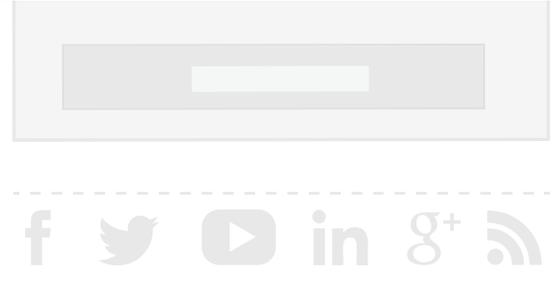
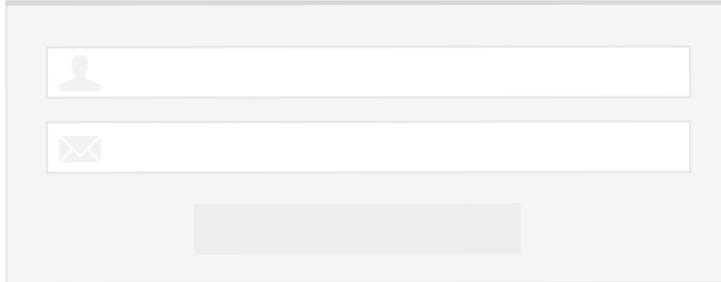


# THE PERFECT HOMEPAGE TEMPLATE





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# THE PERFECT HOMEPAGE TEMPLATE

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*Brought To You By:  
Cirius Marketing*



# THE PERFECT HOMEPAGE TEMPLATE

PUBLISHED BY:

CIRIUS MARKETING  
101 N MAIN STREET  
AKRON, OHIO 44308

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PHONE NUMBER: (330) 7526121  
HRS: MONDAY – FRIDAY 9AM – 5PM EST

EMAIL: HELLO@CIRIUSMARKETING.COM

## How do you grow a little “Mom and Pop” restaurant into the #6 best independent pizza place in the country?

*With a rocking online presence!*

It all starts with your homepage.

If your homepage doesn't look good, and doesn't display the right information in the right areas, it just won't perform.

That's why your company needs a great website. The first thing they will see is the homepage. The free homepage template we're providing you with is perfect because it has been proven to take a website up in the ranks.

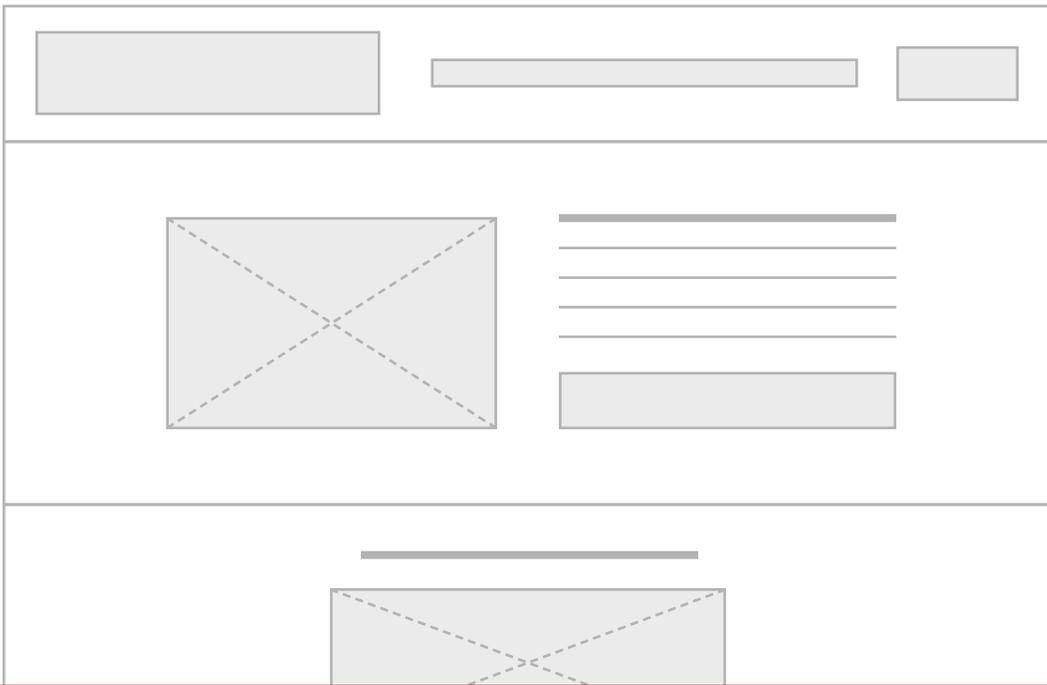
That ultimately means even more people walking through your doors on a regular basis. There's no limit to how much success your company can get from a great website.

In this short and sweet guide, we'll go over:

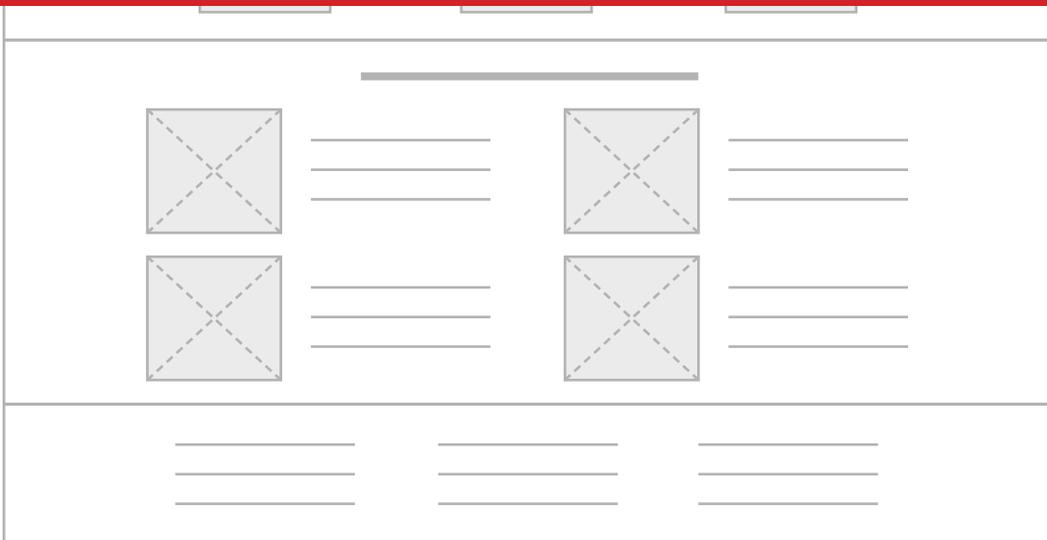
- How to install the homepage template.
- The best ways to fill it in with content.
- Great ideas for promotions to get people excited about your business.

[Click here](#) for an example of this homepage template in action.

This website belongs to the restaurant we mentioned earlier. If the link isn't clickable, you can copy and paste this URL into your browser: <http://www.luigisrestaurant.com/>



# THE 6 MUST HAVE HOMEPAGE ELEMENTS



A company website's homepage needs to feature all of these elements. The elements work together and are used to increase engagement and revenue.

## A Call-to-Action

This is the action you want your visitors to take, such as making a reservation, placing an order, or signing up for your mailing list.

This element is an attention grabber in the form of a button with a short and simple command, such as "REQUEST OUR CATALOGUE", or "MAKE A PURCHASE".

It's sometimes accompanied with a small blurb of text to help describe the action or promotion, if they will be clicking the calltoaction to participate.

The CTA should appear more than once on the homepage, but most importantly, it should appear at the top of the page, "above the fold" (the first part of the screen people see before they start scrolling).

Your CTA should be very simple, and promise something of value. *You must make it very clear what's in it for your visitors if they take this action.* People don't just do things because you tell them to -- you have to make it enticing .

You should also promise future exclusive discounts for your email list.

