63-Point Checklist for Creating the Ultimate Optin Form

The Headline:

- ☐ Does your headline clearly describe the big benefit of your optin?
- ☐ Is your headline specific?
- ☐ Are you using numbers or specific quantities in your headline where possible?
- ☐ Could someone understand the purpose of your optin from just reading your headline?
- ☐ Is your headline font at least 18-29 pixels large?
- ☐ Do you have a pre-headline that explains exactly what they'll get when they sign up (e.g., "Free PDF Checklist" or "4-Part Video Mini Course")?
- ☐ Did you use the word "FREE" in your headline or your pre-headline?
- ☐ Did you use any other [power words](#) in your headline?
- ☐ Does your headline have personality?
- ☐ Is your headline in alignment with your brand?

The Description:

- ☐ Is your description brief, clear and to the point?
- ☐ Did you use bullet points in your description to help the reader's eye quickly scan the benefits and what they will get?
- ☐ Did you convey the value of your free offer?
- ☐ If your offer is worth a certain dollar amount, or has a certain number of eBook pages, did you include that number?
- ☐ Does your copy have personality, or is it boring?
- ☐ Does your copy address the biggest struggle or the deepest desire of your ideal subscribers?

The Visuals:

- ☐ Did you include an image of what they'll get (e.g. a mockup of your eBook?)?
- ☐ If you can't display your lead magnet visually (e.g. if it's an audio file), then did you include an image that conveys the emotion you want them to feel, or the transformation they will get from your offer?
- ☐ Does your image look attractive?
- ☐ Does your image look professional?
- ☐ If your image is of a person, is the person facing towards the optin form?
- ☐ Did you include any visual elements that direct the eye towards the optin form (e.g. arrows)?

The Form:

- ☐ Does your form ask for only the necessary information you need? (One form field for their email address is best, although first name and email is OK.)
- ☐ Did you include placeholder text and/or labels for each of your form fields?
- ☐ Does the form's design and color match the rest of your website?
- ☐ Does the design look professional?
- ☐ If your optin has it's own landing page, are you using a two-step optin (i.e. the user has to press a call-to-action button before they see the optin form)?
- ☐ If your optin form is embedded on your site (e.g. in a blog post), is the form housed inside a box with a colored background so it stands out from the rest of the page?
- ☐ Did you test your optin form to make sure it works properly?

The Subscribe Button:

- ☐ Did you use a contrasting color for your call-to-action/subscribe button?
- ☐ Does your button's appearance change when someone hovers over it?
- ☐ Do you use arrows or other design elements that draw the eye to the call-to-action/subscribe button?
- ☐ Is your call-to-action/subscribe button large enough to stand out from 6ft away?
- ☐ Does your call-to-action copy compel the user to click through, or is it dull and generic?
- ☐ Does your call-to-action copy echo back the big benefit, or what they are getting (e.g. "Show me how to make 1K now!" or "Send me the 7 steps!")?

Below the Form:

- ☐ Did you include some form of social proof, such as the number of subscribers?
- ☐ Are you using "as featured in" logos beneath the optin form?
- ☐ Are you using testimonials beneath the optin form?
- ☐ Did you include a no-spam policy beneath the subscribe button?
- ☐ Do you have any trust badges that you could include?
- ☐ Did you include a privacy policy in the footer of the page? (Required if you are using Facebook ads to drive traffic.)

The Thank-You Page:

- ☐ Do you have a confirmation page set up that shows the subscriber what they need to do next?
- ☐ Did you explain how they can whitelist your email address?
- ☐ Did you include a video or screenshot instructions?
- ☐ Did you invite them to share your optin form with their friends?
- ☐ Did you give them an incentive to do so? (Like a bonus download?)
- ☐ Did you include a button to download their lead magnet, or did you explain how they will receive it?
- ☐ Did you set the stage for your new relationship with this subscriber by letting them know what they can expect from you going forward?

The Delivery Email:

- ☐ Do you have a confirmation/lead magnet delivery email set up?
- ☐ In your email, did you clearly explain how to download their lead magnet?
- ☐ Did you introduce yourself in the email?
- ☐ Did you let your new subscriber know what to expect from you?
- ☐ Is your email infused with your brand's personality?
- ☐ Are you segmenting your email list to group those who completed this particular optin form (e.g. did you tag them as "interested in X")?
- ☐ Do you have an email autoresponder sequence set up specifically for those who opted in to this form?

Retargeting:

- ☐ Are you segmenting your website visitors to retarget those who abandoned this optin form?
- ☐ Do you have a retargeting ad campaign set up to re-engage that segment?
- ☐ Are you also segmenting your website visitors to move those who already opted in further along your funnel?
- ☐ Do you have an alternate optin form that will be displayed to visitors who already opted in to this form?
- ☐ Do you have an alternate optin form that will be displayed to visitors who clicked away from this form?

We hope this checklist helps you create the ultimate optin form that boosts your conversions.

You can reference our article below for helpful examples with screenshots as well as tutorials on how you can accomplish every task in this checklist.

Reference: http://optinmonster.com/63-point-checklist-for-creating-the-ultimate-optin-form/