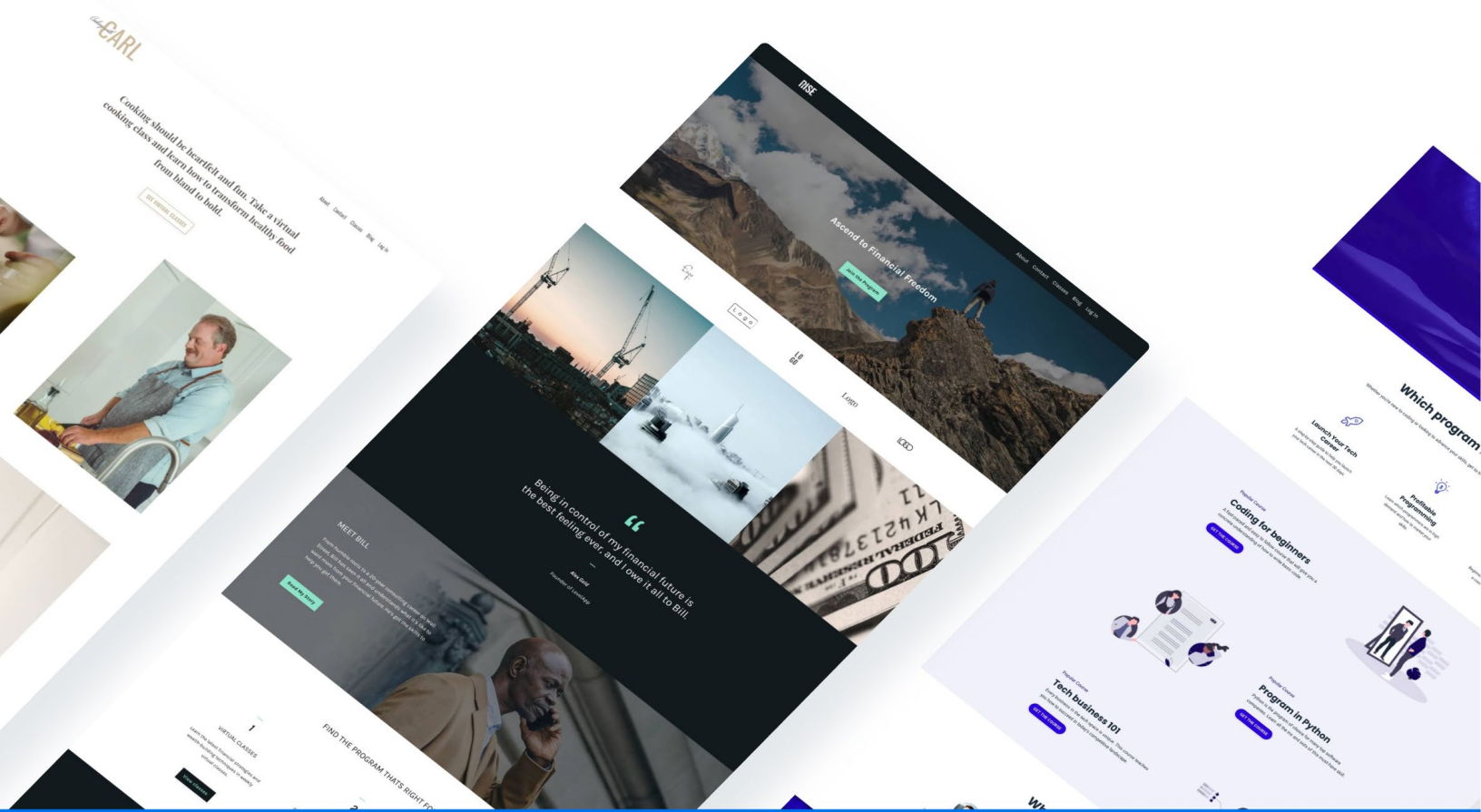


# 5 critical things your website needs to sell an online course





# Introduction

For knowledge commerce entrepreneurs, a solid website is a must-have. You need a digital home base for your brand and a place to sell your digital products.

But just having a website isn't enough. Your website needs to be set up to succeed in the knowledge economy. What indicates success? It all depends on how effectively the site drives sales of your knowledge products.

Most websites have room for improvement and opportunities to optimize performance. But, knowing what to do and deciding where to start can make anyone feel overwhelmed.

We've compiled this guide to walk you through five aspects that your knowledge commerce website must include to effectively serve your customers and grow your business.

## Section 1:

# Performance Oriented Design



The first thing to tackle when optimizing your website is to ensure it has a solid design. It needs to look great, function well, and drive visitors to take further action toward becoming a paying customer.

94% of first impressions about a website are design related. So, it's important to use a design that makes the visitor want to stay on your website and makes it easy for them to navigate. A prospect can only take action to become a customer if they stay long enough to learn about your offer and feel confident it will meet their needs.

But, what makes a design visually appealing and high performing are not always the same thing. So, let's dive into what makes a website more likely to retain visitors and convert them into leads and eventually paying customers.



# Elements of high-performing website designs

Even if you're using a website builder tool rather than custom coding a site, there are plenty of things you can do to influence your site performance. Here are some the key things to factor in your website design:

## Load time

People have come to expect websites that load quickly, so website speed has a huge impact on performance. [Loadstorm](#) reports that each second delay in loading time leads to a 7% loss in conversions.

