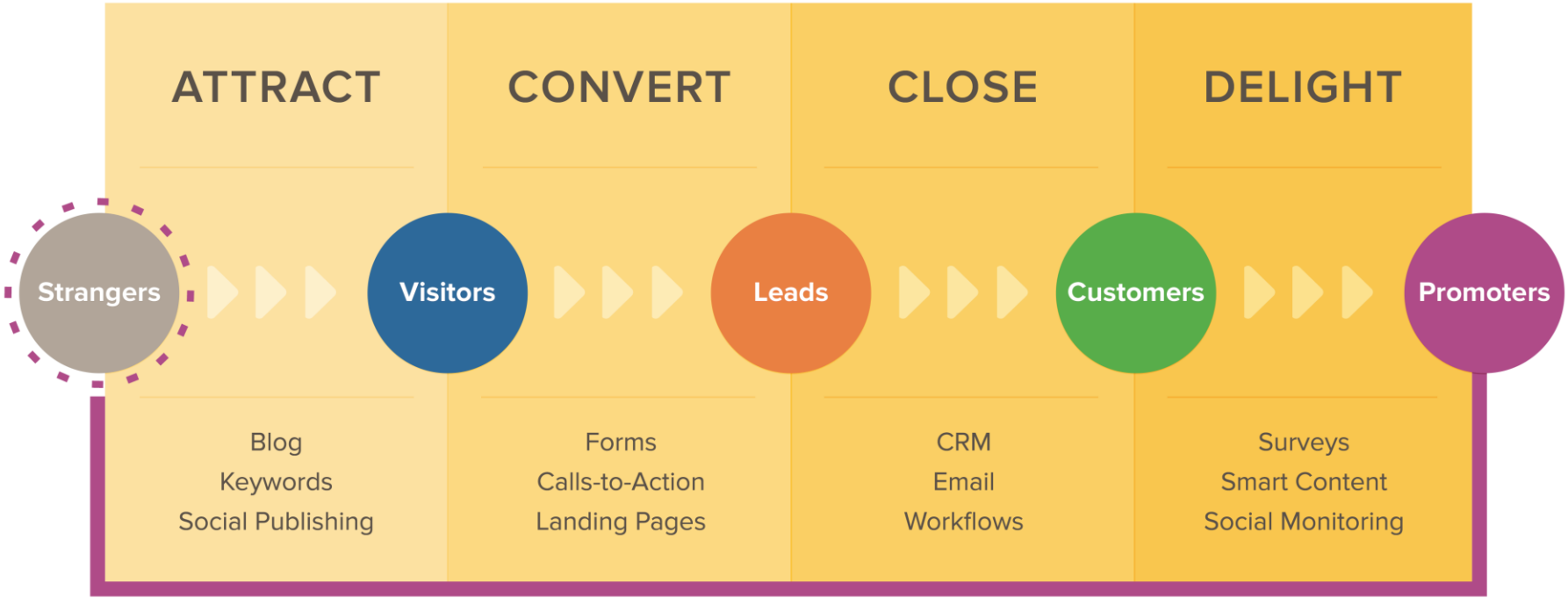
Introduction to Calls-to-Action

HubSpot Academy

1 HOW DO YOU USE A CALL-TO-ACTION (CTA)?

Inbound Methodology



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