



Checklist 2 - IM Squeeze Page

Project Name: _____

Date: _____

Part 1 - Basics

	Yes	No
1 Attention Grabbing Headline	<input type="checkbox"/>	<input type="checkbox"/>
2 Sub headline that backs up the main headline or / and offers more value	<input type="checkbox"/>	<input type="checkbox"/>
3 Optin box asking for email address only	<input type="checkbox"/>	<input type="checkbox"/>

Part 2 – Split Testing

	Yes	No
1 Have you split tested the main headline?	<input type="checkbox"/>	<input type="checkbox"/>
2 Have you split tested the sub headline?	<input type="checkbox"/>	<input type="checkbox"/>
3 Have you split tested with and without eBook cover image?	<input type="checkbox"/>	<input type="checkbox"/>
4 Have you split tested with and without video on squeeze page?	<input type="checkbox"/>	<input type="checkbox"/>
5 Have you split tested with and without clickable image forcing optin?	<input type="checkbox"/>	<input type="checkbox"/>
6 Have you split tested different colour and images?	<input type="checkbox"/>	<input type="checkbox"/>
7 Have you split tested with and without Social Proof?	<input type="checkbox"/>	<input type="checkbox"/>
8 Have you split tested with Social Media Links & Fan Page Likes Boxes?	<input type="checkbox"/>	<input type="checkbox"/>
9 Have you split tested with and without testimonials?	<input type="checkbox"/>	<input type="checkbox"/>
10 Have you split tested with and without your name and profile image?	<input type="checkbox"/>	<input type="checkbox"/>

Part 3 – Configuration & Tracking

	Yes	No
1 Have you an optin form settings configured to single option?	<input type="checkbox"/>	<input type="checkbox"/>
2 Is the subscriber delivered to the correct thank you page after optin?	<input type="checkbox"/>	<input type="checkbox"/>
3 Have you a FB Tracking Pixel in place?	<input type="checkbox"/>	<input type="checkbox"/>
4 Have you a popup form in place when someone goes to leave the page?	<input type="checkbox"/>	<input type="checkbox"/>

Notes



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- | | | | |
|---|---|--------------------------|--------------------------|
| 5 | Have you privacy, terms and disclaimer and support links in the footer? | <input type="checkbox"/> | <input type="checkbox"/> |
| 6 | Have you an optin form settings configured to single option? | <input type="checkbox"/> | <input type="checkbox"/> |

Part 4 – Copy & Design

- | | | Yes | No |
|---|---|--------------------------|--------------------------|
| 1 | Have you tested the headline strength?
https://coschedule.com/headline-analyzer | <input type="checkbox"/> | <input type="checkbox"/> |
| 2 | Have you tested the page in mobile responsive?
http://ami.responsivedesign.is | <input type="checkbox"/> | <input type="checkbox"/> |
| 3 | Have you checked for any grammar or spelling errors?
https://typosaur.us | <input type="checkbox"/> | <input type="checkbox"/> |

Notes

The idea of an IM Squeeze Page (Landing Page) is to get the highest conversions possible.

By asking for email only we increase our conversions.

The more fields you ask, the lower your conversions will be. ie. Name / Phone No.

The basic high converting squeeze page includes a headline, sub headline, optin form and call to action. Nothing else.

From our test results adding videos and eBooks covers reduce conversions but this should can tested.

Again, from our results having links to social media profiles and testimonials on a squeeze page reduce conversions, but can be tested

A clickable image with play button that forces people to optin to watch the video can increase conversions.

Notes