One [study](#) found that the average bounce rate for a website that takes 2 seconds to load is 9%. For a website that takes 5 seconds to load, that jumps to 38%.

Most of the strategies to help your website load faster involve web development. But for those who don't have coding skills, most website builders have tools that can help you improve load speed and teams of developers that are working to ensure everything is running smoothly for you.

But, even if you are using a website builder service, here are some things that you can do to improve website speed:

- Optimize the image size
- Use .JPGs instead of .PNGs
- Minimize additional code like CSS, Javascript, or HTML
- Make sure you have no broken links

Kajabi does include a code editor for advanced users as part of our Pro plan. So, if you do have those coding skills, you're able to make those tweaks as you see fit.

## Easy to navigate

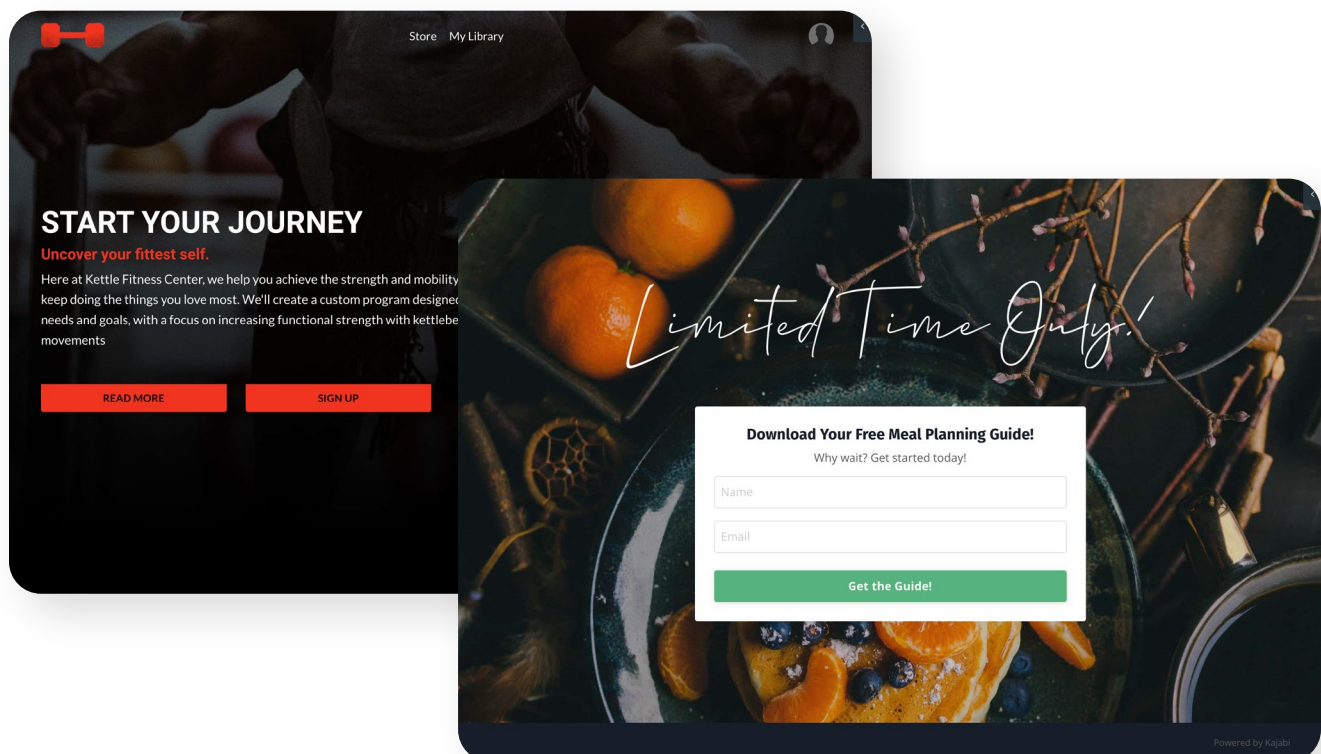
Website visitors need to be able to take action on your site easily so they easily find the information they need while on their buyer's journey.

Most website templates, including those from Kajabi, take care of the navigation framework for you. But when you're customizing a template, make sure that the colors, font choices, and font sizes make the navigation easy to read and use.

## High contrast calls to action

When website visitors take action, they'll likely do so by clicking a button with a call to action. You can set your website up for better performance by making buttons clear and discernable.

There is no one button color that converts more highly than others. Ultimately, the important thing is that the color has contrast from the page around it so it's clear what users need to click on to move forward. That could mean using dark and light colors or colors on opposite sides of the color wheel.



# How Kajabi enables you to implement great website design

Kajabi has a team of designers and developers who are constantly creating new website design templates that perform well and look great. Plus, they can be highly customized, so you can start with a theme and modify it to fit your needs and preferences. Themes free up your time to focus on what populates the website instead of building a design that matches your brand.

## Website themes

Kajabi currently has 14 free themes to choose from in the website theme store, and we're consistently developing more. Choose from a variety of styling options. In the theme store, you'll find a variety of styles to choose from and helpful descriptions so you can match a theme with your branding and message.

All of Kajabi's themes are easy to navigate and will make a great first impression on website visitors. Plus, you can quickly customize them with colors, choose from over 70 fonts, and add different content blocks. Kajabi themes provide the right balance of templated design and customization for even the busiest solopreneur.

