



## Checklist 5: Landing Page

Project Name: \_\_\_\_\_

Date: \_\_\_\_\_

Yes No

### Setting up a landing page with Optimize Press 2

- |   |  |                          |                          |
|---|--|--------------------------|--------------------------|
| 1 | Install and Activate Optimize Press Plugin OR Theme first.                       | <input type="checkbox"/> | <input type="checkbox"/> |
| 2 | Click on Optimize Press and Create New Page                                      | <input type="checkbox"/> | <input type="checkbox"/> |
| 3 | You can choose a template or a blank page. We'll choose blank page - full width. | <input type="checkbox"/> | <input type="checkbox"/> |
| 4 | We'll click use this template and enter a page name and click create.            | <input type="checkbox"/> | <input type="checkbox"/> |
| 5 | Click Add New Row  | <input type="checkbox"/> | <input type="checkbox"/> |
| 6 | Choose 1 Column and click Insert Into Page                                       | <input type="checkbox"/> | <input type="checkbox"/> |
| 7 | Click Add Element and search Headline. Click This.                               | <input type="checkbox"/> | <input type="checkbox"/> |

*Notes*



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- 8 Choose the first plain headline option and enter your headline. "FREE
- [Report/Video/Software/Resource] Shows You How To Do [XYZ] In [Space of Time] Without The Need Of ABC].*
- 9 Click add Element again and search headline. The subheadline should backup the main headline and/or instruct the visitor what to do. The font size should be half the size of the main headline. For example. "To
- Access For FREE The Powerful ABC Method Click The Link Below".
- 10 To add the optin box, click add Element again and search optin and choose "optin box".
- 11 Choose another of the optin box templates you see.
- 12 Next, if you are using API Integrations and have your autoresponder connected you can simply choose the account here and then choose the list name. If you are not using API connections you can paste the HTML Sign up Form code here. (We created this in the previous checklist.)
- 13 Depending on your autoresponder and method here you might be asked to type the thank you page and already subscribers page URLs.
- 14 You should have a Footer menu on your blog with links to Terms, Disclaimer, Privacy and Contact. To add this to your page go to Layout Settings. > Footer Area (Turn to On), choose the footer menu and click Update.

### Setting up a landing page with Thrive Themes & Thrive Architect

*Notes*



## Checklist 5: Landing Page

- 1 Install and Activate Thrive Architect Plugin first.
  
- 2 In your WordPress dashboard click on Pages > Add New
  
- 3 Enter Your Name Page and click Publish
  
- 4 Once refreshed click "Launch Thrive Architect.
  
- 5 Once loaded it will look like a default WordPress page.
  
- 6 Click the Settings Icon in the top right.
  
- 7 Click Template Setup
  
- 8 Click Choose Landing Page Template
  
- 9 Filter templates by tags and choose Lead Generation

*Notes*



## Checklist 5: Landing Page

- 10 For this example, we'll choose Template Icons - 1 Step Optin
- 11 Click the template and click Choose Template.
- 12 Enter the headline and images to match your offer. "FREE  
*[Report/Video/Software/Resource] Shows You How To Do [XYZ] In [Space of Time] Without The Need Of ABC].*"
- 13 To add a sub-headline choose the headline element and drag below the main headline.
- 14 To connect the opt-in form to your autoresponder click on the form.
- 15 In the left menu, you'll see Form Options and below Connect Form to a service.
- 16 If you've API connection setup, choose the account and list name. If you want to use HTML paste the form code you created here.
- 17 Depending on your autoresponder and method here you might be asked to type the thank you page and already subscribed page URLs.

*Notes*



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- 18 To add a menu to your landing page, search menu and click add custom menu. It should place it in the footer. If not, move down to the footer and choose your footer menu if a different menu is showing.

 

*Notes*