

What is a Squeeze Page?

Learn How Squeeze Pages Increase Your Campaign's ROI



What is a Squeeze Page?

Why did we write this guide?

This comprehensive guide was written to provide everything you need to know about squeeze pages: what they are, how to use them, which industries use them, and how you can create your own page.

Who should read this guide?

This guide is written for all online marketers, whether you're just starting out or have been in the marketing industry your entire life. The guide is not intended to educate for any particular niche, but caters to the needs of all industry types from consultant firms to authors to SaaS websites.

How much of this guide should you read?

To gather the most value, we suggest you read everything. This guide includes real-life squeeze page examples to helpful visuals that accompany squeeze page principles. If you choose to skip through some chapters, you can easily do so by clicking on the "chapter" you want to read first. If you wish to download the entire guide so that it's always accessible, just click on the "Download the PDF" in the top right corner of each chapter's page.

We sincerely hope this guide helps you understand how squeeze pages can help you capture potential customers' name and email address so that you can start developing a long-lasting relationship with them. Feel free to share the guide or any of its contents using the social icon buttons in the left margin.

Happy reading!

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A squeeze page is designed to *squeeze* a visitor's email address from them by offering something valuable in return — like a free ebook or a podcast. Squeeze pages are extremely important for your marketing campaigns because they allow you to start building a lasting relationship with your visitors.

Chapter 2: How are Squeeze Pages Different from Landing Pages?

Let's go into detail about the differences between squeeze pages and landing pages using examples of both types of pages.

Chapter 3: How is a Squeeze Page Different from a Homepage?

It's time to dive deeper into the differences between a squeeze page and a homepage while analyzing how to use each page effectively to get conversions.

Chapter 4: What to Include on Your Squeeze Page

Squeeze pages should be very simply designed. We'll discuss all of the elements needed to create a high-converting squeeze page. From the headline to the image to the customer testimonials — this chapter has you covered.

Chapter 5: Who Typically Uses Squeeze Pages?

Although some industries use them more often, squeeze pages are not industry-specific. Here we talk about what kind of squeeze pages you need to create depending on your niche or industry — with examples.

Chapter 6: How Do I Generate Traffic to a Squeeze Page?

Both paid and unpaid strategies can be successful at generating traffic for squeeze pages. It's time to talk about the specific techniques you need to promote your squeeze pages for maximum ROI.

Chapter 7: How Do I Improve Squeeze Page Conversions?

An optimized squeeze page is a great tool to collect email addresses. Improving your squeeze page through A/B testing is the best way to learn which variation is performing best. Here, the A/B testing process is outlined along with specific page elements you should be testing.

Chapter 8: How Do I Create a Squeeze Page?

There are two main methods you can use to create effective squeeze pages. Learn how to build your own page with a pre-made template and have a beautifully-designed page in as little as three minutes.

What is a Squeeze Page?

CHAPTER 1: What is a Squeeze Page?

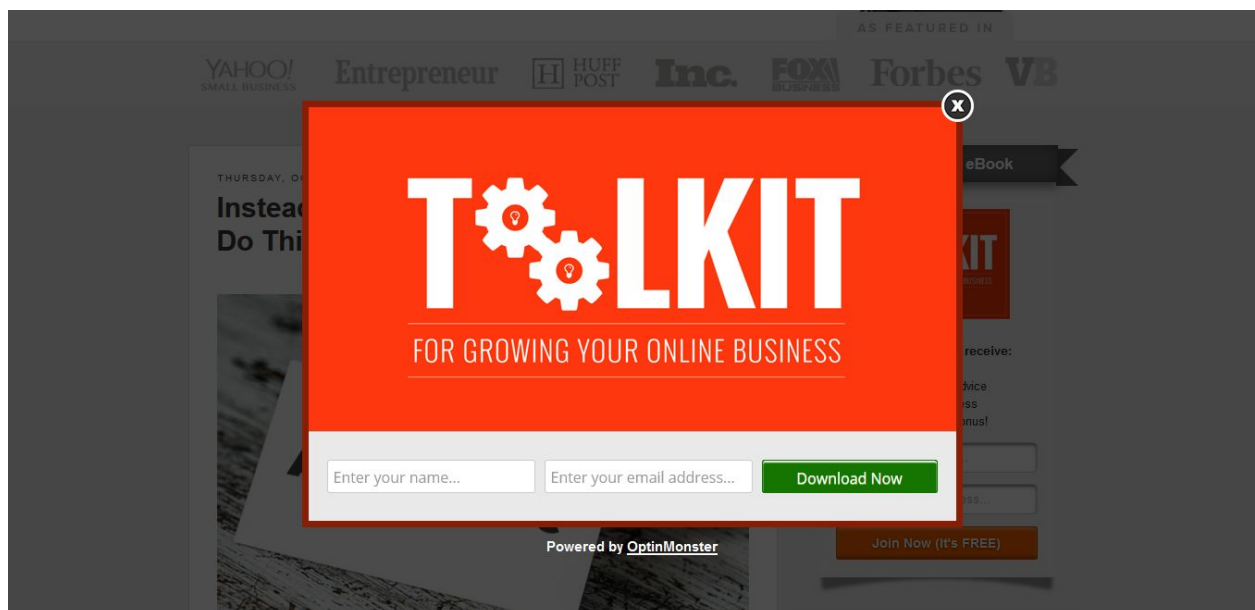
You know that pop-up that appears out of nowhere when you're on a website? The pop-up that asks you to enter your name and email address in exchange for an ebook or an exclusive webinar?

That page is a squeeze page.

A **squeeze page** is designed to *squeeze* a visitor's email address from them by offering something valuable in return. You encourage visitors to opt-in to an email or subscriber list to collect more information about the product or service featured on the main squeeze page. *(Note: Squeeze pages are not always pop-ups. Businesses can design squeeze pages a few ways. More information on this will be discussed later in the guide.)*

A successful squeeze page doesn't *just* ask for your visitor's email address. Squeeze pages also provide a good reason visitors should provide their personal information in exchange for whatever valuable offer you have available. The offer should be irresistible to justify the need to ask for your visitor's email address.

[Syed Balkhi](#) of OptinMonster starts a conversation with his blog visitors by offering them a toolkit for growing their online business in exchange for their email address:



Your squeeze page offer must also be exclusive. If you're offering something that is available somewhere else (e.g. a video that's also available for free on YouTube) not only will your visitors be irritated, but your credibility will never be the same.

Why are squeeze pages important?

Squeeze pages are important because they allow you to capture your visitor's email address so you can eventually sell them on something later. When you're able to capture their email address, you have the opportunity to push them further down your sales funnel and build a lasting relationship with them.

