CHAPTER 8: MINI SITE DESIGN SPECIFICS AND & SAMPLE CONTENT

A mini site is not just a single sales page with a buy now button. Google slams these sites with poor Adwords Quality Scores, which results in high pay per click costs. The navigation links to these pages should be located in an inconspicuous place on your home/sales page to prevent taking attention away from the reader. The typical location is on the bottom of the website in the footer. The pages that every mini site should have are described below.

FREE PRIVACY POLICY PAGE TEXT

Privacy Policy - A professional website should have a privacy policy, and that will keep Google happy, so spend a few minutes and post one on your mini site and link to it from your sales page at the bottom in your website footer. You can move the navigation bar anywhere you like on the rest of the website, but keep it out of sight on the sales page so that you don't distract the reader from acting on your call to action. You can use a privacy policy offered free at Free Website Legal Documents or you can modify one for your specific website more tailored to meet Google requirements at Macuha. If you plan to use this policy, I recommend that you capture the screen shot showing that the website owner is offering the use of his policy and keep it filed for your own protection.