

# 8 STEPS TO CREATING CALLS-TO-ACTION



A QUICK GUIDE TO  
CREATING COMPELLING  
AND RELEVANT CTAS.

A PUBLICATION OF  
**JONES**

# 8 STEPS TO CREATING CALLS-TO-ACTION

This 8 step call-to-action guide will help you create compelling and relevant calls to action. A call to action (CTA) tells your website visitors what you're offering on your landing page and links to that landing page. It can be an image/button or text, and you should have a call to action on every page of your website.

## THERE ARE SEVERAL OPTIONS FOR CREATING A CTA:

- Have one created by one of Jones PR's qualified graphic designers.
- [HubSpot's Call to Action Generator](#)
- Use a program like PowerPoint or Photoshop

## HERE ARE THE BEST PRACTICES YOU SHOULD APPLY TO YOUR CTAS:

### Step 1: Make It Clear What the Offer Is

Your CTA should clearly describe what the offer is. If you're giving away a whitepaper about getting more Twitter followers, you may want to say something like "Download the FREE Whitepaper on How to Get More Twitter Followers."

### Step 2: Make It Action-Oriented

Begin with an action verb like "download" or "register" that makes it very clear what action visitors will be taking on the subsequent landing page.

### Step 3: Keep It Above the Fold

Make sure your site visitors can see your CTA without having to scroll down the page. Our data shows that this will increase your clickthrough rates.

## Step 4: Make It Stand Out

If your CTA blends in with the rest of your page, you won't get much traffic to your landing page. Make it contrast with your website's color scheme so that it stands out on the page.

## Step 5: Make The CTA Match Your Landing Page Headline

The CTA should match the headlines on your landing page. Testing has proven that the more consistent you can keep the two, the higher your landing page conversion rate will be.

## Step 6: Include CTAs For Different Stages Of The Buying Cycle

Different offers appeal to different segments of the traffic visiting your site. A whitepaper might appeal to an early sales cycle visitor while a free consult or a free trial might appeal to a later sales cycle visitor. In order to capture the maximum amount of traffic hitting your site you need to cast a wide net. We recommend having at least three CTAs on your homepage, one for top of the funnel, one for middle, and one for bottom of the sales funnel visitors.

## Step 7: Place CTAs On The Most Relevant Website Pages

Aside from your homepage, place the most relevant CTAs on each of your website pages and blog posts. For example, HubSpot has created blog posts about Facebook and SEO. On the Facebook blog posts, you'll see a CTA advertising a Facebook whitepaper. On the SEO blog posts, you'll see a CTA advertising a SEO whitepaper.

## Step 8: Test, Test, Test

You should implement the first 7 steps as best as you can, but you must test your CTAs to see what will resonate well with your audience. Test varied messaging, colors, and placement on your pages, and see if you can get more page views on your landing pages.

## ABOUT JONES

We're not trying to keep up with the Joneses, we are the Joneses. Actually we are Jones, one of the nation's top branding firms, and we spearhead branding, PR and marketing strategies for businesses. Our team will help you devise a brand platform and content strategy that attracts prospects and converts them into customers. We focus on increasing sales leads through PR and inbound marketing, including media relations, blogger engagement, search engine optimization, and social media.

Jones is HubSpot certified. We can help you deliver a personalized experience to your prospects by using inbound marketing and HubSpot's software.

Learn about the Jones marketing methodology and find out why our clients are the envy of their industries.

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