And this is where "good" marketing turns to "great" marketing — with *lasting customer relationships*.

What can you offer on your squeeze page? Some digital assets you can feature:

- Ebook
- Whitepaper
- Newsletter
- Video or webinar
- Free report
- Podcast
- Slide deck

Before you create your squeeze page, you must determine what digital asset is going to be the most valuable to your visitors. If your potential customers are beginners, they may find more value in an in-depth email course or an ebook rather than just a single infographic.

On the other hand, if your customers are busy and always on the go, they may find a podcast or an infographic more valuable because they can consume it quicker. There is no "right" or "wrong" offer to use, but be mindful of your visitors and what asset will be most enticing for them to submit their email address.

CHAPTER 2: How are Squeeze Pages Different from Landing Pages?

A *landing page* is a standalone page that is created to fulfill a single conversion goal. Landing page goals can vary; from ebook and whitepaper downloads, SaaS free trial sign-ups, etc.

A *squeeze page* has one goal: collect the visitor's name and email address. The offer on the squeeze page can vary from an ebook to a podcast to a white paper, but the "ask" remains the same — collect the visitor's name and email address. Some squeeze pages can be landing

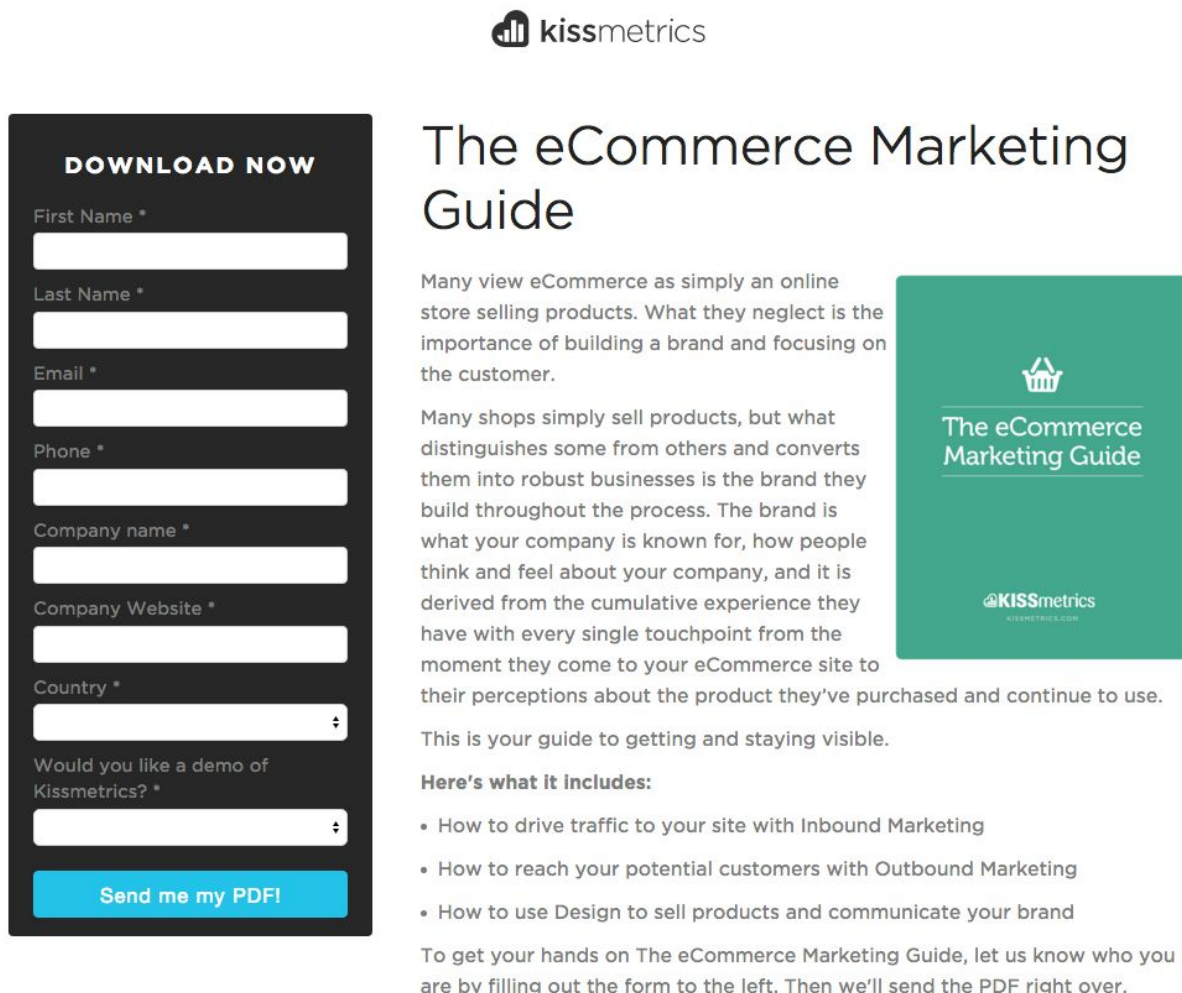
pages, but not all landing pages are squeeze pages because landing pages can have varying goals.

The lead capture form on your landing page can be detailed (depending on the product being promoted). However, the form on your squeeze page must be short and to the point because your squeeze page conversion goal remains constant.

Example: Squeeze Page vs. Landing Page

Let's compare a landing page alongside a squeeze page to highlight the differences between these two types of pages.

Here is a landing page for [Kissmetrics' eCommerce Marketing Guide](#):



DOWNLOAD NOW

First Name *

Last Name *

Email *

Phone *

Company name *

Company Website *

Country *

Would you like a demo of Kissmetrics? *

Send me my PDF!

kissmetrics

The eCommerce Marketing Guide

Many view eCommerce as simply an online store selling products. What they neglect is the importance of building a brand and focusing on the customer.

Many shops simply sell products, but what distinguishes some from others and converts them into robust businesses is the brand they build throughout the process. The brand is what your company is known for, how people think and feel about your company, and it is derived from the cumulative experience they have with every single touchpoint from the moment they come to your eCommerce site to their perceptions about the product they've purchased and continue to use.

This is your guide to getting and staying visible.

Here's what it includes:

- How to drive traffic to your site with Inbound Marketing
- How to reach your potential customers with Outbound Marketing
- How to use Design to sell products and communicate your brand

To get your hands on The eCommerce Marketing Guide, let us know who you are by filling out the form to the left. Then we'll send the PDF right over.

