragraph and </p> to end a paragraph)

The Astonish Cleaner is more effective than any other cleaner on the market today

Benefit 1
Cleans the stains effectively

Benefit 2
Easy to use

Benefit 3
Provides protection from further ...

Benefit 4

Benefit 5

Previous Next Preview Exit

Figure 9: Defining product benefits

Enter the desired parameters and click on the “Next” button to continue the procedure of creating a website. The screen for entering the testimonials will be displayed.

3.8 Defining product testimonials

The next step in creating a website is defining product testimonials by entering the following information:

- **Name of the person giving a testimonial**
- **Website address, or contact details**
- **Testimonial title**
- **Testimonial text**
 - **Note:** you can define up to 5 different testimonials
- **Testimonial background color** – define the background by choosing the color picker or enter the hexadecimal value for the desired page background color (for example: #000000 for black; for further information consult: http://www.w3schools.com/html/html_colorsfull.asp)

The screenshot shows the 'Sales Page Builder - Untitled' application window. At the top, there's a menu bar with 'Project' and 'Help'. Below it is a toolbar with icons for file operations. The main content area features a banner for 'VINCENT ABRUGAR'S SALES PAGE BUILDER' with the tagline 'INSTANTLY BUILD PROFESSIONAL SALES WEB PAGES'. The interface is divided into several sections for defining testimonials:

- Testimonial 1:** Includes fields for Name (John Smith), Website (www.address.com), Title (My clothes are finally clean), and Text (I am delighted with the new Astonish Cleaner because I was...).
- Testimonial 2, 3, 4, 5:** Each has fields for Name, Title, and Text.
- Testimonials:** A section with a 'Testimonial Background Color' selector (a color wheel icon).
- Navigation:** At the bottom, there are buttons for 'Previous', 'Next' (highlighted with a red box), 'Preview', and 'Exit'.

Figure 10: Defining testimonials

Enter the desired parameters and click on the “Next” button to continue the procedure of creating a website. The screen for entering the body of the page will be displayed.

3.9 Defining the body of the page

The next step in creating a website is defining body of the page by entering information such as:

- **How this product works**
- **How much are you charging and why**
- **What will your customer receive**

Notes:

- Use the `<p></p>` tags to divide the paragraphs
 - **For example:** `<p>` We value our customers and we want them to be happy with the products we sell. We will gladly accept any return within 30 days, provided the item is in a new, complete and resalable condition or if the product is defective when you receive it.`</p>`
- You can click on the “Preview” button at any time to see how the entered information will look like on the website.

