

Implementation Checklist

# The Key Elements Of Optimized Optin Pages

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# Your Checklist

*Use this checklist to set up an effective Optin (lead capture) page that turns cold leads into hot prospective customers.*

An Opt-in page is a great way to generate leads for your business and also can be used to validate your niche when you're just starting out. Almost every successful marketer today uses opt-in lead capture pages extensively in their marketing campaigns. Follow this checklist to make sure you include all the necessary pieces for a successful optin page.

## **Opt-in Incentive (Freeline Content):**

- Opt-in incentive is valuable and relevant to the avatar, and represents your best tips for helping the avatar solve (or move closer towards the solution of ) his/her biggest fear, frustration; or create the avatar's biggest want or aspiration
- Opt-in incentive has a real value of at least \$100
- Uses double-opt-in (recommended)
- Makes an offer on confirmation page; or links to another content/destination page that advances the relationship; or makes an offer

## Landing (Opt-in) Page:

- ❑ The landing page preferably uses a “forced” opt-in (requires visitor to enter their name and email address to move forward)
- ❑ Note: If you are driving traffic from Google Adwords, do not use straight “Squeeze” pages (or Google will “Slap” you). Use content rich sites, or article-directory-style blogs with opt-ins on front page, sidebar, and at end of each post, and drive traffic to either home page or interior page - whichever is most relevant to the ad
- ❑ The opt-in page design is simple and follows a hierarchical design structure
- ❑ The design naturally draws the eye to what you want the visitor most to see - typically the headline, the opt-in box, or the video (if there is a video on the opt-in page)
- ❑ Track advertising links to find most productive/profitable advertising for that landing page
- ❑ Text landing pages:
  - The headline uses one of the Power Headline Formulas that promises to deliver a big benefit that is most important and relevant to the avatar; and promises to eliminate a fear and/or frustration.
- ❑ Video landing pages:

- Video starts to play automatically
  - The opening statement is like the “headline” for the video and tells the reader what’s in it for them to watch the video
  - The video is 1-2 minutes long and promotes the features, advantages and benefits of opting in - i.e., how the visitor’s biggest needs will be addressed by the information they receive when they opt-in
  - The video ends with a simple, direct, clear instructions to opt-in and the call to action.
  - When the video ends, the last part shows the call to action, with an arrow to the opt-in box.
- Follow the same guidelines as video (except for the graphics) for audio-only

### **Opt-in Thanks Page**

- Headline tells visitor “one more step”
- Thank the visitor and educate them about the confirmation email, remind them they will get instant access to the opt-in content as soon as they confirm (but not if they don’t)
- Direct them to their email to confirm now
- Recommended: Use audio and images/videos to show them

what to do

- Optional: provide instructions on how to white list with various email clients (this ensures delivery of your emails to their inbox)
- For single opt-in: make an offer; link to an offer; or link/forward to your blog or fan page

### **Opt-in Confirmation Page**

- Thank and welcome them, inform them that the registration is complete
- Option 1: Deliver the free-line content and link to a sales letter, or to blog/fan pages
- Option 2: Send the link to free-line content in an email; or put a link that opens in a new window on this page; but show a full long copy sales letter below

### **Opt-in Page Split Testing**

- The landing page is being continuously A/B split-tested
- Use Google Website Optimizer to perform A/B split tests

### **Auto-Responder Follow-Up Sequence**

- Serialized content

- ❑ Mix of content and promotion
- ❑ Content is designed to educate and create desire to take the call-to-action
- ❑ If opt-in is on information - soft sell; if opt-in is on product - more promotional
- ❑ Promotes best-selling affiliate programs, or your own products/services
- ❑ Track and test open rates on types of subjects/content
- ❑ Track and test click-through rates on calls-to-action
- ❑ Track and test sales