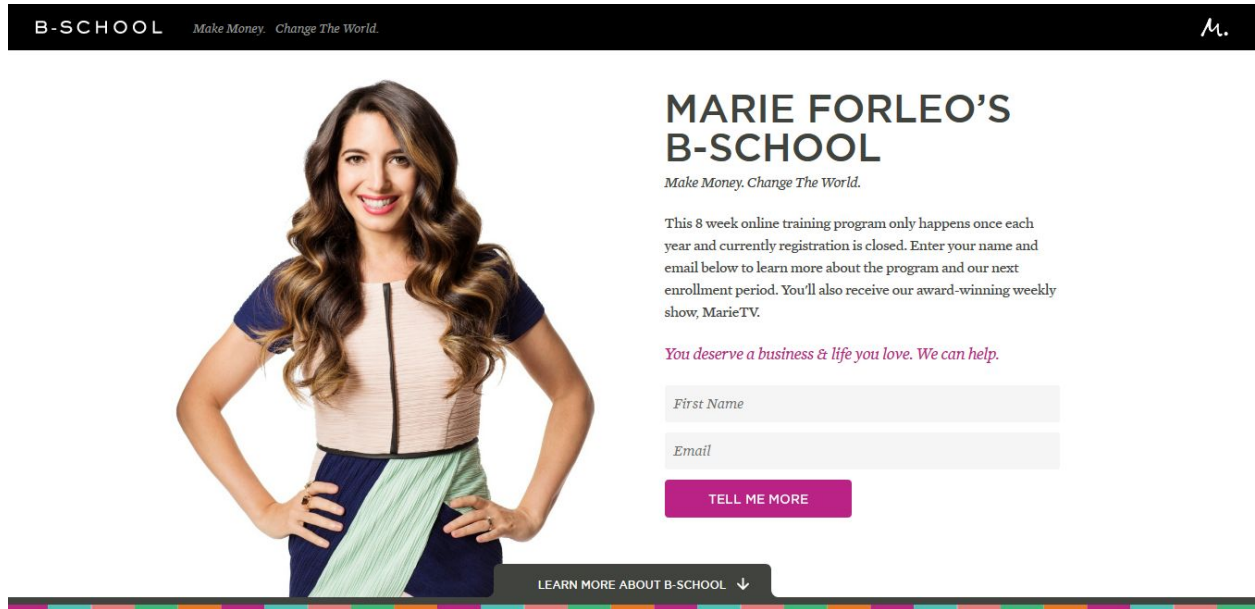
The eCommerce Marketing Guide

KISSmetrics
KISSMETRICS.COM

You'll notice the landing page doesn't talk about Kissmetrics as a service. Rather, it speaks about the one and only offer — the eCommerce guide — because the only conversion goal is

for people to download the PDF. The page copy provides the visitors with enough information to entice him or her to convert on the blue call-to-action button.

On the contrary, this is [Marie Forleo's squeeze page](#) for her B-School online training program:

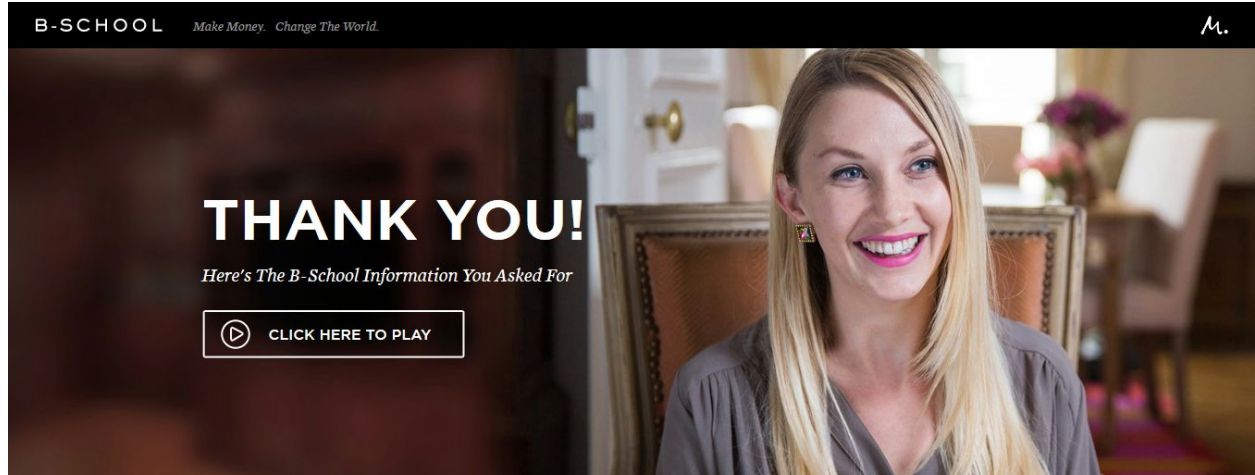


The screenshot shows a squeeze page for Marie Forleo's B-School. At the top, a black header contains the text "B-SCHOOL" and "Make Money. Change The World." on the left, and a small "M." logo on the right. The main content area features a large image of Marie Forleo on the left. To the right of the image, the heading "MARIE FORLEO'S B-SCHOOL" is displayed in large, bold, black letters, followed by the tagline "Make Money. Change The World." in a smaller font. Below this, a paragraph explains that the 8-week online training program is currently closed and that visitors can enter their name and email to be notified of the next enrollment period. A purple italicized line of text reads "You deserve a business & life you love. We can help." Below this is a lead capture form with two input fields labeled "First Name" and "Email", and a prominent purple button labeled "TELL ME MORE". At the bottom of the page, a dark bar contains the text "LEARN MORE ABOUT B-SCHOOL" with a downward arrow icon.

Here's why it is an effective squeeze page:

- The page is short
- The copy clearly explains what she has to offer
- The page informs the visitor that registration is currently closed, but if you enter your name and email, you will be notified when the next enrollment period begins
- The lead capture form uses a color-contrasting CTA button with personalized text ("Tell Me More")

Once you enter your information on the squeeze page, you are taken to a detailed [Thank You page](#), shown below. The thank you page expresses sincere appreciation, but also presents a video testimonial of how the program has benefited others in the past:



B-School happens one time per year and the next enrollment period is February 2016, so mark your calendar.

The page also delivers what you were promised — more information on the training program. You also receive a prompt email from Marie Forleo, which you don't always get when converting on a landing page:

Thanks for your interest in B-School -- it's a truly life changing program.

We only open B-School once per calendar year, and our next enrollment period is February 2016 so please mark your calendar.

[If you want to learn more now, visit our Program Tour.](#) It contains all the information you need to know about B-School, how it works and how it can help you create an extraordinary business and life.

We have other exciting programs and trainings in the works, so we'll keep you posted on those developments too.

And until then, my goal is to help you keep moving forward.