Even with these options, some entrepreneurs still choose to upload a theme created by a third party, and these integrations are easy with Kajabi.

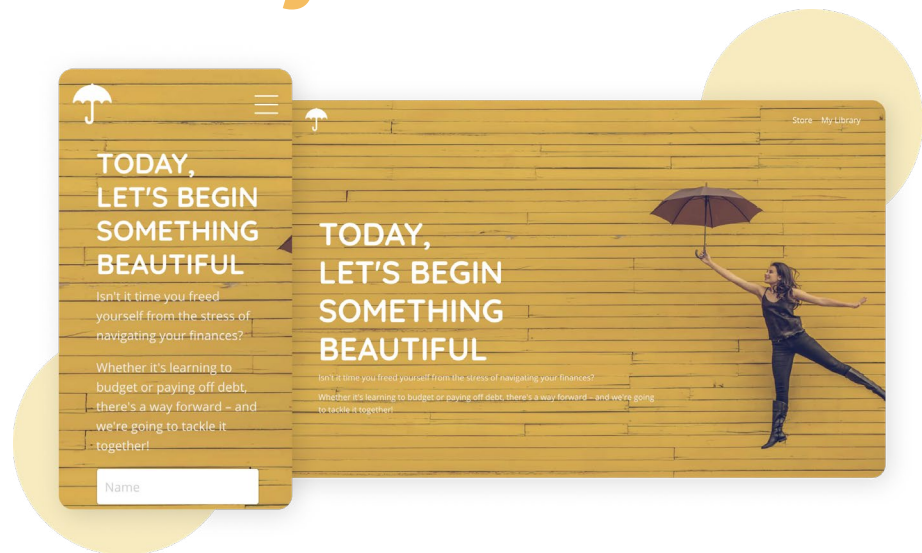
## Landing page templates

Kajabi also includes plenty of landing page templates which are great for sales pages, lead generation campaigns, thank-you pages, or announcing new product launches. Kajabi currently offers 38 landing page themes. Some are specially designed with our most popular fields in mind, including fitness, business and finance, health and wellness, and personal development coaches.

Kajabi also makes it easy to connect your landing pages with your automated marketing campaigns, emails, offers, and digital products, so you can easily optimize sales and increase revenue.

## Section 2:

# Mobile Friendly Design



The natural second step after having a solid website design is to make sure it is mobile-friendly.

Your potential customers will visit your website on a variety of devices, so your website needs mobile friendly design to ensure your content is available to all customers no matter what device they use.

'Mobile friendly' refers to the website's overall ability to adapt to being visited on a mobile device rather than a desktop. It includes readability, typography, formatting, loading time, and more. One subset is mobile responsiveness which refers to the page layout responding to the size of the screen.

**Statista** reports that since the fourth quarter of 2019, mobile traffic makes up over 45% of all web traffic in the United States. That's a sizable percentage of traffic coming in on a mobile device, and your site needs to be ready.

Let's dive into how to set up your website for success when being used on smartphones and tablets.

# Elements of mobile friendly design

User experience and user interface design (and how they pertain to mobile devices) are both complex. Fortunately, there are three key design elements that any person with a website can focus on without being a tech expert:

## Usability

You've likely experienced the frustration of trying to use a desktop version of a website on a smartphone. This means zooming in to small text, scrolling sideways, and perhaps even pressing the wrong buttons. Doesn't it redirect your attention away from the website content?

Being able to easily access and navigate a website is key. Otherwise, visitors will abandon your site.

Digital marketing expert Neil Patel shares some useful data about some of the common **problems that mobile web users recently encountered**. In one study, 51% of the respondents reported experiencing a website that crashed, froze, or had an error, and 48% visited a website where the formatting made it difficult to read.

## Speed

Site speed is another critical aspect to supporting a good mobile web experience. Patel's research also found 73% of respondents said they recently visited a site that was too slow to load on mobile.

But, speed is subjective. How slow is too slow? The data also shows that more than 81% of people will abandon a site that takes more than 5 seconds to load.

Some of the speed-related metrics are First Contentful Paint (FCP) and Time to Interactive (TTI). **Google** defines FCP as "the time from when the page starts loading to when any part of the page's content is rendered on the screen." TTI is when a page is fully interactive and ready for the web visitor to start using the page.



Want to test out a site? Check out the [Google PageSpeed Insights](#) tool.

Some of the recommendations to improve page speed are quite technical. Using a platform like Kajabi that has a team of engineers to handle the technology aspect is a great choice to ensure your site runs quickly. We stay on top of the latest tech developments so you can focus on the more profitable areas of running your business, like creating a new course.

## Readability

Typeface and font choice play a big role in the readability of any written material. It has an especially big impact on retention of information learned from mobile devices because of the size of the screen compared to printed material.

Typography is an art. But, you don't have to be a graphic designer to implement some of the best practices that can support good overall and mobile friendly web design.

Experts recommend using sans serif fonts on mobile websites. These are fonts that do not have the embellishments at the end of the letter strokes. Sans serif fonts are often easier to read in smaller sizes than serif fonts, so they're a good choice for the body content of any website.

[Adobe](#) recommends using no more than three font families in a design, and making sure the choices complement each other well. They also recommend using a font size of 16 or more for desktop, 11 or more for iOS devices, and 14 for Android devices.

Another important consideration is the spacing between lines, called leading. Text that is too close together can be hard to read, so having proper spacing can make it easier on the eyes.

