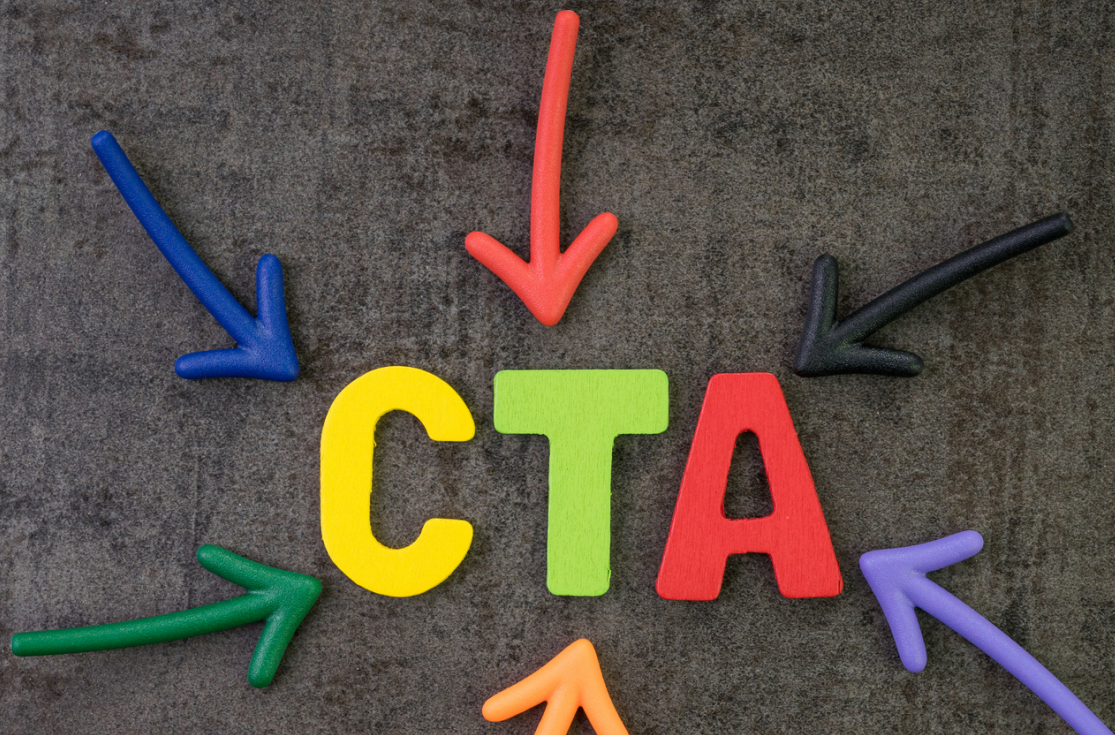


How To Improve Your CTAs



Introduction

- ✎ If your website's call to action buttons (CTAs) are not effective enough, you could be missing out on new business. You could be missing out on prospects that have been referred to you, or have found you via Google.

Let's fix that.

In this quick guide, we will share some tips to help you update your buttons and convert more leads.

01 Key Points At A Glance

A call to action is a prompt that will encourage a user to do something, an action, like get in touch.

Therefore, when creating call to action buttons, think about what it is you want your website visitor to think and do.

CTAs can be buttons, links, forms and banners.

Action words can be effective



01 What Are CTAs?

A CTA is more than just a button on your website. They exist to encourage engagement with you, either by getting in touch, filling in a form or using a calculator, for example.

02 Types of CTAs

A CTA can be soft or hard. The former would encourage someone to find out more, whilst a hard CTA would be used to drive sales.

You won't always get these right first time, which is why it is important to review your CTAs regularly and test and learn.

You can have links, buttons, forms and images.

And these can be used to encourage people to subscribe to a newsletter or get in touch for example.



04 CTA Tips

✚ Use Action Verbs

If you want your site visitors to take action, then it makes sense to use some action verbs.

Here are some examples:

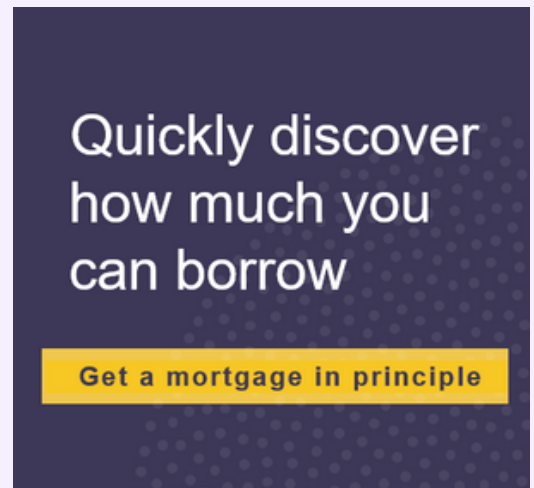
- Get
- Download
- Subscribe
- Discover



↙ Focus on the benefit

Let people know what's in it for them and add a benefit to your CTA where relevant.

Ideally this is about solving a problem, for example a lack of time to get a mortgage sorted.



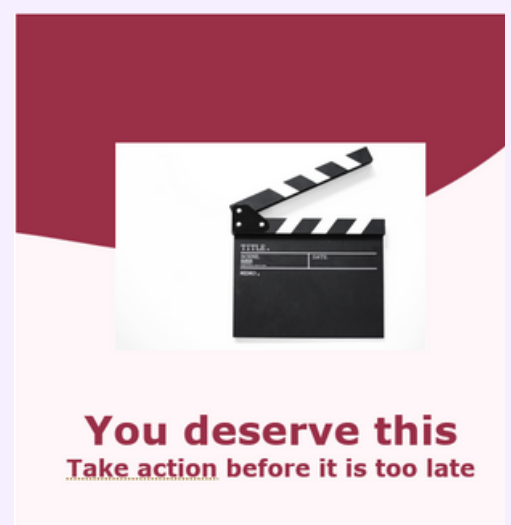
↙ Show case your expertise

Let website visitors see your expertise by reading a blog or downloading a guide from your site.



↙ Get Emotive

Try some emotive words, like this example. People can be indecisive and search for ever. Meanwhile they may be losing their home, so make sure they don't shop around and get in touch.



↙ **Place Your CTAs Wisely**

Your call to actions can go anywhere on your website, but the typical places will be:

At the top of the page
At the bottom of the page
After individual sections
Within text in your content
On your images

↙ **Make Them Stand Out**

Wherever you place your CTA, make sure it stands out from the rest of the content on the page.

You can achieve this by:

- Using contrasting colors
- Using different, eye-catching fonts
- Surrounding your CTA with white space



Momenti
... Group