Your dreams are worth it. That *thing* you want to get out into the world needs to happen.

That's why actionable wisdom, inspiration and some pretty darn entertaining videos will magically appear in your inbox every Tuesday, courtesy of our award-winning show MarieTV.

I know you get a ton of emails and your time is valuable. That's why you'll only hear from me when I've got something really good to share!

If you're ready to get going now, here are a few of our recent favorite episodes:

- [Arianna Huffington & Marie Forleo on Redefining Success](#)
- [The Mental Exercise That Can Turn Wishes Into Reality](#)
- [How to Change the World and Live Your Purpose w/ Adam Braun](#)
- [Value What You Do: A Must Watch for Creatives & Artists](#)
- [Should I Give It All Up and Go For My Dreams?](#)

To sum up, the key differences between a landing page and a squeeze page are:

Squeeze Page	Landing Page
---------------------	---------------------


Has one conversion goal (capture email addresses)	Can have multiple conversion goals
Is mostly a short form page	Can be a long form or short form, depending on the offer
Includes a simple, short lead capture form	Can have a detailed form if the product/service is complicated
Not necessarily a standalone page (can be present on a homepage)	Always a standalone page
Is followed by welcome/thank you email	Isn't always directly followed by a welcome email

CHAPTER 3: How is a Squeeze Page Different from a Homepage?

Your homepage is usually the main page and is generally very “busy” because you present all of your products and services on a single page. Your homepage is designed for the purpose of educating your potential customers about everything that your product/service can do.

On the other hand, a squeeze page is designed with one specific goal in mind — to capture names and email addresses while building your subscriber list. Squeeze pages can, however, be utilized on homepages in the form of pop-ups or headers. Landing pages are never part of the website, and this is the one foundational difference that separates these two kinds of pages from one another.

Featured below is the [Copyhackers](#) website, of which you will see two different “squeeze variations” for Joanna Wiebe’s free “Persuasion Guide”:



Instantly save 25% with code **COPYHACKERS**
(Until Oct 31)

ATTRACT BETTER TRAFFIC

Your Page As A Mirror, Or The Reason People Buy Blocks Of Cheese Product

[GET FREE UPDATES HERE](#) [PERSUASION](#)

Includes 8 core takeaways! In this guest post by Kaleigh Moore, dive deep into the subject of mirror neurons. What do they have to do with our marketing? How can you engage the mirror system in the brain to move people to act?

[READ MORE](#)

6 COMMENTS



AIRSTORY

TURN NOTES INTO CONTENT

The Question of Asking Questions

[GET FREE UPDATES HERE](#) [A/B TESTING, GENERAL COPYWRITING, LIST BUILDING](#)

"Want to sell more books?" vs "Hi, I'm Tim Grahl" – these two headlines were split-test against one another on a pop-up. In this post, you'll see which one outperformed the other and, importantly, why that might have been.

[READ MORE](#)

55 COMMENTS



15+ Expert Videos

GET IN SHAPE

FREE BUSINESS BOOTCAMP

The Diva List, Or How I Found Happiness As A

The first squeeze variation is apparent as you scroll down the page. The second variation pops up when you click the button in the bottom left corner of the screen. Both are promoting the same guide in two different ways: The button in the bottom left is subtle, the other is more direct.

Here's the first variation:

WHAT IF YOUR COPY DIDN'T BORE THE CRAP OUTTA PROSPECTS?

You've only got so much time to write emails and landing pages. Stop wasting your time - and your visitors' time - on weak attempts.

Your best email addy

Teach Me How!

- ✓ Get a free 120-page persuasion guide
- ✓ Get a free 7-part copy mini-course
- ✓ Be the first to hear about cool shizzle

Here's how the second variation looks when you click the button in the bottom left corner:

COPY HACKERS PRESENTS

WHERE SHOULD WE SEND

THE **FREE** 2015 PERSUASION GUIDE

YOUR NAME

ENTER YOUR EMAIL

SEND ME THE FREE GUIDE

Powered by Bounce Exchange®

If You Want To Measure Your Copy So You Can

The screenshot shows a landing page for 'COPY HACKERS PRESENTS THE FREE 2015 PERSUASION GUIDE'. The page features a light blue header with the text 'COPY HACKERS PRESENTS'. Below the header, the text 'WHERE SHOULD WE SEND' is followed by the main headline 'THE FREE 2015 PERSUASION GUIDE'. There are two input fields: 'YOUR NAME' and 'ENTER YOUR EMAIL'. A large red button with white text says 'SEND ME THE FREE GUIDE'. To the right of the button is a cartoon character of a man with glasses and a white lab coat, pointing towards the button. Above the button is a tablet displaying the cover of the 'COPY HACKERS GET THE PERSUASION GUIDE GET THE FREE GUIDE NOW'. The page is set against a dark background with some faint text visible on the left and right sides. At the bottom left, it says 'Powered by Bounce Exchange®' and at the bottom right, it says 'If You Want To Measure Your Copy So You Can'.

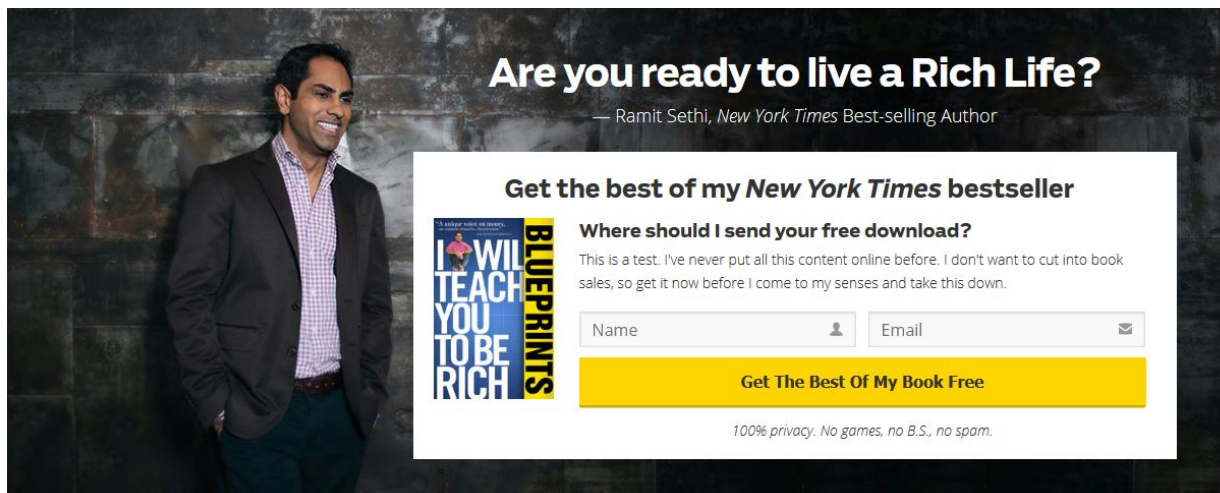
The pop-up variation is designed in a completely different way. It's more colorful, more visually appealing, is the main focus of the page, and even has an additional form field than the other squeeze version. However, in the end, both pages are promoting the same offer and have the same goal.