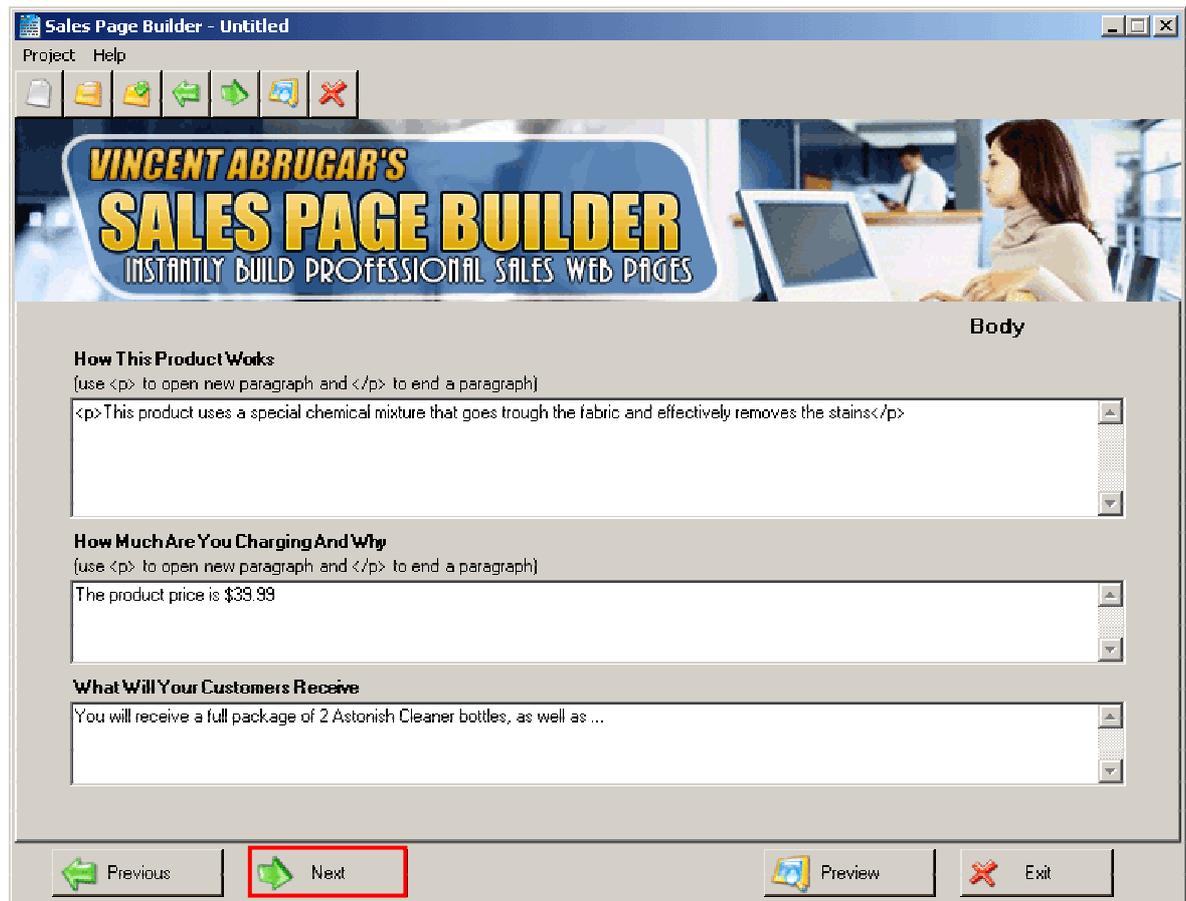


Figure 11: Defining body of the page

Enter the desired parameters and click on the “Next” button to continue the procedure of creating a website. The screen for entering the bonuses will be displayed.

3.10 Defining Bonuses

The next step in creating a website is defining bonuses by entering information such as:

- **Headline to introduce bonuses**
- **Value** - input field for entering bonus value (**for example:** \$15)
- **Description** – input field for entering the bonus condition

Note: you can click on the “Preview” button at any time to see how the entered information will look like on the website.

Figure 12: Defining bonuses

Enter the desired parameters and click on the “Next” button to continue the procedure of creating a website. The screen for entering the guarantee will be displayed.