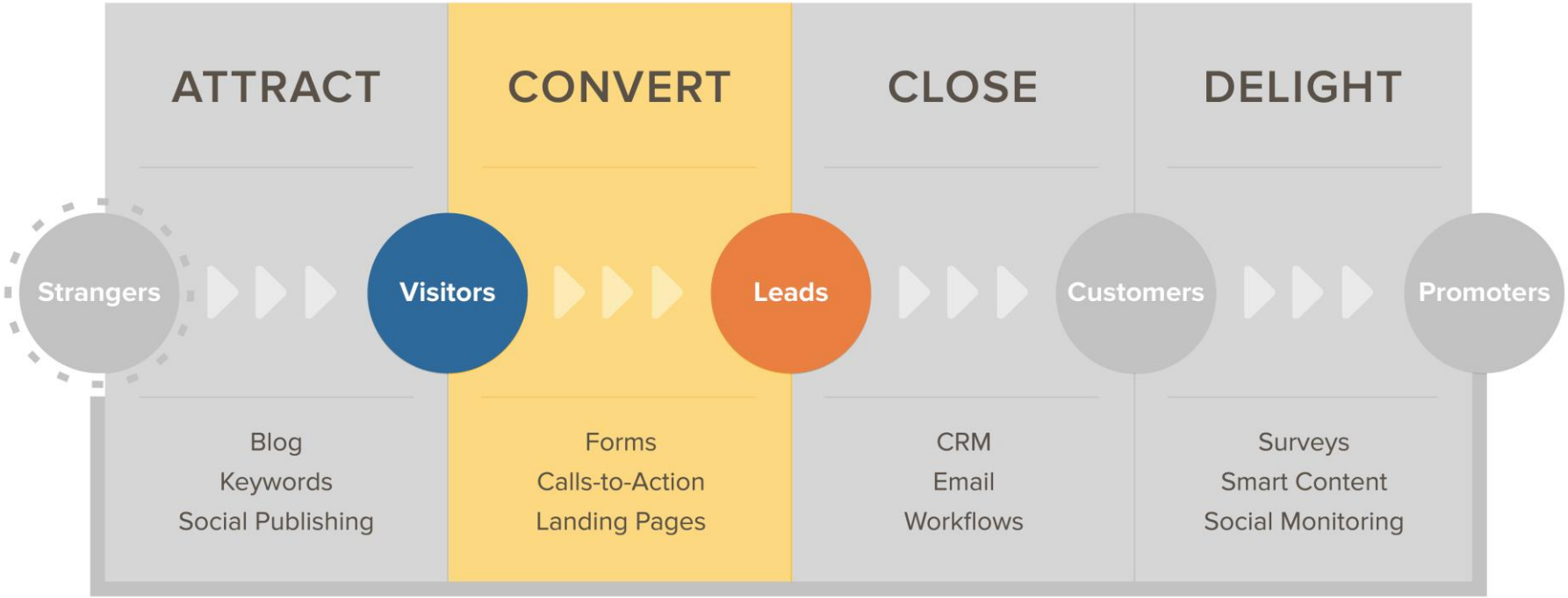
Inbound Methodology



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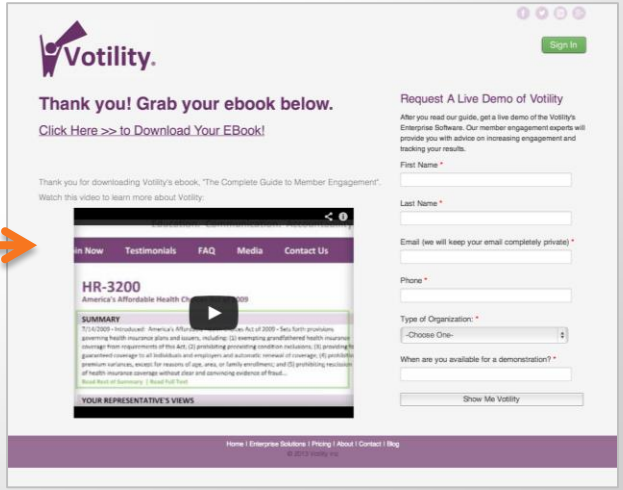
YOU CAN'T GET LEADS WITHOUT A CONVERSION PROCESS.

