

Lead Capture Page Evaluation Criteria

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Background


The following criteria are based on my personal experience in what works best in building your list based on the last 1,095 opt-ins I have gotten using this strategy.

I do not recommend you to get one of the LCP creation services. Although they make great looking pages, they cost a lot and frankly, if you don't have the basics down, you will make terrible pages with them that just look good.

Best to start with your own blog (and you can build your brand at the same time) and create your own LCP's using the WordPress blog service (free).

Once you learn how to do that, and start pulling in 20, 30 or more leads per day, then you can consider whether you need to spend your cash on one of those "professional LCP" services.

Here are the top ~~ten~~ twelve items you should consider when designing your own LCP:

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1. All info is "above the fold" meaning the reader must not be required to scroll down (or sideways for that matter) to see it all. (5 pts)
 - a. Value: 5 points
 - b. Your Score: _____ points
 2. Must have a Lead Capture Form or a "click here" type of banner to click to the form on the next page.
 - a. Value: 10 points
 - b. Your Score: _____ points
 3. Headline must be only 2 or 3 lines in 36pt to 48pt font size. Two colors is ok here if your headline works better. Red/Blue/Red alternating is fine (or other color scheme.) You can also have a headline and a sub-headline with the sub in a smaller size font.

- a. Value: 10 points
 - b. Your Score: _____ points
- 4. Video must be under 60 seconds. 5 pts if you have graphic in lieu of video as long as it is simple, to the point of the headline and does not confuse the prospect. +5 pts if you appear in the video.
 - a. Value: 10 points
 - b. Your Score: _____ points
- 5. Common simple color coordination between headline, video and lead capture form. Do not use more than 3 or 4 colors.
 - a. Value: 10 points
 - b. Your Score: _____ points
- 6. Only one main point advertised
 - a. Value: 10 points
 - b. Your Score: _____ points
- 7. No messages, graphics or other distractions after the Lead Capture form.
 - a. Value: 10 points
 - b. Your Score: _____ points
- 8. No ads or other graphics or text should be on the LCP
 - a. Value: 10 points
 - b. Your Score: _____ points
- 9. LCP should be on your own domain
 - a. Value: 10 points
 - b. Your Score: _____ points
- 10. Lead Capture form should be single opt in ONLY
 - a. Value: 10 points
 - b. Your Score: _____ points

11. Give yourself 10 points if you are doing a/b split testing of your LCP to optimize your opt-in rate.

- a. Value: 10 points
- b. Your Score: _____ points

12. Make sure you use good color combinations. There is a reason that books are written with black text on a white background: it's easier to read. It's contrast that matters i.e. don't put white text on a yellow background for instance. Make sure there is good contrast so your text can be read.

- a. Value: 5 points
- b. Your Score: _____ points

Scoring Criteria:

Add up your points from each of the 12 points above. See how you rank below:

*95 to 100 pts: **A+** – Expert LCP. You should be getting 20 to 30 new leads per 1,000 visitors.*

*85 to 95 pts: **B** – Very Good LCP. You should be getting 15 to 25 new leads per 1,000 visitors. Minor improvements can get you to A+ rating and more leads!*

*75 to 85 pts: **C** – Good LCP. Probably not getting more than 5 to 10 new leads per 1,000 visitors. You should be making a number of improvements across many of the 11 criteria to improve your site's performance at capturing leads*

*Below 75 pts: **F** – Probably should delete and start over on your LCP design. Getting less than 5 new leads per day.*

If you are scoring high **but not getting many leads**, I suspect you need to change your offer or the wording on your current offer to engage and entice your readers more in asking them to opt-in to your list.

You also will get lots of value from my [300 Power Words & Phrases](#) training and [6 Formulas to Write Killer Headlines](#) both of which are getting rave reviews.

Resources

All you need is your own domain, hosting & autoresponder. So here are some links to help you.

1. **BlueHost**: My domain host for the last 10 years; get your domain here, your professional email and your own WordPress blog so you can be a professional marketer. If you get hung up, call or email me for help. I'm here for you.
2. **Aweber autoresponder**: for your professional autoresponder and lifetime list builder.
(Hint: Use only single opt-in so you don't lose any leads.)
More help for Aweber with their "[help](#)" and also on [YouTube](#).
3. I forgot to mention Trackers. Critical to help you see what's working and what's not! I use **Track.me**
Very easy to use to get more signups/leads/etc.