CHAPTER 4: What to Include on Your Squeeze Page

The elements below should be included on your squeeze page to maximize conversions:

- An engaging and relevant headline
- Brief copy that clearly explains the value of the offer
- An image of the offer that's being promoted
- A form that has no friction points
- A CTA button that has personal copy and contrasts well with your page design

An example of a great squeeze page is [Ramit Sethi's page](#) for his New York Times bestseller book, which asks for both the visitor's name and email address:



Let's analyze the elements and see what's working:

- An engaging headline that everyone can relate to ... who doesn't want to live a rich life?
- A picture of what is being offered
- A picture of the author, Ramit Sethi
- Creates urgency: Short copy that explains this promotion is something he has never offered before, and is only making available for a limited time
- A simple form requesting name and email only
- A CTA button that includes personal copy and uses a contrasting color
- Disclaimer promising "100% privacy. No games, no B.S., no spam."

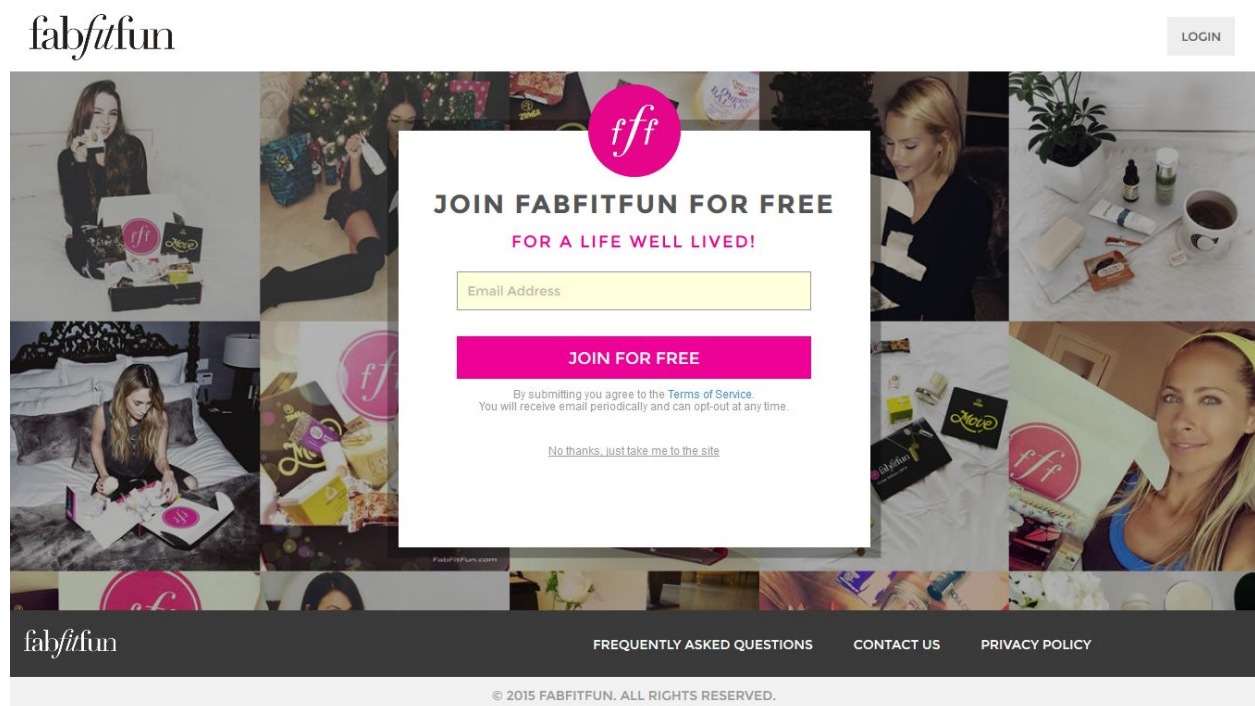
CHAPTER 5: Who Typically Uses Squeeze Pages?

Squeeze pages can be used in all business niches — from fashion and beauty websites to SaaS companies. The pages are not industry specific because their primary purpose doesn't relate to one industry but encapsulates all businesses irrespective of size or location.

Whether you run an online boutique or have a revolutionary project management software, building a lasting relationship with your potential customers helps you sustain long-term success. The first step of doing this is to collect their name and email address — the exact purpose of a squeeze page.

Squeeze page examples from different industries

Featured below is a squeeze page from [fabfitfun](#) that operates in the beauty and wellness industries:



The page is simple and offers a free membership to the website. All you need to do in exchange for the free membership is enter your email address.

The squeeze page is offering visitors the chance to get on the email list in exchange for their name and email address. The page explains why being on the email list is a good thing for you with the help of copy broken down into bullet points.

[OptinMonster](#), a leading SaaS tool that converts website visitors into subscribers and customers through their revolutionary forms and analytics tools also uses a squeeze page:



The page appears as a pop-up on their homepage, as well as their blog. It offers visitors what seems like an ebook at least from the image. The offer promises to teach visitors “12 proven ways to convert abandoning visitors into subscribers” in exchange for their contact information.

The squeeze page has all the right ingredients:

- An eye catching image
- Copy that explains the offer
- Optimized form
- Clear CTA
- A headline with a hook
- No navigation links

All these ingredients are also present in [Marie Claire's](#) squeeze page:



Start-ups to multinational corporations can all utilize the power of squeeze pages. The offer behind the squeeze page can vary from an ebook download to a free makeup basket. The “ask” remains consistent: capture the visitor’s name and email address.

CHAPTER 6: How Do I Generate Traffic to a Squeeze Page?

Squeeze pages can’t capture email addresses if nobody comes to the page in the first place. Instead of hoping your potential customers will magically find your squeeze page, it’s best you know how to promote them to achieve maximum exposure. You can do this through paid and unpaid (free) channels.

Paid squeeze page promotion

When it comes to paid promotion, some channels you may want to consider are:

1. [Google AdWords](#)

Google AdWords is the largest network when it comes to paid advertising with millions of businesses investing in the search engine to host their ads.

This is how Google AdWords works:

1. Create your ad

Start by writing an ad that tells people what you offer. Next, choose the search terms that will make your ad show in the Google results. Finally, set a daily budget. Now your ad is ready to go live.

