FAST TRACK

GRAB & GO

Website & Funnel Builder

# Adding Text, Image and Button Elements

Fill a page with a headline, paragraph, image, and a button that does something in about five minutes.

LESSON RECAP

# Adding Text, Image and Button Elements

## What You'll Learn

- Where to open the Add Elements panel
- How to add a Headline to a column
- What the Paragraph rich text toolbar can do
- How to upload an image or pick one
- Why alt text matters and how to write it
- How to change button text and sub-text
- What each button action does
- How to test your button in Preview

**LEARNING OBJECTIVE**

By the end of this lesson, you will be able to build a mini page with a headline, paragraph, image, and a working button.

## Key Definitions

| | |
|---|---|
| **Add Elements** | The plus icon panel on the left where you grab text, images, and buttons. |
| **Rich text** | A text box with a toolbar for bold, lists, headings, and other formatting. |
| **Alt text** | A short description of a picture that helps visitors and search engines. |
| **Link To** | The button setting that decides what happens when someone clicks it. |

*A button without an action is just a colored rectangle. Always set one, then click it yourself.*

# Write the words

## 1. Write a clear headline for my page

**ACT AS A CONVERSION HEADLINE WRITER**

I need a headline for my [type of page] that tells visitors what they get.

**Write:**

- Five headlines under ten words
- Which one is clearest and why
- A smaller supporting heading to go below it

## 2. Draft short paragraph text with bullets

**ACT AS A PLAIN-LANGUAGE COPY EDITOR**

I have a long paragraph about [my offer] that is too heavy for my page.

**Write:**

- A two-sentence version
- A three-bullet version for the list tool
- Which words to make bold

## 3. Write alt text for my images

**ACT AS A IMAGE DESCRIPTION HELPER**

I have [number] images on my [page type] page and need alt text for each.

**Write:**

- A plain alt text line under twelve words each
- A short file name for each image
- A note on images that are decorative only

## 4. Choose clear button text

**ACT AS A CALL-TO-ACTION WRITER**

My button should lead visitors to [the next step or file].

**Write:**

- Five button text ideas under five words
- A sub-text line for the best one
- Which words to avoid and why

## 5. Pick the right button action

**ACT AS A BUTTON ACTION ADVISOR**

I want visitors to [download, book, call, or move forward] from my [funnel or website].

**Write:**

- The best action to choose and why
- Where I would set it in the sidebar
- What to test in Preview afterward

# Set it up and test it

## 6. Plan my image choices and sizes

**ACT AS A WEB IMAGE PLANNER**

I am picking photos for a [page type] and want the page to load fast.

**Write:**

- The number of images I really need
- A simple rule for image file size
- A naming plan for my media library

## 7. Organize my headings by level

**ACT AS A PAGE OUTLINE ORGANIZER**

My page covers [topics] and I want the heading levels set correctly.

**Write:**

- One main headline and its smaller headings
- Where each heading would sit on the page
- A check for headings used just for size

## 8. Test my page like a visitor

**ACT AS A FIRST-TIME VISITOR TESTER**

I built a mini page with a headline, paragraph, image, and button for [my goal].

**Write:**

- Ten things to click and check in Preview
- Three things that might confuse a visitor
- A pass or fix note for each check

## 9. Write a tidy element naming list

**ACT AS A LAYER NAMING ASSISTANT**

My page has many elements and the Layers panel is getting messy.

**Write:**

- A short naming pattern
- Names for ten common elements
- A rule for keeping names under three words

## 10. Review my page for readability

**ACT AS A READABILITY REVIEWER**

I want my [page type] text to be easy to scan on a phone.

**Write:**

- Where sentences are too long
- A shorter rewrite of one section
- Where a list would help

QUICK REFERENCE

# Bonus Tips & Your Rollout Checklist

### One main headline

Use one main headline per page and smaller headings below it.

### Short text wins

Two or three sentences, then a break or a list.

### Shrink big images

Large files slow your page, so shrink them before you upload.

### Next Step in funnels

Use Next Step to move visitors forward inside a funnel.

### Download File

Link a PDF from your media library to hand over a download.

### Test in Preview

Click every button like a visitor before you publish.

## Your Rollout Checklist

1. Click Add Elements and drag a Headline into a column, then type your words.
2. Drag in a Paragraph and use the toolbar to add bold text or a short list.
3. Add an Image, upload or pick it from your media library, and fill in the alt text.
4. Drag in a Button, change its text, and set the Link To action.
5. Open Preview and click your own button to confirm it goes where you expect.