THE 24-POINT OVERLAY CHECKLIST

OVERLAY BASICS

OVERLAY GOAL (CHOOSE ONE)

Never start building an overlay until you've established a singular goal.

- [ ] **Do you want to generate revenue?**

- [ ] **Do you want to generate leads?**

- [ ] **Do you want to drive traffic from low-converting to high-converting pages (traffic shaping)?**

OVERLAY LOCATION (CHOOSE ONE)

The location of your overlay should overlap with the intent of your visitors.

- [ ] **Launching a revenue generation overlay?** Activate your overlay on a homepage, pricing pages, product/service pages or cart/checkout pages.

- [ ] **Launching a lead generation overlay?** Activate your overlay on a homepage, blog posts or landing pages.

- [ ] **Launching a traffic shaping overlay?** Activate your overlay on your company pages (e.g., "About Us"), blog posts or high-traffic pages with low conversion rates.

OVERLAY TRIGGERS (CHOOSE ONE)

Depending on the type of offer you're presenting, different triggers may be more effective than others.

- [ ] **Do you want visitors to see the offer immediately (e.g., a coupon code or an event invitation)?** Trigger your overlay on arrival.

- [ ] **Do you have a relevant offer for users who have implied interest in a topic after spending time on the page?** Trigger your overlay after delay.

- [ ] **Do you want to "wake up" returning visitors who may no longer notice your on-site calls to action?** Trigger your overlay either on arrival or after delay.

- [ ] **Do you want to "save" a potentially lost conversion with a coupon code or shipping discount or collect sign-ups for future communications?** Trigger your overlay on exit.

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OVERLAY DESIGN

SIZING (CHOOSE ONE)

By default, Unbounce overlays are sized at 740 x 500 pixels, but you can strategically alter your overlay's dimensions based on the type of trigger. **Note: Overlays exceeding 900 x 700 pixels may not load properly on all screen sizes**

- [ ] ***Triggering your overlay on arrival?*** Keep the size between 500 x 300 and 740 x 500 pixels.

- [ ] ***Triggering your overlay on exit?*** On exit you can afford to take up more space on the screen, up to 900 x 700 pixels.

- [ ] ***Triggering your overlay after delay?*** Keep these overlays between 500 x 300 and 740 x 500 pixels.

CONTRAST

- [ ] ***Does your call to action stand out from both the background page and the overlay itself?*** Complementary colors consistently work well.

WHITESPACE

- [ ] ***Have you given your copy, graphics and call to action some space to breathe?*** Whitespace helps users quickly understand your offer, which increases the chance of conversion.

FORMS

- [ ] ***Have you used no more than two form fields?*** Whenever possible, use a maximum of two fields to ensure forms are easy to read and quick to complete.

OVERLAY COPY

Overlays don't give you a ton of space to work with, so you must communicate the value of your offer quickly and concisely.

- [ ] ***Does your headline grabs a user's attention before they close the overlay or navigate away?***

- [ ] ***Does your supporting headline quickly describe the offer?***

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☐ *Do you have a call to action to complete the marketing goal?*

☐ *For overlays offering discounts, giveaways or contests, have you clearly and concisely communicated what the offer is?* Resist the temptation to be too clever with the wording.

☐ *For overlays offering quotes, mailing lists or social media engagements, have you infused your copy with personality?* Non-specific offers such as these can sound generic if you straight-up write what they are.

☐ *Is your overlay offer limited by time or quantity?* Let your audience know by highlighting the urgency and exclusivity.

☐ *Have you avoided using negative language in your overlays?* Using negative language can be a turnoff for some users and add friction.

☐ *Is your call to action specific to your offers?* Avoid using generic language like submit and instead lead with the result or benefit of the action the user is taking, like "Get My Coupon" or "Enter the Sweepstakes."

READY TO GET STARTED?

Build an overlay with Unbounce now.

try.unbounce.com

REMEMBER CONVERSIONS HAPPEN WHEN YOUR MARKETING GOALS ALIGN WITH YOUR VISITORS' NEEDS.