

CONVERSION MACHINE

MODULE 4

Execution

VIDEO 6 Transcript
Wireframing

Wireframing

In this worksheet you are going to learn best practice around wireframing.

You'll take the text content from the previous video and start to structure it into your landing page design.

Best practices for wireframing

Once your copy is complete, 100% complete. You can begin to create your page design.

Wireframes are the best way to start your design process.

Wireframes are important because they allow you to iterate on different layouts for your content quickly and cheaply.

Wireframing is also a great way for copywriters and designers to communicate.

Pencil and paper is more than technical enough to start, once you become comfortable with the base structure of your page you can move into formal wireframing.

For formal wireframing I recommend Balsamiq.

As a lifetime member of Conversion Machine you get access to an extended 3 month trial of my Balsamiq. Balsamiq is one of your course partners and recommended CRO software products.

Visit the discounts page to get access to the extended trial.