



Checklist 13 - Optimize Press Landing Page Setup

Project Name: _____

Date: _____

		Yes	No
1	Have Optimize Press installed and active on your WordPress blog.	<input type="checkbox"/>	<input type="checkbox"/>
2	Go to Optimize Press > Dashboard > Email Marketing Services and connect the service you use.	<input type="checkbox"/>	<input type="checkbox"/>
3	Choose Optimize Press in the side menu and Create New Page	<input type="checkbox"/>	<input type="checkbox"/>
4	Choose Opt-in / Landing Pages and choose Simple Landing Page	<input type="checkbox"/>	<input type="checkbox"/>
5	Click Use This Template, Enter The Page Name and click Create Page	<input type="checkbox"/>	<input type="checkbox"/>
6	Depending on the type of landing page use the IM, Offline or Webinar Checklist to complete.	<input type="checkbox"/>	<input type="checkbox"/>
7	Depending on which Autoresponder you use, use the checklist to connect the autoresponder. You can also use API if connected inside Optimize Press (step 2)	<input type="checkbox"/>	<input type="checkbox"/>
8	To edit the background colour or image on any row click the Pencil icon on that row.	<input type="checkbox"/>	<input type="checkbox"/>
9	To edit the page background image go to Colour Scheme Settings > Overall Page Colour and upload a image.	<input type="checkbox"/>	<input type="checkbox"/>
10	To edit any text, the colour or size double click on the text.	<input type="checkbox"/>	<input type="checkbox"/>
11	To edit overall page fonts and sizes click Typography Settings in the side menu.	<input type="checkbox"/>	<input type="checkbox"/>
12	To edit the page title for Social Media sharing click Page Settings > SEO Option	<input type="checkbox"/>	<input type="checkbox"/>
13	To add an image to use when shared on social media click Page Settings > SEO Options > Facebook Image and select image (1200 px X 635 px we recommend)	<input type="checkbox"/>	<input type="checkbox"/>
14	To edit any tracking scripts select Page Settings > Other Scripts	<input type="checkbox"/>	<input type="checkbox"/>
15	To add the footer menu click Layout Settings > Footer Area > Footer Navigation	<input type="checkbox"/>	<input type="checkbox"/>
16	In the side menu change from Draft to Publish in the drop down menu.	<input type="checkbox"/>	<input type="checkbox"/>

Notes



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17 Click Save & Continue

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Notes