

The Call to Action

What is a Call to Action?

A Call to Action (CTA) is an engaging image, button, icon, text, or link, that, when placed strategically on your landing page, ads, and website, stimulates the 5 basic senses of your visitors, and arouse in them an emotional desire to click it.

Why do you need a Call to Action?

A CTA helps you connect with your visitors. When used effectively and with purpose, it drives traffic to your website. Increased website traffic converts to brand awareness. Brand awareness grows your business. Business growth = revenue.

Use smart CTAs to customize your CTA for certain types of visitors, e.g. members.

Designing a compelling Call to Action

A CTA MUST stand out, not be more than 5 words and look **clickable**.

For your CTA to generate leads it must have:

- **Style:** Simple, fast, easy, and accessible
- **A target:** You must know your target audience, where they live, work and play. Know their habits, likes, dislikes, and behaviors
- **Links** to a high-value offer that is different from the regular content on your website
- **Placement:** High on the page and at the end of the page (above & below the fold) preferably in bright colors with lots of white space

Examples of Call to Action

- ✚ **Start my free 30-day trial**
- ✚ **Get free access**
- ✚ **Subscribe Now**
- ✚ **Take 70% off**

Call to Action Statistics

CTA Type	CTA Placement
<p>Leightoninteractive estimates conversion rates for these CTA types:</p> <ul style="list-style-type: none">▪ Text: 6.27 % average click-through▪ Button: 4.37% average click-through▪ Image/Developed: 2.89 % average click-through	<p>Grow & Convert estimates conversion rates for these CTA placements:</p> <ul style="list-style-type: none">▪ Sidebar: 0.5 - 1.5%▪ Generic, end-of-post: 0.5 - 1.5%▪ Pop-ups: 1 - 8%▪ Sliders and bars: 1 - 5%▪ Welcome gates: 10 - 25%▪ Featurebox: 3 - 9%▪ Navbar: varies

Testing your Call to Action

Use A/B Testing to effectively measure CTA performance. Analyzing responses from your visitors help determine which CTA produces the best results. This helps improve your Conversion Rate Optimization (CRO).