# How does mobile friendly design benefit the website owner?

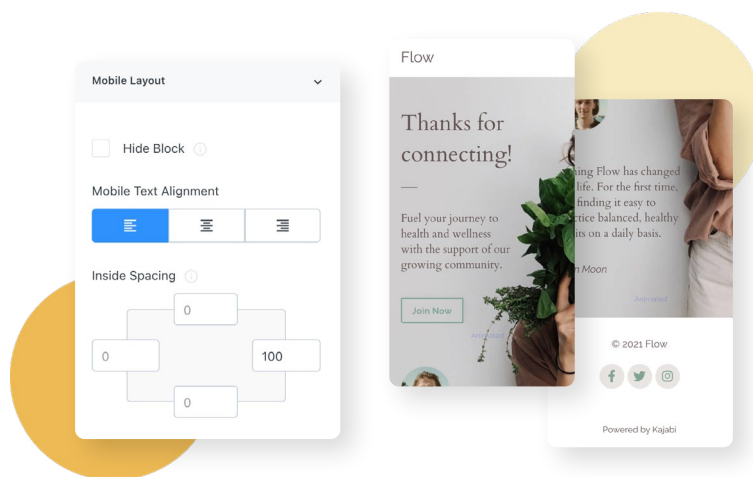
Mobile friendly design clearly benefits website visitors, but how does it benefit you as the person operating a website?

Better mobile design correlates to better search engine optimization (SEO). The SEO benefits come from better website performance because users will have a better experience than they would if they were trying to navigate the desktop version of the site on their mobile device.

**Formstack** reports that 54% of users won't recommend a website with a poor mobile design.

That means they are more likely to spend more time on your site, navigate to more pages, and share your website if the design makes it conducive to doing so. These metrics are all part of how search engines rank results.

But does a mobile friendly site directly cause improved rankings on search engines? Kind of. **Google** shares that they index the content from mobile versions of sites and factor that into the ranking. So, if your mobile site version follows the recommendations and best practices, that can only help influence your ranking.



# How Kajabi supports mobile friendly design

Kajabi's website themes are mobile responsive out of the box, making it a great experience no matter what device your customer uses. This also speeds up your time to getting a fully functioning website up and running. You won't need to spend extra time optimizing for mobile or creating a second version of a site — because with Kajabi, it's already generated for you.

And if you host a membership community on Kajabi, that's automatically mobile friendly too.

Kajabi's website editor supports a mobile view so you can easily make sure your site looks great for mobile devices. And with our design tools, you can customize your Mobile Layout Settings.

And even when you use a template, Kajabi still gives you the ability to make design tweaks for the mobile layout. You have control over how your site looks and feels.

In Kajabi, Block Layout Settings are used to optimize your page for desktop and mobile devices. However, with Block Layout Settings, you can optimize individual blocks. Kajabi provides these Block Mobile Layout settings:

- **Alignment:** Align the block content to the left, center, or right of the block space.
- **Hide Block:** Hide blocks when viewed on Mobile devices.
- **Inside Spacing:** Shift the block content by adjusting the inside spacing of the block.
- **Outside Spacing:** Shift the block content by adjusting the outside spacing of the block.
- **Image on Top:** If your block contains an Image, move the Image to the top of the section when viewed on mobile devices.

Kajabi knows that mobile friendly design is critical for our Heroes. We strike a balance between providing a mobile friendly version of the site for you and allowing you to customize as you see fit.

### Section 3:

# Compelling Content



Once you have solidified a solid desktop and mobile website design, the next step is to populate your website. After visitors process the design and functionality of your site, they'll begin to digest the information you provide.

Filling your site with great content serves multiple purposes. It builds excitement and gives customers the information they need to feel confident purchasing from you. It also helps increase the amount of time visitors spend on your site, which is a factor in how your website ranks for SEO.



# Different content types

People respond to various content mediums differently. For that reason, it's helpful to employ different types of content so you can communicate in your visitor's preferred method.

Here's a breakdown of your content options and some suggestions for how to maximize each:

## Copy

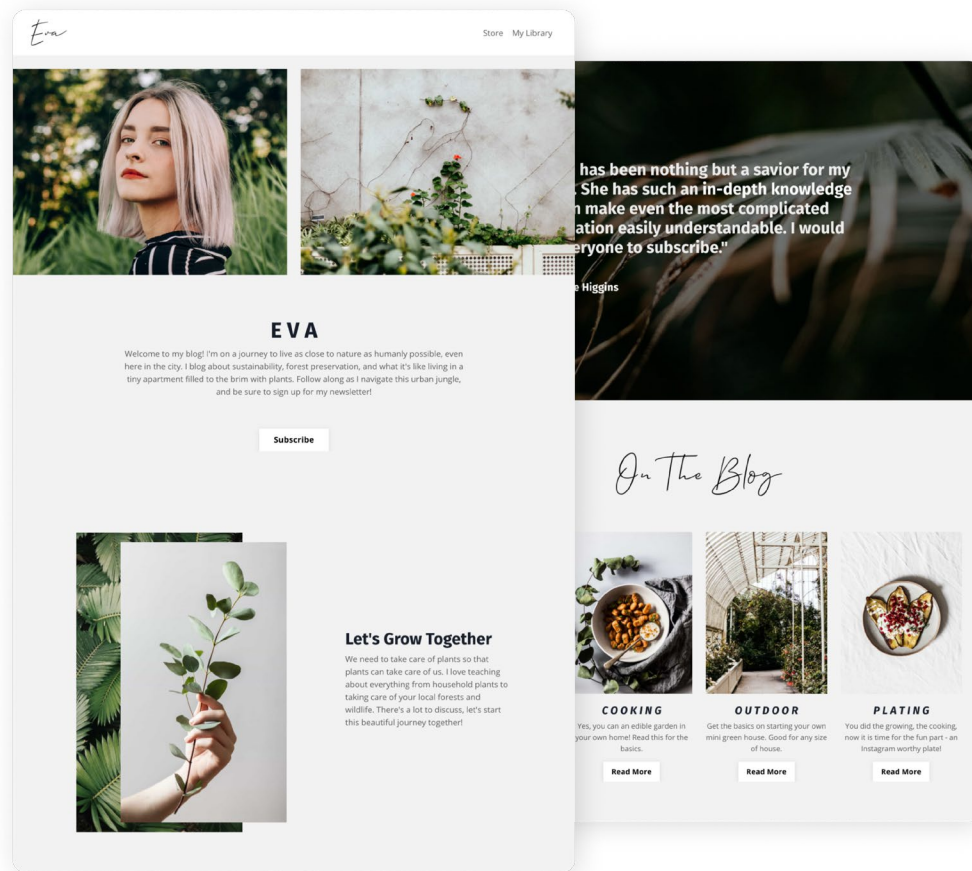
Effective copy motivates the reader to take action. There are many ways to make your copy more compelling, though many are subjective.

You can use a tool like [Hemingway](#) to see what grade level your writing matches. It will also provide suggestions on how to clarify your writing.

But in general, keep your target audience in mind. Are you writing to people with advanced degrees and reading levels? Are you writing to people who are near-experts in your field, or less familiar with the jargon and lingo?

Whether you're writing new website copy or tweaking existing copy, make sure your website copy clearly does the following:

- Shares your unique value proposition as a knowledge entrepreneur
- Shares your product's unique value proposition
- Acknowledges the challenges your target audience faces
- Addresses the needs of your audience
- Connects with your audience's deeper motivations to buy your knowledge product



## Photos

It's important to have strong visual communication. Photos can often set the tone of your brand and convey messages faster than words.

**VWO** cites research papers that studied the use of photos on websites. Research has found consumers find websites with photos more trustworthy than websites without photos. Website visitors also more positively receive websites with photos of human faces than those with photos without human faces or no photos.

Even if you aren't selling physical items, hire a professional photographer to capture images that represent you and your brand. Professional quality photos make your site look more polished. They communicate that you take your business seriously and help consumers build a sense of trust in you.

## Testimonials and Reviews

Testimonials from past customers can persuade website visitors by sharing the impact your knowledge product had on them.

Reviews are powerful because they are so widely used. Qualtrics reports that **93% of customers read reviews** before buying a product. They also report that online shoppers trust reviews almost as much as personal recommendations.

**SearchEngineJournal** references a study that found that the more expensive a product or service is, the more important it is to get reviews. Reviews for higher-priced products increased conversion rate by 380%. But, when reviews were shown for lower-priced products, the conversion rate increased by 190%.

Adding testimonials to your site is as easy as typing out a quotation and citing the past customer. But, you'll want to take a few steps to demonstrate that the reviews are real.

If the past customer has a website or notable following on a social platform, link to it on your site to impress your website visitors. And, If you have existing reviews on a platform like Google My Business, Yelp, or Facebook, you can link to them or embed them onto your website for additional validation.

If you don't yet have a testimonial or need more reviews, fortunately, consumers are willing to leave them. **One study** found that people aged 25-34 were most likely to write reviews. Another found that **72% of consumers wrote a review** when asked.



**Brian J. Dixon**  
Business Coach

"So grateful for this incredible platform and the awesome team behind it."



**Haley Burkhead**  
Marketing Strategist

"It took me one day to setup everything I needed to sell with Kajabi."



**Dirk van Reenen**  
Entrepreneur

"Kajabi is the perfect platform for us to have launched our business on."

## Videos

Consumers love video. Numerous studies find that the consumption of online video grows each year, and many consumers consider it their favorite content medium.

[Animoto](#) reports that the top three types of branded videos are how-to videos, videos about sales and promotions, and top five lists.

Video also helps people along their buyer's journey. [Wyzowl](#) reports that 84% of people purchased a product or service after watching a brand's video. If you sell video courses, videos are an especially relevant content medium because they help your potential customers understand what to expect from the product.

Videos also help increase the time spent on your website. Plus, you can use the videos as marketing materials on other channels to drive traffic to your site.

Kajabi includes unlimited video hosting with Wistia as part of your membership which makes including videos on your site a breeze.

## Blog

Blogs are an excellent channel for you to share your knowledge, skills, and passion. When it comes to blogging, the keys to success are to be consistent and specific. Blogs look best when they are regularly updated, and experts recommend posting a minimum of once per week.

Being specific in a post helps you deliver more value to the reader in a shorter piece of content. And writing to a narrower topic can help you use the right keywords and phrases that may help your post show up in search results.

How long should your blog posts be? That depends on the topic, and quality is more important than quantity. But interestingly, [Backlinko](#) found that the pages on the first page of Google search results contain 1,447 words on average.