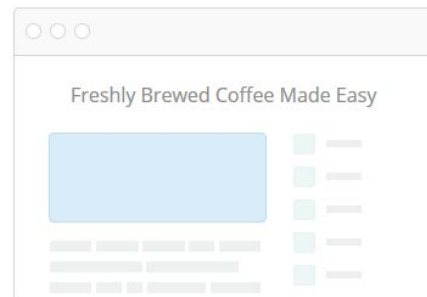
Freshly Brewed Coffee
 cafe.example-business.com
Always perfectly brewed coffee.
The perfect way to start your day.

2. People see your ad on Google

If the words people type in Google match your keywords, your ad can appear above or next to the search results.

3. You get more customers

They click your ad and go to your website or call you directly. Best of all, you only pay when they do.



To start advertising with Google AdWords, brainstorm a list of keywords and keyword phrases your potential customers would locate your business on Google. Make sure these keywords are specific, use synonyms, and alternate phrases people may find you. These keywords are then organized into ad groups where advertisers can track the performance and modify settings.

After you've selected your keywords, you then set the CPC (cost-per-click) bid for each keyword, which is the highest price you're willing to pay when a potential customer clicks on your ad. The higher you bid, the better chance your ad will have a high ranking on Google.

Keyword bids are not the only factor that determines ad rank. Your ad's ranking also depends on [quality score](#), which takes into account the relevancy of your keywords in the ad, the landing page you attach to it, and how responsive the page is on different devices (desktop, mobile, tablet). It is important advertisers use [message matching](#) to achieve a high quality score and best user experience. The combination of both your quality score and [ad rank](#) determine the ad's position on Google.

2. [Yahoo and Bing Network ads](#)

Yahoo and Bing Network ads operate in a very similar way to Google AdWords: Advertisers insert keywords, select a maximum bid amount, write the ads, and connect the ads to the destination page (landing page).

How Bing Ads work for you

Search engine marketing (SEM) and pay-per-click advertising (PPC) can be summed up in three simple steps:



Your custom ad appears

- 1 People search online for a product or service**
They enter search terms (called keywords) into search engines like Bing.
- 2 They find your ad**
If the keywords in your ad match a search, your ad appears next to or above search results on Bing.
- 3 Customers reach out to you**
You can configure your ad so people can call you, visit your website, or go right to your door.

No matter your business type, Bing Ads can be a valuable tool for you to generate traffic. One distinct difference with Yahoo and Bing ads is there is no minimum budget required.

Another advantage of Bing Ads is the fact that you can easily import your Google AdWords account into Bing ads — making the setup process that much easier and faster to start generating traffic to your squeeze page.

3. [Facebook ads](#)

Facebook ads are an additional powerful way to reach your target audience because the social network allows you to segment your ads to users based on location, age, gender, interests, and more.

Here is the process to advertising on Facebook:

How to meet the people who'll love your business



1. Use your free Facebook Page to get started



2. Let us know what you want to promote



3. Choose the audience for your Facebook Advert



4. Set your budget and track your results

In addition to the ads themselves, advertisers receive access to tools like [ads exclusion targeting](#) to better understand how their ads are performing as well as a host of analytics tools. Facebook offers these to advertisers so they can optimize their ad campaign and earn the highest ROI possible.

To start your Facebook ad campaign, advertisers establish a budget for their ads. Facebook uses an [ads auction system](#) where advertisers choose a bid amount to have their ad displayed to their specified segmented users. You then create your ads and connect those ads to your squeeze pages. Similar to Google AdWords and Bing ads, your Facebook ads should use message matching and use a relevant landing page (in this case a squeeze page).

Facebook is also introducing [lead ads](#) — a tool that makes lead generation easier for advertisers by automatically populating forms with users' contact information (e.g. name and email address). Lead ads are still in the testing phase and not released to the general public yet, but may provide advertisers added benefits to using their ad platform.

4. [LinkedIn ads](#)

LinkedIn ads are different from Facebook and Twitter ads mainly because LinkedIn boasts the world's largest audience of active, influential business professionals. Like other advertising platforms; you can set your PPC budget and segment on a variety of user variables.

However, one of the most distinguishing factors is that LinkedIn does not operate based on keywords. Instead, ads are mainly displayed based on the PPC bid amount and variables chosen by the advertiser. If you're not satisfied with your ads' performance, you have the option to pause or stop campaigns.

Another feature that LinkedIn provides (that other networks don't) is precision B2B targeting. You can target your ads by job title and function, by industry and company size — even by seniority level. This feature is especially helpful for advertisers who know their ideal customer's job title and can target them accordingly.

LinkedIn ads also allows you to choose between text only ads, text and image ads, and video ads:

Acquire new customers for your business



Sponsored Updates

Raise brand awareness, build relationships, and drive quality leads with Sponsored Updates. Extend your reach to the LinkedIn feed across web, mobile, and tablet.



Professional audience

Connect with the world's largest audience of active, influential professionals. Launch your campaign in minutes. All you need is a LinkedIn account.



Precision B2B targeting

- By job title and function
- By industry and company size
- By seniority



Set your own budget

- Pay by clicks or impressions
- Stop your ads at any time
- No long-term contracts
- No commitments



Ad formats

- [Text and image ads](#)
- [Video ads](#)
- Text only ads

5. [Twitter ads](#)

Twitter ads help advertisers reach an even larger audience using their “promoted tweets” system. You can reach a specific audience of users with Twitter’s [targeting options that include keywords, interests, geography and more](#) — driving the most qualified visitors to your landing page (in this case squeeze page).

[Targeting specific keywords](#) on Twitter is best for maximum exposure in promoted tweets, which can also be included in trending topics (but only if they are relevant) to your product or service.

Here’s a snapshot of how Twitter ads work:

Let Your Ad Meet Tweets. Connect with the most receptive Twitter users at the most relevant moment with our Promoted Products.



Objective-Based Campaigns (in beta)

Whether you're looking for more followers or website traffic, you can find the right Twitter Ads solution to help you achieve your business objective.



Pricing

Pay only for the actions aligned to your campaign objective.



Promoted Trends

Drive mass awareness and build buzz with top placement in the Trends module for 24 hours.



Analytics

Track multiple components of your Twitter Ads activity, analyze the behavior of your customers and optimize your campaign performance in real time.



Twitter Ads Policies

Review exactly what types of businesses and content are allowed on Twitter's Ad Platform.

Businesses should focus on relevancy and accurate user targeting to maximize paid promotion. Learn about your potential customers' behavior patterns. Do they search the Internet using Google or Yahoo? Do they spend more time on Facebook, Twitter, or LinkedIn? Once you know this information, you can make a more informed decision with your ads.

