

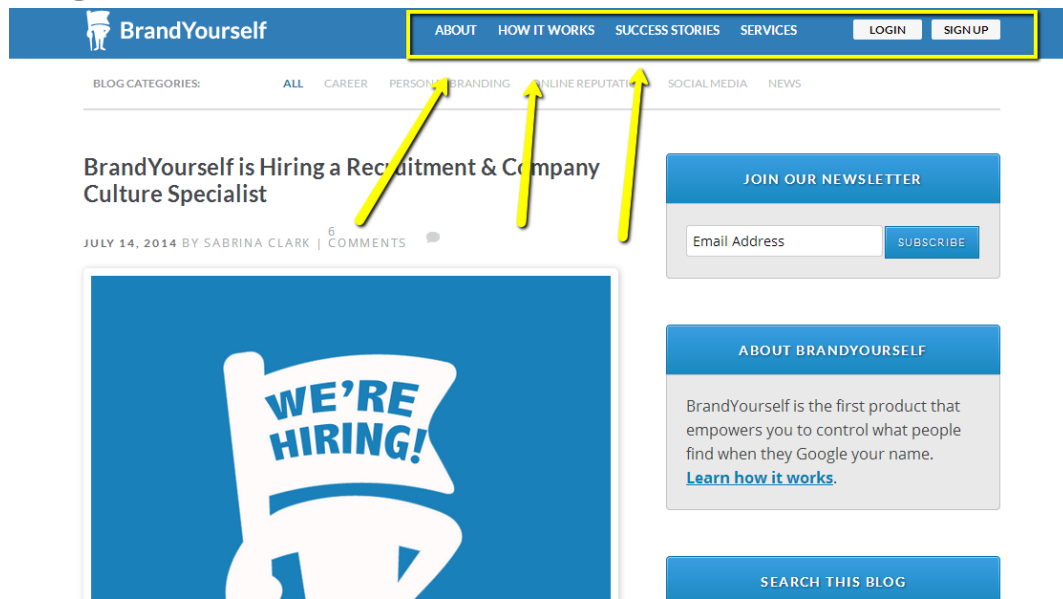
The 11 Point

Perfect Sales Funnel Checklist

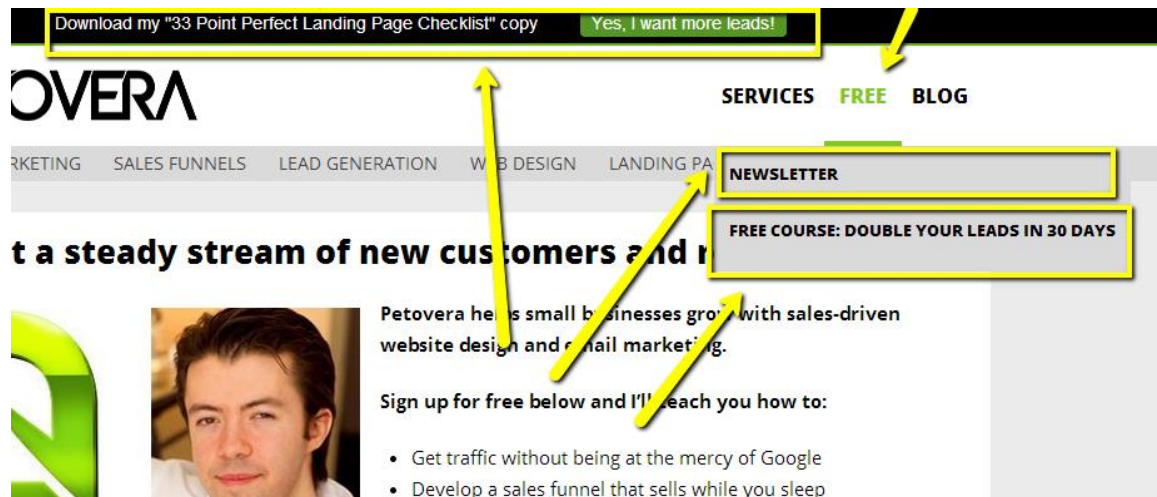
To Help You Increase website conversions,
leads, and sales



1. **The Every Page Rule:** In other words, every page is a landing page. Start with macro-wins, and then focus on finding and implementing micro-wins to collect more emails and more leads.
2. **High visibility navigation for key sales funnel pages across the site.**



3. **High visibility for Calls-to-Actions, Offers, and Forms.** Put them where people can see them! (blog sidebar, in the navigation, popups, link to them etc.)



The above example is using the HelloBar wordpress plugin.

