

THE LANDING PAGE

The Entry-Point of Your “Napkin”

The Landing Page Checklist

16-POINT LANDING PAGE CHECKLIST

Market Callout.

Your visitor needs to know they're in the right place, so make sure you call out to them either directly (i.e. Attention: _____) or indirectly with recognizable images and vocabulary.

Clear and Concise.

The best landing pages have a single message and make a single offer. Make sure your landing page isn't trying to do too much.

Easily Understood.

If a visitor can't figure out what you're offering in 5 seconds or less, you'll lose them. Perform the 5-second test with friends or colleagues and make sure your landing page passes.

Compelling Headline.

You need a clear, concise, benefit-rich headline that grabs your reader's attention and tells them they've come to the right place.

CTA Above the Fold.

Most of your visitors won't scroll below the fold, so if you're ~~make~~ ^{make} a free offer, give them a chance to take action without scrolling.

Contrasting Button Color.

There's a lot of debate about button colors, but one constant is that the button color should contrast (NOT blend in) with the surrounding design elements.

Custom Button Text.

"Submit" is not good enough. Test button text that gives a specific command or speaks to the end result (i.e. "Free Instant Access").

Social Proof.

Social share icons, "As seen on" logos, testimonials, or referencing the number of downloads/ subscribers all let your visitors know they're making a smart decision by opting-in.

Limited Navigation.

The best landing pages offer only two options: opt-in or exit. To maximize your own conversions, keep navigation to a minimum.

Uses Visual Cues.

The landing page should incorporate arrows, boxes and other visual devices to draw the eye to the call-to-action area.

Hero Shot.

Typically an image or graphical representation of the lead magnet will bump conversions, but not always. So start with it as a control, but make a note to test without it, also.

Limited Form Fields.

Don't ask for information you don't need! If you only plan to followup via email, just ask for name and email, at most. (In fact, test dropping the name field, too, if you don't plan to personalize your followup messages.)

Source Congruency.

The text and imagery on the landing page should match (ideally exactly) the text and imagery that was in whatever ad or creative that brought the visitor to the landing page.

Brand Consistency.

You don't have to stick your logo on every landing page, but the overall look and feel should be consistent with your core brand.

Enable Sharing.

While landing pages don't typically go viral, some of your more altruistic visitors will click Facebook and Twitter share buttons, so make it easy and obvious for them to do it.

Visible Privacy Policy and TOS.

Not only are privacy policies and terms of service required to advertise on some sites (including Google), they're also good for conversions.

Important Elements

1. Attention-getting headline
2. Graphic of lead magnet
3. Horizontal opt-in bar
4. Compelling short-form copy
5. "Clickable" images
6. Compelling captions under each lead magnet component
7. Below-fold opt-in form
8. Privacy Policy and TOS

The page at <http://www.forextradingcheatsheets.com> says:

Whoa, easy there trigger. Enter your email address in the box to the right of the arrow and click the button that says Get Instant Access to watch the video.

Download Your
Forex Trading CHEAT SHEETS

by JASON FIELDER

Free Download

Get This Report Now Free

Enter Your Email Address Here

Get Instant Access

Your Forex Trading Cheat Sheet Kit Includes:

The Ultimate Trading Shortcut?

My name is Jason Fielder, and the five (5) "cheat sheets" I have assembled will put the odds back in your favor and give you the control you need to pull short-term profits out of the Forex.

Here's what you'll get when you download these "Cheat Sheets":

- Five (5) non-traditional strategies you use to **snipe pips out of the Forex markets** (in any market condition)...
- The best times to scalp the markets (HINT: It's NOT when you think) and the times to avoid...
- How to break the market down into several "micro-markets" and trade each one accordingly...
- How to beat the "Trading Sharks" who **prey on your stops and profit from your losses** at their own game...and much, much more.

Once you have this shortcut in your trading arsenal, you'll immediately become a more accurate, profitable trader...PLUS you'll finally have the confidence to **PULL THE TRIGGER** on trades you used to let pass you by.

But download the "Cheat Sheets" while you can.

Complimentary access is limited, so enter your email address in the form to the right for FREE, INSTANT ACCESS.

Good trading,
Jason Fielder

Quick 8 minute, video tutorial with step-by-step instructions for implementing each of the "Cheat Sheets".

17 page report, including charts and graphs that will have you trading in minutes.

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Importance Of Eye Path

Forget copy!
The pictures
tell the story...

Download Your Complimentary
**Forex Trading
CHEAT SHEETS**



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17 page report, including charts and graphs that will have you trading in minutes.

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Rule #1: Less Is More

URBAN SURVIVAL GUIDE
BY DAVID HORRIS

URBAN SURVIVAL SECRETS | SURVIVAL REPORTS | MEMBER LOGIN | CONTACT US

You're About To Learn Inside Secrets To Survive Disasters, Pandemics, Economic Collapse, and Breakdowns In Civil Order

GET FREE ACCESS TO 6 SURVIVAL REPORTS
This Confidential, Under The Radar 6-Part Series Gives You Important Secrets for Surviving Any Natural or Man-Made Emergency

Enter your email address in the form below for instant access to the "Urban Survival" mini-course as well as our weekly "Urban Survival Newsletter" containing tactics, tips, and specials.

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The Business of Freedom.

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Enter Your Email Address Here

GET MY FREE REPORTS

Once inside you'll learn...

- ✓ Survival is NOT a luxury reserved for the rich and how you can quickly and inexpensively put a survival plan into place to ride out disasters right where you currently live.
- ✓ Why you probably won't be able to get out of the city...besides heavy traffic, many small towns are preparing blockades to protect themselves from the "golden horde" of people fleeing cities.
- ✓ How to prepare for disasters without making yourself a target for thieves now and looters later. Nothing screams "rob me!" like piles of survival supplies stacked in your garage.
- ✓ How to create a plan that will work in the real world...even if you're out of town and your family is home alone when the balloon goes up.
- ✓ You don't have time to learn everything. I'll show you how to build a team of like minded people with complimentary skills without compromising operational security and making yourself a target.
- ✓ Why most survival plans miss one of eight key factors. Missing a single one of these will likely mean the difference between success and failure. You don't have too many chances to fail in a survival situation.

And that's just a tiny sample!

You can get all the details right now by downloading the "Urban Survival" special report. Just fill out the short, easy form to get started.

THE SPINNY PRINCIPLE | CIA HIDEK TRAINING | LIVING CASHLESS

Attention Readers: Is Your Family Prepared For Urban Survival?

"You're About To Learn Insider Secrets To Survive Disasters, Pandemics, Economic Collapse, and Breakdowns In Civil Order."

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ACCESS YOUR *FREE* SECRETS OF URBAN SURVIVAL MINI COURSE:

Enter your email address in the form below for instant access to the "Urban Survival" mini-course as well as our weekly "Urban Survival Newsletter" containing tactics, tips, and specials.



Enter Valid Email Here

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The Business of Freedom.

We HATE Spam. We won't sell your info and we'll stop sending you Urban Survival information any time you choose.

Like...A Lot Less...



FREE! "The 'Forgotten' Trading System That is **RIGHT 89.1%** of the Time, *plus* How To Predict Breakouts in the Currency Markets Days Before They Actually Occur..."

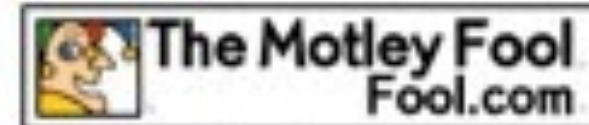
Enter your email address in the form below and I'll send you free instant access to "Forex Gap Trading: The Forgotten Trading System That Is **RIGHT 89.1%** of the Time "...



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Gotta Give Credit Where Credit Is Due...



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The One Stock You Need To Own for the Coming "No Choice" Energy Revolution

Only one small company has the crucial patents that will turn this once-in-a-generation shift into a goldmine for its investors.

And there's still time to get on board before it hits a tipping point.

