

# Lorum Ipsum



## What is Lorem Ipsum?

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five centuries, but also the leap into electronic typesetting, remaining essentially unchanged. It was popularised in the 1960s with the release of Letraset sheets containing Lorem Ipsum passages, and more recently with desktop publishing software like Aldus PageMaker including versions of Lorem Ipsum.

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## Learning Lorem Ipsum

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## Lorem Ipsum Development?

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# my portfolio

ART

DESIGNS

CONTACT



## *about the artist*

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## *what to expect*

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# 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!**



LET US MAKE YOUR DREAMS A REALITY

FLYING FROM

FLYING TO

DATES

 city or airport city or airport in out[BOOK NOW](#)

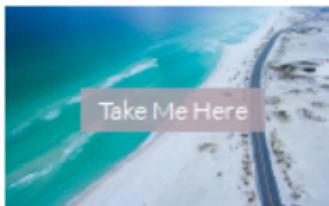
## FEATURED DESTINATIONS



CANADA



NEW YORK



FLORIDA

## ABOUT US

We are Fancy Air Flights, a brand new luxury airline. We are fully inclusive and super cheap, giving you the best of both worlds. Our goal is to get you to your destination as soon as possible and as easily as possible.

## WEBSITE DESIGN

We have designed our website in a way that effectively guides users to booking their vacation.



On the header, the title "Let Us Make Your Dreams A Reality", will be a button that takes you to the page of destinations. By using these words instead of "Book Now", users will be subliminally suggested to browse the destinations and will therefore be closer to making a purchase through our company. Therefore even people that may just be browsing the website are going to feel like they deserve a vacation and will be more inclined to book a flight.



By placing the form where people choose their destination so clear and prominent on the website it is also more likely that users will book a flight with us. In order to streamline this process I created a very bold contrast by switching the colours of the form and the book now button. Therefore users are drawn to the button and feel compelled to make a purchase or book a flight.



My destination packages also include effective user-flow. By including photos of featured destinations I compel people to browse destinations that they may not otherwise consider. I also make it seem like these locations are special packages or may be discounted, when in fact they are not. By clicking the "Take Me Here" button, users will be directed to a page where they can learn more about the destination before booking. This helps users to feel confident in their decision, but still makes the process efficient.

[Home](#)[Destinations](#)[Featured Destinations](#)[Book Now](#)[Hotel Packages](#)

# We Are Soup

Vegan Obsessed.



About Us

Menu

Soup of the Day

Contact

Location



## About Us

We are a Vegan Restaurant located in downtown Toronto focused on clean, green eating.

Every day we offer a vegan soup for \$6.50. Keep scrolling to view the selection!

## Soup of the Day

Monday- Apple & Squash Soup  
Tuesday - Golden Lentil Soup  
Wednesday- Carrot Chowder  
Thursday- Cauliflower Soup  
Friday- Mushroom & Barley

\$6.50



## Location



34 King Street,  
Toronto Ontario

## Hours



Monday- Friday  
7am-7pm

## Contact



@wearesoup



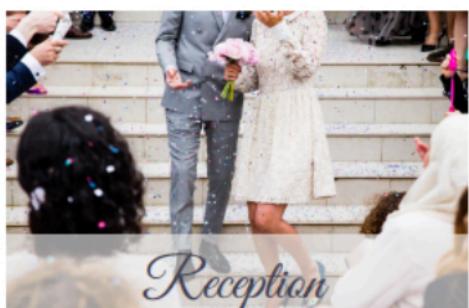
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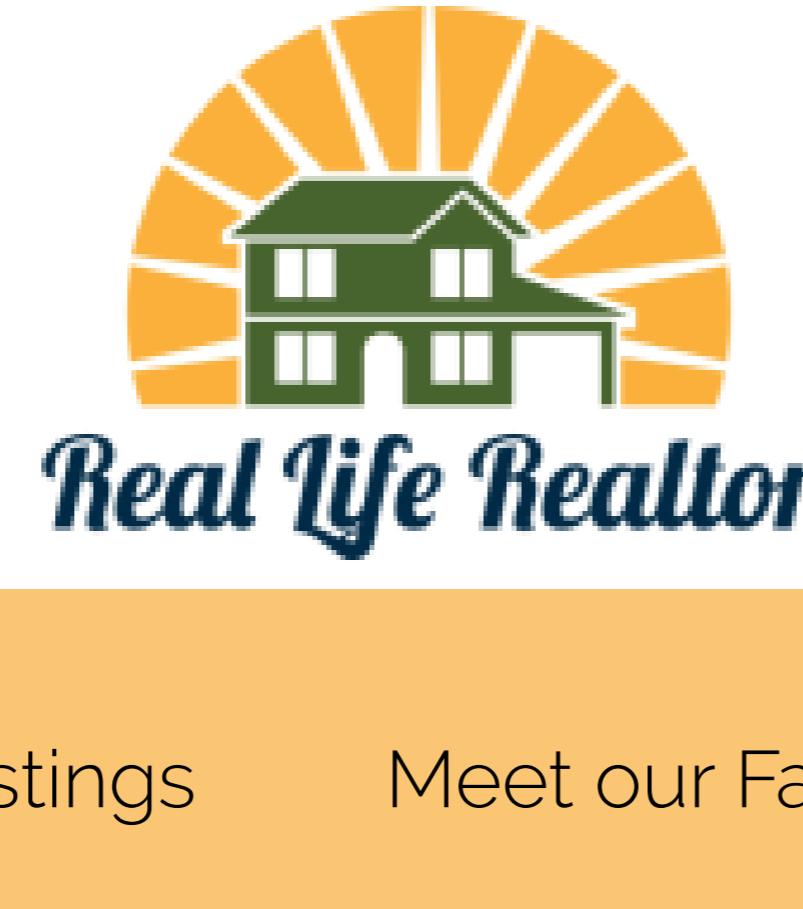