- 4. Headlines that you've rewritten 25 times with 1 target SEO Keyword.** Remember: your goal is clear, compelling communication. The "25 times" rule comes from UpWorthy.com – a website that grew to millions of subscribers and visitors in < 2 years, partly because they became experts at writing headlines that convinced people to click and share.
- 5. Your funnel pages should focus on keywords with PURCHASE INTENT.** These phrases have purchase intent: "buy sony headphones" and "professional seo services NYC." Your blog pages on the other hand should focus on keywords with

research intent, like “wedding theme ideas.”

6. **FAQ section to address objections and elaborate on key points for clarity.**
7. **How it Works page.** You need something that breaks down the process for how you actually deliver value and deliver your solution to a client’s / customer’s problem. This builds confidence!

The screenshot shows the Blue Sky Local website interface. At the top, there is a navigation bar with the logo and links for Home, How It Works, Features, and Pricing & Sign-Up. Below the navigation bar, a central banner titled "Blue Sky Local is Simple to Set Up & Use" displays a four-step process flow:

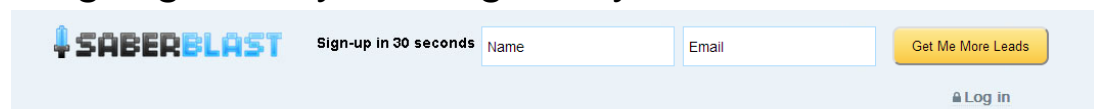
1. The Problem We Address (Icon: sun, clouds, arrows)
2. Getting Started with Blue Sky Local (Icon: storefront, person, plus sign)
3. Create & Automate a Promotion (Icon: Subway promotion card)
4. Track Results & Manage Your Account (Icon: line graph with upward arrow)

Each step includes a "PLAY VIDEO" button. Below the flow is a red button labeled "See All the Features >>". At the bottom, there is a testimonial: "It's just been off the charts... our sales have increased 20%" - Laurie Foster, SUBWAY. Logos for QSR magazine.com, Nightclub&Bar, and POPULAR SCIENCE are also visible.

8. **USP + Benefits, benefits, Benefits.** Don't sell features, sell benefits! A feature is just a technical description of how the benefit is delivered. And each benefit should serve to reinforce your Unique Selling Proposition (USP). Benefits work because they focus explaining how the target customer or

client stands to gain as a result of purchasing your product or service. It answers the critical question “What’s in it for me?”

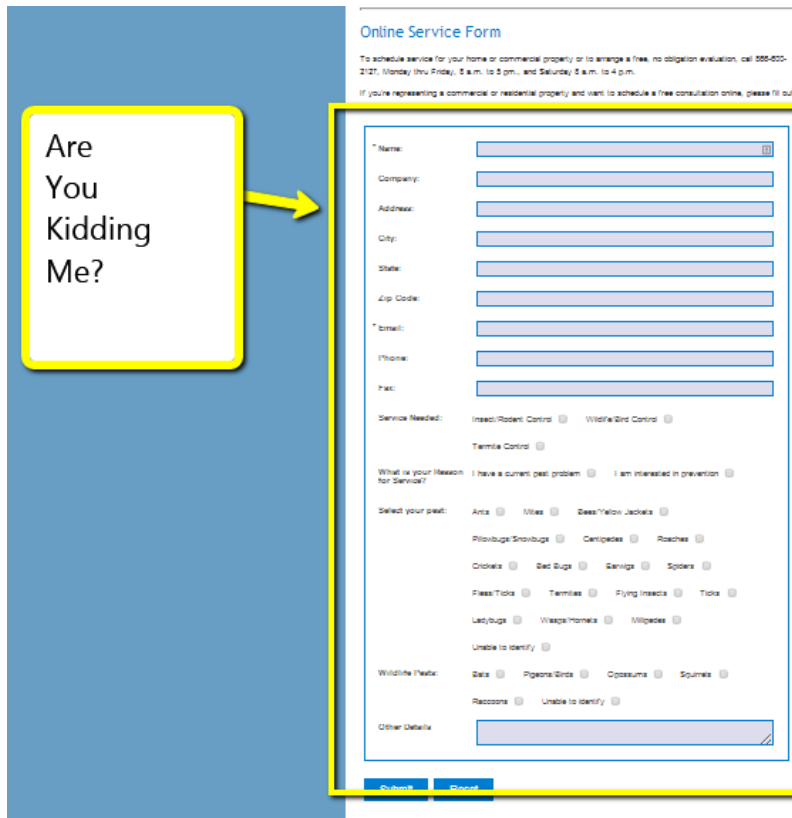
9. **Define the problem.** However, in-between the USP and your benefits / solution description, you **MUST** define the problem with vivid examples and language that your target buyer can relate to.