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The “Fool-Style” Landing Page



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Examples: Fool-Style Landing Pages

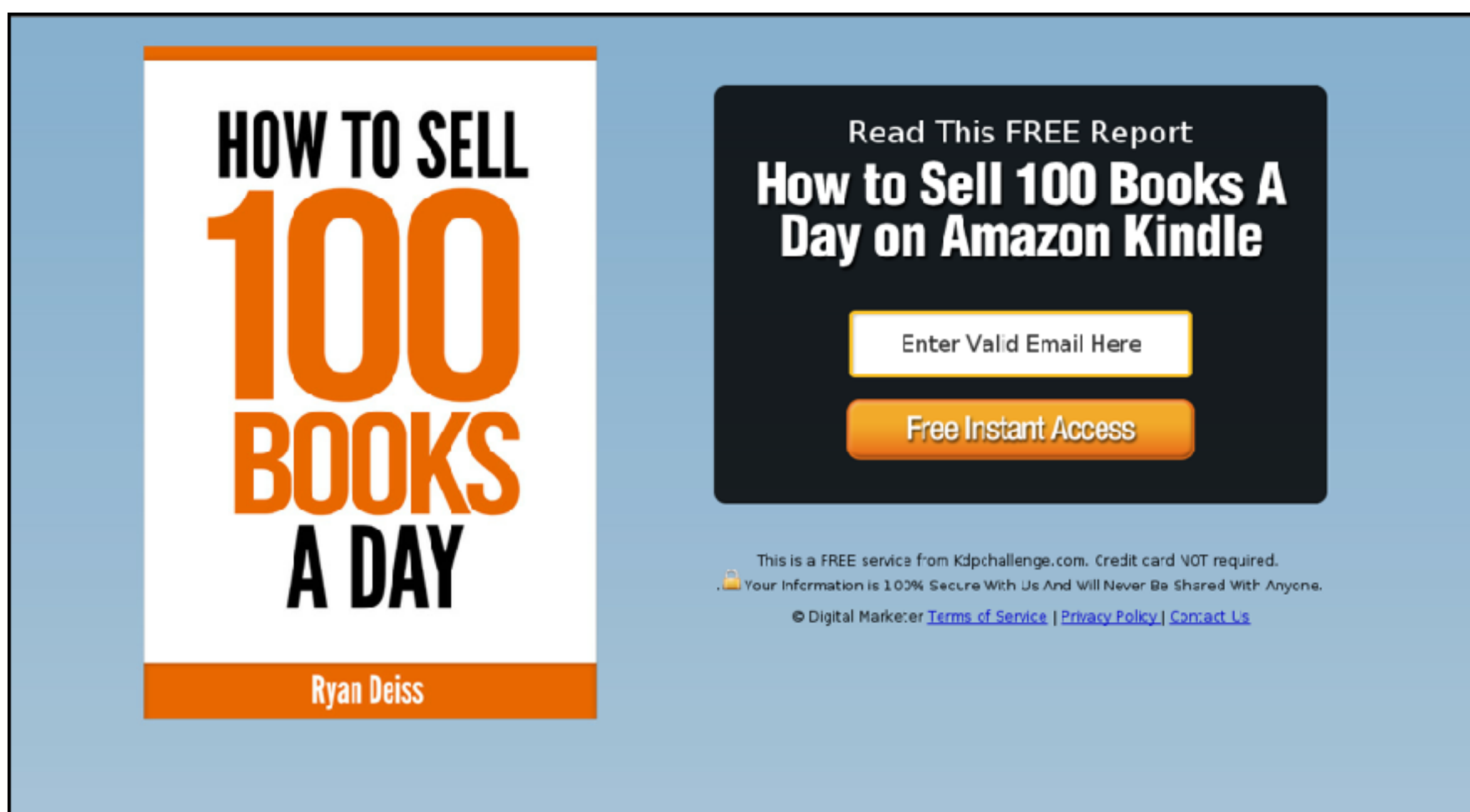


55.35% Conversion Rate

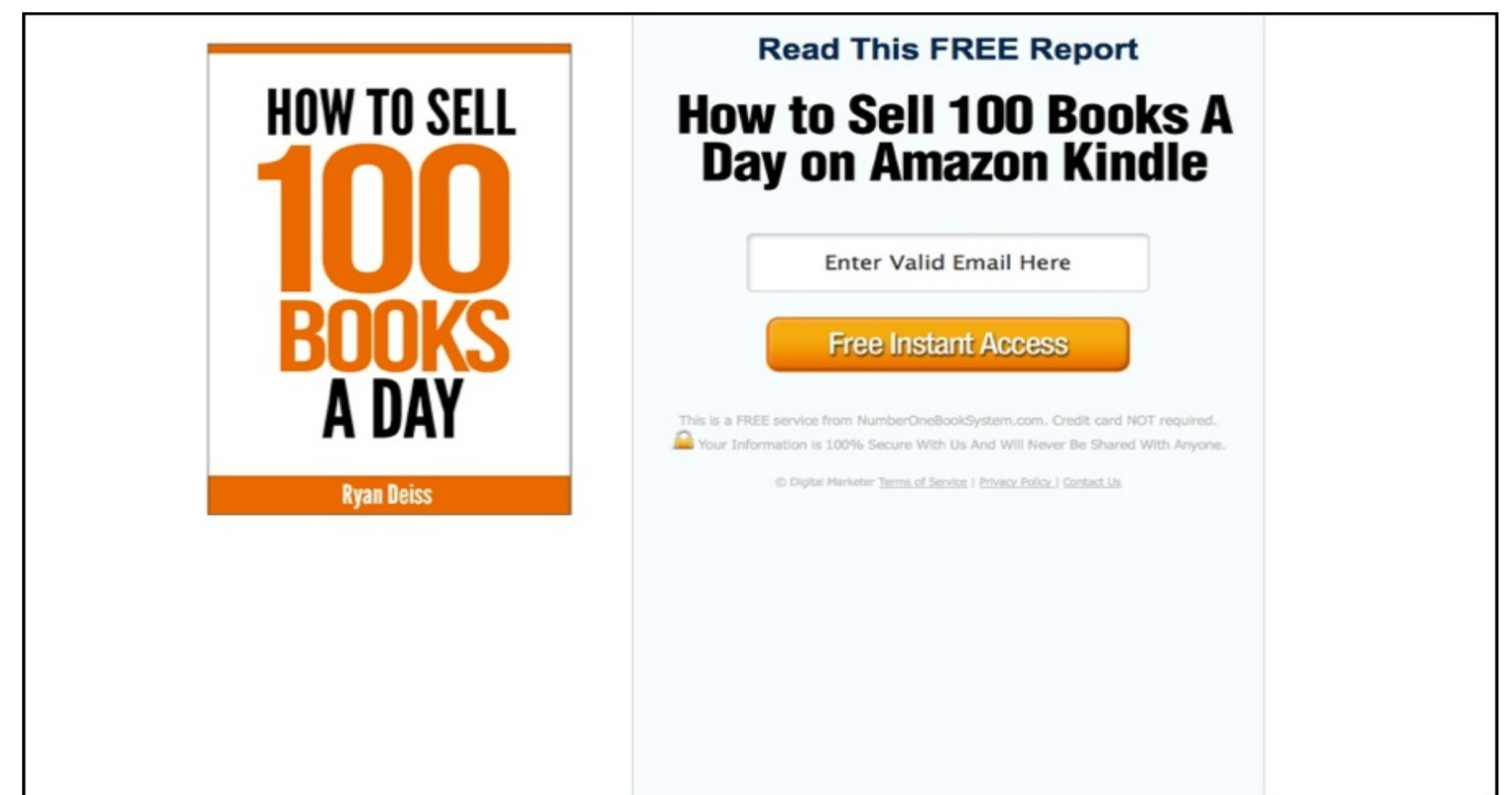
- Hero Shot.**
Typically an image or graphical representation of the lead magnet will bump conversions, but not always. So start with it as a control, but make a note to test without it, also.
- Visible Privacy Policy and TOS.**
Not only are privacy policies and terms of service required to advertise on some sites (including Google), they're also good for conversions.
- Limited Form Fields.**
Don't ask for information you don't need! If you only plan to followup via email, just ask for name and email, at most. (In fact, test dropping the name field, too, if you don't plan to personalize your followup messages.)
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The text and imagery on the landing page should match (ideally exactly) the text and imagery that was in whatever ad or creative that brought the visitor to the landing page.
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- Enable Sharing.**
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54.95% Conversion Rate



53.68% Conversion Rate



60.34% Conversion Rate

Our Latest Control...

