

Creating Calls-To-Action Checklist

By admin

- Use actionable language
- Align your CTA copy with the landing page copy
- Include a clear value proposition
- Play up time-sensitivity
- Make it big. *Visibility!*
- Use a highly contrasting design
- Make the button look clickable
- Add alt text
- Place the CTA prominently on your website
- A/B test multiple CTAs to find the best performer
- Personalize CTAs for different segments of your audience