The screenshot shows the Luigi's Restaurant website homepage. At the top left is the Luigi's Restaurant logo. Navigation links include "About Us", "Luigi's Menu", "Employment", and "Contact Us". A green button on the right says "CALL FOR CARRYOUT". The main banner features a dark wood background with the text "GET YOUR PIZZA HEART VALENTINES!" and "GET A BOOK OF 24 NOW". Below this, it says "USE OR HAND OUT THESE VALENTINES THAT DOUBLE AS LUIGI-BUCKS THEY'RE GOOD FOR THE WHOLE MONTH OF FEBRUARY EACH VALENTINE HAS \$1 VALUE". The banner also displays several heart-shaped pizzas with coupons attached. Each coupon says "Luigi's \$1 OFF GOOD FOR 1 PERSON 1 ORDER THRU FEBRUARY 2016". A green bar at the bottom right of the banner contains the hashtag "#CHEESINESS".

## Your Latest Promotion

Are you holding an event, or a special offer?

Of course, you should talk about that on your homepage! This should also be near the top, above the fold.

*Catch your visitors' attention right away with a headline announcing the promotion, some text to describe it, and a nice photo or graphic.*

The photo should somehow represent your restaurant/bar and the promotion, and be of high quality.

Bulleted announcements describing the benefits of the promotion are very helpful and effective. Bullets are easy to read, and many people would rather skim than read a block of text.

Need help? Get the BONUS 1-on-1 LIVE Training Session and we'll get you started

[Click Here](#)

## Read Our Most Popular Blog Posts



HOW MUCH PASTA.  
KIPM MAKING ...I ACTUALLY N  
WWW.LUIGISRESTAURANT.COM

How Many Pasta Facts Do You Know?

[Read more](#)



Dare To Make - This Pizza Cake Recipe!

[Read more](#)



HONDERED WHAT ITS LIKE GROWING AN ITALIAN FAMILY?

Why Growing Up in an Italian Family is the Best

[Read more](#)

## A “Most Popular Blogs” Section

If you want your company’s website to get as much traffic as possible, you’ll need to have a regularly updated blog.

The more you can update your blog, the better. If you can only update once or twice a week, that’s fine as long as you keep it consistent. This is one way to make sure your blog (aka, your website) gets indexed by search engines. That, and by using search engine optimization (SEO).

*Maximize the benefits of your blog by displaying the most popular posts on the homepage.*

## Read Our Latest Reviews And Leave Yours



I love the atmosphere of a classic old family italian restaurant. Sing it billy joel! Lisa our waitress was the ultimate professional and yet made us feel like family! Crusty italian bread, need I say more. Portions were plentiful and food even mama would love ( that's italian for delicious). We are from out of town but I think we will be back!

**Sandy Schulte**



I have always loved this pizza (all the varieties) and recommend it to everybody. My parents would bring this home for diner since I was very small and I hope the restaurant stays around so I can eat their pizza until I'm very old. This place does get very busy around meal times so come early or supper late or just take a bunch of it home to share with your loved ones.

**Lindsey S.**



We love everything! Pizza is phenomenal..baked lasagna, yum! Salad with cheese and homemade Italian is my favorite! I've never had a bad experience!

**Fran Knepp**



It's all about the cheese! Mountains of cheese. And the classic salad dressing. So delicious, and worth the wait if you get there at a rush time.

**Todd Dieringer**

## Reviews Section

This section is especially crucial, because people want to see what others think about you, before they'll consider doing business with you.

It's a smart idea to include reviews from Google, Twitter, Facebook, and Yelp.

Don't forget to include a link (another CTA) under each review channel, encouraging them to use their favorite one to leave their own review.



**HEY PIZZA LOVERS!**

What says "I Love You" better than Pizza?

Download these Pizza Heart Valentines

PLUS get **\$24 Dollars** in Luigi Bucks!

**SEND ME THE BOOK OF PIZZA VALENTINES! »**

[Click Here For Free Instant Access](#)

Your Information is 100% Secure And Will Never Be Shared With Anyone.

© 2016 Luigi's Restaurant | [Privacy Policy](#)

## Lead Magnet

A “lead magnet” is something irresistible that you can offer in exchange for someone’s email address.

This free offer needs to have a high perceived value, AND a high actual value.

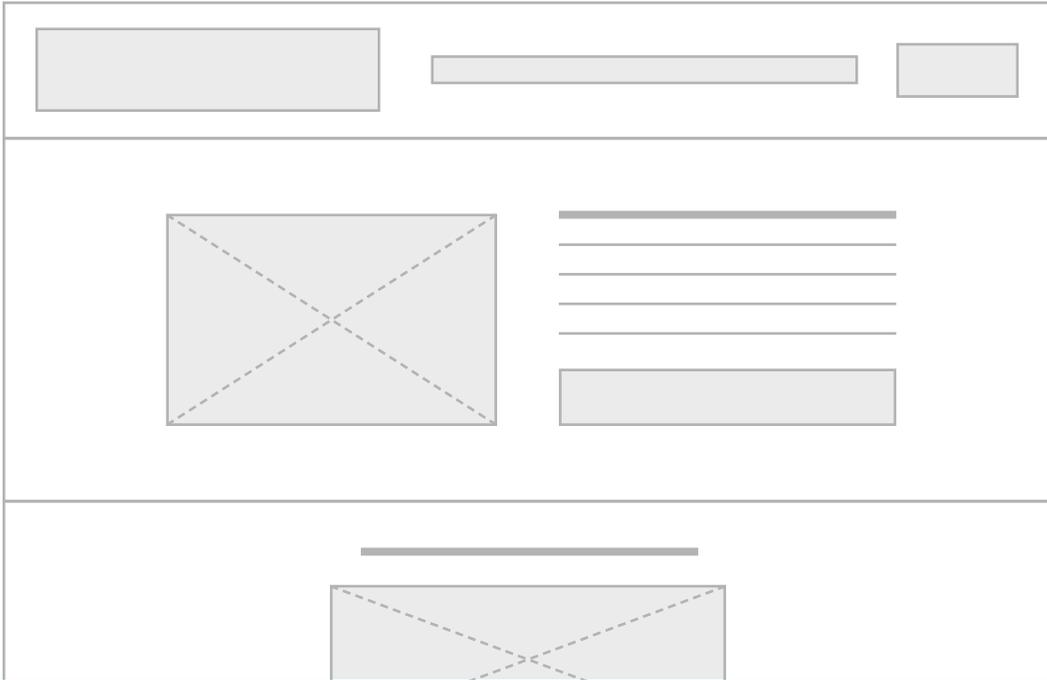
It must also be something that they can quickly consume, and start gaining value from within 5 minutes of consuming it.

*Read up on lead magnets and get ideas for lead magnets from our partners [Digital Marketer](#).*

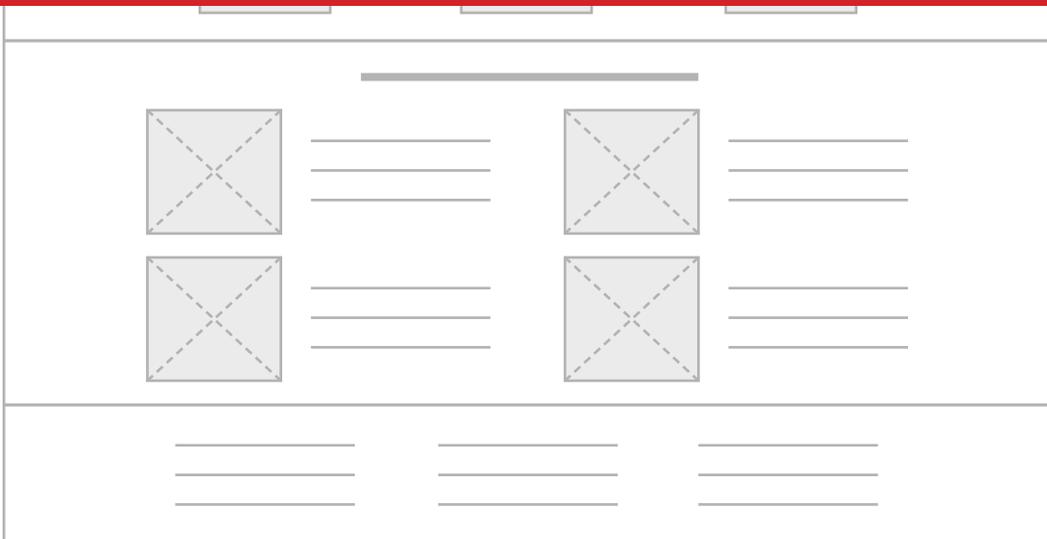
Be sure to list the benefits of this lead magnet near the CTA to download it. Let them know why they need it, and how it will help solve a very specific problem.