# Love & Luxury Weddings Co.

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## Explore OUR PACKAGES



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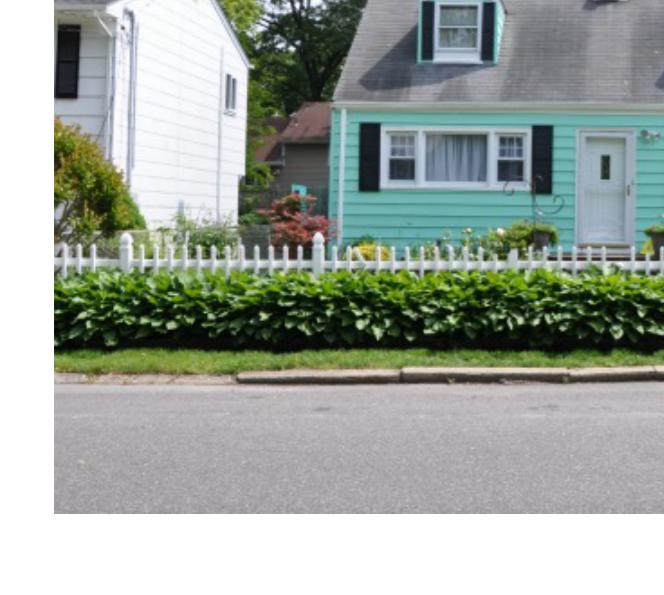
## ***what you see is what you get!***

### ***About***



Formed in 2008, Real Life Realtor has sold over 500,000 homes. We pride ourselves on being an honest and open family run company. We want you to be happy in your new home, and we are excited to provide this for you! We sell condos and family homes. Please explore our site and contact us if you have any questions. We would be happy to help you.

### ***Meet Our Family***



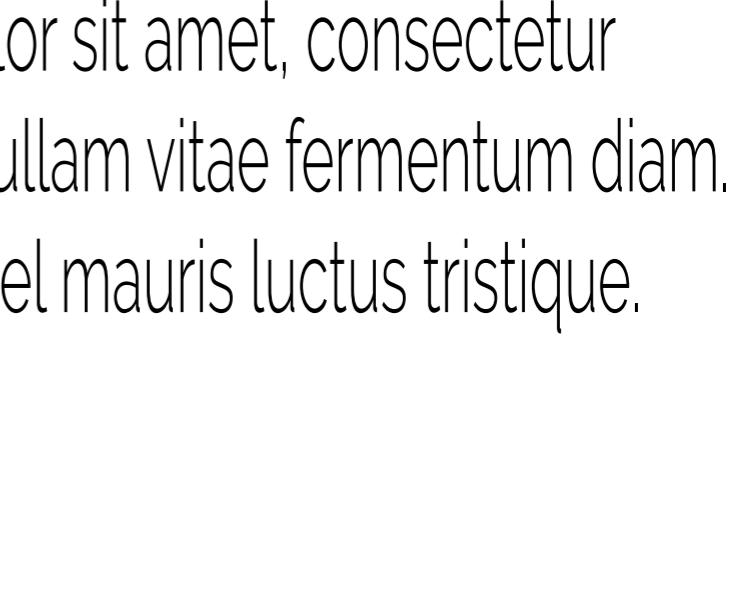
Anna

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Jake

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Bliss

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### ***Listings***



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500,000 Homes Sold

9 Years in Business

500,000 Happy Families

### ***Contact***

Message

Send

Listings

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About

External Links

Realtors

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Location

18 Real Estate Lane

Toronto, Ontario

Social



@RealLifeRealtor



Let's Chat!



905-346-2837