Email marketing software that automatically gets you leads...
without the expensive pay-per-click

A composite image illustrating a marketing strategy. On the left, a yellow-bordered box contains three bullet points: "● Are you tired of having to hustle and network and SEO just to scrape out the same number of sales every month?", "● Wouldn't it be easier if you didn't have to leave the office or put yourself at the mercy of Google?", and "● Or maybe you want to grow but have a limited marketing budget and want the best possible return for your dollar?". On the right, a computer monitor displays a video player with a "Watch Video" button and a bar chart with three bars of increasing height (red, yellow, green) topped with cartoon characters. A yellow arrow points from the text above to the video player, and another yellow arrow points from the video player to the list of pain points.

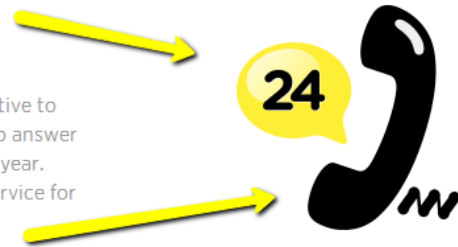
10. **Have a contact us page with a SIMPLE form.** This is one of those “duh” examples, but you’d be surprised at how many businesses are clueless about this (no offense if you’re one of them). In general make it *incredibly* simple for potential clients and customers to get in touch with you. The minimum you need is an email address!



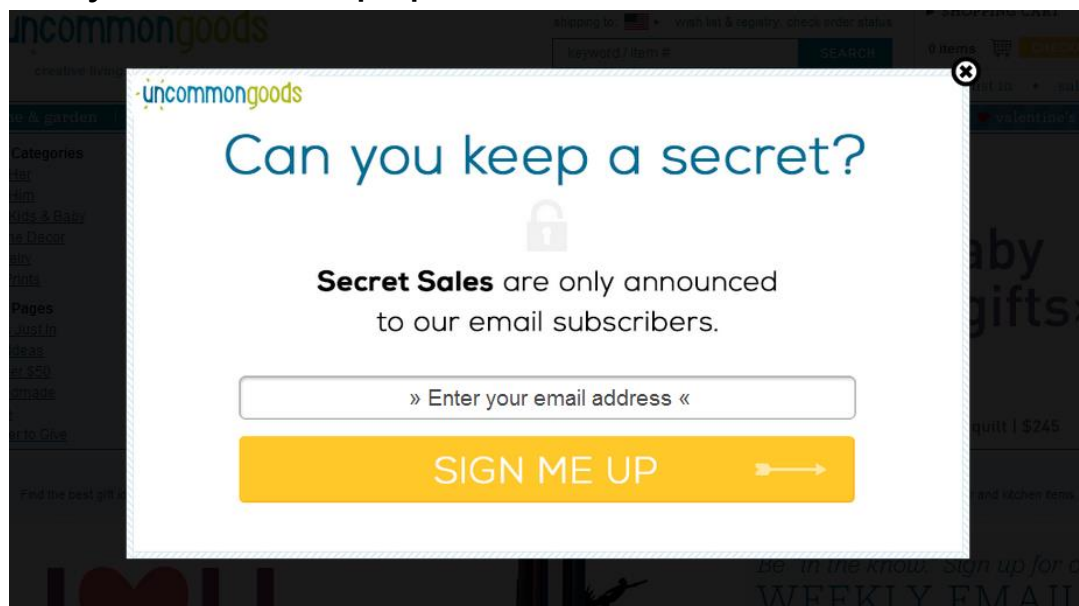
11. Images / icons that COMPLEMENT the text on the page. Different people learn differently. Many people (like me, your humble marketing narrator) are visual learners. We can more easily recall what we see compared to what we read. The more your website is adapted to your audience's needs in this way, the more interest and leads you will receive. This is also a reason to include an explainer video on your website.

Real People Answer

At Apollo Answering Service, we offer an attractive alternative to machines – real, courteous and professional people ready to answer all your calls 24 hours a day, seven days a week, 365 days a year. Which is why we've been Houston's preferred answering service for nearly half a century.



- 12. BONUS - Exit Detection Pop-up.** This is when someone comes to your website and is about to exit and the website detects this by seeing if their mouse moves off the screen (towards the URL bar in their web browser). Some people might complain, but it *works* to build your email list and/or get you leads. Check out [Optin Architect](#) for an easy to use exit pop builder.



- 13. BONUS - Retargeting is awesome, affordable, automated, and easy to setup.** Ever visited a

website and then noticed that website's ads were "following" you around the web? That's retargeting. It helps to drive people back to your website so you can convert that traffic into email subscribers, leads, and sales.