You’ll also need the perfect set of emails to send out to your subscribers, which can be automatically sent to increase engagement and goodwill.

We have a free email template that will do just that. [Click here to download it!](#)



# HOW TO CHOOSE PROMOTIONS YOUR CUSTOMERS WILL LOVE



You'll need to advertise simple promotions on your homepage that your customers won't be able to resist. Here are a few great examples and ideas you can use yourself.

## Organize Exclusive Events

The event should have a theme that is in line with your brand.

## Hold a Contest

Create a new product, and make sure it's a hit by testing it out with your customers.

Announce that you're holding a contest to name the new product. The person who comes up with the best name gets a prize, such as a discount.

Allow everyone to vote on the name, or choose the winner yourself.

## Special Holiday Offers

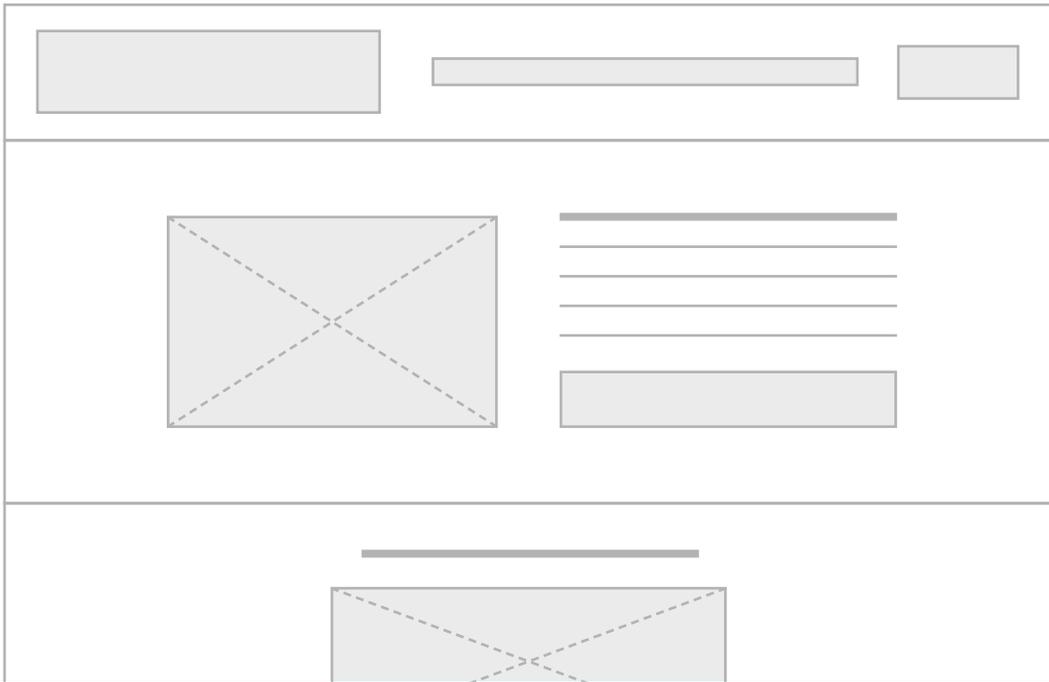
This seems like a pretty no-brainer idea, but did you know -- Valentine's Day is the second biggest retail holiday, after Christmas at #1?

Offer a great discount or a fun contest around Valentine's Day. You could have a special offer for couples, a general discount, or an "Anti-Valentine's Day" special for groups of singles.

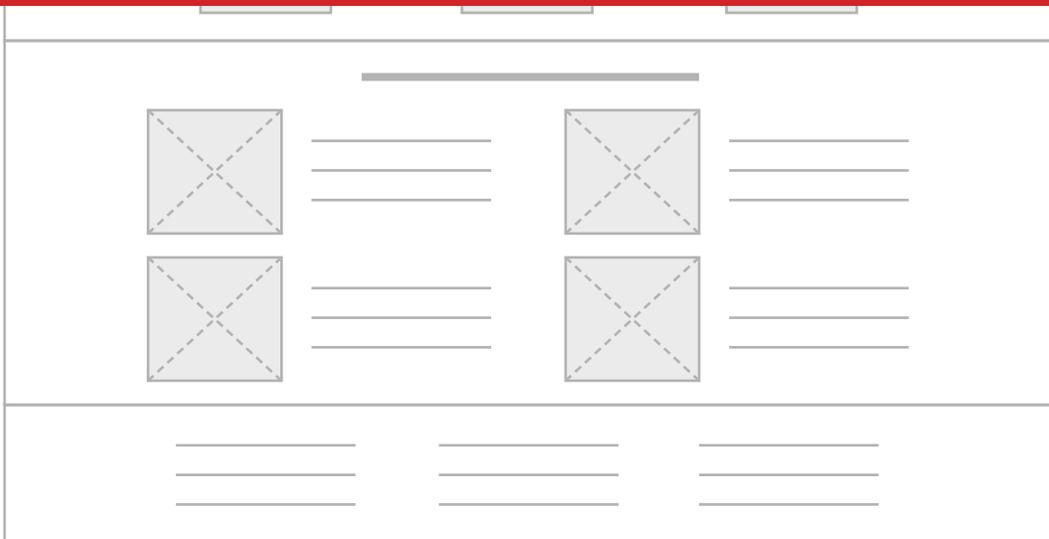
## Fun Challenges

BINGO cards, word searches, brain teasers, etc.

The first or first 5 customers to win get a discount, or any other prize you'd like to offer.



# HOW TO GET NEW CUSTOMERS ON THE WEB (AND KEEP OLD ONES!)



Your company needs an active Facebook fan page -- that's a given.

But your website's homepage will be the main vehicle for increasing customer loyalty, and for gaining as many new customers as possible.

Without a good website, you can't do any successful email marketing. If you don't use the strategies we used for the perfect homepage template, you won't be able to use email marketing to its fullest potential.

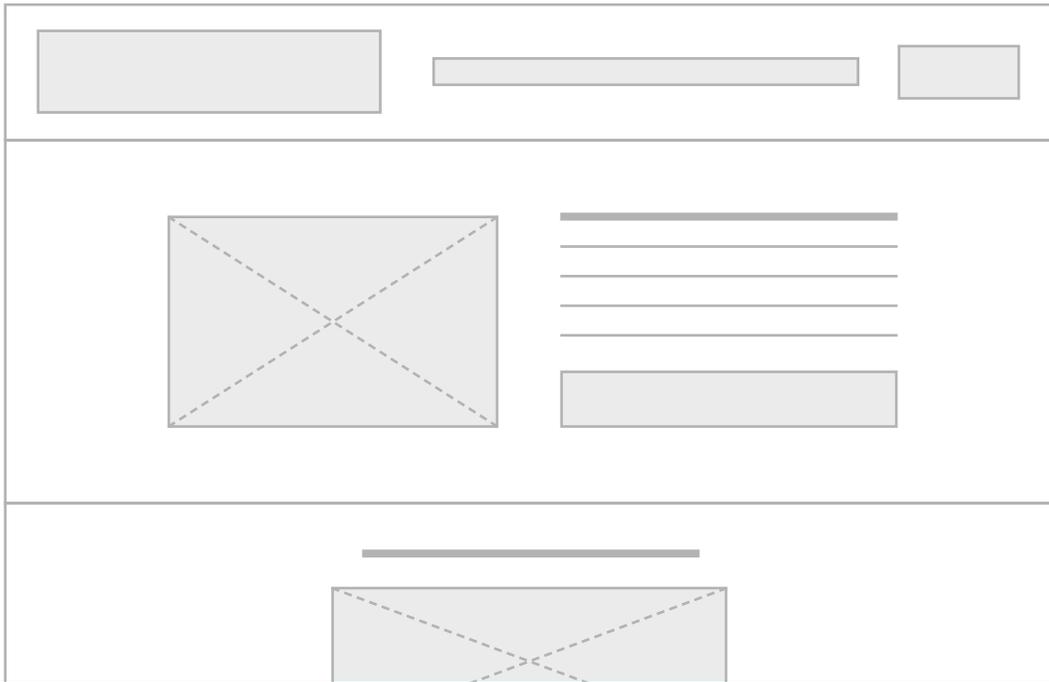
The positioning of the different types of content and the CTAs are what will help funnel cold traffic into customers who can't wait to visit your establishment.

