

Subscribe Funnel Checklist

Updated 09/25/2021

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- ☐ Create “Subscribe” page
- ☐ Create “Thank You for Subscribing” page
 - ☐ Add “noindex”
 - ☐ Personalize the thank you page using [Groundhogg replacements shortcode](#)
- ☐ Create form (only ask for the first name and email address)
 - ☐ Add the thank you page after the form is submitted
 - ☐ Add form to the “Subscribe” page
- ☐ Create system tags (start and stop) and add to form via WP Fusion feed
- ☐ Create “Subscribe” funnel
 - ☐ Use step names for the action it’s doing
 - ☐ Include a 1-3 day delay before sending a “Welcome” or “What to expect” email” because you will probably be piggy backing this automation from other funnels that may have more important emails. Adding the delay will decrease the chance of email overload.
- ☐ Review funnel using dummy email from [temp-mail.org](#)
- ☐ Add “Subscribe” link to footer of your website

Optionally add a history tag with WP Fusion at form submission. Don’t add the history tag as a funnel step because if this funnel is used as a piggyback for other forms/funnels they will have an incorrect history tag.