



Checklist 8 - Funnel Design And Branding

Project Name: _____

Date: _____

Yes No

Having a clear and distraction-free Funnel design that fully supports your brand and messaging is extremely important. After all, you only have a couple of seconds to make good first impression and your funnel design plays a huge role in that. Here's a 9 point checklist that will help you make sure your funnel designed is optimized for high conversions.

1

Are the elements of your website located where the customer expects them to be?

Customers usually want your logo on the top of the screen, generally in the left-hand corner. If it's a landing page they expect your opt-in box to be above the fold etc.

2

Does your sales funnel have a favicon?

Even though it's a small element, it's still just as important as any other element to your overall funnel aesthetic.

3

Has each funnel step/page been optimized for mobile viewing?

It's not a secret that a huge portion of your traffic most likely will be coming from mobile devices, which is exactly why it's extremely important that you have your funnels optimized for mobile traffic.

4

Is your funnel design clear and conversion focused?

Notes

Checklist 8 - Funnel Design And Branding

Each of the funnel pages has to be designed to accomplish a specific task. Neither capture pages or sales pages should be multipurpose or cluttered. Instead, make sure they're designed with one purpose in mind.

5

Is your funnel distraction-free?

One of the biggest design flaws for sales funnels is having too many distractions. If you have your sales page or pages on a larger website, consider removing distracting features like sidebars, excessive links, top navigations, or even too many images.

6

Has each funnel step/page been designed so that it's on brand, easy to read, compelling?

You answer all your customers' potential questions and create a story around your brand. It's immediately clear what you do and what the visitor should do. Make sure you have clear, contrasting CTA buttons, scannable headlines and your wording is consistent.

7

Does your funnel include high-quality and authentic media?

75% of consumers admit to making judgments about the product based on the sales page's design. That's why you should seriously consider using authentic, high-quality images, graphics, and illustrations that bring your brand and product to life.

8

Does your funnel spark a compelling first impression?

It takes about 0.05 seconds for visitors to form an opinion about your sales page that determines whether they'll stay or leave. That's why you need a convincing first impression. Easy on the eye colors, a clear hierarchy of the elements, etc....

Notes



Checklist 8 - Funnel Design And Branding

9

Have all page footers been updated with the correct company/contact information and legal information?
(e.g. disclaimers, link to privacy policy, link to terms and conditions, refund policy)

Notes