

Lead Capture Form

Use this form as a checklist and planning tool for all website lead capture forms and activity.

Company

URL

Form Purpose and Segment

(e.g., to offer homeowners opportunity to receive a quote)

Problem Solving Call To Action (CTA)

(e.g., Want your flooded basement headaches to go away?)

Type of Form

(e.g., 2-Step, Pop-Up, Slide In, Inline)

Form Fields Required

(e.g., Name, Email, etc. if more, why?)

Pages Where Form Will Be Placed

(e.g., product pages, blog category, home page)

Confirmation Page

(What content will it include and how will it reinforce trust?)