DIGITALMARKETER

THE ULTIMATE SOCIAL MEDIA

COPY & PASTE FORMULAS FOR FACEBOOK, TWITTER, LINKEDIN, PINTEREST, INSTAGRAM, YOUTUBE, AND G+.

- ✓ 13 "PIGGY BANK" MESSAGE TEMPLATES
- ✓ 18 "THREE-STEP" MARKET RESEARCH TEMPLATES
- ✓ THE ABSOLUTE BEST 41 EXAMPLES OF SOCIAL MEDIA COPY
- ✓ 3 SIMPLE, EASY-TO-USE TEMPLATES IN SECONDS OR LESS

YES, I Want The Swipe File!

(enter your email address below and click the "Get Instant Access!" button to get your swipe file)

50% Complete

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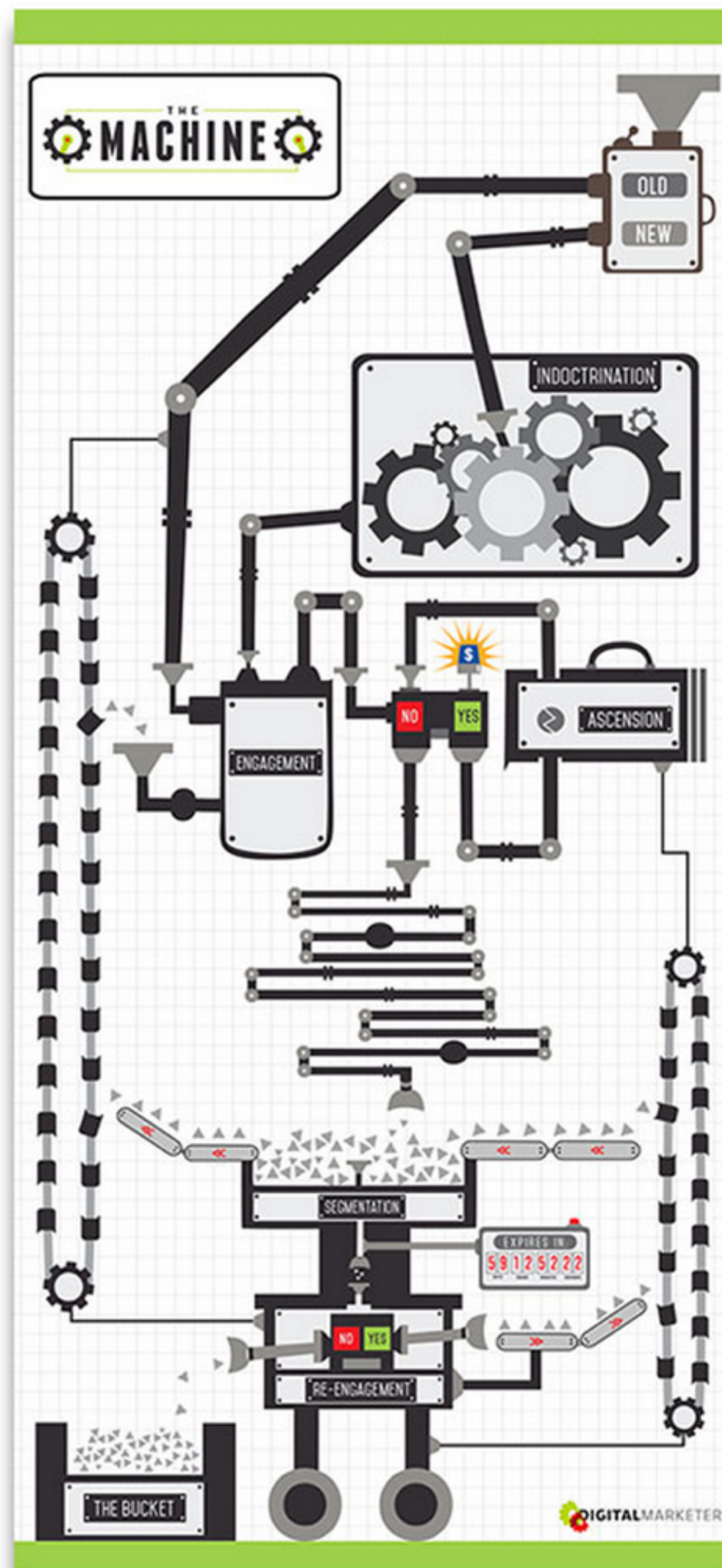
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TechCrunch THE HUFFINGTON POST QUICKSPROUT Forbes MIXERGY

SOURCE: <http://www.digitalmarketer.com/lp/ultimate-social-media-swipe-file/>

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To The "The Machine" Process Map & Video Walk-
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KEEP IT SIMPLE!

A great Lead Magnet can save a bad Landing Page, but a great Landing Page will never make a bad Lead Magnet convert...

BRANDING

To Brand Your Landing Page or NOT
To Brand Your Landing Page...

...That Is The Question

Branding Considerations

LONG-FORM SQUEEZE PAGE (BRANDED)

The image shows a screenshot of the 'Urban Survival Guide' website. The page is a long-form squeeze page designed to capture email addresses. At the top, the website's logo 'URBAN SURVIVAL GUIDE' is displayed, along with the author's name 'BY DAVID MORRIS' and a small image of the guide's cover. A navigation bar includes links for 'URBAN SURVIVAL SECRETS', 'SURVIVAL REPORTS', 'MEMBERS' LOGIN', and 'CONTACT US'. The main content area features a headline: 'You're About To Learn Inside Secrets To Survive Disasters, Pandemics, Economic Collapse, and Breakdowns In Civil Order'. Below this is an image of several report covers, including 'THE SPARTA PRINCIPLE', 'THE 5-STEP SURVIVAL PLAN', 'THE 10-STEP SURVIVAL PLAN', 'THE 15-STEP SURVIVAL PLAN', and 'THE 20-STEP SURVIVAL PLAN'. To the right, a call-to-action box offers 'GET FREE ACCESS TO 6 SURVIVAL REPORTS' and includes a form for entering an email address and a 'GET MY FREE REPORTS' button. The NRA Business Alliance logo is also present. At the bottom of the page, a yellow banner contains a 'Get This Free Mini Course' button, an email input field, and another 'GET MY FREE REPORTS' button. Below the banner, a section titled 'Once inside you'll learn...' lists six bullet points with green checkmarks, detailing the benefits of the course. The page concludes with the text 'And that's just a tiny sample!'.

