



Squeeze Page Cheat Sheet

After creating your Squeeze Page, review and double check the following;

- Are you clear on what you want your visitors to do?
- Does your page deliver your promise?
- Does your headline grab attention? Think about their needs or problems
- Do your Sub-headers encourage the viewer to keep reading?
- Is your copy conversational? Does it explain the benefits the visitor will receive?
- Is most your content above the fold?
- Are the images attention grabbing?
- Is your 'call to action' obvious & above the fold
(or in more than one place for longer pages)?
- Is there anything you can cut from your squeeze page to make it less content heavy?
- Are you using your main keywords throughout the page and in meta tags?
- Is your page mobile-friendly? Test it on multiple devices
- Are you making any of the most common mistakes?
 - Too much going on
 - Links going out
 - Dull Copy
 - Inconsistent ad scent
 - Bad call to action
 - Weak Offer
 - No split test setup