



Checklist 5 – Offline Thank You Page

Project Name: _____

Date: _____

Part 1 - Basics

- | | Yes | No |
|--|--------------------------|--------------------------|
| 1 Headline thanking the new subscriber for signing up. | <input type="checkbox"/> | <input type="checkbox"/> |
| 2 Welcome video introducing you or your company | <input type="checkbox"/> | <input type="checkbox"/> |
| 3 Instructions to access the promised offer (free video, free PDF, etc) | <input type="checkbox"/> | <input type="checkbox"/> |
| 4 Instructions on how to whitelist your email address | <input type="checkbox"/> | <input type="checkbox"/> |
| 5 Instructions on how to contact you (form, phone, email) | <input type="checkbox"/> | <input type="checkbox"/> |

Part 2 - Split Tests

- | | Yes | No |
|---|--------------------------|--------------------------|
| 1 Have you tested different call to actions on the thank you page? | <input type="checkbox"/> | <input type="checkbox"/> |
| 2 Have you tested different layouts on the thank you page? | <input type="checkbox"/> | <input type="checkbox"/> |

Notes



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Part 3 - Configuration & Tracking

- | | Yes | No |
|--|--------------------------|--------------------------|
| 1 Have you tested all download links are working correctly? | <input type="checkbox"/> | <input type="checkbox"/> |
| 2 Have you placed a conversion tracking pixel on the thank you page? | <input type="checkbox"/> | <input type="checkbox"/> |

Part 4 - Copy & Design

- | | Yes | No |
|---|--------------------------|--------------------------|
| 1 Have you tested the page in mobile responsive?
http://ami.responsivedesign.is | <input type="checkbox"/> | <input type="checkbox"/> |
| 2 Have you checked for any grammar or spelling errors?
https://typosaur.us/ | <input type="checkbox"/> | <input type="checkbox"/> |

Notes

Depending on funnel you might be asking the new subscribers to complete a form, or call you or both.

Notes