Creating Calls-To-Action Checklist

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# Tasks:

☐ **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**