

# ANATOMY OF A CONFIRMATION PAGE

## Say Thank You

It's a conversation so be polite, but don't lose the personality that works for your brand.

## Provide a Link

If the offer is a download, provide immediate gratification with a link to the asset.

## Featured Content

Now that the relationship is off to a good start, show them what else you have to offer. Highlight content for the next stage in the buying cycle.

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## Thanks for Accepting Our Offer

### Download the content

- Additional copy to reinforce your message
- Set expectations about follow-up and next steps
- Encourage opt-ins for your newsletter

4

Company

5

Subscribe

2

## Sidebar

More Featured Content

3

Make Another Offer

6

Embed Content  
(Slides, Video)

7



9

Legalese

Privacy Policy

8

## Body Copy

Communicate the next steps and reinforce that filling out the landing page form was the right decision.

## Newsletter

Keep the momentum going and ask for the opt-in. Like any good conversion opportunity, give them a sense of what they will get with the subscription.

## Another Offer

Maybe they are in the mood for another offer. Here's your chance to upsell, cross-sell or learn a bit more about your new prospect.

## Show a Video

Be educational. Kick-off the getting started process with a short video clip or a SlideShare with Getting Started instructions.

## Track Conversions

If they got to the confirmation page, it's a conversion. Include the right code so everything from Google Analytics, AdWords, Segment.io and KissMetrics knows you accomplished a goal.

## Get the Follow

A conversion is only the beginning of the relationship. Keep the conversation going by inviting participation in your social media channels.



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