HubSpot

CALLS-TO-ACTION

A call-to-action (CTA) is a button someone can click on your website or blog that will bring them to a landing page. Usually in the form of an image or link, your CTA is a mini-promotion of your landing page for site visitors and provides them with a clear, logical next step they can take from the page they are viewing.

PRO TIPS

Interested in creating CTAs with a more custom look and feel?
- Check out this tutorial for building your own professional-looking CTAs in PowerPoint
- Start with 50 Pre-Designed CTAs to Customize in PowerPoint

Check your site to make sure you have CTAs for each persona at each stage of the buyer's journey. If you do not yet, work towards this over time as it dramatically improves the user experience for a site visitor.

Every page should have a CTA on it. This helps visitors to the page know what to do next and provides a logical next step.

Product Help: Read the CTA User Guide

Building your Calls-to-Action
1. The copy on the CTA button needs to be:
   - Clear – when a visitor sees the CTA, they should immediately know what the offer is.
   - Concise – try not to fill your CTA button with too much text, the meaning will get lost.
   - Consistent – keep the language consistent with the landing page and the offer.
2. Use an action-oriented verb. The visitor needs to know this is a button they should click on to get the offer.
3. Use colors that stand out from, but also complement, the page you plan to place the CTA on. This will help to catch the visitor's eye.

Where to Place your Calls-to-Action
1. On blogs – Place your CTAs on the sidebar of your blog and at the bottom of relevant posts. You can place up to two CTAs on the sidebar as long as they are targeting different lifecycle stages or personas.
2. On website pages – Place your CTA on highly trafficked and relevant site pages.
3. At any place on your website, your contacts should know what next steps they can take. When possible, have a CTA above the fold and try mixing up placement so visitors do not get "blind" to seeing a CTA in the same spot on every page. Keep the visitor's eye path in mind.

When Analyzing Results
1. Check out the CTA Dashboard for key performance metrics - Pay attention to the views-to-clicks percentage for each individual CTA.
2. In Page Performance, check to see the CTA % for each of your pages. Add relevant CTAs to pages where there are not any.

Anatomy of an Exemplary Call-to-Action

1. Make your call-to-action an appropriate size for where you are placing it.

2. Make the offer clear.

3. Concisely explain the value of the offer.

4. Use action words – this is the key part of the call-to-action!

5. Use colors that stand out from, but also complement, the page you are placing the CTA on.