# How Kajabi empowers you to use compelling content

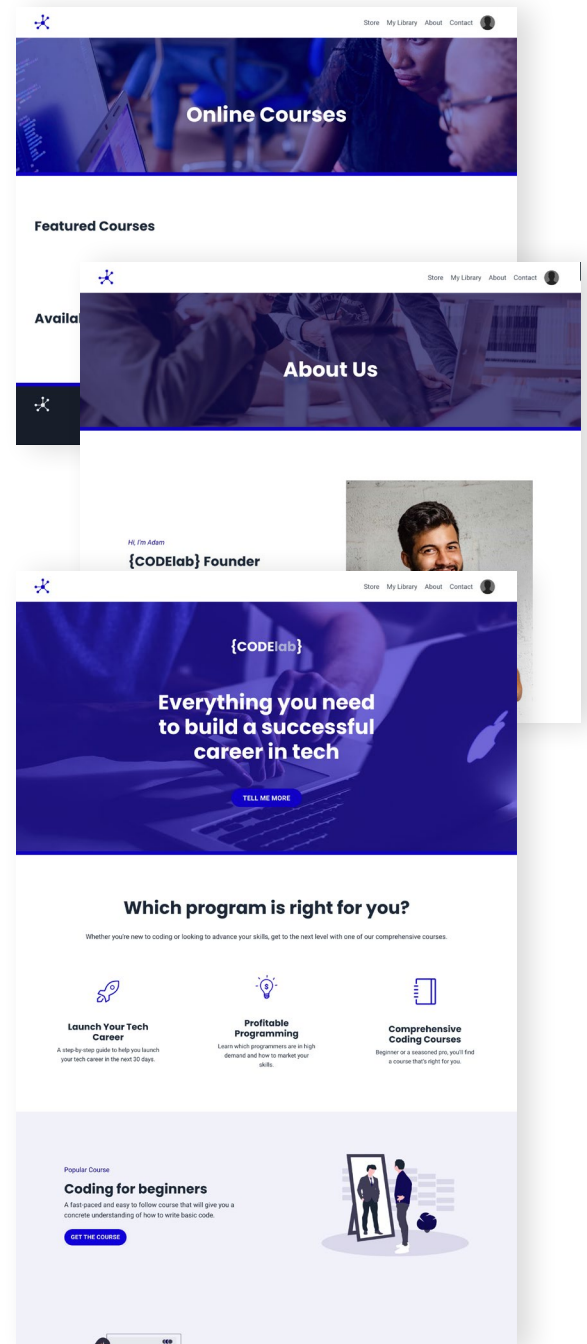
Kajabi provides a number of areas on your site that you can populate with your content.

**About me.** Kajabi themes and navigation include an “about me” page which you can use to inform website visitors about you and your company.

**Landing pages.** Kajabi comes with numerous landing pages categorized by the type of page so you can attract, impress, and convert customers.

**Blog.** Kajabi includes built-in blogging capability so you can educate website visitors on relevant topics and make your site more likely to show up in search results.

**Checkout page.** We'll cover more in section five, but Kajabi allows for checkout page customization so you can keep selling to your customers even at the point of sale.



## Section 4:

# Lead Capture Capability



Not everyone who visits your site will convert into a paying customer right away. But that traffic is still valuable, as those visitors could choose to sign up for your course or membership community at a later date. That's why your website needs to be set up to capture leads.

Once you've driven someone to your website, the chances are good they are interested in learning more about you.

Let's break down how you can use your website to capture leads.

# Elements of capturing leads

To get a visitor to express interest in your business, you'll simply need to ask them to hand over their information so they can receive future communications from you. Here's what you need to know about some of the specific aspects of lead capture:

## Forms

We're all familiar with forms, using them for everything from logging in to services, online checkout, and more. You can use forms to process new leads and send the lead's information to your CRM. People who create their websites with a website builder will likely use that service's form builder, rather than developing their own form.

Since you're likely not going to code your own form, just make sure you test that the form experience is smooth and functional for website visitors.

## Form fields

Choosing which information to collect on the form is the first real step of customization. At a minimum, you should ask for the essential information that you need to stay in contact with the customer. This would include name and email address.

But, you'll also likely want to ask for information that can give you more customer information. This will help you market more effectively. Think of the primary way that you **segment your audience** and add a relevant question or two.

Avoid asking highly personal information. For example, **more than half** of people are unwilling to share their phone number or address on a lead opt-in form.

You'll want to be mindful of how much information you're collecting from a website visitor. Multiple studies have found that the longer the form, the lower the percentage of website visitors that will complete it.

## Lead magnet

People don't often want to give out their contact information for nothing. So, businesses offer a lead magnet. This is something that the visitor sees value in receiving in exchange for sharing their contact information. (Hint: you're reading one right now!)

Here are some different types of content you could use as a lead magnet:

- Introductory call
- eBook, guide, or report
- Case study
- Infographic
- Webinar
- Mini course
- Checklist
- Worksheet
- Quiz

## Compelling calls to action

Set the tone by choosing an engaging call to action for the submission button. A creative call to action can make a stronger impression and/or build excitement.

Instead of a generic "submit" or "subscribe", use something that references the benefit of filling out the form. If you're offering a lead magnet, this could be something like "Get your free business worksheet!" or "Start cooking with 5 free recipes!"

