

A Complete Guide to

CREATING A CTA THAT CONVERTS



*Learn how to word, design,
and target the right audience
through your CTAs!*

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WHAT IS A

Call to Action?



A **call to action** is a word, phrase, or sentence that tells your readers exactly what you want them to do next. In digital marketing, CTAs typically contain hyperlinks. They take the reader to the specific destination that you're promoting.

A CTA can take you to a sales page, landing page, blog post, newsletter signup form, or anything else you want to promote, just make sure you convey value through the language and imagery you choose.



FOR EXAMPLE:



THIS CTA TAKES YOU
TO THIS PAGE



Your free marketing plan template is a step away!

Whether you're a start-up or you're decades in, UWW has three ways to change your marketing right now.

First name

Last name

Company name

Email*

SUBMIT

HOW TO APPEAL TO YOUR SPECIFIC AUDIENCE



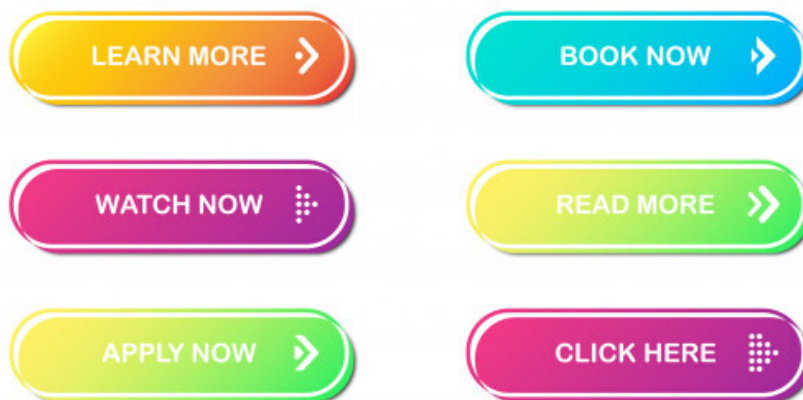
Before a customer would consider spending money on a product or service, they need to be sure that their needs will be met. Put yourself in your audiences' shoes and come up with some ideas about what they are needing and what you can offer to solve their problem.



You can walk through these questions step-by-step to determine the text and images your buyers might be attracted to:

- Who would my ideal customer be?
- What issues or concerns might they have?
- What does my business have that would fulfill their needs?

It is essential to determine who your specific audience is to create successful CTAs that your readers will actually click on; although, your goal with CTA creation is much more than just a click. You want people to act on what you are offering them. The design aspect of creating a CTA plays a huge role in getting people to take these actions.



THE BASICS OF DESIGNING AN EFFECTIVE CTA



First and foremost, you want your CTA buttons to look like buttons. You need to show their clickability with an instant glance; this isn't just a best practice for calls to action, but design in general.



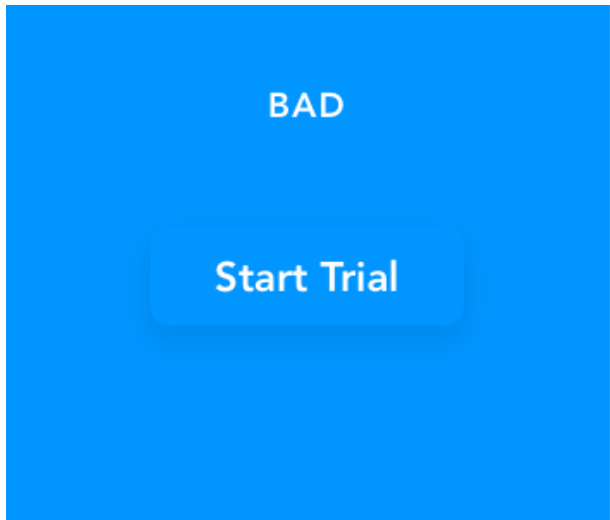
While methods vary based on the style and theme of the site, generally we associate elongated, rectangular shapes with rounded corners to be “buttons.” A few years ago, it was also common to use shading and/or drop shadows to add a 3D feel, but that has gone out of style with the preference for flat design.

Getting deeper, you want to make sure your CTAs are noticeable because they create conversions. CTAs should be the most noticeable element on any given page.