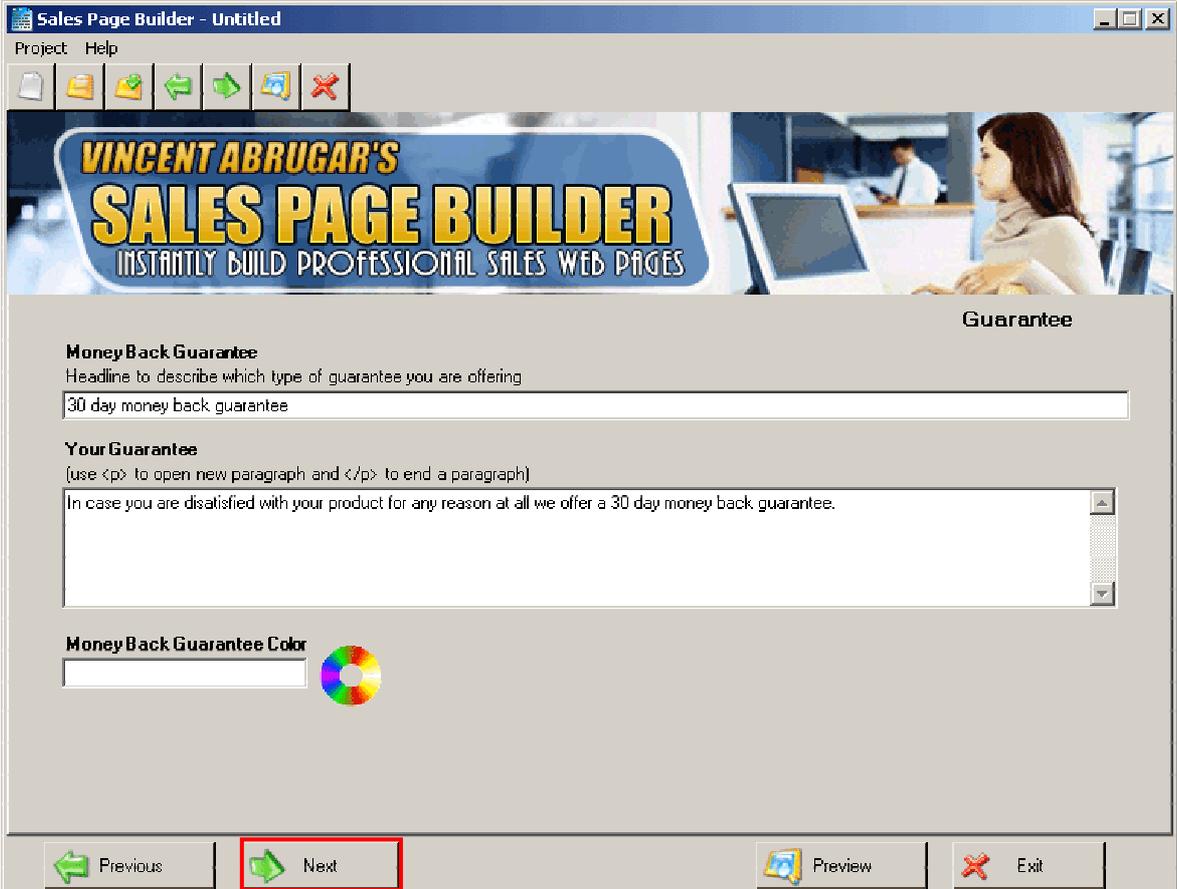
3.11 Defining Guarantee

The next step in creating a website is defining guarantee by entering information such as:

- **Guarantee headline**
- **Guarantee description**
- **Guarantee color** - for example: #000000 for black; for further information consult: http://www.w3schools.com/html/html_colorsfull.asp)

Notes:

- Use the `<p></p>` tags to divide the paragraphs
 - **For example:** `<p>` We value our customers and we want them to be happy with the products we sell. We will gladly accept any return within 30 days, provided the item is in a new, complete and resalable condition or if the product is defective when you receive it.`</p>`
- You can click on the “Preview” button at any time to see how the entered information will look like on the website.



The screenshot shows the 'Sales Page Builder - Untitled' window. The main content area is titled 'Guarantee' and contains the following sections:

- Money Back Guarantee**: A section with a sub-label 'Headline to describe which type of guarantee you are offering' and a text input field containing '30 day money back guarantee'.
- Your Guarantee**: A section with a sub-label '(use <p> to open new paragraph and </p> to end a paragraph)' and a larger text area containing 'In case you are dissatisfied with your product for any reason at all we offer a 30 day money back guarantee.'
- Money Back Guarantee Color**: A section with a color selection input field and a color wheel icon.

At the bottom of the window, there are four buttons: 'Previous', 'Next', 'Preview', and 'Exit'. The 'Next' button is highlighted with a red rectangular box.

Figure 13: Defining guarantee

Enter the desired parameters and click on the “Next” button to continue the procedure of creating a website. The screen for entering the closing will be displayed.

3.12 Defining the Closing

The next step in creating a website is defining the closing statement by entering information such as:

- **Closing paragraph**
- **Closing statement**
- **P.S**

Note: you can click on the “Preview” button at any time to see how the entered information will look like on the website.

Sales Page Builder - Untitled

Project Help

VINCENT ABRUGAR'S
SALES PAGE BUILDER
INSTANTLY BUILD PROFESSIONAL SALES WEB PAGES

Closing

Closing Paragraph
This is where you are going to close the sale
Do not missout this wonderful opportunity for buying an outstanding cleaner today!

Closing Statement
Sincerely,

P.S.
This can be one of the most important parts of your site. Be sure to restate the main benefits of using your product
Buy this extremely effective cost saving, powerful cleaner and make your life easier...