The Conversion Process

Call-to-Action

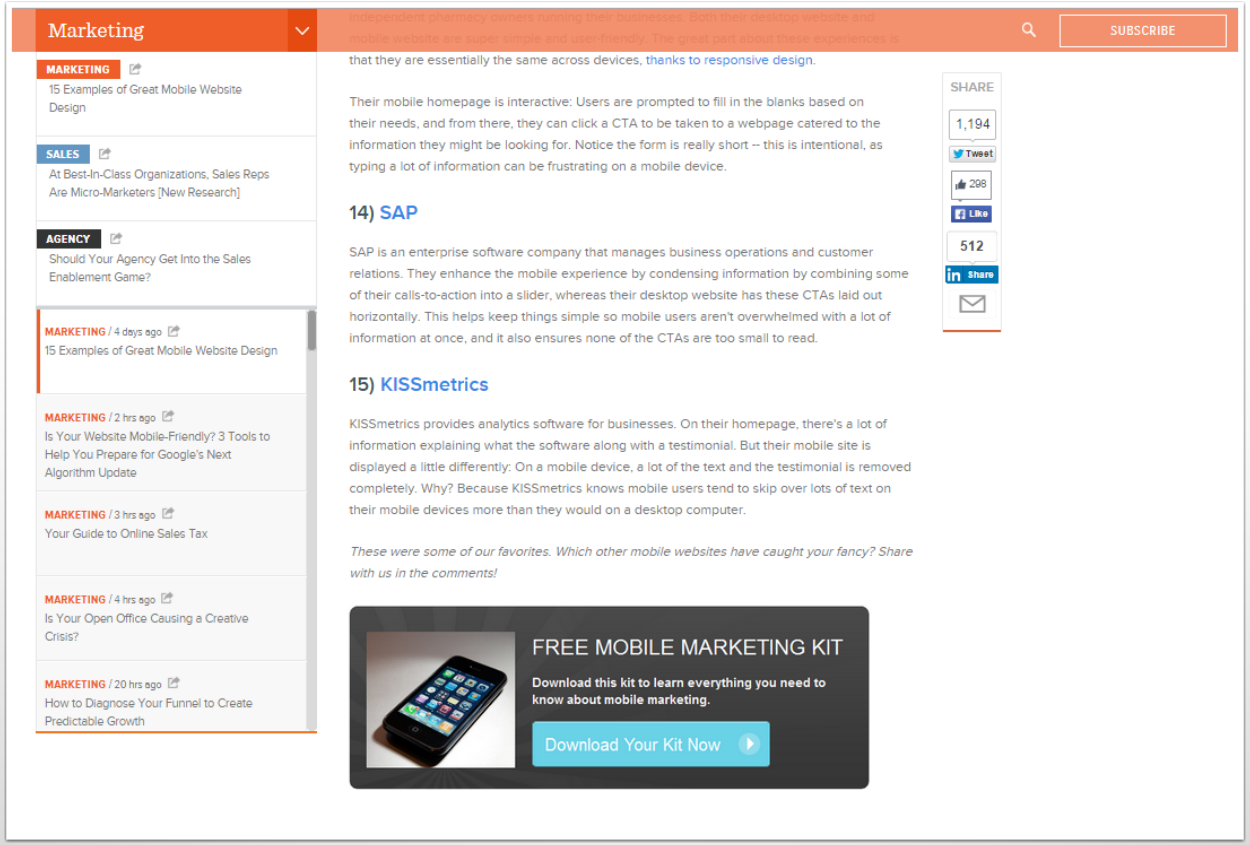
Landing Page

Thank You Page



WHAT IS A CTA?

A CTA is a button that promotes an offer and links to a landing page.



