

Landing Pages and Opt-In Forms Briefing

This guide is designed to help you spot tasks that can be handed over to a VA, what Jessanol would usually need from you, and what the end result could look like.

HOW THIS HELPS

Landing pages and opt-in forms help people take the next step. That might be downloading a guide, joining a mailing list, signing up for an event, requesting a call or accessing a resource. The practical setup matters because a good idea can lose momentum if the page, form, link or follow-up is not ready.

Jessanol can help create, update and organise simple landing pages and opt-in forms so they are easier to use and share.

THIS IS USEFUL IF

This type of support may be useful if:

-  You have a free resource but no clear way for people to request
-  You need a simple sign-up page for a newsletter, webinar or download
-  You want people to join your mailing list from your website or social posts
-  Your landing page wording or layout needs tidying
-  You need form links, buttons or thank-you messages checked
-  You want the practical setup done before sharing a link publicly

WHAT JESSANOL CAN SUPPORT WITH

Jessanol can help with landing pages and opt-in forms.

This may include:

- Creating or updating simple landing pages
- Setting up or updating opt-in forms
- Connecting forms to the agreed email platform where appropriate
- Checking confirmation messages or thank-you pages
- Testing links, buttons and form submissions
- Saving final links and related files in the right place
- Creating a simple checklist for future opt-ins

RECOMMENDED RHYTHM

This is usually done as part of a launch, campaign, newsletter setup or resource release.

For example:

- One-off landing page or form setup for a download
- Sign-up page for a webinar or event
- Periodic review of existing opt-in pages and forms

ACCESS LIKELY NEEDED

Jessanol will probably need:

- Access to the website, landing page or email platform
- The text, image or download to be used
- Details of what the page or form is for
- Any brand guidance or previous examples
- Access to the email list or group the form should connect to
- Guidance on confirmation messages or follow-up emails
- Details of what should happen after someone submits the form

IMPORTANT CONSIDERATIONS

Before starting, we will agree:

- What action the page or form should encourage
- What information needs to be collected
- Where form submissions should go
- Which email list, group or segment should be used
- What message someone should receive after signing up
- What Jessanol can build or update directly
- What needs approval before going live
- How the form and landing page should be tested

Forms should only collect information that is genuinely needed. If people are joining an email list or receiving marketing emails, the wording, consent and follow-up process should be clear.

STEP-BY-STEP INSTRUCTIONS

1. Confirm the purpose of the landing page or opt-in form.
2. Gather the text, images, download or resource link.
3. Confirm what information the form needs to collect.
4. Build or update the page or form in the agreed platform.
5. Connect the form to the correct list, group or notification process where agreed.
6. Add confirmation wording, thank-you page details or follow-up instructions.
7. Test the form, buttons, links and download access.
8. Share for review or publish if already agreed.
9. Save the final link and setup notes in the agreed location.

WHAT YOU NEED TO PROVIDE

To get started, you will usually need to provide:

- The purpose of the landing page or form
- The text, download, image or resource being shared
- Access to the relevant platform
- Details of what information should be collected
- Details of where sign-ups or form responses should go
- Any wording required for consent, confirmation or follow-up
- Guidance on whether the page can go live once tested

You do not need to have a perfect landing page brief before support starts. Jessanol can help turn “I need people to be able to sign up for this” into a clearer practical setup.

WHAT YOU’LL GET BACK

You should have:

- A clearer landing page or opt-in form
- A working link to share
- Form submissions going to the agreed place
- Confirmation or thank-you wording checked
- Downloads or next steps easier to access
- A more organised way to share resources, events or sign-ups

If this sounds familiar, we can use this as a starting point to work out what support would be most useful. Contact me: jane@jessanol.com