Previous Next Preview Exit

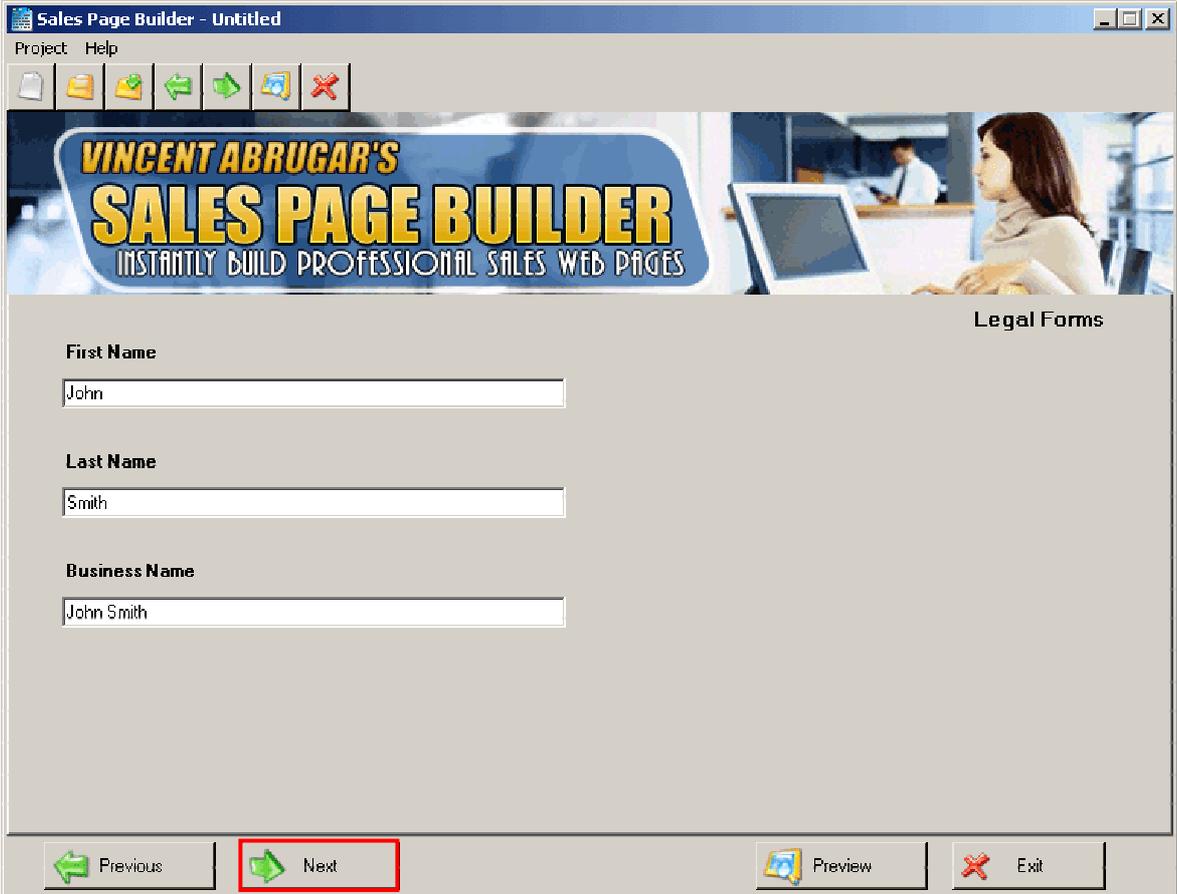
Figure 14: Defining closing

Enter the desired parameters and click on the “Next” button to continue the procedure of creating a website. The screen for entering the Legal Forms will be displayed.

3.13 Defining Legal Forms

The next step in creating a website is defining the Legal Forms by entering information such as:

- **First Name**
- **Last Name**
- **Business Name**



The screenshot shows the 'Sales Page Builder - Untitled' application window. The title bar includes 'Project' and 'Help' menus. Below the menu bar is a toolbar with icons for file operations and navigation. The main content area features a banner for 'VINCENT ABRUGAR'S SALES PAGE BUILDER' with the tagline 'INSTANTLY BUILD PROFESSIONAL SALES WEB PAGES'. To the right of the banner is a 'Legal Forms' section. The form contains three input fields: 'First Name' with the value 'John', 'Last Name' with the value 'Smith', and 'Business Name' with the value 'John Smith'. At the bottom of the form, there are four buttons: 'Previous', 'Next' (highlighted with a red border), 'Preview', and 'Exit'.

Figure 15: Defining legal forms

Enter the desired parameters and click on the “Next” button to continue the procedure of creating a website. The screen for defining the pop-up window will be displayed.

Note: This information will be displayed in terms, privacy policy, copyright, and no spam links which you can see in the bottom of each generated page (the text inside these pages is predefined; you only need to supply the name which will be filled inside).

[Privacy Policy](#) | [Copyright](#) | [No-Spam Policy](#) | [Terms Of Use](#) | [Contact](#)

Figure 16: Legal forms (example 1)



Figure 17: Figure 16: Legal forms (example 2)

3.14 Defining the Pop-up window

The next step in creating a website is defining the pop-up window by entering information such as:

- **E-zine e-mail address** – enter email address for your e-zine
- **Email Subject** – enter the subject of your email; some auto responders require a subject line; if you are unsure what it is leave the default value
- **Pop-up Background Color** – define the background by choosing the color picker or enter the hexadecimal value for the desired page background color (for example: #000000 for black; for further information consult: http://www.w3schools.com/html/html_colorsfull.asp)
- **Product or newsletter picture** – use the  icon to locate the image that will be displayed inside the pop-up window
- **Additional information** – enter additional information by using these two lines including the font size and font color for each of the lines
- **Closing words** – enter the closing words for the pop-up window
- **Pop-up height** – define the pop-up **height** in pixels (**for example: 380**)
- **Pop-up width** – define the pop-up **width** in pixels (**for example: 400**)