Each email address you get is incredibly valuable. They are each a customer or potential customer that you'll have to keep in contact with, because not only will they provide you with business, but they will bring their friends, and tell other people about how great your business is.

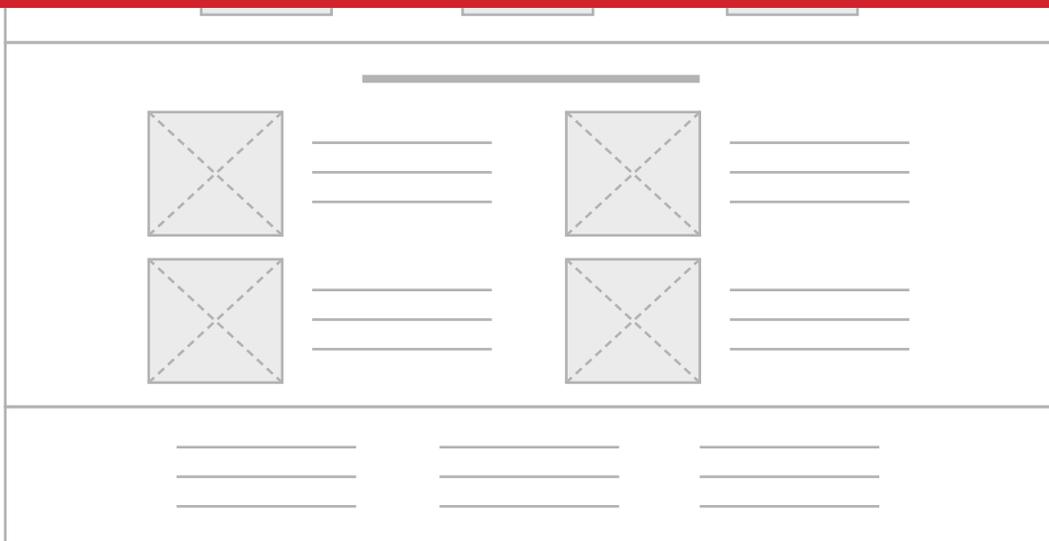
*You have to treat your email contacts just like you would a person asking what products and service you have to offer.*

Need help? Get the BONUS 1-on-1 LIVE Training Session and we'll get you started

[Click Here](#)



# HOW TO STRATEGICALLY CAPTURE YOUR CUSTOMERS FROM THE WEB AND BRING THEM RIGHT TO YOUR DOOR



(Don't worry... when you do this you can easily double your sales.)

So, what exactly do you do with these email addresses?

You'll need to follow up with them the right way after they've gotten the lead magnet. You can use a specific strategy to lead your customers right to making a purchase.

It's actually the same system Starbucks and McDonald's have used to corner the coffee and hamburger markets. This system works for small and enterprise level businesses. It works for "Mom and Pop" shops and billion dollar retailers. It works whether you sell traditional products, digital products or services.

This system works because it exploits each and every aspect of the irrefutable law of business growth put forth by legendary marketer Jay Abraham:

There are only three ways to grow a business:

- Increase the number of customers
- Increase the average transaction value per customer
- Increase the number of transactions per customer

We call it Customer Value Optimization or CVO .

This is the stuff they don't teach in business school.

Here are the steps:

- Determine Product/Market Fit
- Choose a Traffic Source
- Offer a Lead Magnet
- Offer a Tripwire
- Offer a Core Product
- Offer a Profit Maximizer
- Create the Return Path

We can teach you to drive traffic through tactics like blogging, Facebook Ads, email marketing or creating the perfect bar or restaurant homepage, but first you need to understand the system.

We've already talked about the lead magnet, which is the first step. The lead magnet is free, but still has to hold a lot of value to your prospective customers.

A lead magnet that solves a specific problem for a specific segment of the market will generate more leads...

... and more leads means more Tripwire sales.

## The Tripwire Offer

Remember, our first goal is to increase the number of customers. So far, we have only generated leads through the Lead Magnet. We still haven't generated new customers.

The Tripwire offer is made to those that have displayed interest through the Lead Magnet.

The Tripwire is an irresistible, super lowticket offer (usually between \$1 and \$20 that exists for one reason and one reason only... to convert prospects into buyers.

In markets selling highticket products and services, Tripwire offers as high as \$500 can convert well.

The goal of the Tripwire is to fundamentally change the relationship from prospect to customer.

The conversion of a prospect to a customer, even for \$1, is magical.

The key is to make a Tripwire Offer that leads are unable to resist.

When you understand the rest of the Customer Value Optimization process you will understand how the Tripwire Offer is the single most powerful addition you can make to your business — even though eeeeeeeeeeeeeeeedeyou will make no direct profit from it.

Of course, selling these things won't be your bread and butter, but that's not the point of a Tripwire.

## The Core Offer

Your Core Offer, or your flagship product, is your food and/or liquor sales.

Most businesses get nowhere by making Core Offers to cold prospects.

You'll see your Core Offer sales explode with the addition of the Lead Magnet and Tripwire Offer.

After all, you've already had two successful transactions with this buyer.

This is why it's critical to over deliver with the Lead Magnet and Tripwire.

It might shock you to find out that many of the most successful businesses in the world make no profit until they reach the next two stages: Profit Maximizers and Return Path.

## The Profit Maximizer

The second of Jay Abraham's business growth methods is to increase the average transaction value per customer.

The Profit Maximizer does just that.

Most businesses don't have Tripwire Offers and they don't have Profit Maximizers. They live and die selling cold prospects on their Core Offer.

This is why they struggle and you won't.

Would it shock you to find out that McDonald's makes almost no money on the hamburger.

The hamburger is the Core Offer, but it's the fry and Coke Profit Maximizer that built the Golden Arches.

This type of Profit Maximizer is called an 'immediate upsell'.

Any offer made after the initial sale is a Profit Maximizer. Because the single biggest expense most companies will incur is the cost of acquiring the customer (which is the job of the Tripwire Offer) and everything else increases the customer's immediate and lifetime value.

Profit Maximizers also come in the form of offering bundles of separate products.

These bundles of products or services should be related and be able to be used together.

Another type of upsell is a membership club .

You can create a club for those who want to pay a certain amount per month, for specific discounts or perks.

## The Return Path

The goal of the Return Path is to have frequent, strategic communication with your buyers and prospects that cause them to buy again and again.

Because you have received their contact information through the Lead Magnet you have the ability to continue marketing.

You can offer new Lead Magnets, Tripwires, Core Offers and Profit Maximizers because you have permission to market to them or bring them back to the Tripwire, Core Offer or Profit Maximizer that they didn't buy the first time around.

