

Thank You Page

Essential Trust-Building Checklist

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Thank you pages are often an afterthought – if that – when creating lead magnets, sign-ups, events, or even selling products. Yet, a thank you page is an important part of your customer's journey to either buying from you for the first time or becoming a trusted, repeat customer.

For the freebies that you offer, a thank-you page can help someone get to know your business a whole lot more. You can make sure they're connected with you on socials, are on your newsletter or know about that brilliant blog you've written, which they'd definitely love.

For customers, the thank-you page is often the first point on the onboarding journey and the biggest opportunity to prevent refunds and regrets. This is especially important if you're selling a digital service, such as a course or membership, and they are excited to get started.

In this guide, I've put together the ultimate checklist to make sure you're making the most of your thank you pages.

If you have questions, please do either [book a call with me](#) or email fiona@indieessentials.co.uk

What Every Thank-You Page Needs

- ☐ You've let them know that you've got their submission
- ☐ State what it is that they've downloaded (just in case)
- ☐ Reassure them that what they've ordered is on its way
- ☐ Tell them what happens next
- ☐ Personalisation where possible - use dynamic blocks for their name
- ☐ Say thank you... it's easily missed
- ☐ How they use the freebie/product/download
- ☐ Tell them what happens next e.g. check email, get log-in
- ☐ Include any timelines such as "you should expect a call within 24 hours" or "see results in X days".
- ☐ If it's a download or digital product, a link to access even if you're emailing it.



What Every Thank-You Page Needs

- ☐ Instructions on checking spam/marketing folders
- ☐ A photo of you or the team as a minimum
- ☐ Even better, add a video.
- ☐ An invite to connect on your social media channel
- ☐ A link to relevant content

Nice-to-Have Little Extras

- ☐ Behind-the-scenes of the product or service
- ☐ Stories of happy clients or other people who have loved the download
- ☐ Reviews and links to case studies
- ☐ A tutorial



Nice-to-Have Little Extras

- ☐ Another free resource that's helpful and ungated
- ☐ Exclusive bonuses
- ☐ An opportunity to upgrade
- ☐ Or a chance to book a call
- ☐ FAQs
- ☐ Contact details if they need help

Bonus Tips:

You wouldn't want to overwhelm someone with everything on the nice-to-have list, so keep it to what's relevant for the action they've taken.

A few other things you can check and consider:

- The page is mobile responsive
- All the links work
- Test your calls-to-action
- Test the layout
- Update it regularly.



Next steps:

It is likely that you've got a lot of thank-you pages to build if you've been in business a while. Make a list and start with either the most popular or the most recent.

Don't try and do them all at once, but tackle one at a time. You'll need to make sure that the following sales steps are all in place as well. This could be part of your email marketing, or your sales team need to get in touch with the lead.

Go through and sense check that there are no gaps where someone could get lost along the way.

Track your conversion rates to make sure all of your changes are having an impact on the business.

Option 2:

[Book a call with me](#) and find out how I can do this for you, and check that you're not missing any opportunities with your content marketing.

Not quite ready for that? [Connect with me on LinkedIn here](#) or get my **[Thursday Brew newsletter here](#)**.