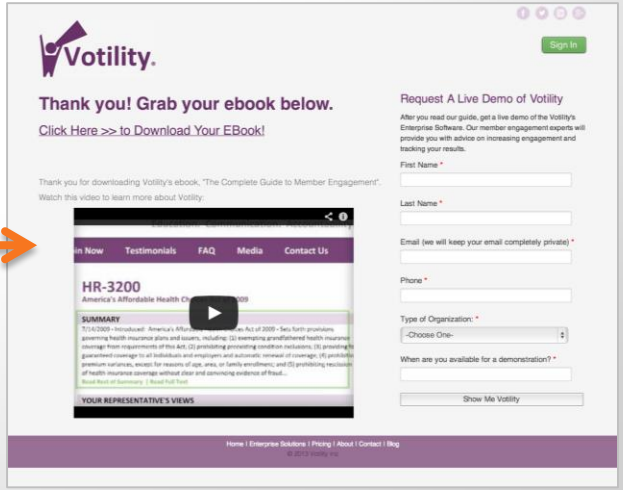
A CTA kicks off the **conversion process.**

The Conversion Process

Call-to-Action

Landing Page

Thank You Page



2 HOW DO YOU CREATE SUCCESSFUL CTAS?

CALL-TO-ACTION BEST PRACTICES

- [x] Make it action-oriented.
- [x] Include keywords consistent with offer & landing page.
- [x] Make it attention-grabbing.
- [x] Use strong and appropriate on-page placement.
- [x] Test changes and analyze their results.

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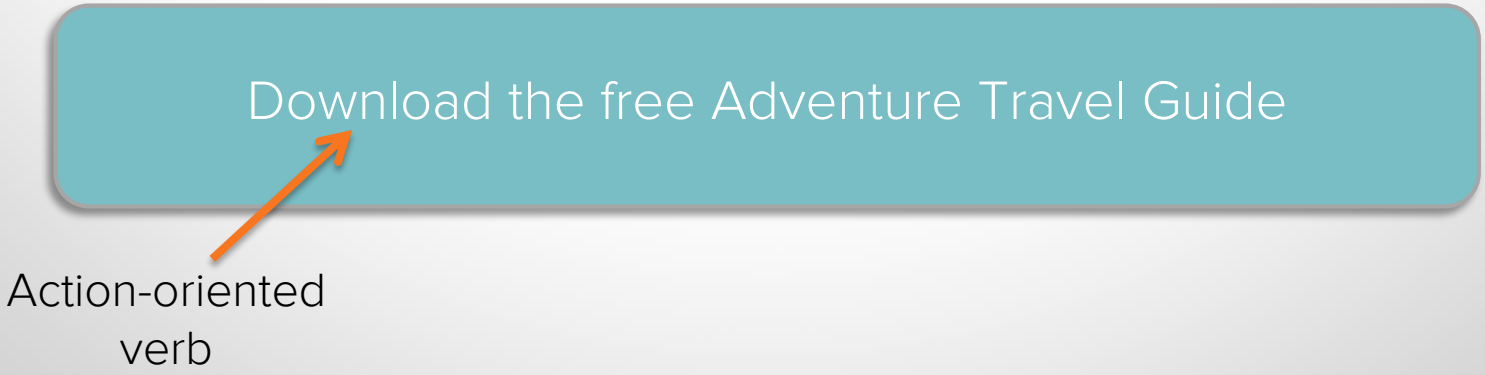
Make it **action-oriented.**

Don’t make your visitors think too hard about what they need to do next. Just tell them!



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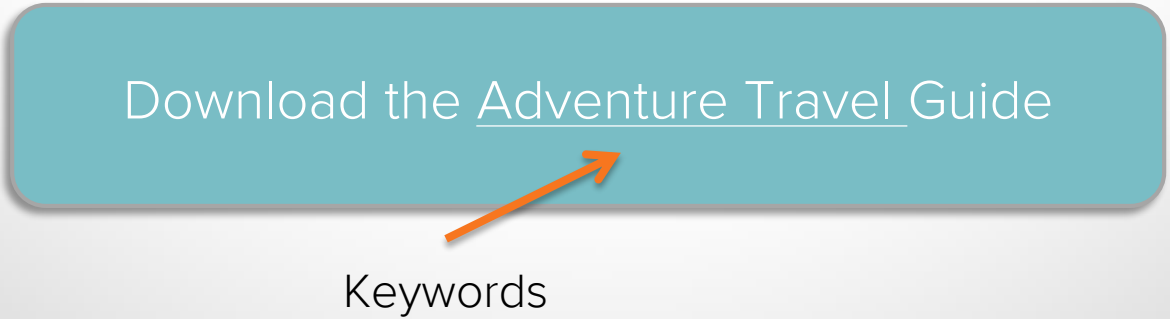
Includes **keywords** consistent with the offer and landing page.