The Return Path is anything that brings the customer or prospect back more frequently including:

- Exit Offers
- Organic Social Media (like Twitter, Facebook and LinkedIn)
- Loyalty Programs
- Content Marketing
- Outbound Sales Calling
- Ad Retargeting

... but none is more powerful than automated email followup

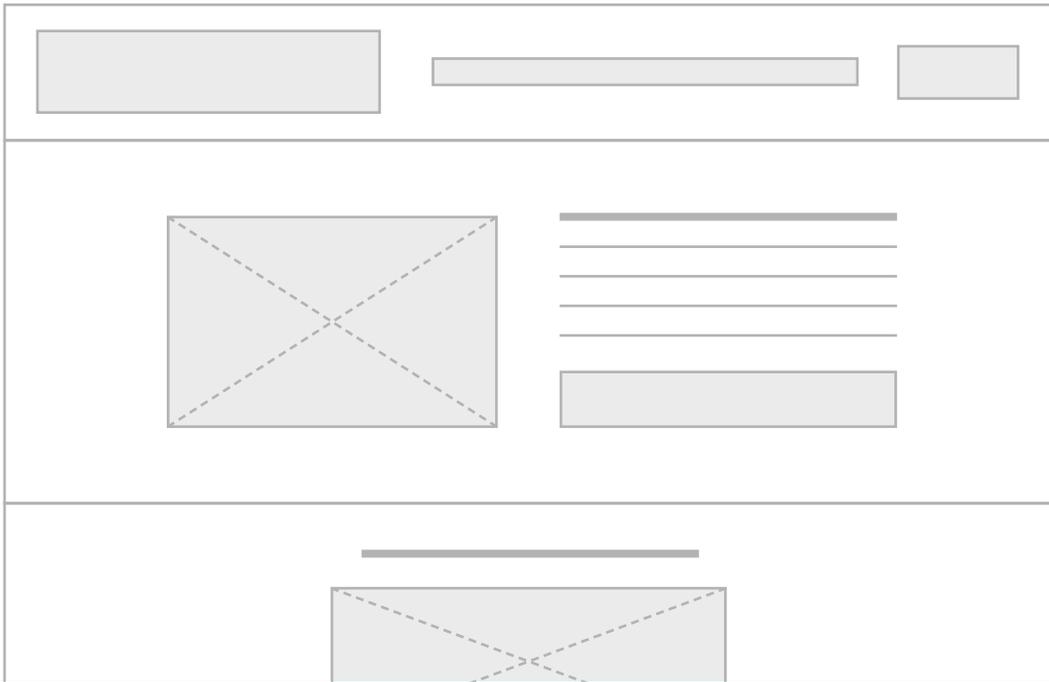
.

The parts of the perfect homepage template work together to help customers through each step of this process, but there is more work to be done!

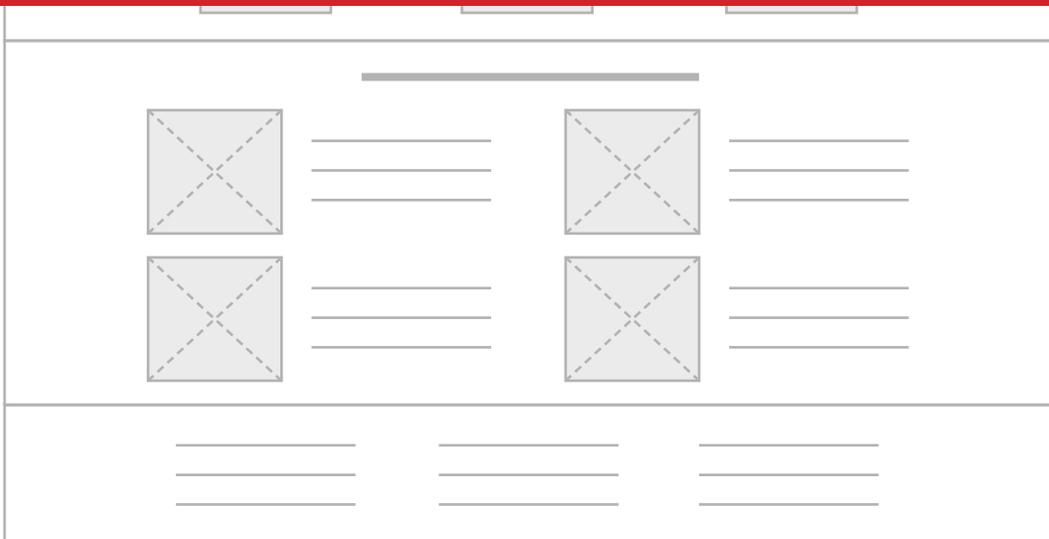
You need the perfect marketing plan for your business.

**Need help? Get the BONUS 1-on-1 LIVE Training Session and we'll get you started**

[Click Here](#)



# HOW TO INSTALL THE PERFECT HOMEPAGE TEMPLATE



You don't need to have any HTML knowhow to start using this template. Putting in your content is made easy with a WordPress plugin called [WP Visual Composer](#).



[VC.WPBakery.com](http://VC.WPBakery.com)

This wonderful plugin allows you to edit and drag 'n' drop the elements, and you get to see exactly what it will look like to your visitors while you work. You can preview it before you publish it.

It costs \$34, but it's worth it to be able to edit and publish your homepage template yourself.

[Click](#) here to check out their video tutorials to see how it works.

Installing a plugin to your WordPress site is easy, but you'll need to have selfhosted WordPress . [Self-hosted WordPress](#) is also easy to install, and is free.

[WordPress.org](http://WordPress.org)

## How to Install Self-Hosted

WordPress If you don't already have it as your content manager, you can install it using the control panel provided by your web host.



Just follow the few simple directions to install it, so you can use it to easily create blog posts and pages to your restaurant's website. Adding scripts called plugins, which are also extremely easy to install, add even more functionality to your website.

We're recommending WordPress because it's so user friendly and easy to customize.

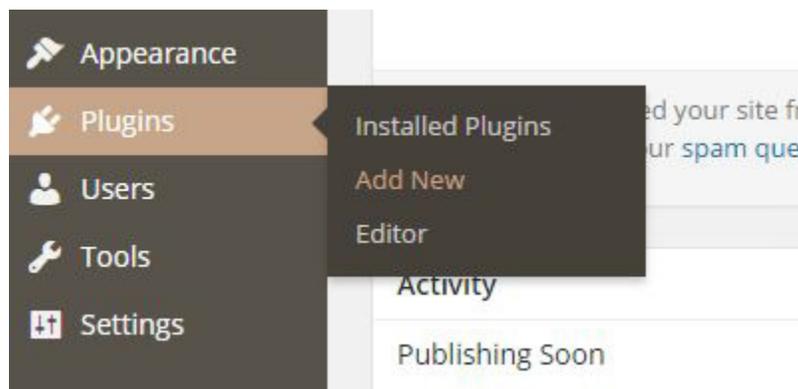
Need help? Get the BONUS 1-on-1 LIVE Training Session and we'll get you started

[Click Here](#)

## How to Install a WordPress Plugin

[Click here to purchase the Visual Composer plugin.](#)

Once you have WordPress installed and you've logged into your WP dashboard, go down to "Plugins" in the menu on the left, and click on "Add New".

