

Creating a High Converting Squeeze Page

Okay, let's create our squeeze page so we can capture some email addresses!

Keep in mind that the purpose of a squeeze page is to "sell" a free gift, so that the prospect would want to trade their email address for it. You therefore need a compelling but simple headline on your squeeze page.

A blueprint I follow most of the time when crafting my headlines, is;

How to do something very specific, in a very specific timeframe, without a very specific hassle.

Now this is important, because when you develop your killer headline, following this blueprint it automatically, almost always end up being to the point, simple and compelling.

When it comes to squeeze pages, it is actually proven that simple squeeze pages convert better than fancy ones with a lot of graphics and animated texts. So always keep it simple. There's a saying among marketers that goes like this: Keep it simple stupid! (KISS).

The link below is some inspiration to your headline. This is a collection of the 100 best headlines ever written, up until that particular writing of course.

<http://www.toledoprinter.com/100headlines.pdf>

I recommend that you continually read about and practice headline creation and get better at it.

Okay, let's go about creating that squeeze page. For the sake of this report we'll be creating it from scratch. This takes some time, but it's free. There are several software services out there that makes the squeeze-page creation much faster, but that is not free. I'll let you know where you can find these software services a little bit later.

If you have installed KompoZer on your computer, you can open it and follow along.

It is pretty similar to a regular typing program, only here you have the ability to view the source code, and insert tables of different kinds.

You can just start typing your headline and start tweaking the text, change colors, make it smaller, bigger, bold, italic. This part is quite simple really. Like I've done here;

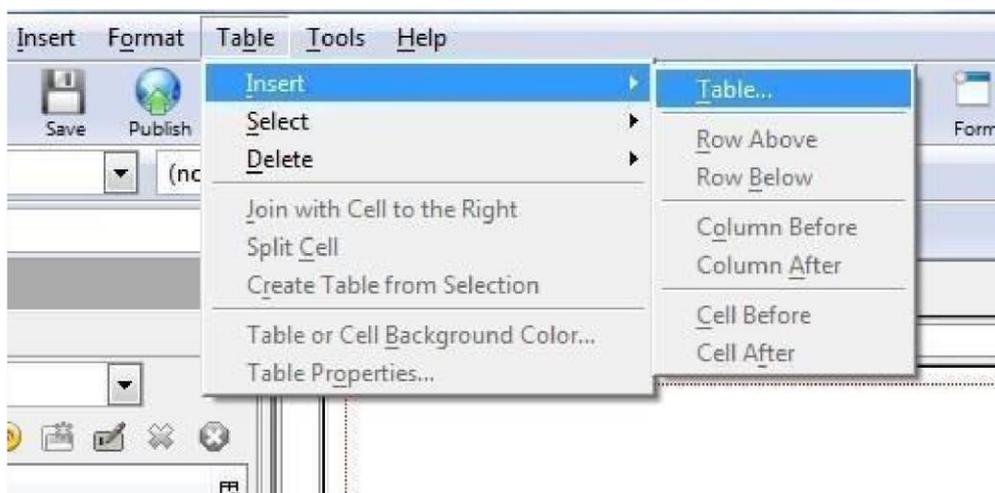


I am actually creating a squeeze page for this very report to make it as genuine as possible for you as a reader. I spent a little bit of time on that headline doing some research. I looked at other squeeze-pages and looked up examples of good headlines for inspiration. A little bit of research for your headline will be worth it, because your page will convert better.

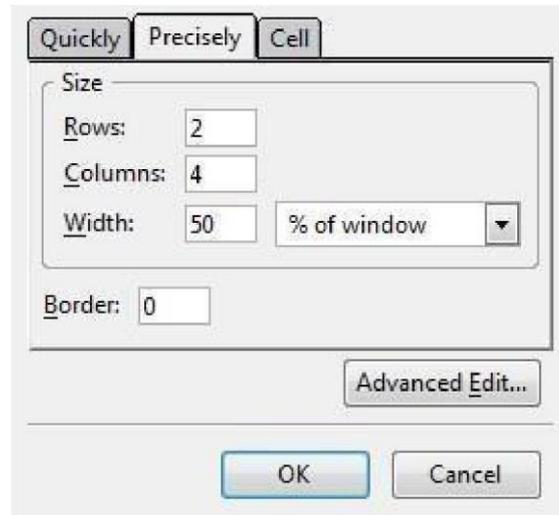
I will make this page a simple squeeze-page on a white background and test how that will perform.