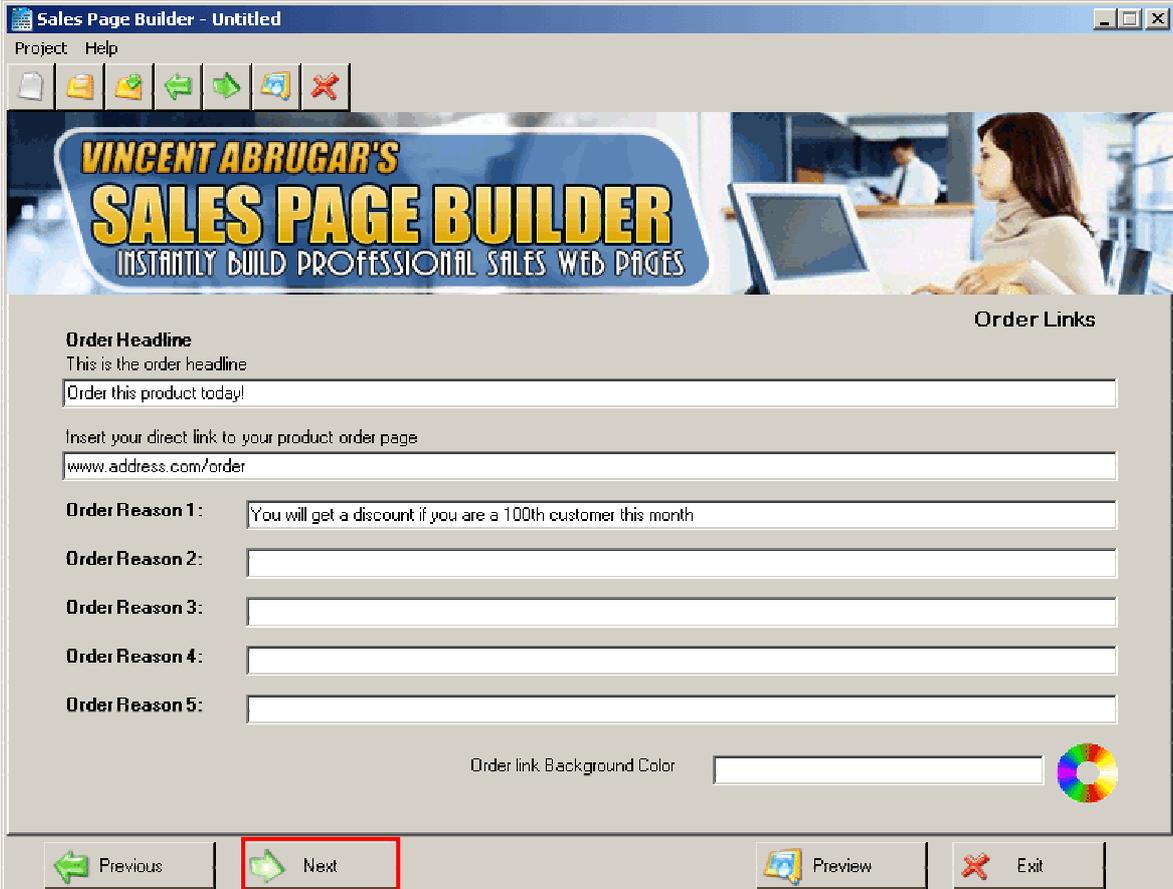
Figure 18: Defining a pop-up window

Enter the desired parameters and click on the “Next” button to continue the procedure of creating a website. The screen for defining order links will be displayed.

3.15 Defining Order Links

The next step in creating a website is defining the order links by entering information such as:

- **Order Headline** – enter the headline for your order
- **Order link** – enter the link for your order page
- **Order Reason** – enter the reasons for ordering (**note:** you can enter up to 5 different order reasons)
 - **Order Link background color** – define the background by choosing the color picker or enter the hexadecimal value for the desired page background color (for example: #000000 for black; for further information consult: http://www.w3schools.com/html/html_colorsfull.asp)



The screenshot shows the 'Sales Page Builder - Untitled' application window. The main content area is titled 'Order Links' and contains the following elements:

- Order Headline:** A text input field containing 'Order this product today!'.
- Order Link:** A text input field containing 'www.address.com/order'.
- Order Reason 1:** A text input field containing 'You will get a discount if you are a 100th customer this month'.
- Order Reason 2:** An empty text input field.
- Order Reason 3:** An empty text input field.
- Order Reason 4:** An empty text input field.
- Order Reason 5:** An empty text input field.
- Order link Background Color:** A color selection field with a rainbow color wheel icon.
- Navigation Buttons:** 'Previous', 'Next', 'Preview', and 'Exit' buttons are located at the bottom. The 'Next' button is highlighted with a red rectangle.