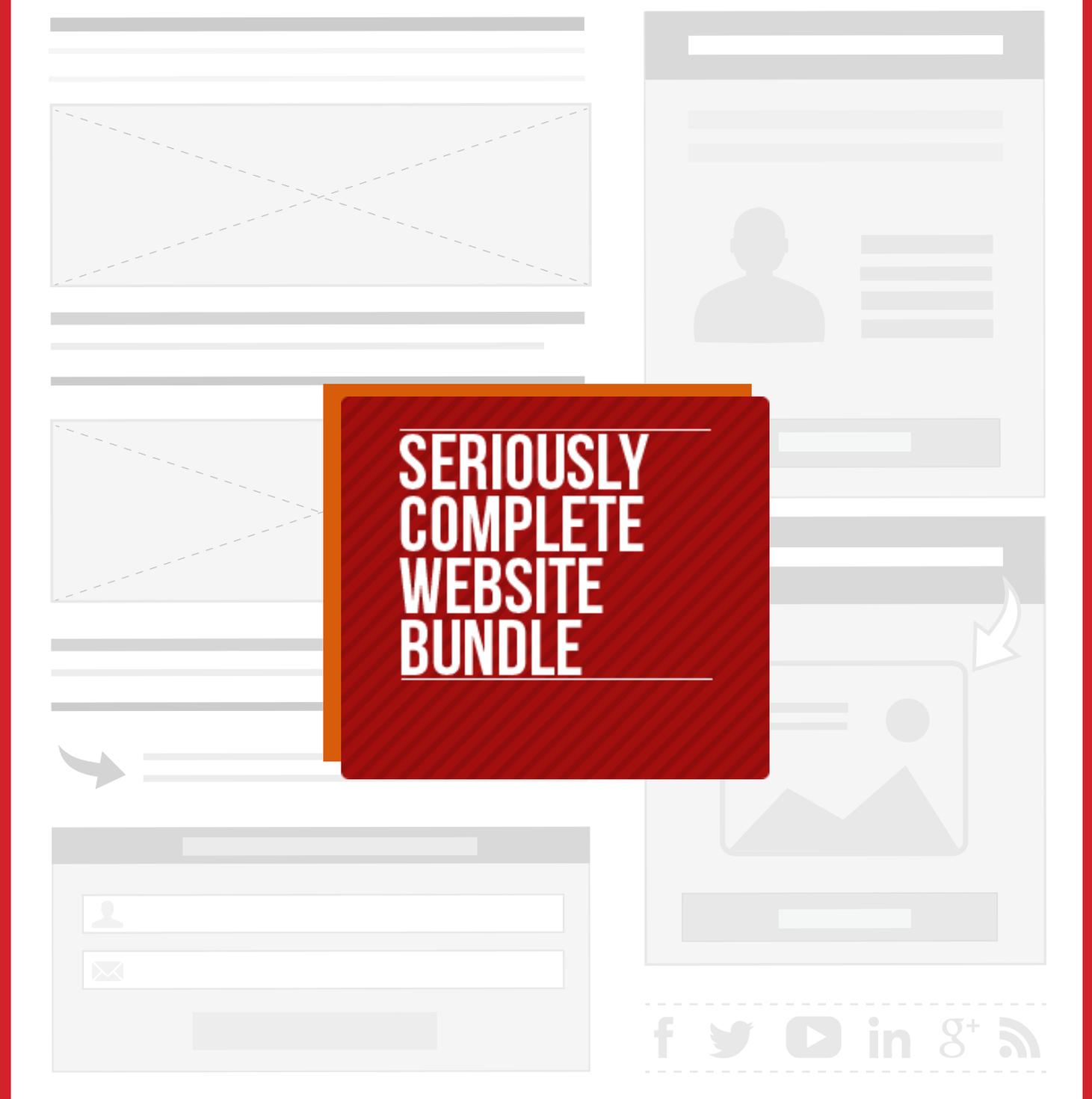


Click on the button in the upper left of the screen that says "Upload Plugin", and upload the zipped folder you got when you purchased the plugin.

You'll be guided on the next few pages to install and activate the plugin, and you can begin using it.

Now you should be able to easily use the "Perfect Homepage Template" in the best way possible!

*If you need any more help with anything, please get [in touch](#) with us. We'll be more than happy to answer any questions you might have.*