Without keywords, would you know what this offer is about?

Download the Guide

Includes **keywords** consistent with the offer and landing page.

Using the same keywords and phrasing for the entire conversion process helps your visitors understand what they are going to get.



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Your CTA needs to stand out,
so that visitors will know to click on it.

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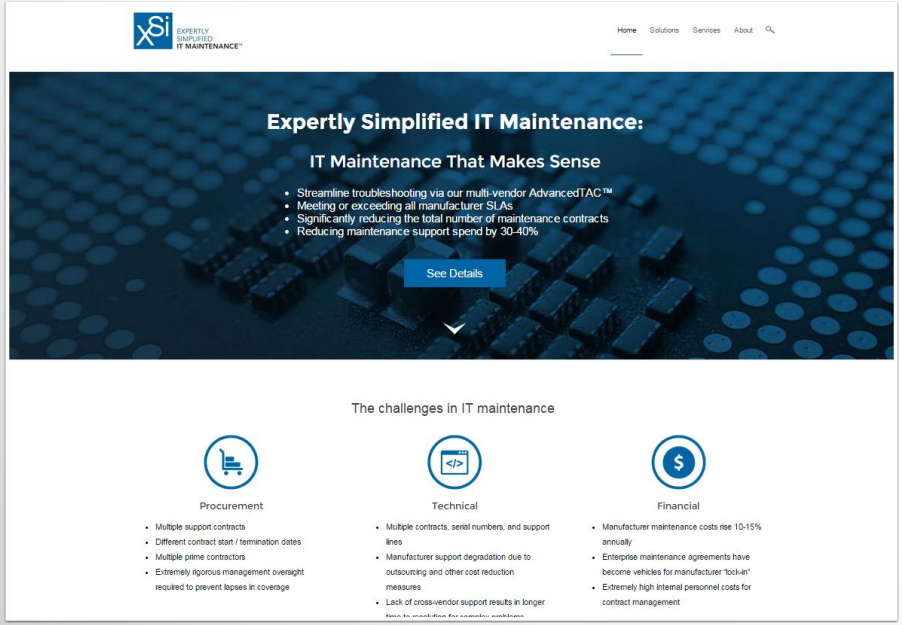
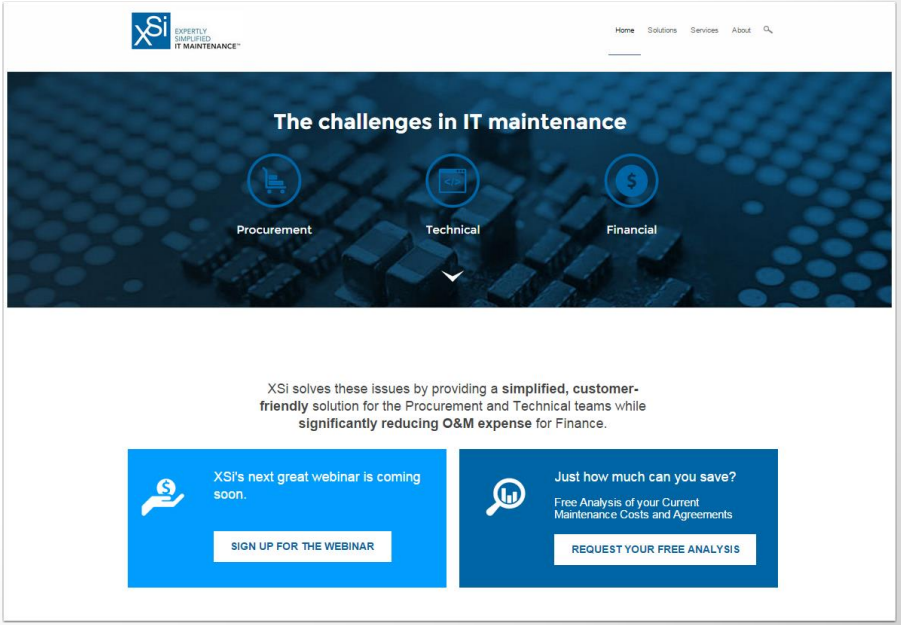
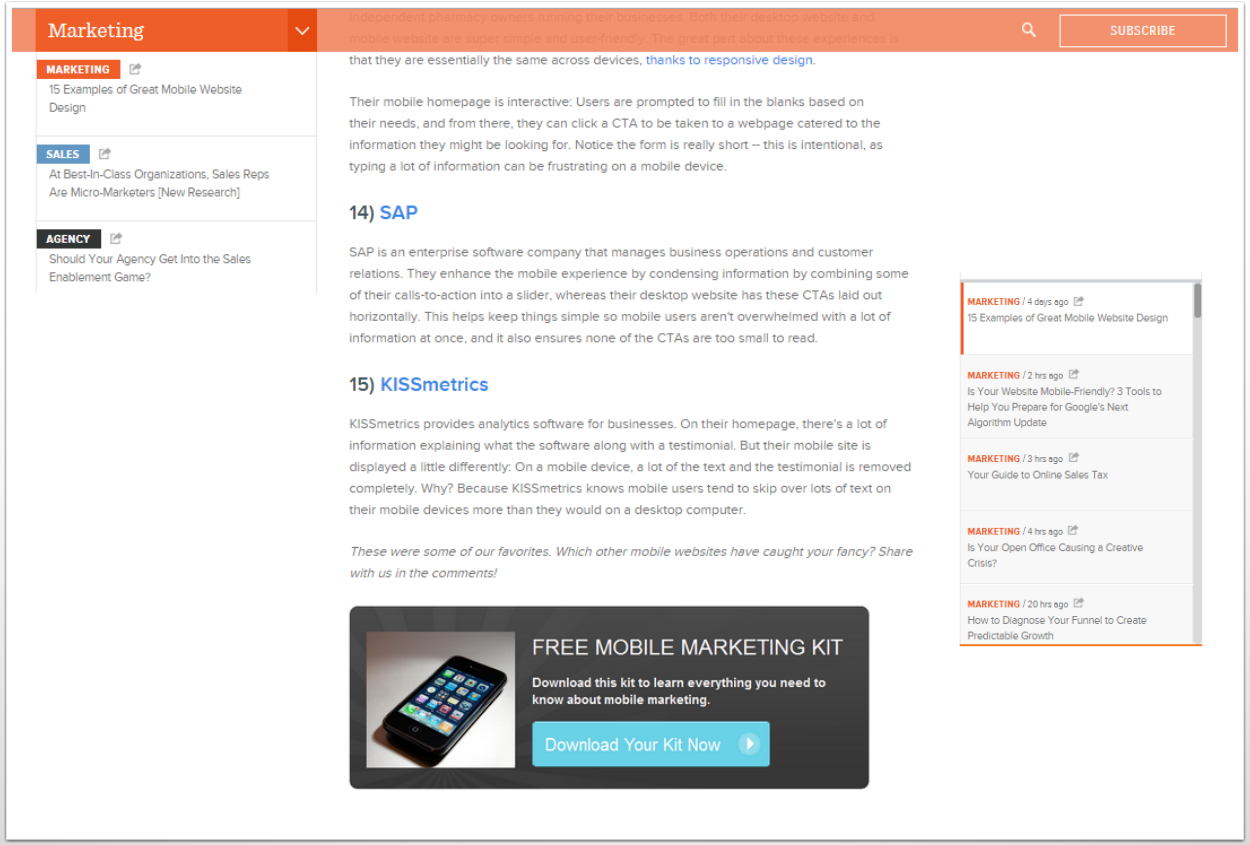