URBAN SURVIVAL GUIDE
BY DAVID MORRIS

URBAN SURVIVAL SECRETS SURVIVAL REPORTS MEMBERS' LOGIN CONTACT US

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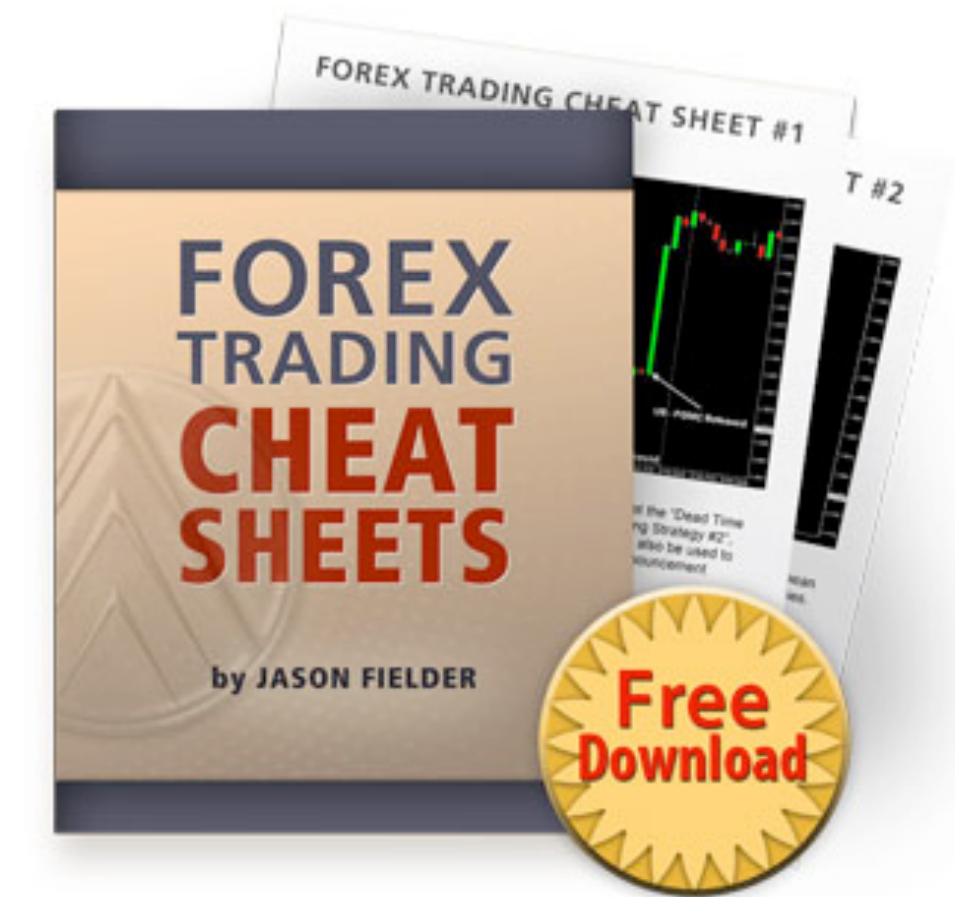
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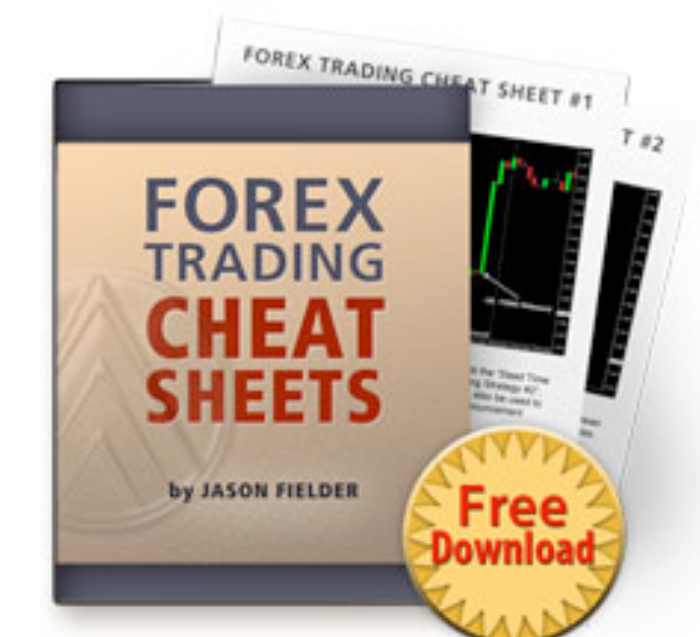
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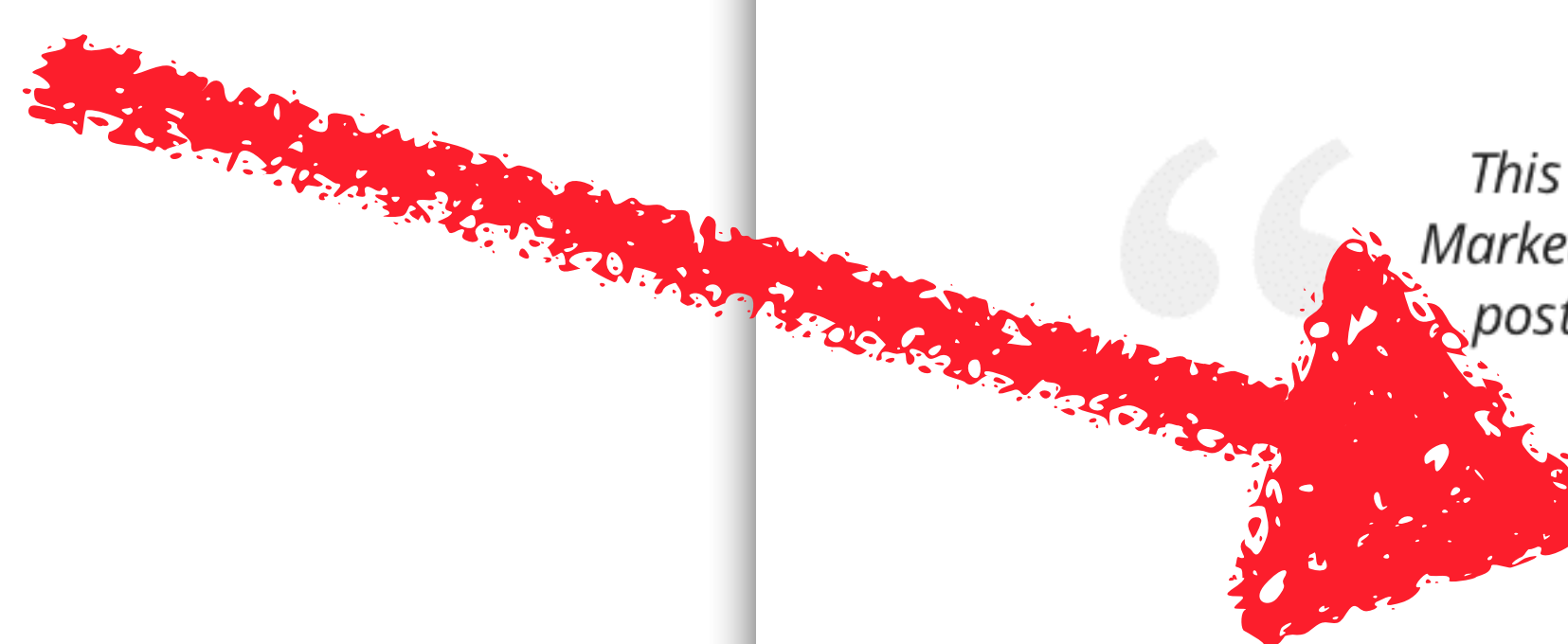
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“Bookend” Your Branding

BRAND



“FACE”



DIGITALMARKETER

THE ULTIMATE SOCIAL MEDIA SWIPE FILE

COPY & PASTE THESE 72 PROVEN HEADLINE FORMULAS TO GET MORE CLICKS FROM FACEBOOK, TWITTER AND YOUR OWN BLOG...

- ✓ 13 “PIGGY-BACK” HEADLINES THAT *ETHICALLY* ALIGN YOUR MESSAGE WITH TRUSTED BRANDS AND AUTHORITIES...
- ✓ 18 “THREATENING” HEADLINES YOU CAN DEPLOY IN ANY MARKET (*BE CAREFUL WITH THESE...*)
- ✓ THE ABSOLUTE EASIEST HEADLINE FORMULA TO WRITE...AND **41 EXAMPLES YOU CAN COPY AND PASTE** PLUS...
- ✓ 3 SIMPLE HACKS TO **OPTIMIZE ANY HEADLINE** IN 12 SECONDS OR LESS...