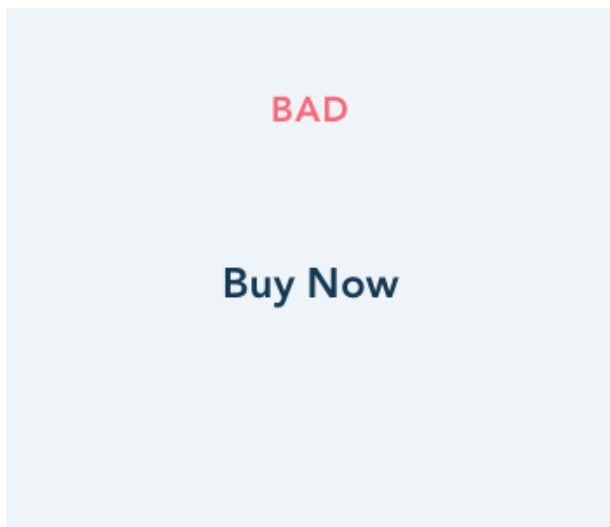
One way to draw attention to them is with color. A contrasting color against the background is a proven way to get the button noticed. You should also play with the color of the text. That’s at least 3 colors (site background, button background, button text) that you need to sync together to maximize the effect.



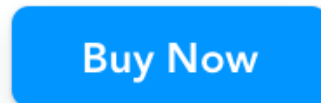
FOR EXAMPLE:



GOOD



GOOD



Another visual technique is size: objects with bigger sizes on the screen get noticed first. However, there is a cap to this, so after a certain size, you're just wasting valuable space. As a rule of thumb, you want to make your CTAs bigger than other less important buttons, but not so big that they dominate the entire screen.

Your CTA should be clear and bold, but it also needs to fit in with the rest of the screen. Keep in mind that your call to action should be the thing you most want people to see after visiting your page—think of it as the entry point to your sales funnel. That's not to say the CTA should steal all the attention away from the screen; rather, the other elements should build up and flow organically into the CTA.

In terms of getting attention, it's best to provide ample negative space around CTAs. Negative space is a quick trick to getting elements noticed: the more emptiness around a call to action button, the more significant it seems.



FOR EXAMPLE:



This CTA is simple and to the point, while also standing out from the text and designs around it.

Your visuals and presentation can only do so much. At the end of the day, what converts isn't a cool-looking button, but the sentiment behind it. That's why the wording in and around your button is one of your greatest assets in earning click-throughs.

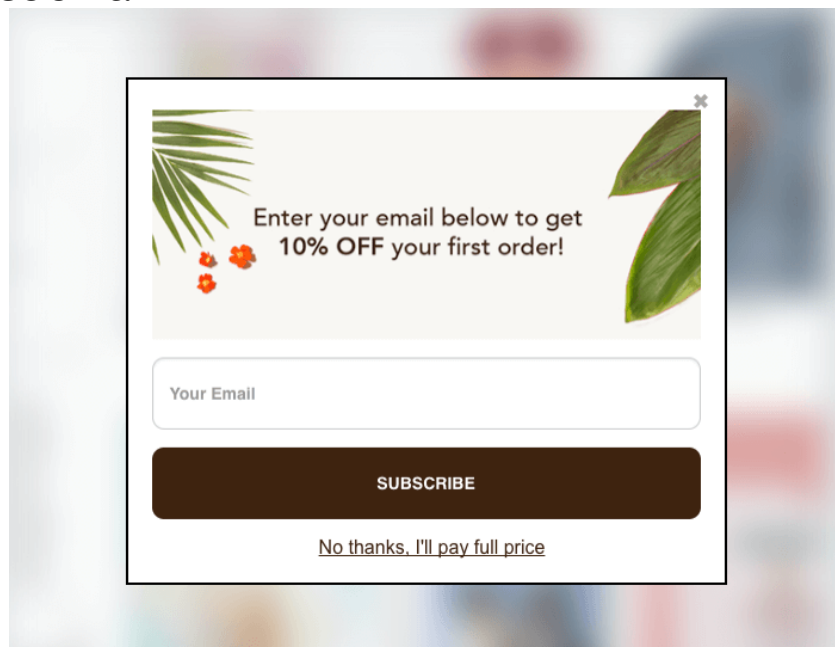
You want to express your value proposition clearly. In simple terms, this means you have to give the visitor a reason to click the CTA. If they click, will they receive a free download? If they sign up to the newsletter, will they receive a special discount? These are the incentives that are worth mentioning in the text in and around your CTA button.



FOCUS ON PLACEMENT

The placement of CTAs has a huge impact on how successful they will be. CTAs can be placed at the end of forms, blogs, and additional web pages. It is important that the location of your CTA makes sense. If you are offering a social media marketing guide, you'll want to put the CTA on a page about social media. Make sure that the placement corresponds with the information on the page.

