



Checklist 6 - Webinar Signup 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 Clearly State The Date & Time Along With Countdown Timer	<input type="checkbox"/>	<input type="checkbox"/>
4 List the benefits of joining the webinar (what you will teach)	<input type="checkbox"/>	<input type="checkbox"/>
5 Optin box asking for first name, last name & email?	<input type="checkbox"/>	<input type="checkbox"/>
6 Additional Field in Optin box asking for phone number?	<input type="checkbox"/>	<input type="checkbox"/>
7 Text message reminder in optin box or on thank you page	<input type="checkbox"/>	<input type="checkbox"/>
8 Add urgency with limited number of seats available.	<input type="checkbox"/>	<input type="checkbox"/>

Part 2 - Split Tests

	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"/>

Notes



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Part 3 - Configuration & Tracking

		Yes	No
1	Have you a follow-up email in place?	<input type="checkbox"/>	<input type="checkbox"/>
2	Have you an optin form settings configured to single option?	<input type="checkbox"/>	<input type="checkbox"/>
3	Is the subscriber delivered to the correct thank you page after optin?	<input type="checkbox"/>	<input type="checkbox"/>
4	Have you a FB Tracking Pixel in place?	<input type="checkbox"/>	<input type="checkbox"/>
5	Have you a popup form in place when someone goes to leave the page?	<input type="checkbox"/>	<input type="checkbox"/>
6	Have you privacy, terms and disclaimer and support links in the footer?	<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