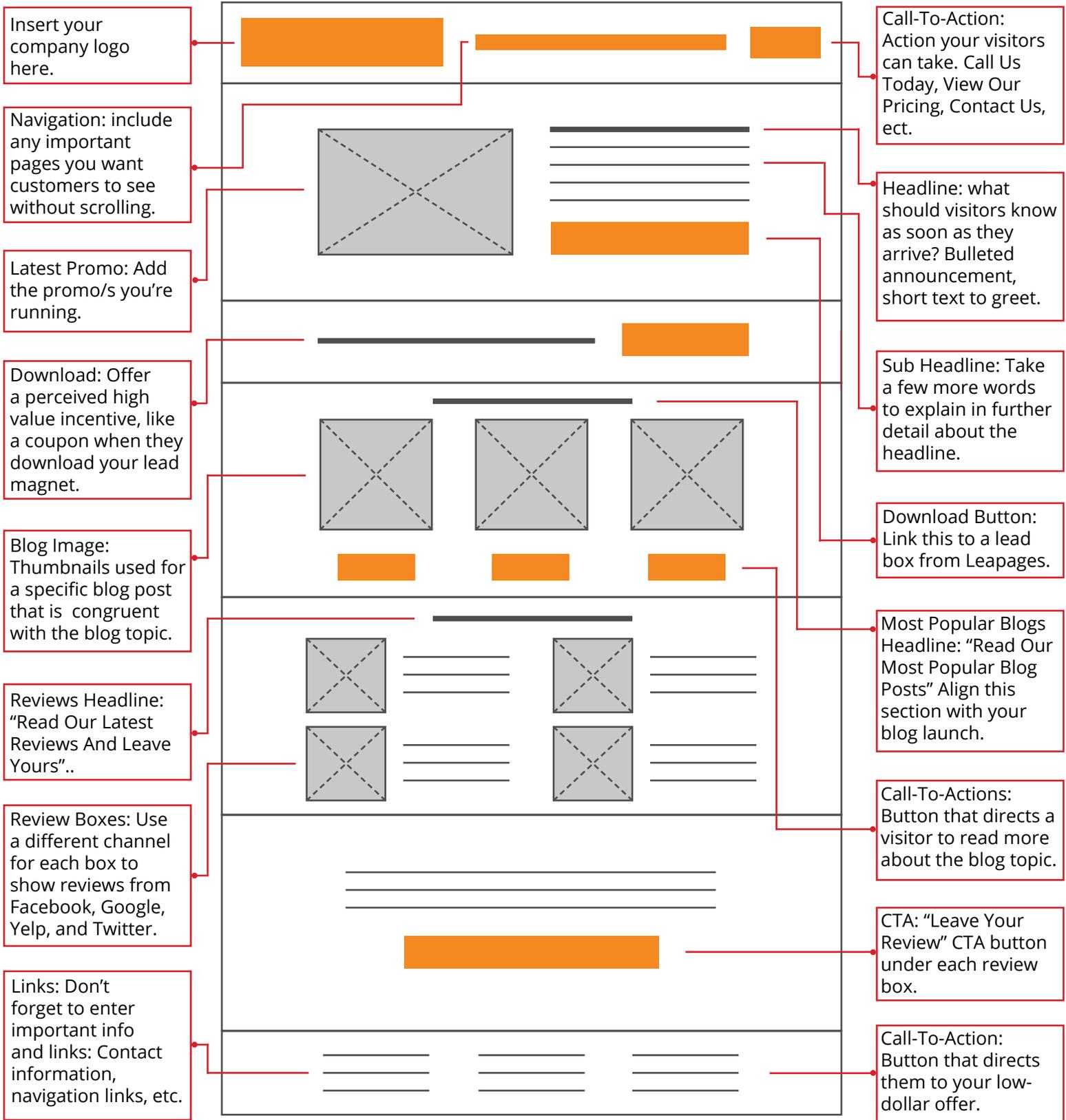


**SERIOUSLY  
COMPLETE  
WEBSITE  
BUNDLE**



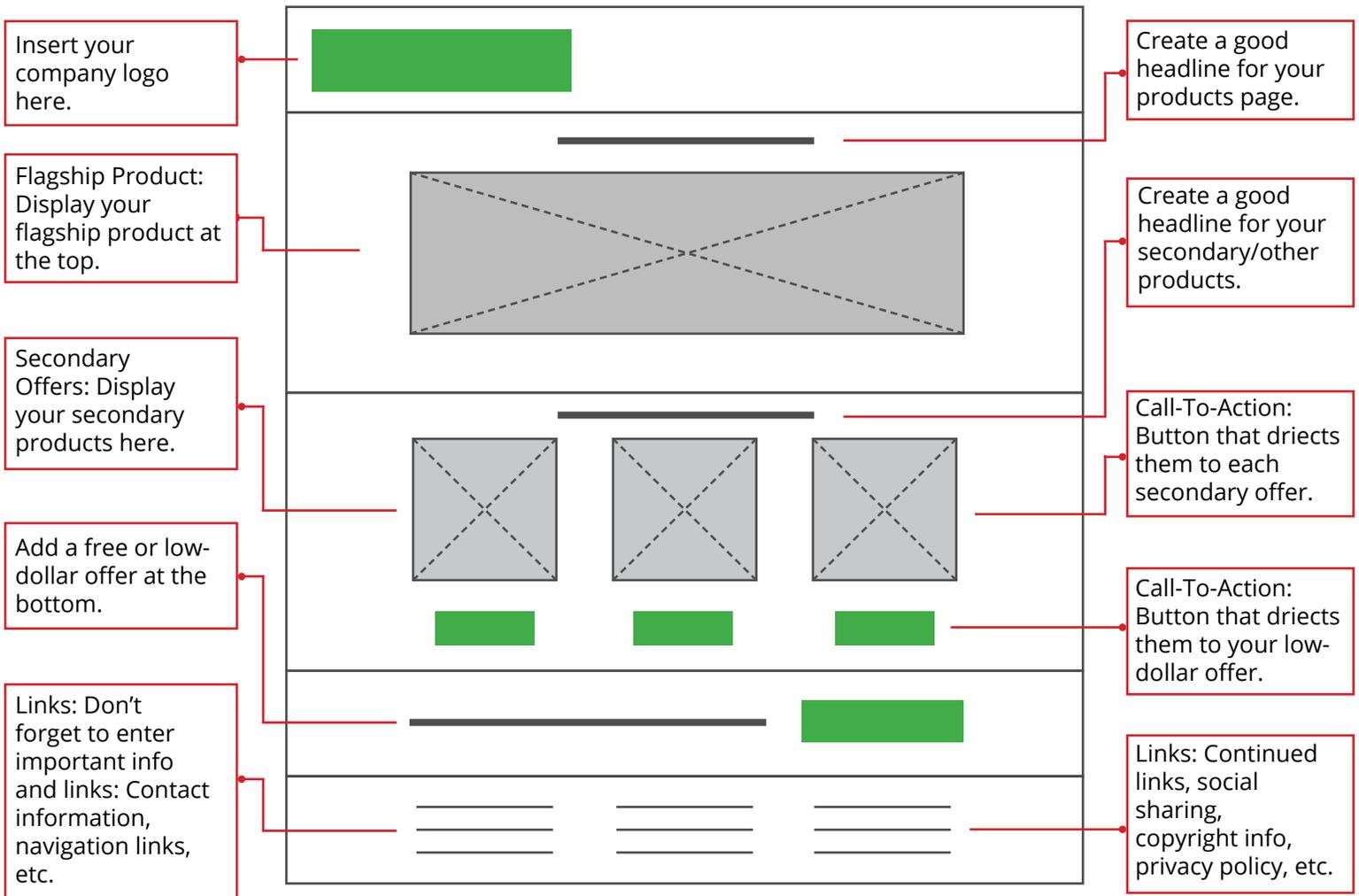
# THE PERFECT HOMEPAGE TEMPLATE

allows you to organize your offers and vital business information to create the ULTIMATE FIRST IMPRESSION for your customers.



# THE ULTIMATE PRODUCT

is the easiest way to display your products so your customers can read and view and buy.



Need help? Get the BONUS 1-on-1 LIVE Training Session and we'll get you started



# THE AMAZING ABOUT US

shows your customer your deeper meaning and introduces the Face(s) representing your establishment building trust ...EVEN IF THEY DON'T KNOW YOU...

Insert your company logo here.

Navigation: include any important pages you want customers to see without scrolling.

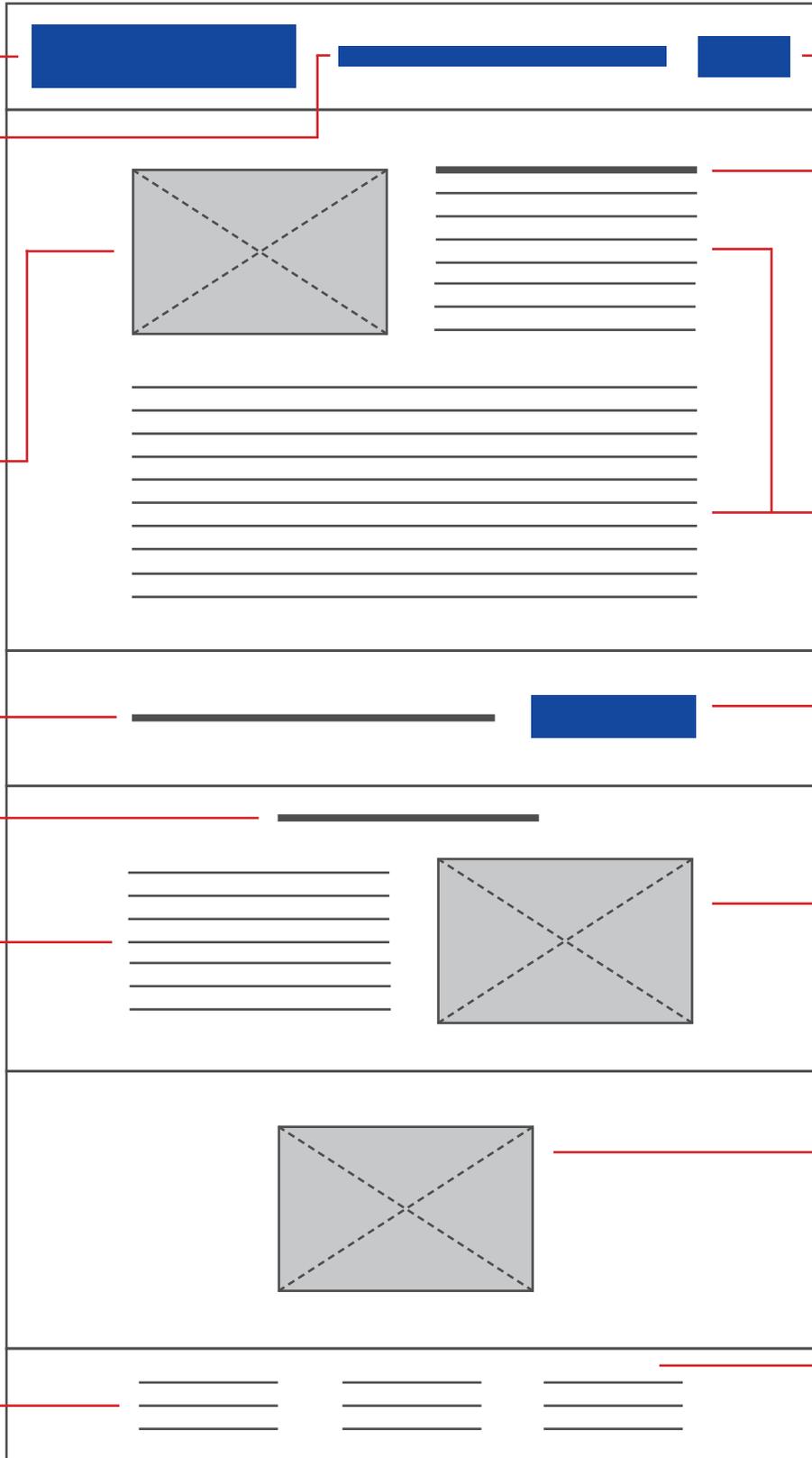
Place a high quality photo of your company here.

Insert your irresistible, high value lead magnet here.

Take the time to create a personality filled headline for your CEO bio.

Insert short, interesting bio about yourself/the founder/s of the company to build trust.

Links: Don't forget to enter important info and links: Contact information, navigation links, etc.



Call-To-Action: Action your visitors can take. Call Us Today, View Our Pricing, Contact Us, ect.

Take the time to create a personality filled headline for your company bio.

Insert engaging bio to give some history about your company.

Call-To-Action: Button that directs them to your low-dollar offer.

Place a high quality picture, personable photo of yourself/ founder/s of your company.