Exit popups are another option and a way to place a call to action in front of someone to try and keep them on the site. These tend to be good for newsletter signups or offering a discount.



GUIDING VISITORS TO THE NEXT STEP

The last thing you want your website visitor to do after reading your CTA is scratch his or her head. A strong, clear call to action lets the reader know exactly what you'll want and why he or she should do it. If you're persuasive enough, conversions will increase.

Consider these two CTA examples:

- Sign Up Now
- Join the Club

The first one is common. You see it all over the Internet. The second, though, is more persuasive. It suggests exclusivity, which can win over prospects, and it uses unique words.

JOIN US



CREATE URGENCY

There's a reason why stores advertise limited-time sales. Consider these two CTAs:

- Get a free copy of my best-selling book
- TWO DAYS ONLY: Get a free copy of my best-selling book

The second one adds a sense of urgency to the transaction. With the first CTA, the user knows he or she can return at a later date and claim the freebie. The second lets the prospect know that the countdown timer is ticking.

Just make sure you never create false urgency. If you use the second CTA, make sure it's not still there 72 hours later. That's a good way to make consumers feel cheated and manipulated.



MAKE THE COPY PERSONAL

The words “I” and “You” are two of the most powerful words you can incorporate into your CTA. They make the process personal.

Avoid friction words. Friction words can be hard to spot, but they’re also conversion killers. When they sneak into your copy, you risk losing valuable prospects.

Friction words suggest something the user must give up. In other words, it makes the CTA sound like work. Common friction words include buy, submit, sign up, complete, and invest. Each word communicates to the website visitor that he or she must sacrifice something to reach the desired goal. Does this mean you can never use a friction word? No, but if you can find a better word, consider using it.

10 QUALITIES EVERY TOUR GUIDE SHOULD HAVE

1. You need to be charismatic:
While there is only one tour guide, there can be many people on a tour. From 10 to 20 or more. Each and every person on your tour is looking for information and more importantly entertainment. Make them guide for the next part of a day. As a result, a tour guide needs charisma and ability of charisma.
Charisma can come naturally, but it can also come with practice. Every day on tour, look for opportunities to charm your group. Also, think about opportunities before you arrive on tour, and experiment with them during the tour to figure out tactics to delight your crowd.

2. You must be knowledgeable:
You can be the most charismatic tour guide in the world, but if you don't know your stuff then you'll lose your audience. A tour guide will be asking other things, to know exactly what they're asking about. This means facts, figures and anything your community on a tour might know of them.
Make sure you've read up on everything you need to know, and whenever you answer a question, listen as you go, sometimes on your tour, think about how you're answered and if you can repeat before the next time.

3. You should be a good communicator:
If you're extremely knowledgeable and actually charismatic, but you don't interact with your group, it's going to make them feel like they're following their history teacher around it will just feel like it's all one way in terms of communication.
Listeners aren't about sitting and listening to other people. They're about chatting and listening people. This could be before tourists at the outside museum than on tour on

GET YOUR FREE TOUR GUIDE CHECKLIST

CLICK TO DOWNLOAD

TEST BUTTONS VS. LINKS

Not all CTAs sit on top of buttons. In fact, links sometimes work better, especially in email marketing. When you're running an email marketing campaign, you want high deliverability. Otherwise, your emails might land in Gmail's or another email client's "Promotions" or "Ads" tabs.

Consequently, you're better off using plain text as your anchor text for a CTA link. Test both plain text and image-related CTAs across all channels. You might find that your audience responds better to buttons than text or vice versa.



CTA CHECKLIST

- DETERMINE YOUR IDEAL CUSTOMER
- TEXT SHOULD BE CLEAR AND ATTENTION-GRABBING
- BUTTON SHAPE AND TEXT SHOULD BE CONTRASTING COLORS
- PLACE THE CTA ON A PAGE THAT RELATES TO ITS SUBJECT
- INCLUDE IF THERE'S A DEADLINE
- INCLUDE "YOU" OR "YOUR"
- TEST WHETHER PLAIN TEXT LINKS OR BUTTONS WORK BETTER FOR YOUR AUDIENCE



Want to know more?

We hope that you found *A Complete Guide to Creating a CTA That Converts* helpful and gained a better understanding of CTA design and creation.

For more information about all of your digital marketing needs, [contact United WebWorks](#) today or learn more about our services:

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- [Pay Per Click Management](#)
- [Social Media Marketing](#)
- [Search Engine Optimization](#)
- [Lead Generation](#)