Figure 19: Defining order links

Enter the desired parameters and click on the “Next” button to continue the procedure of creating a website. The screen for saving the created website will be displayed.

3.16 Finishing site creation and saving a project

The final step in creating a website is clicking on the “Finish” button.

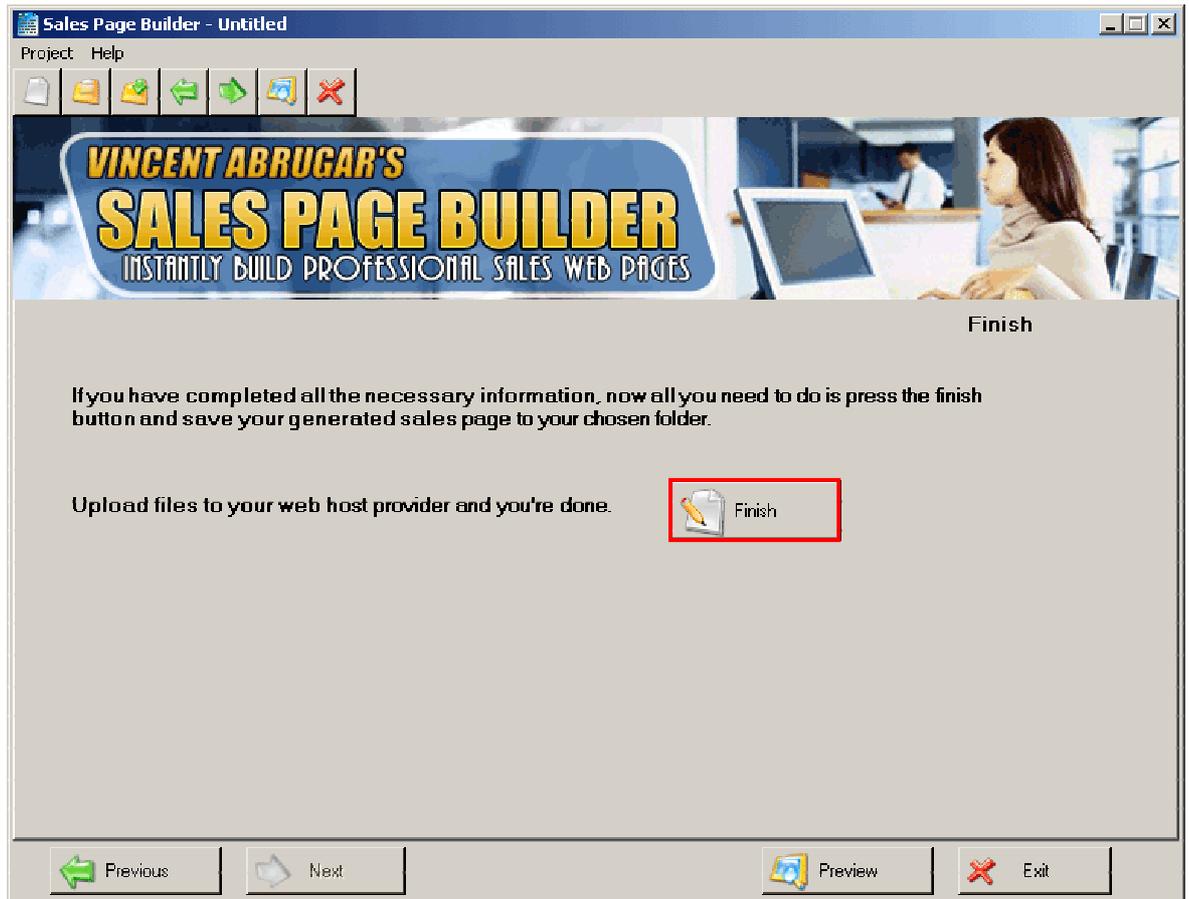


Figure 20: Finalizing the project (website)

Once you click on the “Finish” button, the screen for saving the project will be displayed.

