

Creating Your Download Page

One of the key steps in marketing online is the download page. You've created your squeeze page. You've driven traffic to it and persuaded a visitor to leave you their contact details in exchange for a free gift.

Now you need to have somewhere for that new subscriber to go and get that gift that you promised.

That somewhere is your download page, often also called your thank-you page.

The first job of this page is to remind your new subscriber why they have been directed to this page and to thank them for joining your list.

The next job this page must do is to provide a link to the free gift that you promised.

Those are the main things that this page must do. It's the way that you start to build a relationship with your new subscriber.

Remember that just a short while ago, prior to filling in the form on your squeeze page, this person may not have ever heard of you.

To get them to the point where they become a valuable customer in the future you need to build a rapport with them.

We say online that people only buy from those they know, like and trust and this is true in the long term.

They might buy from you once before they really get to know you but for on-going sales you need to build that relationship.

OK, so having identified the main jobs of a thank-you/download page let's look now at some other things we can do with this page to help our business out,

Having just given you their contact details and received a free gift from you for doing so, they are in a very receptive state. We can capitalise on that while we have their attention and make them an offer for a paid product that we feel will really help them achieve the goal that got them to sign up to our list.

It is very important that the paid offer we provide a link to is congruent in some way with the free gift that we provided and will clearly help them move forward from where they currently are.

So for example if the theme of your squeeze page was list building then your free gift needs to be about list building and the paid offer you send them to must also be related to list building in some way.

If you provide them with a link to a paid product about selling on eBay when your theme was about list building you shouldn't expect to make many, if any, sales of the product.

What's more you will damage the rapport you had started to build up. They will see you as someone who just wants to sell them stuff rather than genuinely help them.

Not everyone online follows good practice but in my view if you put your customers' needs before making money from them you'll make all the money you need.

I think it was Zig Ziglar that said, "concentrate on providing your customers with what they want and you'll get what you want by default".

Whatever you do, do not take this as an opportunity to try selling your new potential customer a rubbish product or sub-standard service.

If you promote something that will genuinely help them move forward many of them will thank you for it by buying.

Creating your download page is really not very different to creating your squeeze page. Many of the options that I listed in my [squeeze page report](#) can also provide you with your download page.

For convenience I have repeated them here.

[Getresponse](#)

Getresponse is one of the two autoresponder services that have been around for the longest time.

The other one is [aweber](#) which is a very good service and one I've used for many years. However, they do not provide any of the additional services that Getresponse does.

[Find out more about Getresponse here.](#)

[Sendlane](#)

Sendlane is a more recent service that is rapidly becoming the one to use. Sendlane has two of the top Internet marketers amongst the owner/creators – Anik Singal, Jimmy Kim and Zakaria Meftah.

Between them they have sold millions of dollars in digital products and no what a good autoresponder service should provide.

They created Sendlane for their own use. It isn't just a product to sell for them, it's a fundamental part of their businesses and that's very important.

Because of that it already has a very wide range of page designs to choose from and also includes marketing automation that is the most comprehensive I've seen and email design as standard.

They are constantly improving the system adding more facilities as they need them for themselves so you know things can only get better if you choose them.

Whenever I'm looking for a product to do a particular job I am always more inclined to buy from someone who is using the product in their own business. Having been a long time aweber user, I recently changed over to sendlane because it combines lots of other products that I was using, like page creation, all in one place for one monthly fee.

[Find out more about Sendlane here.](#)

Thrive Themes

I use Wordpress extensively for my sites and I'm gradually converting all of them over to Thrive Themes.

Thrive themes are developed by co-founders Shane Melaugh and Paul McCarthy. However, it is more than just a set of themes. In the Thrive Themes stable now there is a page builder option that I've now started using for all of my Wordpress sites.

Thrive Themes is a paid option but like the other paid solutions you get what you pay for. Shane is an Internet marketer himself and so he develops software for his own use and then offers it to the marketplace.

All of the Thrive Themes are mobile friendly and there is a growing selection to choose from.

[You can find out more about Thrive Themes here.](#)

Leadpages

Leadpages was one of the first of its kind to provide a page building service. The pages that you create with Leadpages can be hosted with them or downloaded to host on your own hosting elsewhere.

They have probably the biggest selection of page designs to choose from and that number is being added to all of the time.

Leadpages has an impressive array of features including mobile friendly templates, drag and drop technology allowing you to drag in images, buttons and widgets.

It has A/B split testing, integrations with a range of other software, lead capture pop-ups and SMS optin and 1-click sign-ups.

Leadpages certainly removes any difficulties you may have with creating any kind of page for your website.

[Find out more about Leadpages here.](#)

Instabuilder

Instabuilder is one of one of the software solutions from Suzanna Theresia designed specifically to create web pages.

Instabuilder has been around for a while and continues to improve with every new version. As I write this the latest version has over 100 mobile friendly templates to choose from.

Amongst its many features it boasts;

- 2 & 3 Step Opt-in Technology
- Built-In Image Editor
- One-Click HTML Converter
- Export & Import
- Welcome Gate

- Split Testing
- Advance Analytics
- Scarcity Builder
- and much much more....

In fact there is so much included in Instabuilder that there just isn't room to cover everything it does here.

I've used Instabuilder in the past and still have web pages created with Instabuilder running successfully now.

If you have everything else in place and just need something to build pages with then Instabuilder is definitely the way to go.

There is a just a one-off fee to get your copy – no recurring fees like many other solutions, so a very good option worth considering. You also get a 60 money back guarantee to try it out for yourself which gives you plenty of time to decide whether it's the one for you.

[Find out more about Instabuilder here.](#)

Instapage

Instapage is another page builder that offers an impressive library of templates to choose from.

They provide some very useful training modules covering creating all sorts of pages including squeeze/landing pages.

Having created your page you are given the option to upload to a sub-domain that they provide, a domain that you own, a Wordpress blog, facebook or a Drupal website.

If you haven't come across Drupal before it is an open source website creation software that used to be more popular before Wordpress came along and dominated the website creation space.

You can get started with a free 30-day trial then if you're happy with the software you can upgrade to one of their three packages.

I haven't used Instapage but it looks like a good option from the facilities they offer.

[Find out more about Instapage here.](#)

Page Builder by Site Origin

Page Builder by Site Origin is a free Wordpress page builder plugin. It makes it easy to create responsive column based content, using the widgets you know and love. Your content will accurately adapt to all mobile devices, ensuring your site is mobile-ready.

[Find out more about page builder by site origin here.](#)

Wordpress Plugins

There are lots of Wordpress page builder plugins available. If you are using Wordpress as your platform I recommend that you do a Google search for Wordpress Page Builder Plugins and check out what comes up.

Many of these are free as part of the open source platform.

I hope you find this review of squeeze page builders useful. As always I welcome your comments on my blog or via a ticket to me helpdesk at <http://www.asktrevorgreenfield.com>

This is an “Action Today” report from Trevor Greenfield.

Get more actionable tips and guidance from Trevor at [Trevor’s Tips](#) and follow him on his [“Action Today” blog](#).