



Checklist 6 - Webinar Signup Page

Project Name: _____ Date: _____

Part 1 - Basics

	Yes	No
1 Attention Grabbing Headline	<input type="checkbox"/>	<input type="checkbox"/>
2 Sub headline that backs up the main headline or / and offers more value	<input type="checkbox"/>	<input type="checkbox"/>
3 Clearly State The Date & Time Along With Countdown Timer	<input type="checkbox"/>	<input type="checkbox"/>
4 List the benefits of joining the webinar (what you will teach)	<input type="checkbox"/>	<input type="checkbox"/>
5 Optin box asking for first name, last name & email?	<input type="checkbox"/>	<input type="checkbox"/>
6 Additional Field in Optin box asking for phone number?	<input type="checkbox"/>	<input type="checkbox"/>
7 Text message reminder in optin box or on thank you page	<input type="checkbox"/>	<input type="checkbox"/>
8 Add urgency with limited number of seats available.	<input type="checkbox"/>	<input type="checkbox"/>

Part 2 - Split Tests

	Yes	No
1 Have you split tested the main headline?		

Notes



Checklist 6 - Webinar Signup Page

- | | | | |
|----|---|--------------------------|--------------------------|
| | | <input type="checkbox"/> | <input type="checkbox"/> |
| 2 | Have you split tested the sub headline? | <input type="checkbox"/> | <input type="checkbox"/> |
| 3 | Have you split tested with and without eBook cover image? | <input type="checkbox"/> | <input type="checkbox"/> |
| 4 | Have you spilt tested with and without video on squeeze page? | <input type="checkbox"/> | <input type="checkbox"/> |
| 5 | Have you split tested with and without clickable image forcing optin? | <input type="checkbox"/> | <input type="checkbox"/> |
| 6 | Have you split tested different colour and images? | <input type="checkbox"/> | <input type="checkbox"/> |
| 7 | Have you split tested with and without Social Proof? | <input type="checkbox"/> | <input type="checkbox"/> |
| 8 | Have you split tested with Social Media Links & Fan Page Likes Boxes? | <input type="checkbox"/> | <input type="checkbox"/> |
| 9 | Have you split tested with and without testimonials? | <input type="checkbox"/> | <input type="checkbox"/> |
| 10 | Have you split tested with and without your name and profile image? | <input type="checkbox"/> | <input type="checkbox"/> |

Part 3 - Configuration & Tracking

Yes No

- 1 Have you a follow-up email in place?

Notes



Checklist 6 - Webinar Signup Page

- | | | | |
|---|---|--------------------------|--------------------------|
| | | <input type="checkbox"/> | <input type="checkbox"/> |
| 2 | Have you an optin form settings configured to single option? | <input type="checkbox"/> | <input type="checkbox"/> |
| 3 | Is the subscriber delivered to the correct thank you page after optin? | <input type="checkbox"/> | <input type="checkbox"/> |
| 4 | Have you a FB Tracking Pixel in place? | <input type="checkbox"/> | <input type="checkbox"/> |
| 5 | Have you a popup form in place when someone goes to leave the page? | <input type="checkbox"/> | <input type="checkbox"/> |
| 6 | Have you privacy, terms and disclaimer and support links in the footer? | <input type="checkbox"/> | <input type="checkbox"/> |

Part 4 – Copy & Design

- | | | | |
|---|--|--------------------------|--------------------------|
| | | Yes | No |
| 1 | Have you tested the headline strength? https://coschedule.com/headline-analyzer | <input type="checkbox"/> | <input type="checkbox"/> |
| 2 | Have you tested the page in mobile responsive? http://ami.responsivedesign.is | <input type="checkbox"/> | <input type="checkbox"/> |
| 3 | Have you checked for any grammar or spelling errors? https://typosaur.us | <input type="checkbox"/> | <input type="checkbox"/> |

Notes