

Call to Action Placement Checklist

This Call to Action (CTA) placement checklist will help you better understand where you should be placing your CTAs on your website to help your business generate more leads. Before you begin, take some time to think about which destination pages on your site are most relevant to which CTAs. The more relevance you can achieve between your destination page and your CTA, the more likely it is your visitors will click on your CTA and complete the form on your landing page.

Homepage

- Place one educational, top of the funnel CTA on your homepage above the fold, so that your visitors don't need to scroll down to see it.
- Place another educational CTA elsewhere on your homepage. This one should be offer a middle of the funnel offer such as a case study, webinar, or product use case document.
- Please one final CTA on your homepage that is a marketing qualified offer. Marketing qualified offers include trials, demos, quotes, consultations, and coupons.
- All homepage CTAs should align with and be relevant to your [customer personas](#).

Blog Articles

- Every blog article should include at least one educational, top of the funnel CTA.
- Place the CTA either within the article as a text-based CTA or at the end of the article as an image-based CTA.
- Place one to three CTAs in the sidebar of your blog. Educational, top of the funnel CTAs typically perform the best on a blog.

Product/Service Pages

- Every product service page should include two or more CTAs.
- One CTA should be an educational, top of the funnel CTA above the fold.
- One CTA should be a marketing qualified offer.
- If the page is long, repeat these CTAs at intervals throughout the page.

All Other Pages

- Every website page should include one or more CTAs that are relevant to that page's topic.
- If a page is long, repeat these CTAs at intervals throughout the page.

Download the [Call to Action Guide](#) and [Report Card](#).