It's time for the bullet points. Or the "Hook" as it's called. These are meant to "serve the headline". They are kind of "mini-headlines" and needs to be to the point, and make compelling but true promises.

You can write down your bullet points as a list beside the opt-in form, or you can do as I did here – insert a table with 2 rows and 4 columns. Like this:



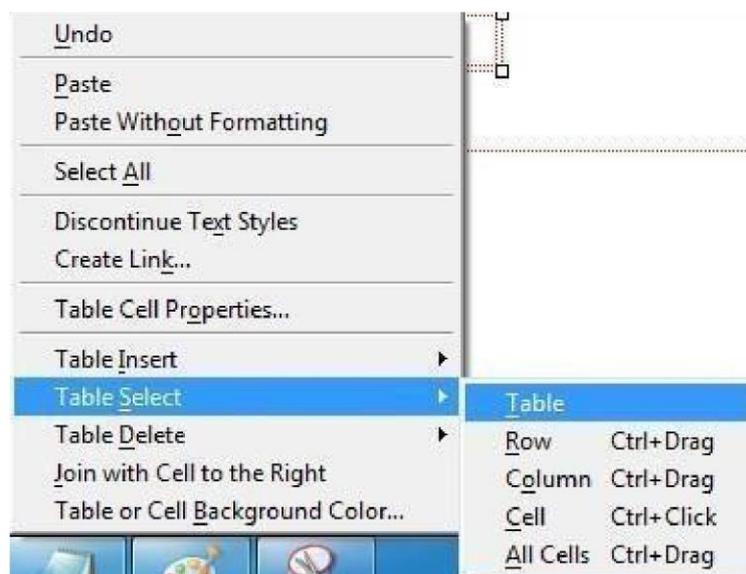
Click on the "Precisely" tab, and type inn 2 Rows and 4 Columns, and a width of 50% of window. Set Border to 0. As I've done here:



Now click OK, and you should have ended up with something like this:



Now you need to center the table. Right click at one of the red lines, and choose “Table Select” and “Table”.



Then center it by clicking on the “Align Center” button.



Now you can begin typing in your bullet points using the square to the left as the actual point, and the square to the right for the text. Like this:

<input checked="" type="checkbox"/>	Set Up The Technical Stuff Behind Every Page You Need	<input checked="" type="checkbox"/>	Convert That Traffic Into Targeted Leads That You Can Market To Over And Over Again
<input checked="" type="checkbox"/>	Use Proven, Highly Effective Methods For Driving Targeted Traffic (Both Paid And Free) To Your Sites	<input checked="" type="checkbox"/>	Set Up An Email Sequence That Builds a Strong Relationship With Your Customers - Automatically

Okay, good job!

Now let's add the one thing that it's all about. The thing that we cannot live without. Yes, you guessed it! It's the opt-in form!

Place your cursor below the bullet points, and click at the "source" tab located at the bottom in KompoZer.

```

91. <p style="color: rgb(117, 117, 117);
92.   size="2">Copyright
93.   © 2015 renefrydson.com - All Rights
94. </div>
95. <br>
96. <br>
97. </body>
98. </html>

```

Normal | HTML Tags | **Source** | Preview

You should now be located in the code where your cursor is placed in the editor window. Paste the Aweber opt-in form code you got when you made it. Hit Ctrl+V and paste the code right in where you're located in the code after clicking on the source tab.

Ok. Your squeeze page should now be ready! Save the file in a safe place where you can find it. Give it the name: index. Not Index or INDEX. But index. ALL SMALL LETTERS! We're now going to upload it to our domain and get it live on the web!

And remember! KISS! Keep it simple stupid. Just get up your page and get going. You can create more pages later. Additional reading on how to write bullet points:

<http://www.copyblogger.com/writing-bullet-points/>

Uploading your squeeze page

Okay guys, we're about to make our masterpiece of a squeeze-page LIVE!

