



# CHECKLIST

## 7 WAYS TO GET MORE SALES

From Your Existing Sales Pages



Online Visibility  
**ACADEMY**





## CHECKLIST: 7 Ways to Get More Sales From Your Existing Sales Pages

- I have updated my existing sales page templates but I realize there are seven ways to optimize these even more
- I have considered adding a FAQ section to my current sales pages
- My FAQ section specifically anticipates and addresses questions I've received in the past
- My FAQ section contains only information that is necessary for removing potential confusion or objections
- My FAQ section helps visitors to make the buying decision with confidence
- I have ensured my sales pages contain and relate to my ideal client's story – the one that brings them to my page
- I am taking my time exploring my sales pages to see where I can optimize them
- I am remembering to check for the emotional content in my sales pages – even when I am dealing with a seemingly feature-based product
- I have identified the emotion driving my own ideal client and am changing my sales page to speak to this
- I have removed all unnecessary or distracting elements from my sales pages
- I have removed every link that will take them right out of my page for any other purpose than to proceed to my sales page
- I have considered adding to current sale pages (especially products I have decided to retire) incentives such as:
  - Time limits



## CHECKLIST: 7 Ways to Get More Sales From Your Existing Sales Pages


- Promo codes
- Discounts
- OTOs at checkout
- I have refined the message in my “Buy Now” button to specifically appeal to my ideal visitor and give even more incentive to click
- I have made sure my existing sales pages have been updated with my current branding, including the most up-to-date versions of:
  - My logo
  - My profile photo (if needed)
  - My images
  - My brand colors
  - My brand fonts
  - Other brand elements:  

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- I have ensured that all images I use reinforce my sales page message – not detract from it
- My images represent the spirit and essence of my product, as well as what it looks like
- I have made sure my images match my message in tone, mood and character – and don’t inadvertently sabotage my message with elements I haven’t noticed!
- I have ensured my writing voice and language are harmonious with my ideal visitor’s way of speaking and thinking



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- Before starting my sales-page revamping, I have thoroughly analyzed past statistics for my conversions and audience
- I have used Google Analytics to identify:
  - Which sales pages are resulting in the most sales
  - Which sales pages garner the least sales
  - Exactly where my shopping cart is being abandoned
  - Other \_\_\_\_\_
- I have started to plug the leaks
- I have tested my sales funnel to make sure it flows easily and without obstruction
- I have scheduled regular tracking analysis into:
  - My calendar
  - My VA's calendar
- I have set up split-testing for my existing sales pages
- I am split-testing one element at a time and measuring the results
- I have included my refund policy on my existing sales pages or with their FAQ sections
- I have updated my testimonials
- I am using only highly-relevant portions of testimonials to support adjacent text claims
- I have added screenshots to maximize sales page interest and appeal



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- I have made sure there are no elements of my images and screenshots that subliminally sabotage my message
- I have ensured that my images and screenshots enhance and support my message
- I have installed exit popups on my existing sales pages
- I am ready to start tracking my sales page results!