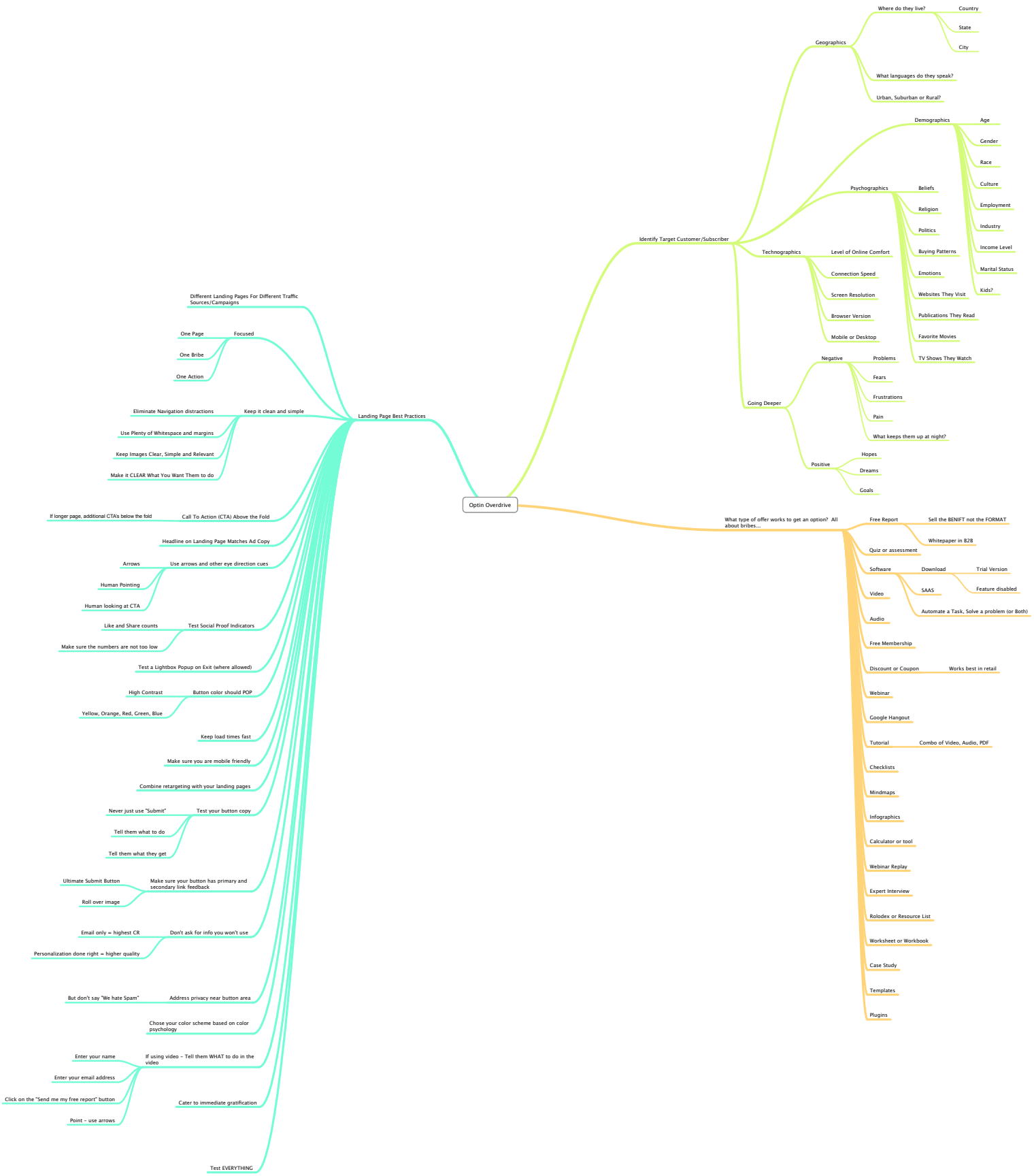
Optin Overdrive
Identify Target Customer/Subscriber
Geographics
Where do they live?
Country
State
City
What languages do they speak?
Urban, Suburban or Rural?
Demographics
Age
Gender
Race
Culture
Employment
Industry
Income Level
Marital Status
Kids?
Psychographics
Beliefs
Religion
Politics
Buying Patterns
Emotions
Websites They Visit
Publications They Read
Favorite Movies
TV Shows They Watch
Technographics
Level of Online Comfort
Connection Speed
Screen Resolution
Browser Version
Mobile or Desktop
Going Deeper
Negative
Problems
Fears
Frustrations
Pain
What keeps them up at night?
Positive
Hopes
Dreams
Goals
What type of offer works to get an option? All about bribes...
Free Report
Sell the BENIFT not the FORMAT
Whitepaper in B2B
Quiz or assessment
Software
Download
Trial Version
Feature disabled
SAAS
Automate a Task, Solve a problem (or Both)
Video
Audio
Free Membership
Discount or Coupon
Works best in retail
Webinar
Google Hangout
Tutorial
Combo of Video, Audio, PDF
Checklists
Mindmaps
Infographics
Calculator or tool
Webinar Replay
Expert Interview
Rolodex or Resource List
Worksheet or Workbook
Case Study
Templates
Plugins
Landing Page Best Practices
Different Landing Pages For Different Traffic Sources/Campaigns
Focused
One Page
One Bribe
One Action
Keep it clean and simple
Eliminate Navigation distractions
Use Plenty of Whitespace and margins
Keep Images Clear, Simple and Relevant
Make it CLEAR What You Want Them to do
Call To Action (CTA) Above the Fold
If longer page, additional CTA's below the fold
Headline on Landing Page Matches Ad Copy
Use arrows and other eye direction cues
Arrows
Human Pointing
Human looking at CTA
Test Social Proof Indicators
Like and Share counts
Make sure the numbers are not too low
Test a Lightbox Popup on Exit (where allowed)
Button color should POP
High Contrast
Yellow, Orange, Red, Green, Blue
Keep load times fast
Make sure you are mobile friendly
Combine retargeting with your landing pages
Test your button copy
Never just use "Submit"
Tell them what to do
Tell them what they get
Make sure your button has primary and secondary link feedback
Ultimate Submit Button
Roll over image
Don't ask for info you won't use
Email only = highest CR
Personalization done right = higher quality
Address privacy near button area
But don't say "We hate Spam"
Chose your color scheme based on color psychology
If using video – Tell them WHAT to do in the video
Enter your name
Enter your email address
Click on the "Send me my free report" button
Point – use arrows
Cater to immediate gratification
Test EVERYTHING