Choose your advertising platform (or platforms), set your PPC budget to a level you're comfortable with, and bid on keywords where appropriate. If you're not satisfied with your paid advertising results, you can always adjust your strategy accordingly.

Free (unpaid) squeeze page promotion

Not all squeeze page traffic needs to be paid. [There are many options to get free traffic](#), although we will only highlight the following:

- [Twitter chats](#)
- [LinkedIn discussion groups](#)
- [Facebook contests](#)

Engage with your potential customers on different platforms, participate in discussions, and provide links to your squeeze pages where they are relevant and helpful to the audience. This way they have a chance to learn more about you before entering their email address on your squeeze page.

You can also add a link to your squeeze page on your “About” page, like [SumoMe](#) does by linking their newsletter:

About SumoMe

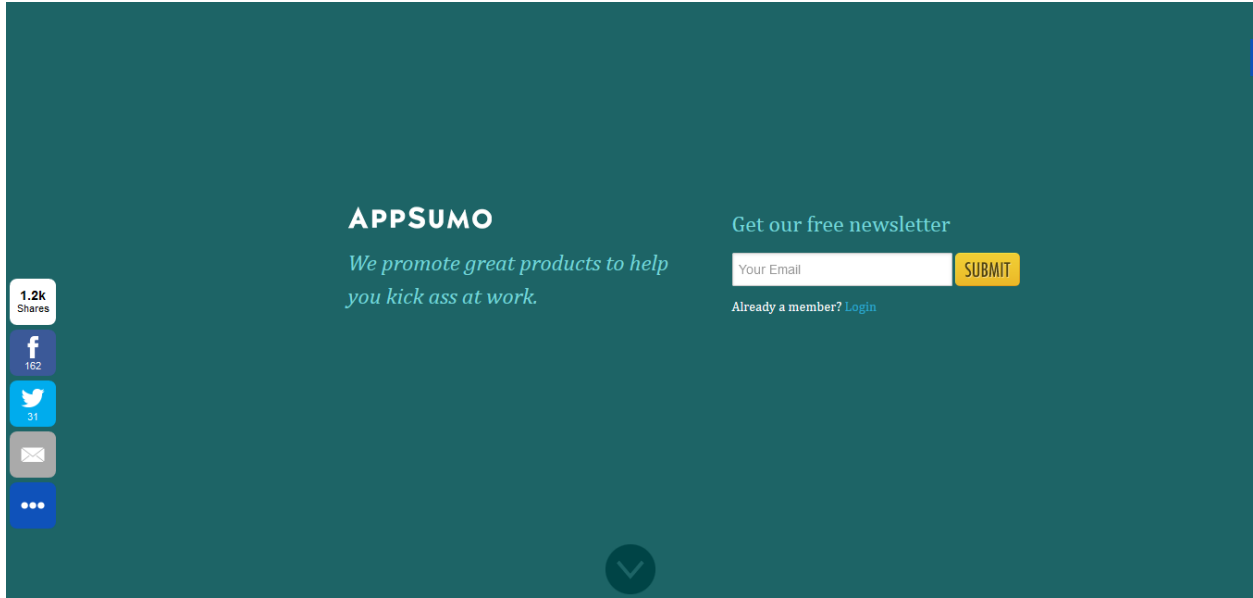
Tools to Grow Your Website's Traffic

We've spent over 4 years building these tools internally to grow our [AppSumo Newsletter](#). They helped us grow to over **a million subscribers**.

We've noticed many struggle to collect emails at all because the tools just aren't available or are far too expensive. So we thought why not make them available so you can do the same?

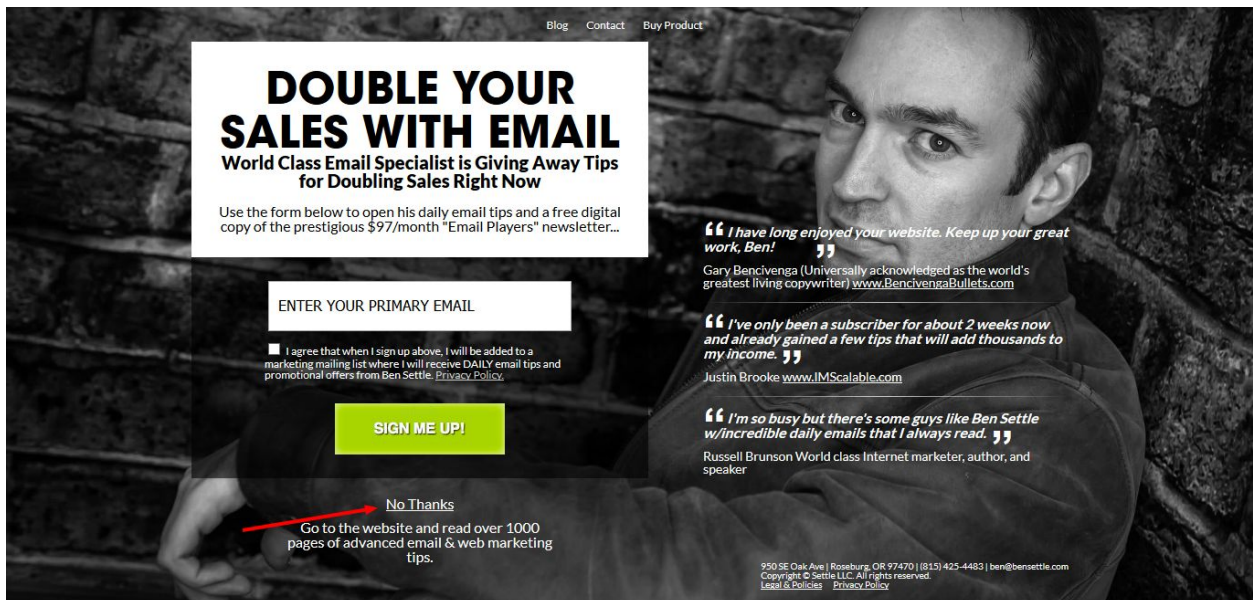
That's our goal, plain and simple, to help you grow your website traffic.

Which directs visitors to [this squeeze page](#):



Another popular way to feature your squeeze page is to make it the introduction to your main website — before your visitors even see your website. In the example below, the visitor lands on your squeeze page and from there they have a choice to either enter their email address or select “No Thanks” and proceed to the main site.

This is what [Ben Settle](#) does with his page:



CHAPTER 7: How do I Improve Squeeze Page Conversions?

Just like traditional landing pages, the best way to optimize squeeze pages and improve conversions is through A/B testing.

