MATT BACAK'S CHECKLIST

Checklist 3 – Thank You Page

Project Name: _____ Date: _____

Part 1 - Basics

		Yes	No
1	Headline thanking the new subscriber for signing up.	☐	☐
2	Welcome video introducing you or your company	☐	☐
3	Instructions to access the promised offer (free video, free PDF, etc)	☐	☐
4	Instructions on how to whitelist your email address	☐	☐
5	Special offer with massive discount or trial offer	☐	☐
6	Headline thanking the new subscriber for signing up.	☐	☐

Part 2 - Split Tests

		Yes	No
1	Have you tested different offers on the thank you page?	☐	☐
2	Have you tested different layouts on the thank you page?	☐	☐

Part 3 - Configuration & Tracking

	Yes	No

Notes

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Checklist 3 – Thank You Page

1 Have you tested all download links are working correctly? ☐ ☐

2 Have you placed a conversion tracking pixel on the thank you page? ☐ ☐

Part 4 - Copy & Design

	Yes	No
1 Have you tested the page in mobile responsive? *http://ami.responsivedesign.is*	☐	☐
2 Have you checked for any grammar or spelling errors? *https://typosaur.us/*	☐	☐

Notes

In general, 40% of new subscribers in the IM space never open the first email so your download page is important.

We recommend always sell after directly after signup like a special introduction offer with massive discount.

Notes

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