



**HOW TO  
ADD  
TO YOUR  
WEBSITE**

A whitepaper by



<https://dabtabs.com>

Here is an example of a company that I am really excited for! They developed a capsule/sponge to hold cannabis concentrates. This technology makes it so their customers don't waste money and don't have to deal with the sticky mess that is left when dabbing.

I love their colors and overall design but looking at the page as someone who is new to their brand left me confused and I didn't know why I needed the product without having to read every page.

The screenshot shows the DabTabs website with a black header featuring the brand logo and navigation icons. The main content area has a yellow background. It includes sections for 'what is a DabTab™?' with a detailed description and a 'View our How-To Guide' button; 'how to use a DabTab.' with a video thumbnail showing a dabbing process; and a 'less waste.' section with instructions for use: drop, watch, vape, enjoy. Below these are sections for 'let's get in touch.' with a contact form and 'FOLLOW US' with social media links. The footer contains legal disclaimers and a 'Load More...' button.

My first thought was the company created an edible concentrate that was as powerful as a dab.

After reading this section for about 3 seconds I came upon technical wording and lost interest because it didn't really explain why I needed it. Cool to have or try but I don't need it. If I was a new customer I would have left here.

This video is nice but as a person who dabs frequently I was left even more confused after watching this. The first saying in the video is "no mess" but I could see the concentrate coming out of the tab which would leave a dark spot behind.

In this scenario I would suggest adding more humans in the videos. Show off that you can handle these tabs with your hand and they don't leave a mess, are not sticky, and show how you can even use multiple tabs at a time when hanging out with friends. That's going to let customers know that this product is amazing!

Having a contact form on the homepage without a visible link to Frequently Asked Questions you will get the same emails over and over again leaving your team frustrated. Moving the FAQ section closer to the contact form will help customers

<https://lopez-creative.com/dabtabs-redesign>

Here is an example that I created to try and help solve some of the problems I saw. I am using my trusty APSPC (Attention, Problem, Solution, Proof, Commitment) equation to help engage with the customer more.

#### HELPFUL THOUGHTS FROM JOSH LOPEZ

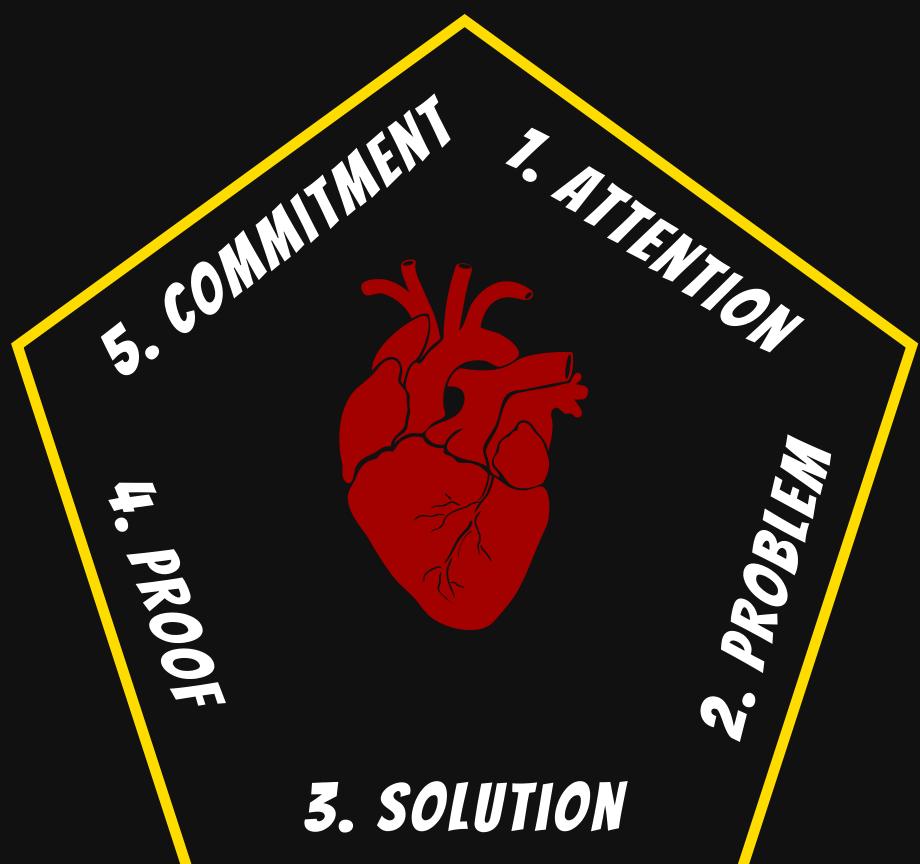
Your website should be a clone of your best employee that is able to work 24/7 for you.

If you don't make a good connection with your users the first time they find you, getting them to do anything for you is like asking them to marry you on the first date.

The most valuable thing today is attention. If you are able to get more attention than your competitors you will win every time. The squeaky wheel gets the grease.

Users/customers want to get a feeling of who you are and what you believe in so don't be afraid to be yourself. If every business and website were the same they would lose attention and not grow.

#### APSPC - THE PENTAGON OF LOVE



The website features a bold, white, sans-serif font. The main headline is "less waste better taste". Below it, a section titled "Tired of wasting money?" shows a small image of a dab tool and the text "We feel your pain". Another section titled "Less waste, better taste" shows a dab tab and the text "DabTabs allow you to vaporize cannabis concentrates/extracts...". A "Reviews of DabTabs" section includes a quote from Bob Barker. The bottom section is a contact form with the heading "Contact us for a better future".

#### ATTENTION

I chose to put one of their slogans in bold and animated before the logo reveal to help the user understand why they reinvented dabbing.

#### PROBLEM

After spending a long time looking through every page of the site I came upon this piece of text in a press release. I loved it! Now the customer can understand why they need the product because they are reminded of the problem.

#### SOLUTION

Here you come to save the day! Your product solves their problem and it looks easy. The problem gets their brain to go into survival mode and the solution tells their brain it doesn't have to work hard any more. Your product is a "no brainer".

#### PROOF

Now that the user knows the problem and solution, it's time to show them that you are knowledgeable and know what you are doing. Establish trust.

#### COMMITMENT

Congrats! Your user feels like they know you and a relationship has been started. I put the frequently asked questions right next to the contact form so the user and your team don't waste their time.

# THANK YOU!

I really appreciate that you took the time to read this. If you have any questions or just want to pick my brain please do!

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