THE ULTIMATE SOCIAL MEDIA SWIPE FILE
STEAL THIS HEADLINE SWIPE FILE TO GET MORE CLICKS FROM SOCIAL MEDIA

DOWNLOAD NOW

TechCrunch THE HUFFINGTON POST QUICKSPROUT Forbes MIXERGY

“ This is the exact same ‘swipe file’ the team at Digital Marketer uses every day to optimize all our social media posts and blog headlines. **Download it... It works!** ”

 **Ryan Deiss**
Co-Founder & CEO,
DigitalMarketer.com

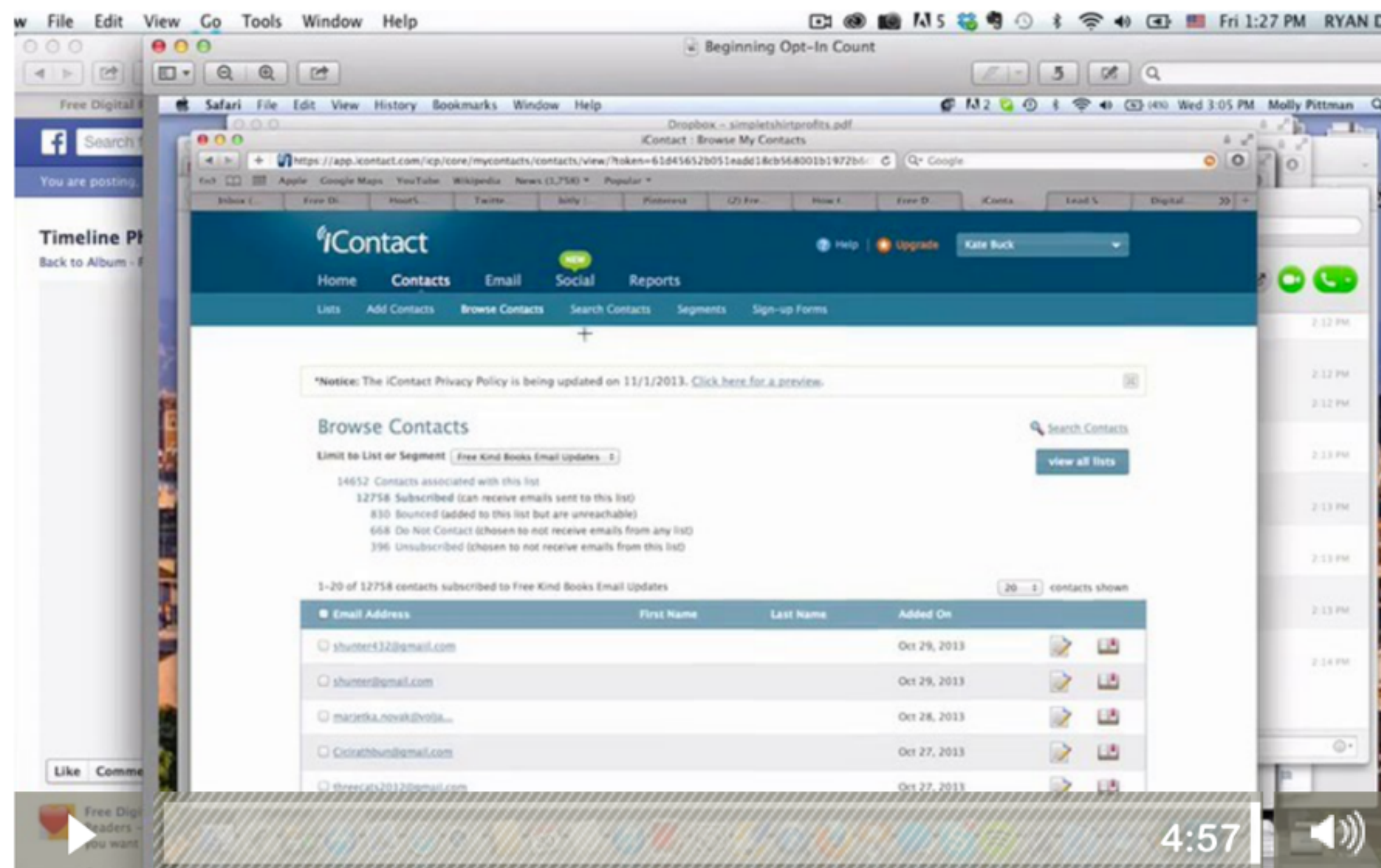
REVERSE SQUEEZE

The Reverse-Squeeze Case Study
Opt-In Method Explained

Step 1: Useful But Incomplete “Proof” Video

Free Case Study Video Reveals:

“How To Increase Engagement & ‘Likes’ To Your Facebook Pages PLUS Build A Hyperactive List Of Email Subscribers Just By Giving Away Real (and super cheap) Stuff...”



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 We value your privacy and would never spam you

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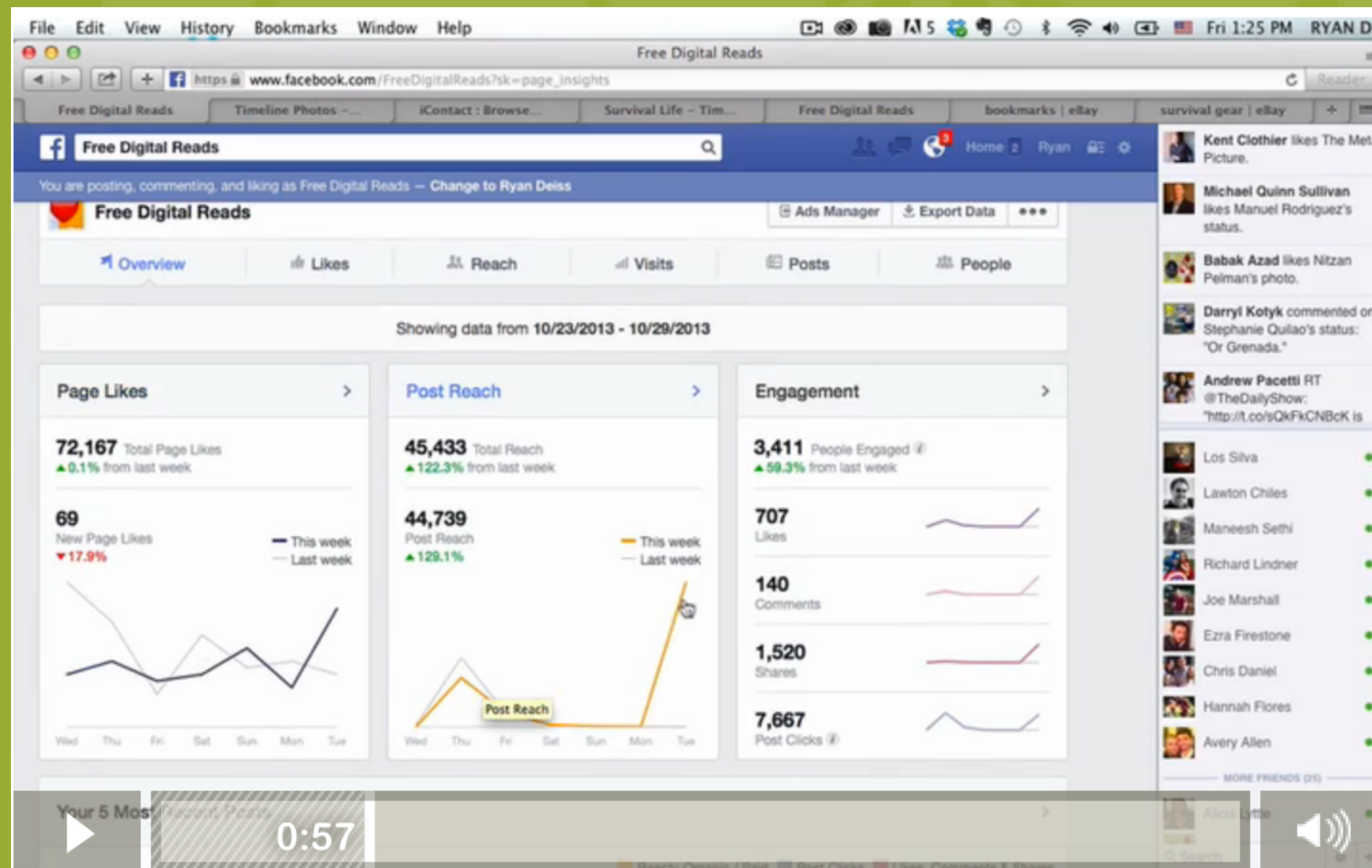
SOURCE: <http://fbadpower.com/case-study>

Start Off With A Bold Promise...



