

# IM CHECKLIST

## Checklist 5 – Offline Thank You Page

Project Name: \_\_\_\_\_

Date: \_\_\_\_\_

### Part 1 - Basics

- |  | Yes                      | No                       |
|--|--------------------------|--------------------------|
| 1    Headline thanking the new subscriber for signing up.                  | <input type="checkbox"/> | <input type="checkbox"/> |
| 2    Welcome video introducing you or your company                         | <input type="checkbox"/> | <input type="checkbox"/> |
| 3    Instructions to access the promised offer (free video, free PDF, etc) | <input type="checkbox"/> | <input type="checkbox"/> |
| 4    Instructions on how to whitelist your email address                   | <input type="checkbox"/> | <input type="checkbox"/> |
| 5    Instructions on how to contact you (form, phone, email)               | <input type="checkbox"/> | <input type="checkbox"/> |

### Part 2 - Split Tests

- |   | Yes                      | No                       |
|---|--------------------------|--------------------------|
| 1    Have you tested different call to actions on the thank you page? | <input type="checkbox"/> | <input type="checkbox"/> |
| 2    Have you tested different layouts on the thank you page?         | <input type="checkbox"/> | <input type="checkbox"/> |

### Part 3 - Configuration & Tracking

- |   | Yes                      | No                       |
|---|--------------------------|--------------------------|
| 1    Have you tested all download links are working correctly?          | <input type="checkbox"/> | <input type="checkbox"/> |
| 2    Have you placed a conversion tracking pixel on the thank you page? | <input type="checkbox"/> | <input type="checkbox"/> |

### Part 4 - Copy & Design

- |  | Yes                      | No                       |
|--|--------------------------|--------------------------|
| 1    Have you tested the page in mobile responsive?<br><a href="http://ami.responsivedesign.is">http://ami.responsivedesign.is</a> | <input type="checkbox"/> | <input type="checkbox"/> |
| 2    Have you checked for any grammar or spelling errors?<br><a href="https://typosaur.us/">https://typosaur.us/</a>               | <input type="checkbox"/> | <input type="checkbox"/> |

Notes



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### Notes

Depending on funnel you might be asking the new subscribers to complete a form, or call you or both.

*Notes*