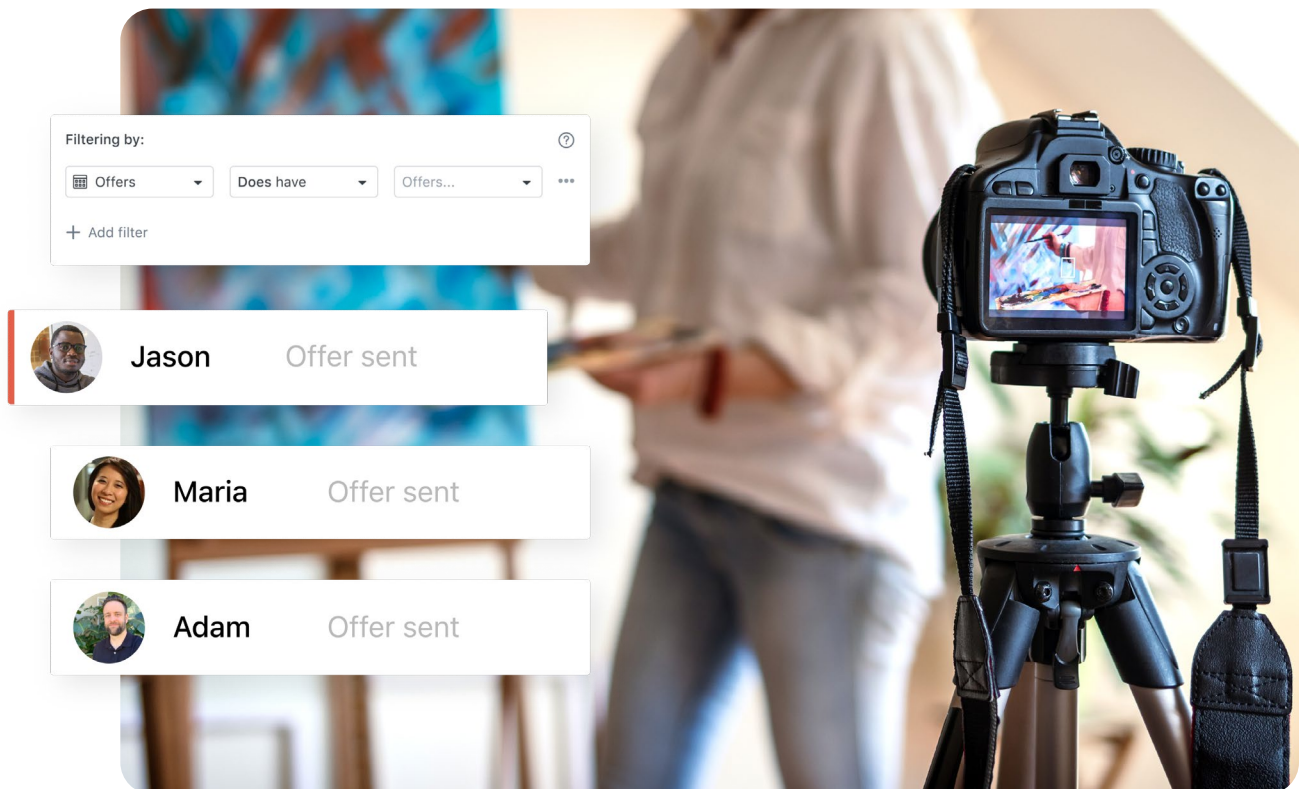
This reframes the visitor experience and shows them how they can benefit by giving you their contact information.

## Exit intent pop up

Another common lead capture method is a pop up on a website that asks the visitor to fill out a form. It triggers when their behavior indicates they may be ready to leave the site. Sometimes this includes a discount or special offer.



# How does capturing leads benefit your business?



Taking the time to put these lead capture assets in place can help you maximize your other marketing efforts. You can add these people to your list and nurture them further using email, remarketing ads, or perhaps even direct mail.

Ultimately, by capturing leads now, you're setting yourself up to make more sales in the future. Building a pipeline of engaged leads that convert can help stabilize your business revenue as well.

# How Kajabi makes it easy to capture leads

Kajabi has a number of features that help you convert your website traffic into leads.

**Kajabi forms.** Kajabi includes a powerful and easy to use form builder for your website. Plus, because Kajabi is an all-in-one business solution, the form tool smoothly syncs with other aspects of your business, like your CRM, email marketing, and sales pipelines.

**Double opt-in.** A double opt-in is a two step process to join the email list. It can help improve email deliverability and indicate higher lead quality.

When a website visitor submits a Kajabi form using double opt-in, Kajabi automatically sends a confirmation email to the address submitted on the form. This email will prompt your form submitter to confirm their intention to subscribe and receive your sales and marketing emails before triggering any emails you may have set up with your form.

**Kajabi automations.** Allow your Kajabi site to run on its own by setting up automations in opt-in forms to automatically generate offers, email sequences, events, tags, transactional emails, and coupons. You can build a robust marketing machine and save hours of your time by letting Kajabi automate your process.

**Website exit intent pop up.** As part of the website builder, Kajabi includes the website exit intent pop up. On desktop devices, intent to leave the page is shown when your user's mouse passes the line between the Page and the URL address bar in your visitor's browser.

If your page is viewed on mobile devices, the Exit Pop Up will only appear if you have the Exit Pop Up Time Reveal Settings set up. This feature is only available when creating custom Pages on the Website tab and not your standard Website Pages.

Setting up your website so it is primed to capture leads can pay dividends down the road. It can improve the performance of your website and help you build a strong audience.