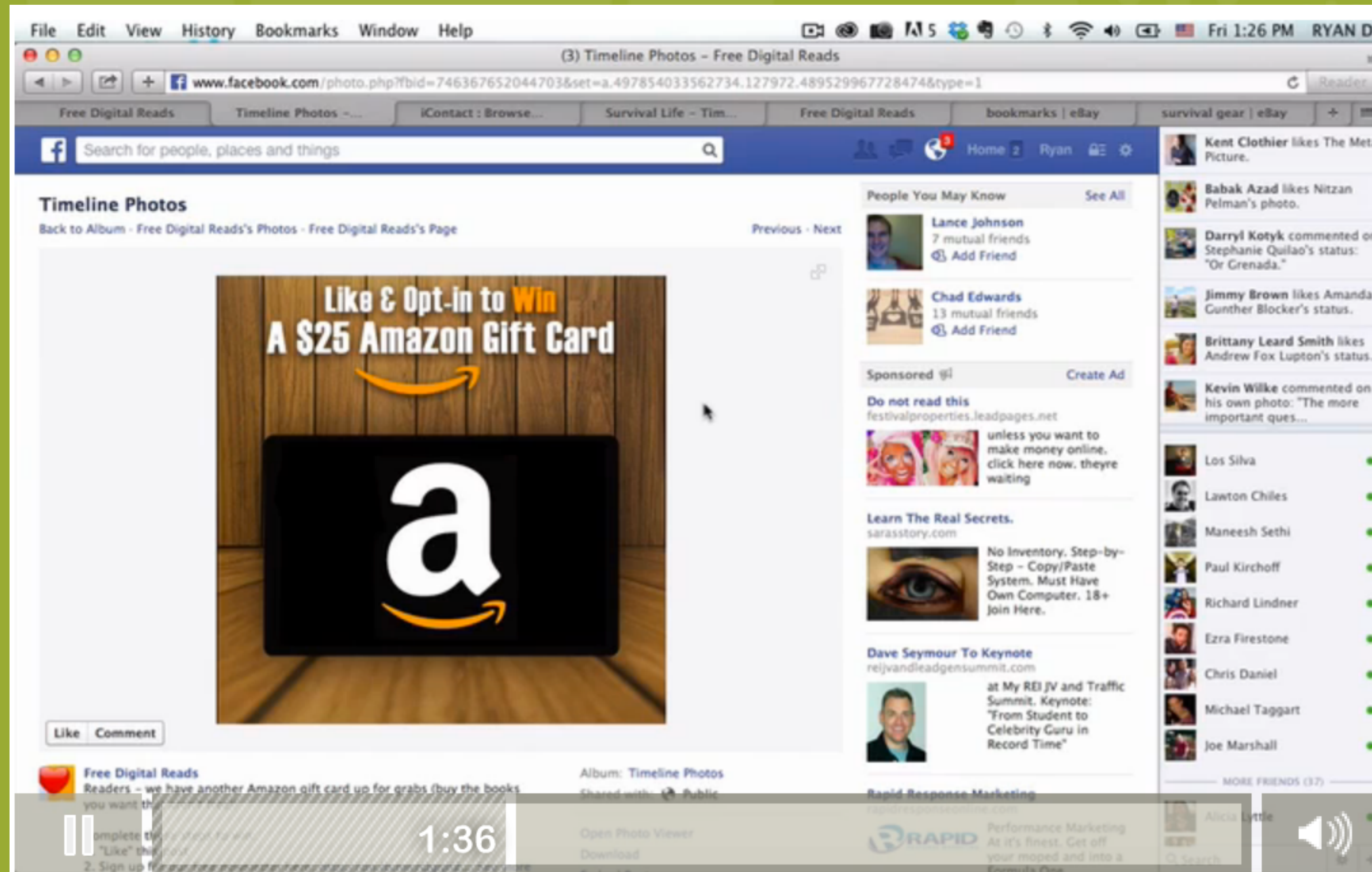
“I want to show you a cool strategy we deployed over at Facebook that not only boost our engagement considerably but also generated a good number of opt-ins totally for free...”

Show Proof In The First 90 Seconds...



“...it had been flat for a while, but you can see when we implemented what he told us to do just a couple days ago [our engagement] skyrocketed...”

Give “Useful But Incomplete” Content...



“...we gave away a \$25 gift card...”

Hint At Part 2 Throughout The First Video...

“I want to show you the results we got and then in the next video I’ll show you exactly what we did it...” (1:04)

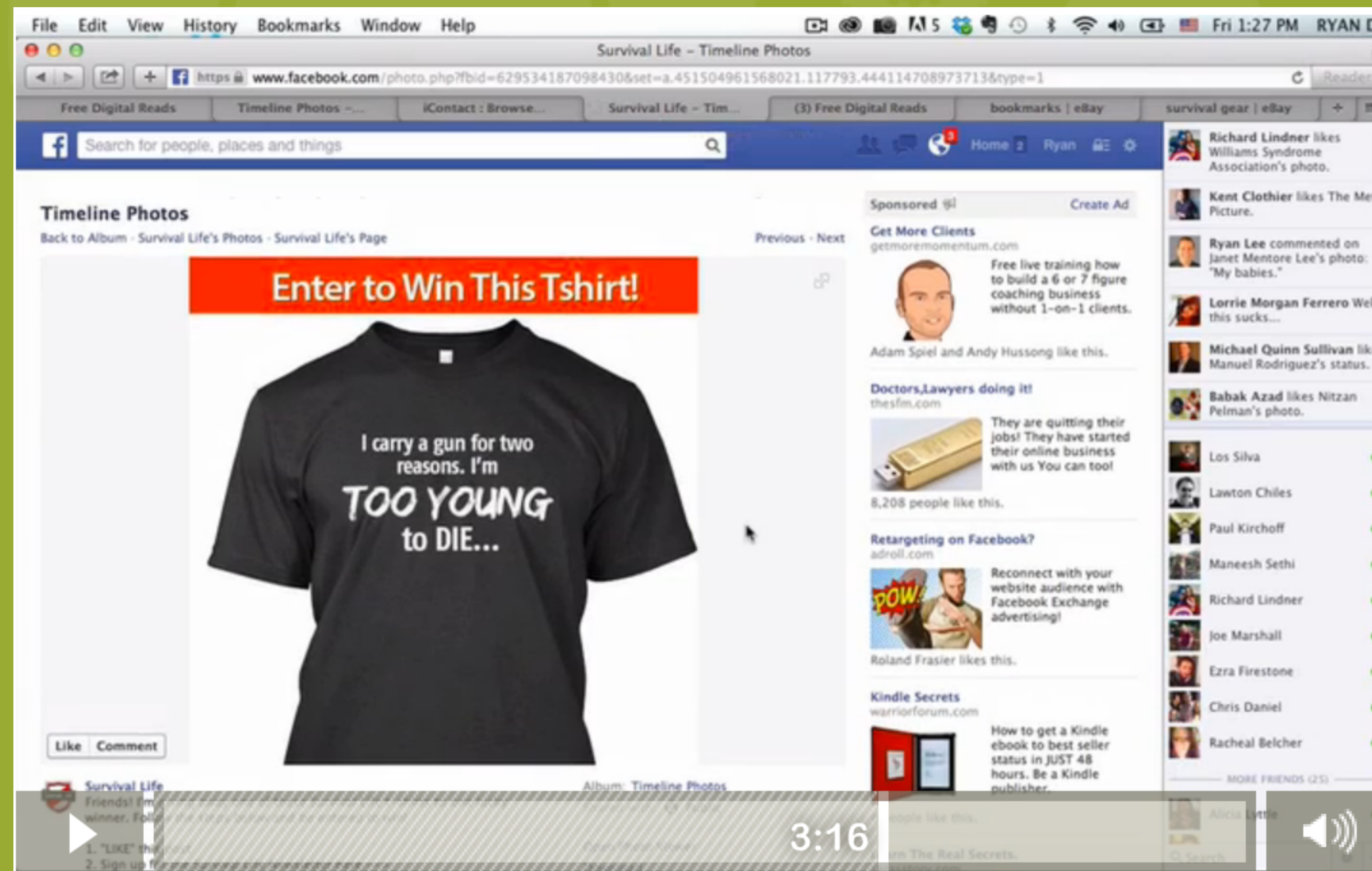
“There’s a right way and a wrong way to do this and in the next video I’ll show you exactly how to do it...” (1:20)

“...now in the next video I’ll show you some other ways that you can find even cooler things to give away than this and have someone else do all the fulfillment...” (1:39)

“...as you’ll see in the next video you don’t have to spend anywhere near that...” (4:15)

“...I’m going to break it all down in the next video...” (4:22)

The More Proof The Better...



