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