

Published based on [What a Squeeze Page Does](#)

What a Squeeze Page Does

In order to build success as an internet or affiliate marketer, you'll have to first build a list. Meaning a list of targeted email subscribers to whom you may promote your products to. A squeeze page is an indispensable tool in accumulating that list.

Generally speaking, a squeeze page (or "opt-in") is a website that consists of a single page, and is specifically designed for the purpose of collecting the names and email addresses of potential subscribers. It usually has a brief description describing the free product that the visitor can expect to receive after "opting in". This can be as simple as few sentences with one or two graphic images, or it can be more elaborate. Some squeeze pages can resemble a mini-sales page, with several paragraphs of text, elaborate graphics, bulleted text, and audio and video features.

The most sure-fire way of enticing a visitor to surrender their email address into the web form on your squeeze page is to offer them a product of real value. This is sometimes called an "ethical bribe". Some of the things that are usually offered are ebooks, special reports, training materials, application software, or other relevant information that your target market would be interested in.

It is important to design your squeeze page in such a way that the visitor has only two options. Either enter their email address and receive the product, or navigate away from the page empty-handed. Do not offer any other distractions such as links to other external websites. This is not the time to promote your blog, or offer other products. You'll have plenty of time for that after they join your list. If you give them a reason to leave your opt-in, you may never get their email address.

You should also make sure that your squeeze page doesn't have any "leaks". Meaning that you prevent your visitors from by-passing your opt-in form to get to your free offer. Since anybody can view your squeeze page's source code to find the URL of your download page, the best thing to do is to send the download link to your subscriber in your first email to them. So, in order for them to get that link, they'll have to give up their email address.

Ok, so now that you know what a squeeze page is, the next question is; how do you get one? Well, if you have any web design skills, you could build one yourself, using an HTML editor, which can be time-consuming, and may not end up looking very attractive or professional - depending on your skill level.

Your second option would be to pay somebody to design your squeeze pages for you, but that could run into a lot of money, considering that you're going to need to have many squeeze pages, of various designs out there in order to get decent results. Further more, unless you know the designer personally, you can never be sure what you're going to get in terms of quality. Not to mention the time you'll have to wait to get the finished product (if you get it at all... but I could write a whole other article about that!)

In my opinion, the most reliable and cost-effective solution for this problem are the various squeeze page directories and membership sites out there. Many of these sources offer a large variety of professional quality designs that utilize all the popular features that are being used in internet marketing today, such as the ability to embed video and audio tracks. Some even provide design software that allow you to easily customize their designs to your exact needs, regardless of your technical knowledge.

To download your [4 FREE](#) high-quality, customizable squeeze pages, designed by marketing professionals [Click Here](#)

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