

Sunny Leaf Homes



About Us

Sunny Leaf Homes is a real estate company that has been in the industry for over 75 years. Sunny Leaf Homes offers premium and luxurious homes in the Maple District of California.

We will bring the best and most luxurious homes right to your email! Allow us to make your dreams come true by signing up for our monthly newsletter!

Explanation

I believe I have created a website that will have a very effective conversion rate because of my use of the principles of conversion.

 Encapsulation: by wrapping the sign-up form for the newsletter in a different colour than the rest of the page, it creates a clear distinction between the newsletter and the rest of the page. You can clearly see how to sign up and will not miss any of the information.

 Contrast: by inverting the colours of the sign up button from the rest of the forum it draws attention to the button and helps intrigue users. Doing this means they are more likely to click on it and sign up for the newsletter.

 Directional cues: the subliminal white arrow pointing to the forum helps attract the users attention and effectively guides them through the page.

 Demo: I created the limited sign up so that users feel pressure to sign up for the newsletter before the deal has expired.

 Urgency and Scarcity: by saying "don't miss out" and guaranteeing them the best offer if they sign up, my visitors understand that they have a deadline, and users will be more likely to sign up.

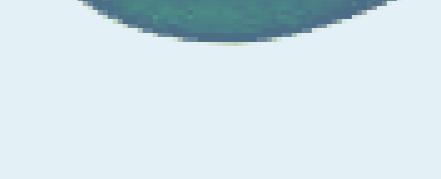


Don't Miss Out!

Sign up for our newsletter today.

Sign Up Today!

Our newsletter will keep you informed on new listings so you are guaranteed to get the best house!



For a limited time sign up for our newsletter and get a FREE HOUSE!