



Phase #5 – Website Structure

Getting it all set up.

Your Website Structure

- Is your squeeze page setup?
- Are you testing and tracking conversion rate on the squeeze page?
- How long is your email follow up series?
- Do you have anything in place if they don't opt in to your squeeze page?
- Is your sales page setup?
- Are you including any personalization on your sales page?
- Does your sales page look good in all major browsers?
- Are you testing and tracking conversion rate on the sales page?
- Do you have anything in place if they leave the sales page?
- Is your order form setup?
- Have you included an up sell or cross sell on the order form or after sale is completed?
- Have you integrated a continuity program to your order process?
- After they order do you have any secondary offers or up sells?
- Are you capturing all of their contact info (online and offline)?
- Are you creating a customer list?