First of all, open FileZilla!

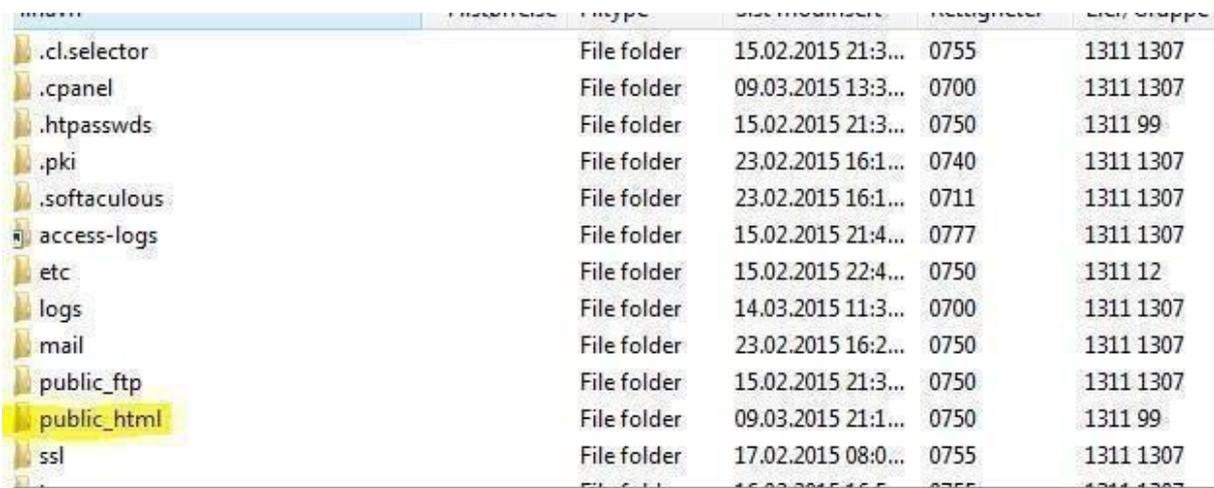
Do you remember the information you got from your hosting company when you signed up with them? We're now going to need that info, so you need to locate it right now.

Done? Great.

Then paste in the server name in the column Server: in FileZilla. It's on your top left.

Then insert your Username, Password and Port. Then hit Connect.

Now you should see something like this in the window to your lower right.



Local Name	Remote Name	Type	Last Modified	Size	Permissions	Owner	Group
.cl.selector		File folder	15.02.2015 21:3...	0755		1311	1307
.cpanel		File folder	09.03.2015 13:3...	0700		1311	1307
.htpasswd		File folder	15.02.2015 21:3...	0750		1311	99
.pki		File folder	23.02.2015 16:1...	0740		1311	1307
.softaculous		File folder	23.02.2015 16:1...	0711		1311	1307
access-logs		File folder	15.02.2015 21:4...	0777		1311	1307
etc		File folder	15.02.2015 22:4...	0750		1311	12
logs		File folder	14.03.2015 11:3...	0700		1311	1307
mail		File folder	23.02.2015 16:2...	0750		1311	1307
public_ftp		File folder	15.02.2015 21:3...	0750		1311	1307
public_html		File folder	09.03.2015 21:1...	0750		1311	99
ssl		File folder	17.02.2015 08:0...	0755		1311	1307

This is your folders that are actually live on the internet. On your left side is the folders and files located on your computer.

Now, click on the "public_html" folder, and you're located at <http://yourdomain.com>. Everything you put in this folder are showing up at your domain name on the web. If you make a new folder and call it "Folder1", then the stuff you put in "Folder1" will show up at this address: <http://yourdomain.com/Folder1>. Get the drift?

Now make a new folder that you're going to use only for your images. Every image you upload to the web goes in this folder. This makes it more structured and organized.

Okay, locate your squeeze page, being the file you saved as "index" before. Use the navigation to the left.

Once the file is located, just drag it over to the right side, and release the file in the folder you want it, or the address you want your page to be located on. In example:

<http://yourdomain/Folder1>. If you want the page to show up at your domain name without any slashes, just drop the file inside of the “public_html” folder.

Your squeeze page is now LIVE!