

How to create ICO webpage



SAVII DIGITAL
CRYPTO AND BLOCKCHAIN MARKETING

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What is an ICO?

An ICO, or Initial Coin Offering, is simply another way to raise funds for new projects with the help of contributors who believe, trust and understand your product and service. Keep in mind that with your token offering, people are looking for evidence of your commitment and why your project will be a runaway success. When you publish your whitepaper and roadmap, and show the timescales for your development and build, participants in your ICO will expect you to keep to your dates, times and promises.



An Initial Coin Offering is when newly launched cryptocurrencies will be sold to contributors, or participants, in exchange for FIAT or other cryptocurrencies, like Ethereum or Bitcoin, and distributed during or at the end stages of the ICO. Basically, like Kickstarter, ICOs are a mechanism to help people invest in a projects' success. You can always have an ICO for raising funds for the starting phases for developing your project, or if you are an established company, for the next phase of your company's development or for dovetailing blockhead technology into your already existing platforms.

What to keep in mind when developing ICO webpage



You can make your ICO website on your own, but your landing page must have a professional look. It is important to have a well-designed page with all of the relevant information present. Professional web-designers can present your vision with clarity if there is no one on your team with a flair for design. It is important to project a clear vision within the design of the site, creating a simple, interesting and effective user experience, increasing conversion and decreasing bounce rate.

Don't forget that people will only part with their hard-earned money if they understand your offer, and like – and believe – what they see.

Your ICO web page does not have to be created as a stand-alone site, although most companies make separate landing pages for their ICO.

How to structure your ICO page



While building your ICO page, you need to follow the hierarchy of visualization. Keep in mind to add strong and visible CTA (Call to Action) buttons to make it clear to visitors to your site what you want them to do – for example, “Sign Up For Whitelist”, “Join the ICO Today!” or “Enter Amount”.

Your site should include:



A Homepage Header which should include a concise phrase about your project – like a strapline or tagline, or your Unique Selling Points (USPs).

A counter is helpful to alert participants of the exact time of the launch of the ICO and end of the ICO

- ▶ Countdown to your start date and time of the sale
- ▶ How long until the sale is over and how much



It is a good idea to thank your contributors and supporters when the ICO is over.

Make all CTA (Calls to Action) clear and include statements such as “Get On The Whitelist,” “Join the ICO” or “Sign Up for Newsletter or Subscription” forms





Include Links to social channels like Twitter, Facebook, LinkedIn, Telegram, etc.

Links to your documents including your Terms & Conditions, Whitepaper, FAQ, One-pagers, Presentations, and other supporting materials. These are all documents that your participants would like to see. If you want to add them, it is best to add them as .PDF files and to open in a new tab.



A description of the project, including all of the important details, including key dates and phases for participation. There will always be enthusiasts who will understand your project just as much as you do, but for everyone else, you need for your ICO page to be in PLAIN ENGLISH, with easy to understand concepts, complete with supporting materials, including videos, diagrams, infographics, and roadmaps. Make it EASY for people to find the information they need to make an informed decision.

A video presentation is important to show what your product is about and how people can benefit from it – videos are the most engaging medium out there. If you make it animated with subtitles – it will catch people's attention and keep it.



If you have any case studies, add them!

Show all of the terms of the token sale including total token supply, purchase information, values, and more.





Display your Roadmap: What have you done up to this point?
What is happening now? Phases? What will happen in the future?
What is your plan?

Remember to include a legal section, where you will cover all the legal aspects of the project.



One of your greatest assets is your team! List and show your colleagues, founders, partners, and advisory board members. Always add quality photos of the entire team, a brief biography, and connections to their social sites. It is important to show everyone as real human beings, with real feelings and personalities. Tell them about your experiences, and your life journeys.

Press and media links are important. Give links to your publications, videos of presentations and speeches. It is recommended that you give updates on the status of your project. Also, add a blog if you have the time to keep it updated. If you do not have the time to keep it updated and relevant, don't start one.



Your footer should include your contacts, social channels (again), links to disclaimers, and FAQs.

General advice



- ▶ Explain your project in a way that everybody understands, whether it is your 90-year-old neighbour or your eight-year-old brother. Don't be afraid to be persuasive, and in a humble manner explain why it is beneficial to invest in your project, even over similar ones. A chart or diagram showing how you perform over the competitors is a great way of giving a concise overview of the competition while showing the benefits of your product or service.
- ▶ Organize online events, like livestreams and webinars, where people can ask questions about your project. These kinds of interactions with the community help to build your credibility. It's a good move, and don't forget to keep it professional. You can also include how-to guides and tutorials showing how exactly participate in your ICO sale.
- ▶ Create meetups and try to speak at conferences.
- ▶ Make sure that your site can handle many visitors at the same time. It is a bad time to find out that your server cannot handle the load on the first day of your pre-ICO when people are looking for information or contributing.
- ▶ Encourage people to subscribe to your newsletter so that they will be up to date with your projects' progress.
- ▶ If you do a one-page ICO site, then add navigation buttons to your site header so it will take your visitor immediately to the section they wished to view.
- ▶ Build a responsive, one-size-fits-all webpage that looks great on all devices and all operating systems. Responsive web design technique is also the preferred approach by Google. It is very important to remember to be 'mobile first' and that your design translates well on mobile and the user interface is easy to use.
- ▶ With an ICO project, you can raise a lot of money. It might be a good idea to show your participants how you are planning to spend their contributions.

Conclusion



The crypto-world is still in its infancy, so now is the perfect time for launching an ICO. If you have a fantastic blockchain based project that needs crowdfunding assistance to become well-funded and successful, this is the route to go!

Remember that nothing in the ICO world goes exactly as planned. Well-conducted token sales require expertise, a rational game plan, a great team, an honest heart, and luck :)



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