



DO's & DON'Ts for Creating the Perfect Retreat Page or Website

1. Remember to leave room in your budget for a graphic designer and webmaster!

Having a professional look and functional website is crucial to the success of your business and retreat. When getting our business or retreat up and running, we often struggle to come up with the money for these creative team members yet it is a wise investment. As you've seen from the Retreat Blueprint Program, stunning webpages sell!

Value your graphic designer's and webmaster's skills and expertise. When using the professionals that we recommend, please do not try to bargain with them! Think about the karma you are creating when you don't value the work of others.

2. Be clear on how you want your webpage to look, feel and sound – BEFORE you start working with your webmaster.

Your webmaster is not a mind reader, nor a copywriter. Have the colors, layout, and design you like picked out – examples from other websites are always good. Using the retreat webpage templates in this module will also help you get organized.

The more changes you make to your images and text, the more money it will cost with each revision. BEFORE giving your text and pictures to the webmaster, post your word document with the whole layout of your page in the Facebook Group so we can help you make adjustments to your design and copy.

3. Use properly sized, professional images.

Make sure you are using large photos (that you size down as needed) rather than small pictures that you are making larger. Smaller pictures that get sized larger end up looking blurry and unprofessional. The more pictures you use the better, especially if you have a decent amount of text to share. Always match the picture to the text next to it so that your text comes to life through your visuals.

4. Make sure you own, have purchased, or are using royalty free images.

You can find a list of resources for great royalty-free photos in this module. Spring for professional images whenever possible. The few extra dollars you spend make a big difference in the look and feel of your website.



5. Backgrounds are not meant to be busy or have distracting patterns on them.

When using background images with text overlay - keep the background image simple (not busy) so the text is easy to read. So if you are going to use a big picture for the background of one of your modules, then make sure you put a white box over the picture so that you can use normal black text for your copy. White text directly on top of a busy picture is terrible to read!

6. Slideshows are old school (and not in a good way).

Please do not use slideshows on your webpage. People normally scroll through websites so quickly they won't even notice you have a slideshow. Instead use those beautiful pictures to break up your text.

7. Break your info up into modules.

Webpages that are broken up into sections – with different colored backgrounds, multiple calls to action and/or text headlines, hold people's attention, and makes your page easier to read. It also helps draw the eye down the page and that is exactly what you want to do.

8. Mix it up!

Use different formats for each module. Alternate bullets with paragraphs of text, alternate photos on the left and right side, add in accordions and sidebar testimonials - again it makes your information easier to read and it looks better. You can also add in countdown timers, and other fun module features that are typically available these days in most website and page builders.

9. Write in short paragraphs!

Your text should be broken up into small paragraph that are only a sentence or two long. You do not want more than 3-4 lines of text without a break (a line with space). Otherwise people will skim your text because it is hard to read.

10. NEVER NEVER NEVER run text across a page.

It is literally impossible to read and for the eye to follow. Use left and right aligned images to break up large blocks of text.

11. Do not use centered text – except for special occasions.

The majority of your text should be to the left or right of the page, left-justified. Use centered text only when it is a headline or a few short statements. Large blocks of centered text are hard to read. If you are centering text, chose a smaller text module by using a 1/5-3/5-1/5 layout for example to prevent the text from going all across the page.



12. Help the eye travel down the page.

Use text headers with different fonts and larger font sizes. Bold the most important words and phrases. Having a cultivated variety in the text size and boldness will make your page pop and not look monotonous and grey.

However – never use more than two or three different colors or your page will look like a circus, and keep your page text all the same – only your header text (H1, H2, H3) should change color and size. Also simpler fonts are much easier to read so avoid using script-like font as your main text.

13. Underlining is for links only.

Don't mark-up text with an underline unless it is a link – you don't want to confuse people!

14. Do not use “click here.”

It is an old fashioned term, literally used when people did not know what links were! It is also bad for SEO. Instead use action statements like: "Get the Details for Sedona here," "I can't wait to come Sheri! Give me the details," or "Register for Bali here."

15. Your website needs to look good on all devices.

Recognize that the goal of responsive design is to change the content to display and function correctly in smaller resolution screens. Your large browser view will never look the same as your mobile phone so your webmaster will be considering how to build your page to look the best across ALL devices.

Remember, even if you have the most amazing promotional plan drawn up to market your retreat – if your sales page is not delicious sounding, beautiful to read, and visually stunning, you'll be throwing perfectly good marketing dollars into the garbage.

Post your page in the group when it's ready for review. And yes, when we see a truly stunning page, we add that to our resource section for other course members' to get inspired from, so do your very best. We can't wait to see what you create after finishing this video and watching the next one!