

Website Goal

The website will serve as a **high-converting landing page** for my Amazon KDP books promoted on Pinterest.

Primary goal: **send visitors to Amazon to buy my books.**

Secondary goals: build brand trust and collect emails (optional).

Pages Needed

1. Home / Main Landing Page (Single-page style is okay)

Must include:

1. Hero Section (Above the fold)

- Book cover image
- Clear headline (benefit-driven)
- Short subheading
- Primary CTA button:
 “Buy on Amazon”
- Optional secondary CTA: “View All Books”

2. Book Showcase Section

For each book:

- Cover image
- Title
- 2–3 benefit bullets
- Short description
- CTA button → Amazon product link

3. Who It’s For

- Target readers (e.g., moms, teens, Christians, mentors, etc.)

4. Why These Books

- Faith-based
- Mental wellness
- Guided journaling
- Written by a licensed guidance counselor (if you want this included)

5. Testimonials *(Optional but recommended)*

- Space for future reviews

6. About the Author *(Short)*

- Your name
- 2–3 sentence bio
- Optional photo

7. Email Signup *(Optional but recommended)*

- Freebie offer (e.g., free prayer pages / journal prompts)
- Connect to Mailchimp / ConvertKit / etc.

8. Footer

- Copyright
- Privacy Policy
- Terms
- Contact email
- Social links (Pinterest priority)

Design Instructions

- Style: **Soft, clean, feminine, faith-centered**
- Color palette: Pink-dominant (from my logo) + soft neutrals or sage green
- Fonts:
 - Headings: Elegant serif or soft modern font
 - Body: Clean sans-serif
- Mobile-first design (most Pinterest users are mobile)
- Fast loading speed

Technical Requirements

- Fully responsive (mobile, tablet, desktop)
- SEO-friendly structure:
 - Proper H1, H2 headings
 - Meta titles & descriptions
 - Image alt text
- Pinterest-ready:
 - Enable Open Graph tags
 - Rich pin compatibility
- Easy to edit:
 - Preferably built on WordPress or Webflow

- I should be able to update books & links myself

Conversion Features (Important)

- Sticky “Buy on Amazon” button on mobile
- Clear CTA buttons throughout
- Minimal distractions (no blog needed for now)
- Track clicks:
 - Google Analytics
 - Pinterest tag installed

Content I Will Provide

Tell your developer:

- Book covers
- Amazon links
- Book descriptions
- Brand colors / logo
- Author bio
- Testimonials (if any)

Optional Add-ons (Nice to Have)

- Separate page: “All Books”
- Free resource download page
- Thank-you page after email signup
- Basic blog setup (future use)