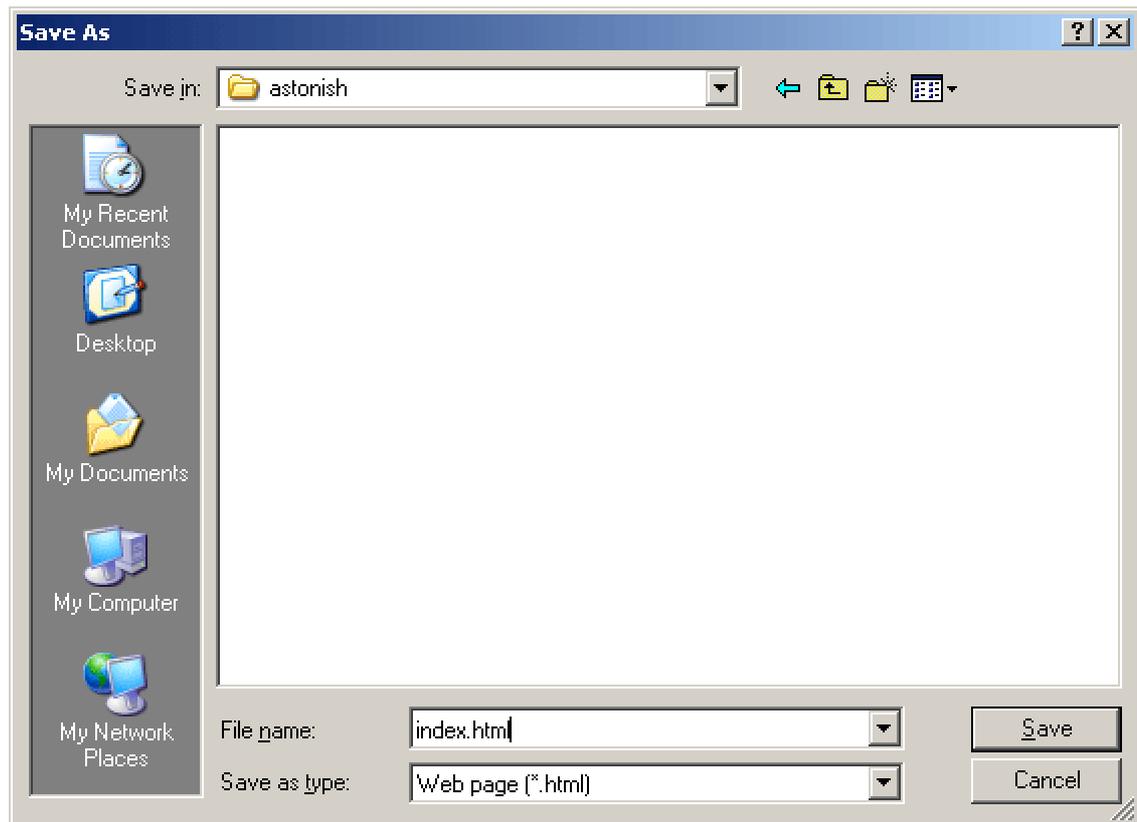


Figure 21: Saving the created website

Enter the desired file name and save the website into a desired directory on your computer. This finalizes the procedure of website creation. You can use FTP client to transfer the files to your server.

Note: you can also decide to save this website as a project, so you can modify any of the elements afterwards and then decide to create another similar website with minor modifications.

4 PROJECT MENU

This section of the document will describe options available inside the project menu.



Figure 22: Using the project menu

The following options are available inside the project menu:

- **Create New Sales Page** – use this option to create a new website (see section 0 for further information)
- **Open Project** – option for opening a previously saved project
- **Save Current Project** – option for saving a project; you can always decide to open the project and continue working on it afterwards
- **Save Current Project As** – option for saving a project under a different name (convenient in case minor modifications between two websites)
- **Select Preview Application** – option for choosing an application that will be used for previewing the defined content during the procedure of creating a websites:
 - **Default Browser** – use this option to display the preview inside the default browser
 - **Select** – use this option to locate the exe file of the desired application other than default browser that you wish to use for preview

5 USING THE TOOLBAR SHORTCUTS

This section of the document will describe options available inside the toolbar menu.



Figure 23: Using the toolbar options

The following options are available inside the toolbar menu:

-  - option for **creating** a new project (see section 3 for further details)
-  - **opening** a previously saved project
-  - **saving** a project
-  - returning to a **previous** page in the process of creating a website
-  - moving on to the **next** page in the process of creating a website
-  - use this option to **preview** the current page in the process of creating a website
-  - use this option to **exit** the application

