



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? http://ami.responsivedesign.is	<input type="checkbox"/>	<input type="checkbox"/>
2 Have you checked for any grammar or spelling errors? https://typosaur.us/	<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