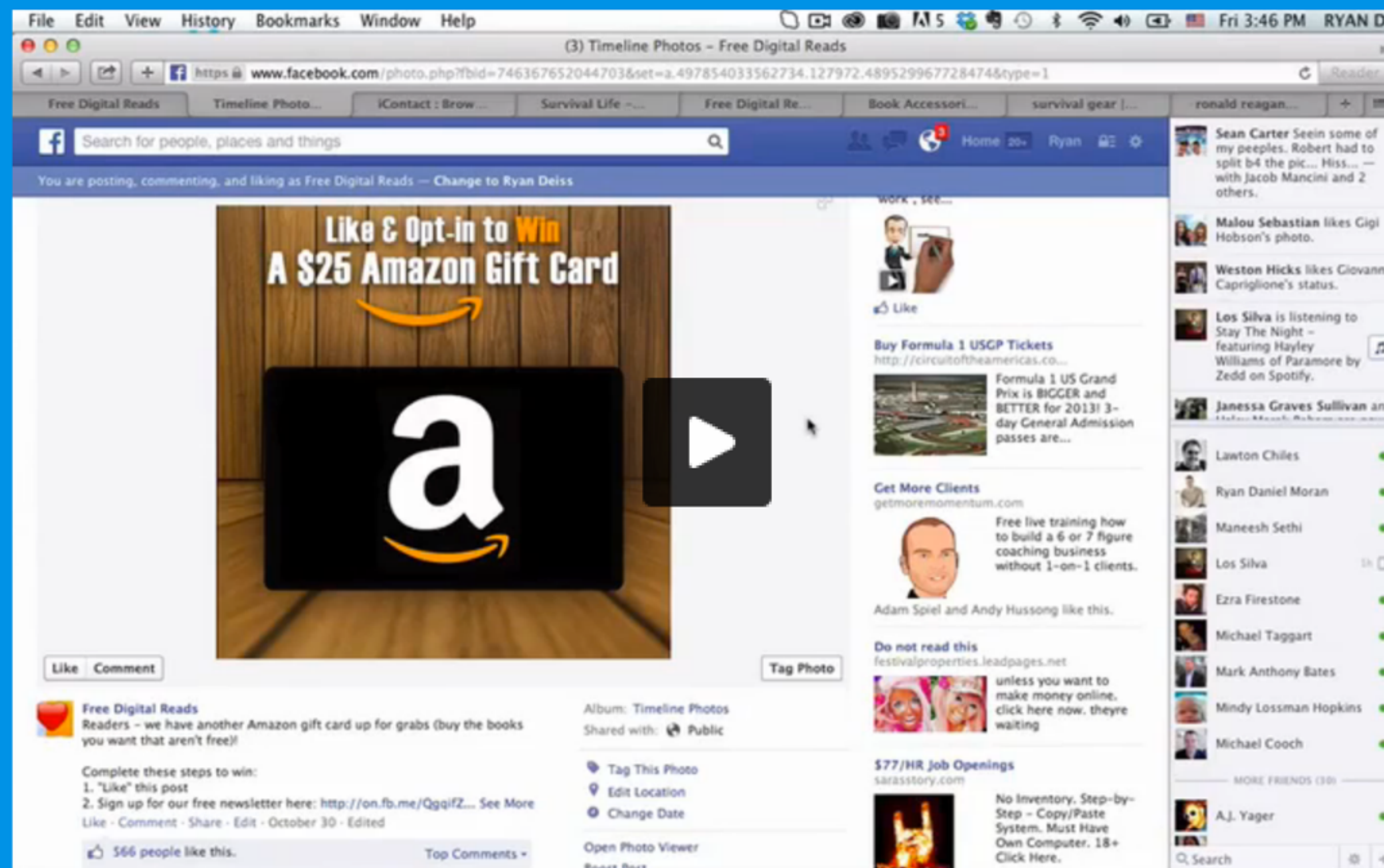
“...we decided to deploy this in another market...”

Close With A Call To Opt-In For Part 2...

“...I’ll cover all that in the next video, so scroll down, register, and we’ll get the next video over to you right away...”

Step 2: Show Them “How” (Meaningful Specifics!!)

Strategy REVEALED: See Exactly How We Turned Inactive Facebook Fans Into Highly Engaged Email Subscribers



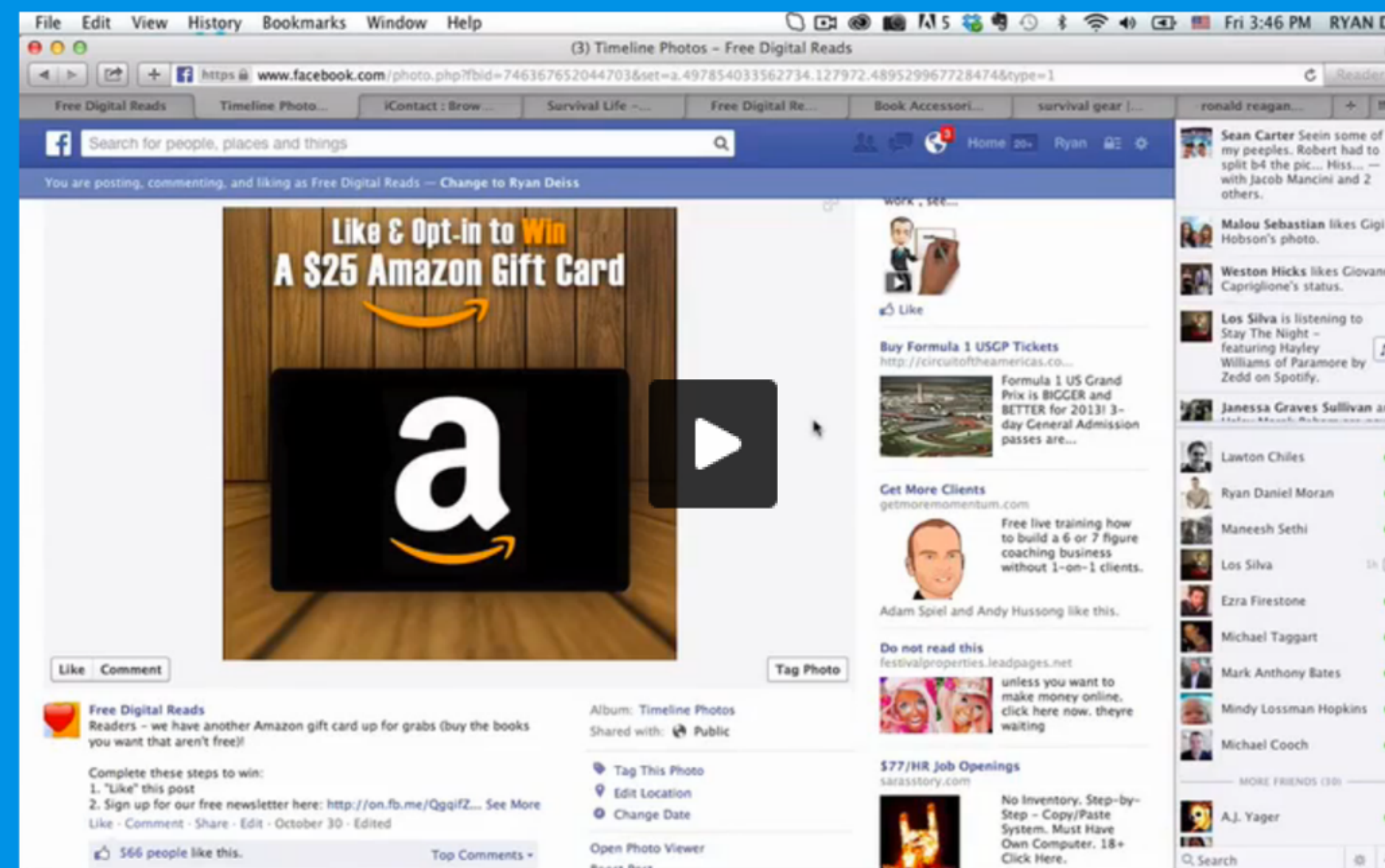
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SOURCE: <http://fbadpower.com/strategy-revealed>

Reveal the Offer (Pop Hidden Button)

Strategy REVEALED: See Exactly How We Turned Inactive Facebook Fans Into Highly Engaged Email Subscribers



[Click Here To Learn More About The Training](#)

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“...we have put together the definitive training on Facebook advertising. It’s called Facebook Ad Power, and if you scroll down below you should see a link where you can get more information about this training...”