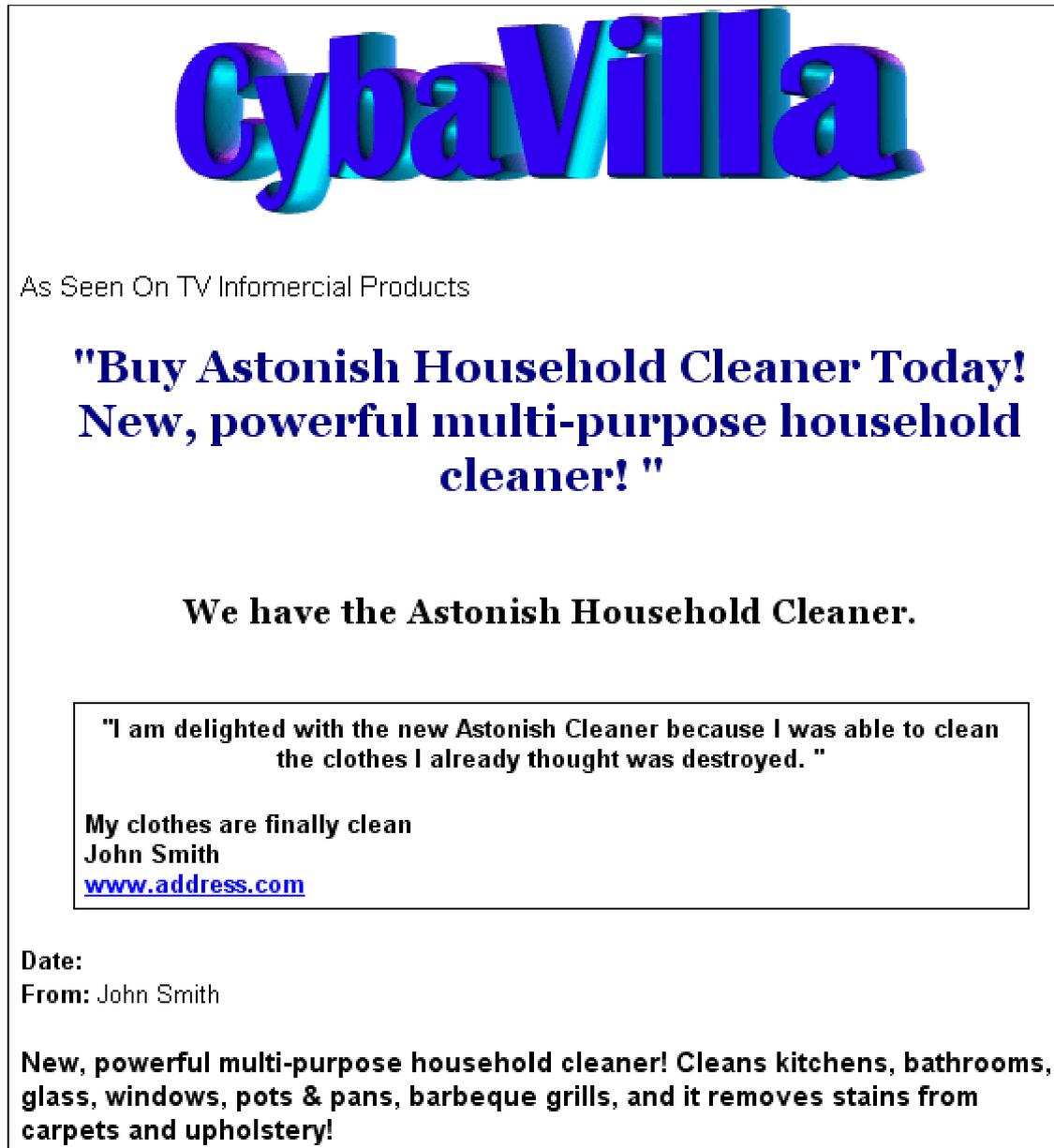
6 EXAMPLE OF THE FORMED WEBSITE

6.1 Pop-up window



Figure 24: Example of the formed pop-up window

6.2 Website elements



CybaVilla

As Seen On TV Infomercial Products

**"Buy Astonish Household Cleaner Today!
New, powerful multi-purpose household
cleaner! "**

We have the Astonish Household Cleaner.

**"I am delighted with the new Astonish Cleaner because I was able to clean
the clothes I already thought was destroyed. "**

**My clothes are finally clean
John Smith
www.address.com**

Date:
From: John Smith

**New, powerful multi-purpose household cleaner! Cleans kitchens, bathrooms,
glass, windows, pots & pans, barbeque grills, and it removes stains from
carpets and upholstery!**

Figure 25: Example of the formed website

7 SUPPORT/CONTACT

For contact or further support please contact: webmaster@salespagebuilder.com

- **Application Version:** Sales Page Builder 1.0
- **Copyright:** VincentAbrugar.com 2005