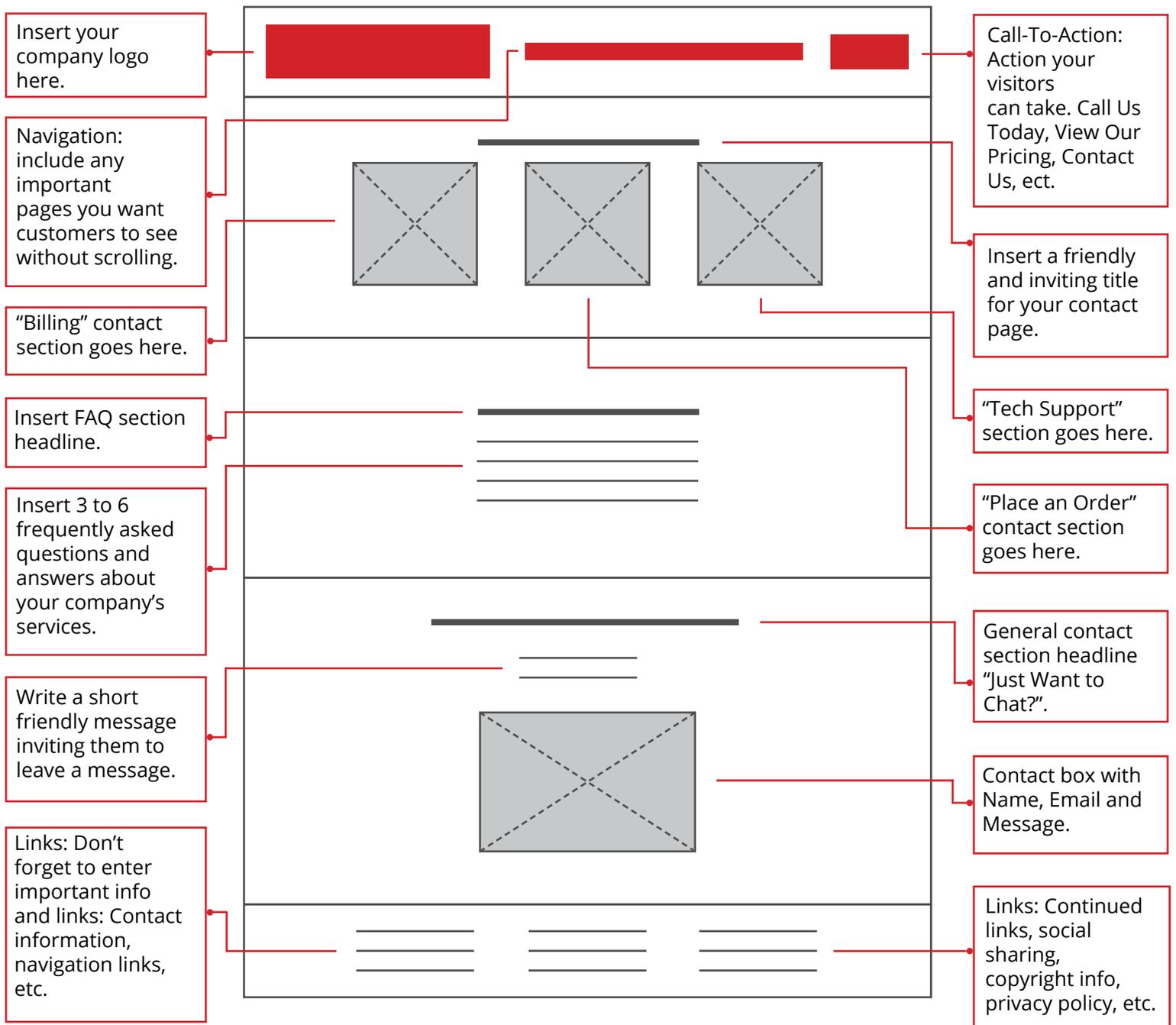
Recommend a book relevant to your industry that you like, to make a connection with the reader.

Links: Continued links, social sharing, copyright info, privacy policy, etc.



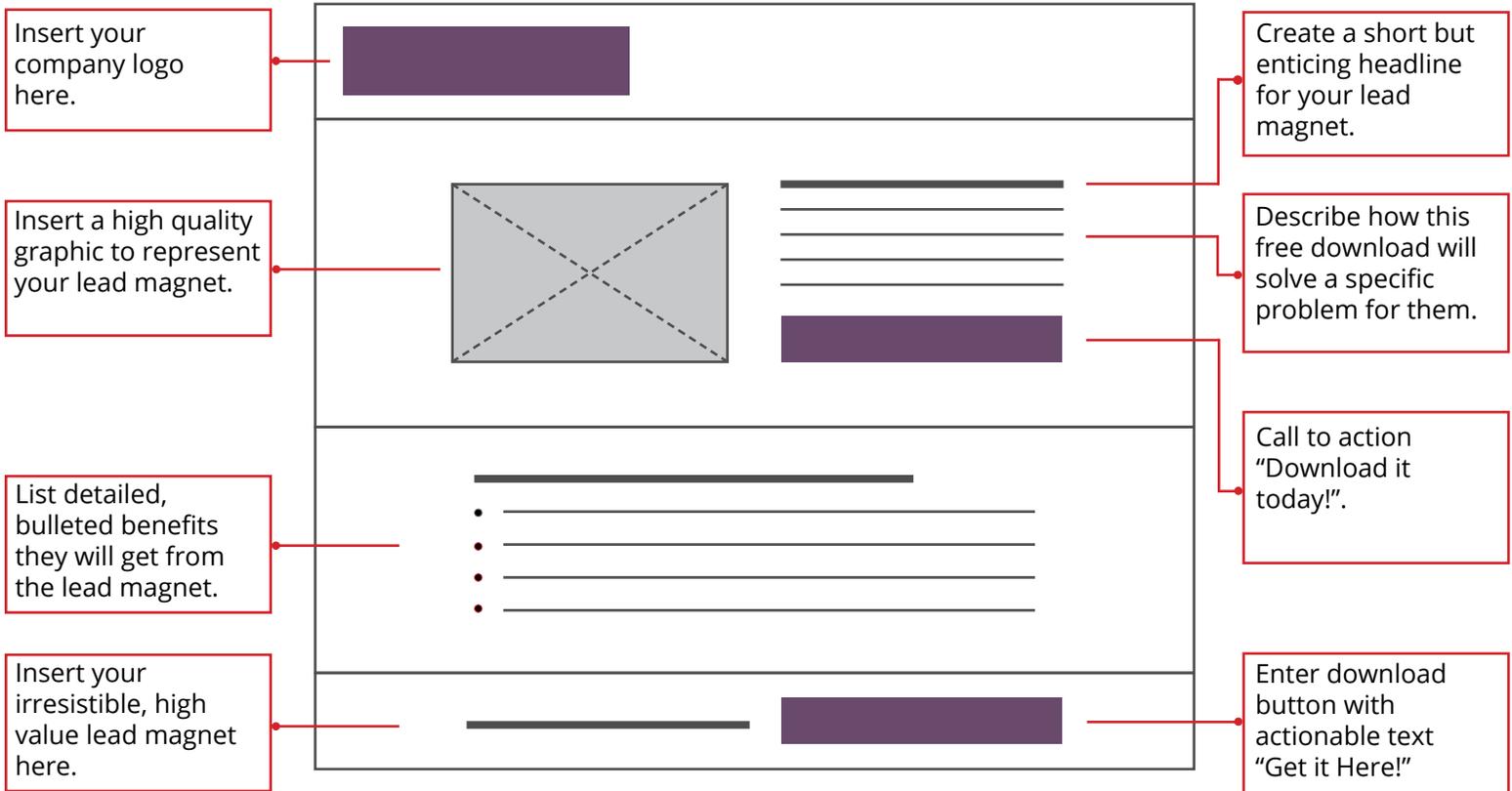
# THE CALCULATING CONTACT

quickly and effortlessly segments the customers filling out contact forms and sends them to the right representative.



# THE SUPER SIMPLE LANDING PAGE

helps you capture your customers and place them on a loyalty list resulting in up to a 16x increase in sales per customer.



Need help? Get the BONUS 1-on-1 LIVE Training Session and we'll get you started



# THE CONTENT AGGREGATOR

In this post, you'll use a tool like Buzzsumo to find the most popular content and aggregate it together. **THESE DO NOT NEED TO BE YOUR ARTICLES.**

**Your Awesome Content Aggregator Post**

Spending ample time to create a good headline.

Quickly introduce the topic.

Use the name of Article 1 as a subheadline and place an image under the headline.

Use the name of Article 2 as a subheadline and place an image under the headline.

Use the name of Article 3 as a subheadline and place an image under the headline.

Use the name of Article 4 as a subheadline and place an image under the headline.

Repeat

Add an email opt-in form to the end of the post.

OPT-IN FOR OUR LEAD MAGNET

Make a Lead Magnet offer in the sidebar.

CHECK OUT THIS COOL PRODUCT

Make a low-dollar "Tripwire" offer in the sidebar.

Follow Us

Add social icons to your sidebar.

Add a link to the original post and a quick description of that post.

Continue to add images, quick descriptions and links to articles. The more posts you aggregate, the better this post type will perform.

Enter First and Last Name

Enter Email Address

SUBMIT NOW



Need help? Get the BONUS 1-on-1 LIVE Training Session and we'll get you started

Click Here

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