Tease Them a Little More...

“...if you like this trick, just know it isn't even close to the coolest one you'll learn when you get inside Facebook Ad Power...”

Make a Clear Call-To-Action

“...go ahead and scroll down below to get some additional information about the program and get signed up. I hope you do it. I hope you get on the inside because this stuff works...”

Step 3: Send Them To Sales Message

This offer will close at 11:59pm On Wednesday, November 20th.

**And what if you could get them
anywhere... anytime...**



**And as CONSISTENTLY as the
sun rises and sets...**

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DIGITALMARKETER Home Blog Labs Login

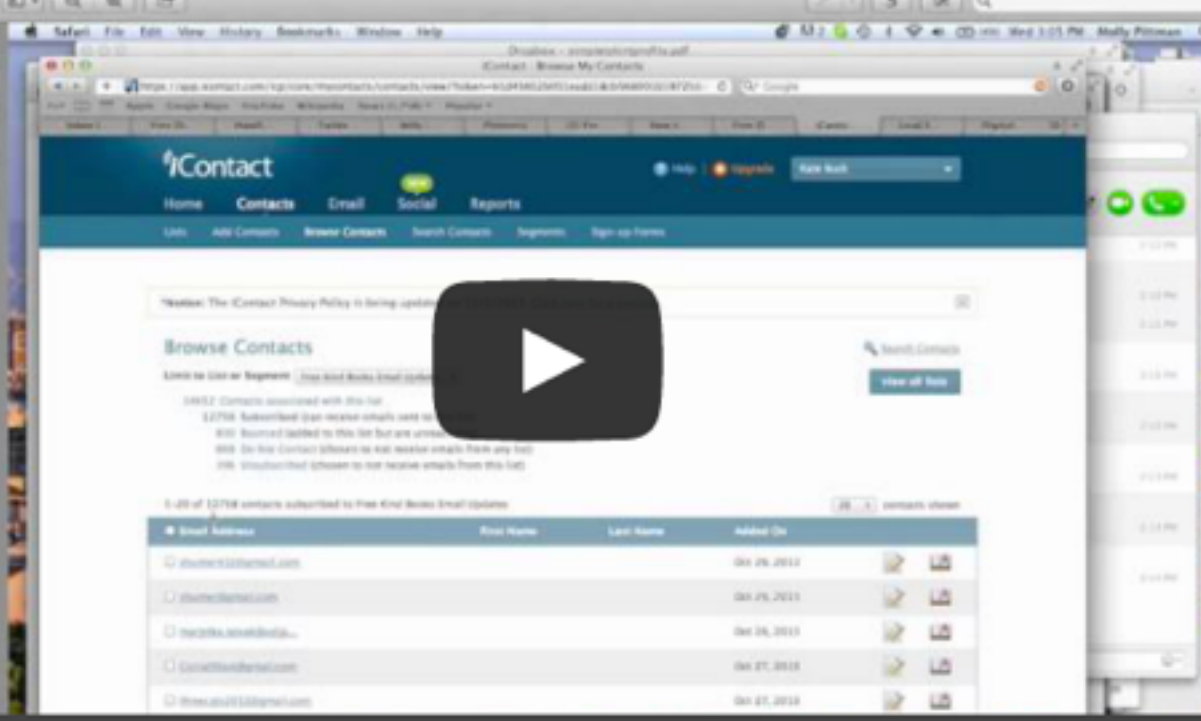
DEC 15 2013

Case Study: How We Generated 250+ Leads From Facebook in 18 Hours

Posted by Ryan Deiss | Leave a reply

If you're looking for a simple way to use Facebook to generate more leads while simultaneously increasing your reach (ours went up as much as 5,625%) then watch this case study below...

Case-Study



Like this Case Study? Enter your email address in the form below to subscribe to the Digital Marketer newsletter...

...and you'll also get part two of this video:

Enter your email address

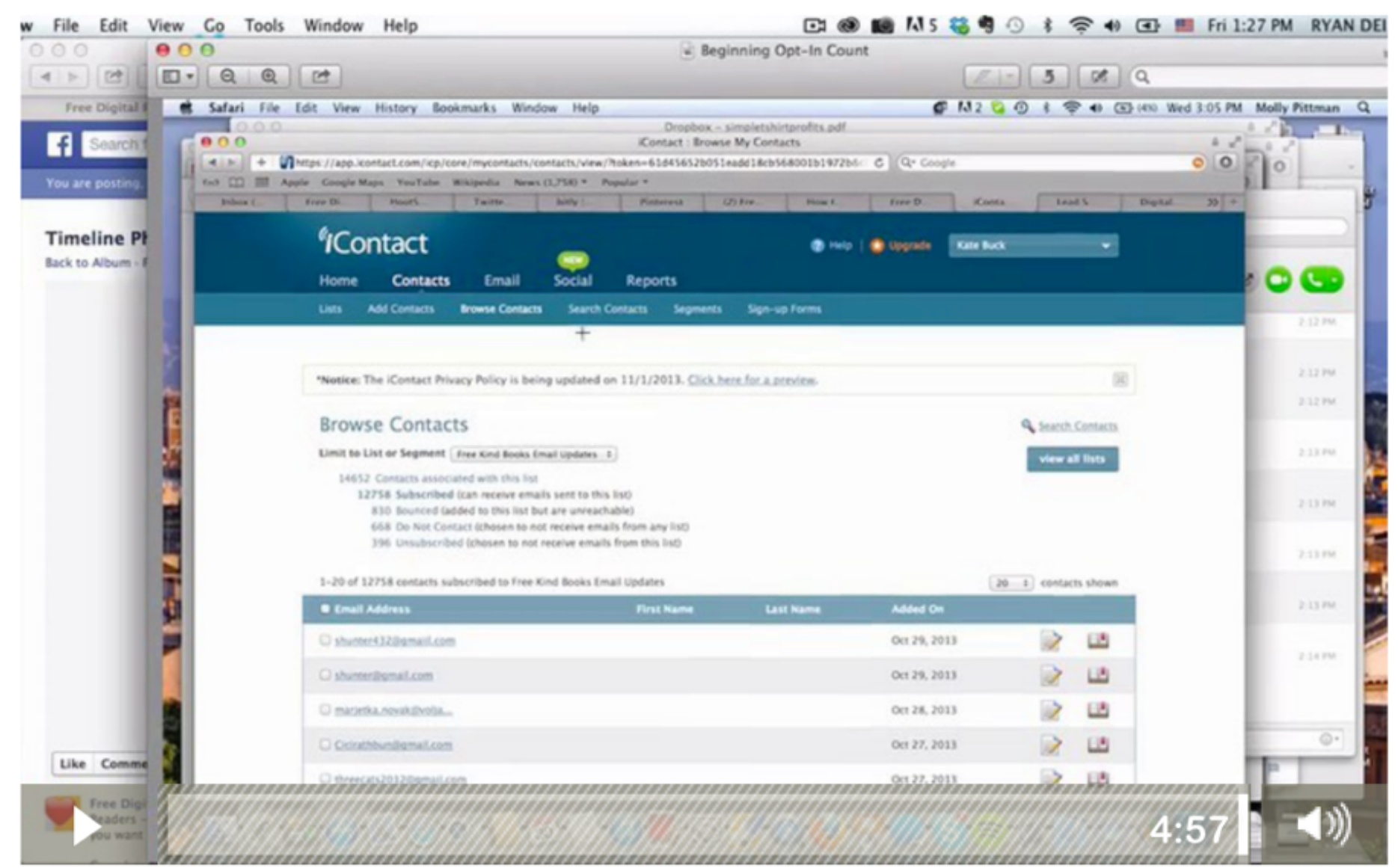
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We value your privacy and would never spam you

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Free Case Study Video Reveals:

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