## Section 5:

# Smooth Checkout Experience



The last element to a successful knowledge commerce website is the ability to take payments.

Once you've nurtured somebody to the point of purchase, it's critical to provide a smooth checkout experience so they can complete the transaction and become a customer.

# What customers expect when checking out

75% of consumers [shop online](#) at least once per month. Now that online shopping is a routine part of our lives, consumers have likely experienced both good and bad checkout experiences.

They naturally have formed high standards for online checkout. To ensure your site successfully drives sales, your checkout experience needs to meet or exceed their expectations.

Here are some things that your checkout process needs to impress consumers:

## **Clear costs**

**95.5% of consumers** consider pricing and shipping information being clearly stated as an influential factor in their purchase decision. Consumers want and need to know the total price for a good or service to make a decision. Some especially price-conscious shoppers won't even consider the specific product until they know the price is within what they're willing to spend.

Think about the last time you went through a checkout process only to discover that taxes, service fees, and/or shipping increased the price dramatically. Even if you expected some additional costs, you can experience sticker shock when the total cost is much different from the advertised price.

Now, with digital knowledge products like online courses and membership site access, there are no shipping costs to consider. Some U.S. states do not tax digital products. By selling digital products, it's easier for you to advertise the final cost and provide your potential customers with this information upfront.

## Security

Consumers do not have a lot of trust in online retailers with their sensitive payment information. A [study](#) found that just 25% of consumers believe most companies handle their sensitive personal data responsibly, and 69% believe companies are vulnerable to hacks.

How can you overcome this hesitation? Demonstrate signs that your website is secure. Make sure your website uses SSL technology.

Kajabi offers Stripe and PayPal as payment processors, which both have teams dedicated to security and relevant security advances. Read directly from [Stripe](#) and [PayPal](#) about how they handle security.

## Frictionless checkout

The more hassle it is to complete the purchase, the less likely someone is to follow through with the transaction. Minimizing the steps to check out is key. One key pain point is that shoppers do not want to have to create an account to check out.

On Kajabi, someone will need to create an account to access membership sites or online courses. But they do not need an account to purchase certain knowledge product offers, like those that come in PDF format.

## Preferred payment methods

Shoppers often reach for the same payment method, so on your website, it's helpful to accept a range of payment types. Some people like the protection of PayPal. Others may only have one card to use, or they want to use a specific credit card to maximize their rewards.



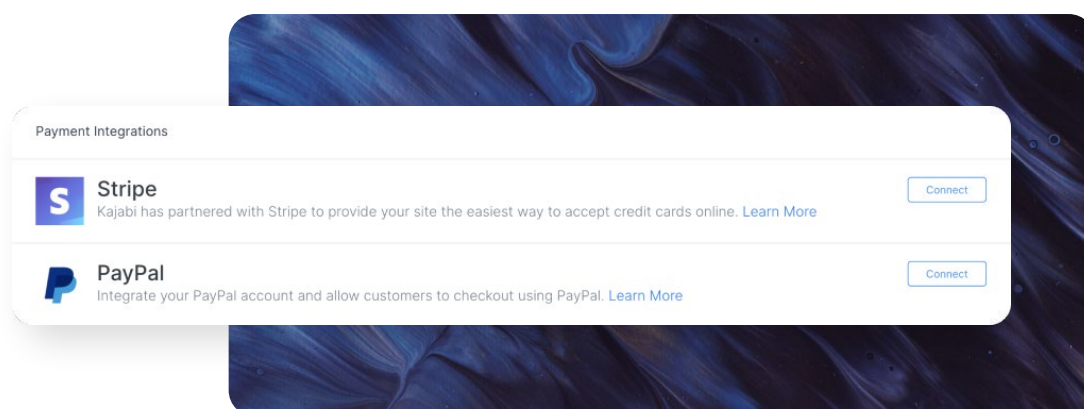
# How Kajabi provides a smooth checkout experience

Kajabi's integrated payment gateways allow your customers to pay with credit cards, debit cards, or PayPal, giving them flexibility and convenience.

The Kajabi checkout page template is easy for your website visitors to navigate and is informed by the best practices for web forms. Kajabi provides a frictionless checkout that does not require your users to log in or create an account before purchasing an Offer on your site.

You can customize the checkout page to match the branding of your overall site with a banner image, testimonial, video, button color, and copy layout. This consistent branding instills confidence in your website visitors that they are at the right place to purchase your offering.

And, Kajabi makes it easy for you to offer payment plans without needing to integrate with a separate service like Afterpay or Klarna. If your knowledge product is a high-ticket item, this can help you overcome objections based on price.



# Conclusion

We hope you've found this guide informative and have uncovered some action items you can implement to make your site more effective.

Looking to start a new site or migrate your existing one? Kajabi is a great choice to host your website because it offers so much in one place.

In addition to what we've already mentioned, you can host your online courses, membership site, and digital products. You get powerful analytics about the performance of not just your website, but also your courses and cashflow.

Plus, you get email marketing tools and pre-programmed sales funnels to help you nurture leads and drive sales. You can bring everything together with powerful automations across your website, product, and email marketing. These are easy to set up and allow you to optimize your time.

Kajabi empowers entrepreneurs, experts, creators, and influencers who are serious about their business to achieve success online. Ready to get started? Start your free 14-day trial today!

[Start 14-day trial](#)