A/B testing is the process of comparing two variations of a page to determine which variation performs best.

To run an A/B test, select an element you want to test on your squeeze page (examples below) and change it on one variation of the page. After you have received enough data on which version is performing better, you can devote your resources to the best version. Or, of course, you can continue to test different elements on the page.

Here is a list of items you can test on your squeeze pages to improve conversions:

- Length of headline
- CTA button size
- CTA button color
- CTA button copy
- Form position
- Page length
- Background image
- Bulleted list copy vs. paragraphs of copy

[Visual Website Optimizer](#) features a case study of an A/B test conducted on a squeeze page. In the case study, merely tweaking the design of the page resulted in a whopping 125% improvement in conversions.

Showcased below is one of the variations that was generated:

Underground Internet Marketer Gets Real and Sheds Some Light on Building the "Internet Lifestyle"

"Free Video Reveals the Single Biggest 'Newbie' Internet Marketer Mistake!"

...and how to fix it in the next 3 minutes :)

In this 3 minute video, you'll also discover:

- why...if you get this wrong...nothing else works but;
- if you get this right...everything else becomes so much more easier.
- The "Big Three" and how to get your (fat) piece of the cake.

Enter your email to the right and click "Get Instant Access" to watch this video right now.

- Rishan B.



Enter Your Email Below
and Click "Get Instant
Access" Now

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If you're looking for an easy tool to [A/B test your pages](#), try [Instapage for free here](#).

[Instapage's A/B testing tool](#) allows you to track button clicks, form submissions, visitor behavior, compare conversion rates, and select the best-performing landing page.

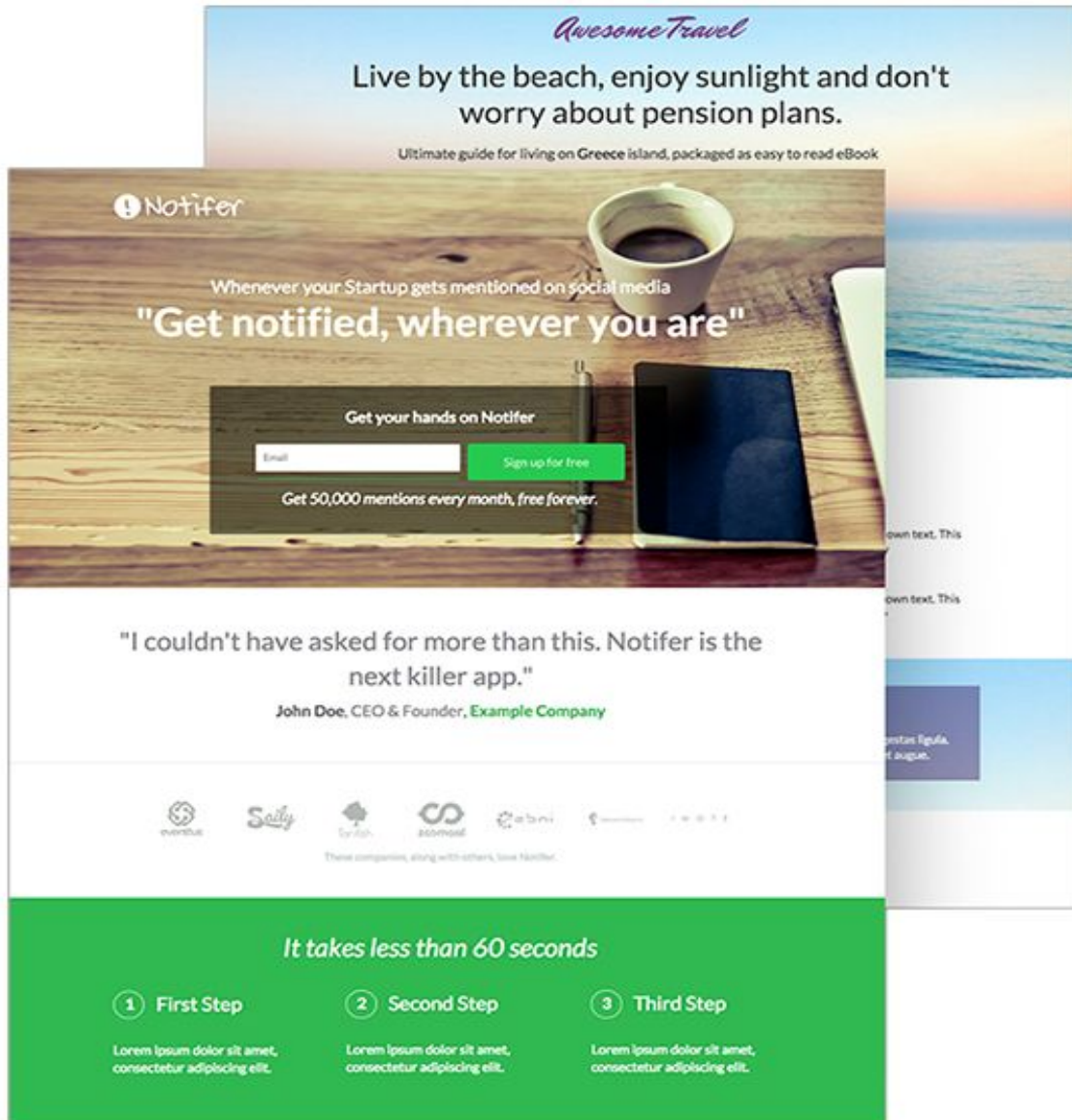
CHAPTER 8: How do I Create a Squeeze Page?

When it comes to creating your squeeze pages there are two main methods you can take:

- Hire a fancy designer and developer to make the page for you
- Select a landing page builder tool, like Instapage, to help you create it yourself

Hiring a designer to make the page could be extremely expensive and ultimately cause you to wait around for the page to be complete. If you choose to create the squeeze page yourself, there are vendors like Instapage that can help you create the page very quickly.

Instapage offers you 80+ pre-made [landing page templates](#) you can customize using the drag and drop builder. Also, you can create your own page in a matter of minutes without any design or coding experience necessary:



Instapage also offers you many integrations with renowned email marketing, CRM, and optimization tools like Salesforce, MailChimp, Aweber, Constant Contact, Campaign Monitor, Autopilot, etc. These integrations help make your lead capture process seamless and more efficient.

Squeeze pages provide an additional opportunity for you to initiate and establish a relationship with your customers. To be successful with your squeeze pages; include the right elements on the page, A/B test the page frequently, and adjust the page's elements as you see fit to score more conversions over time.

Start designing your squeeze pages today. [Create your first page here for free with Instapage.](#)