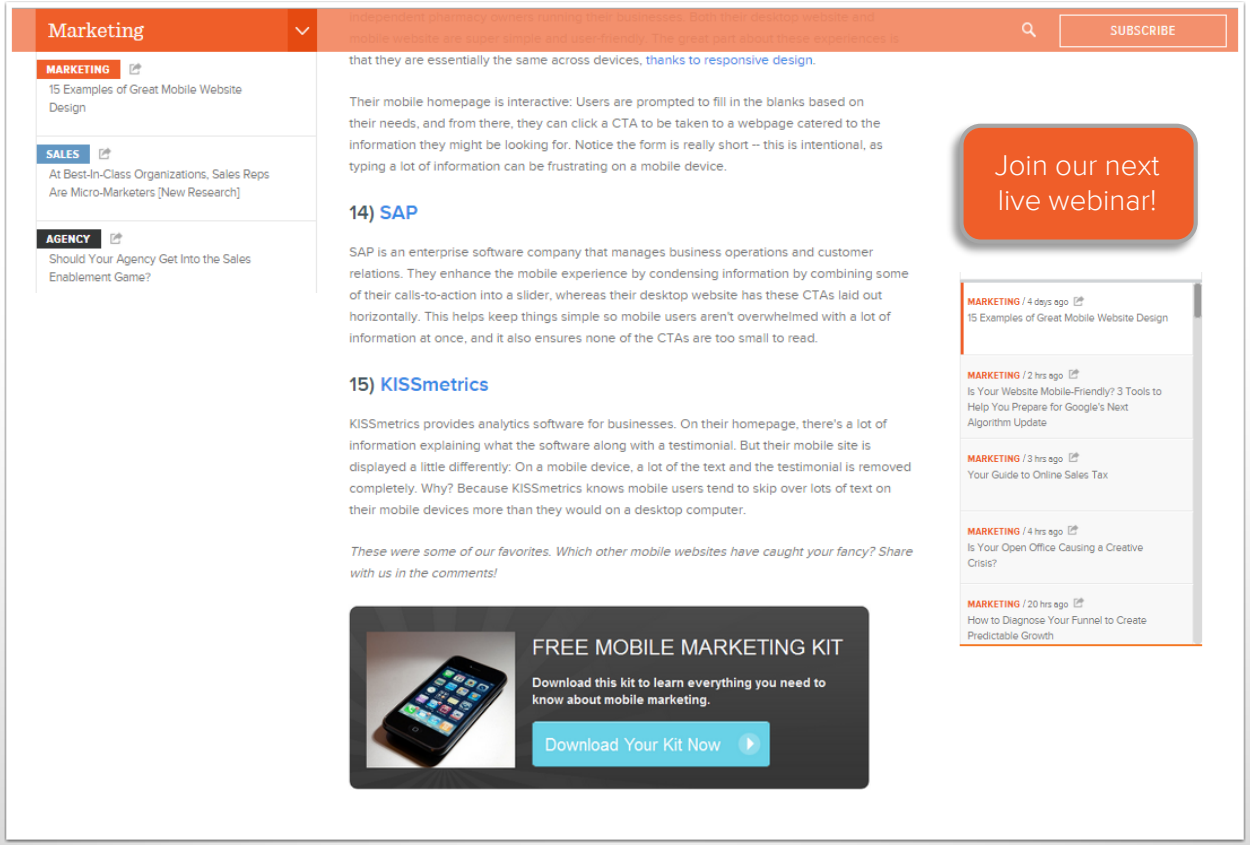


Use strong and appropriate on-page placement.

CTAs should seem like they belong and are not forced onto the page.

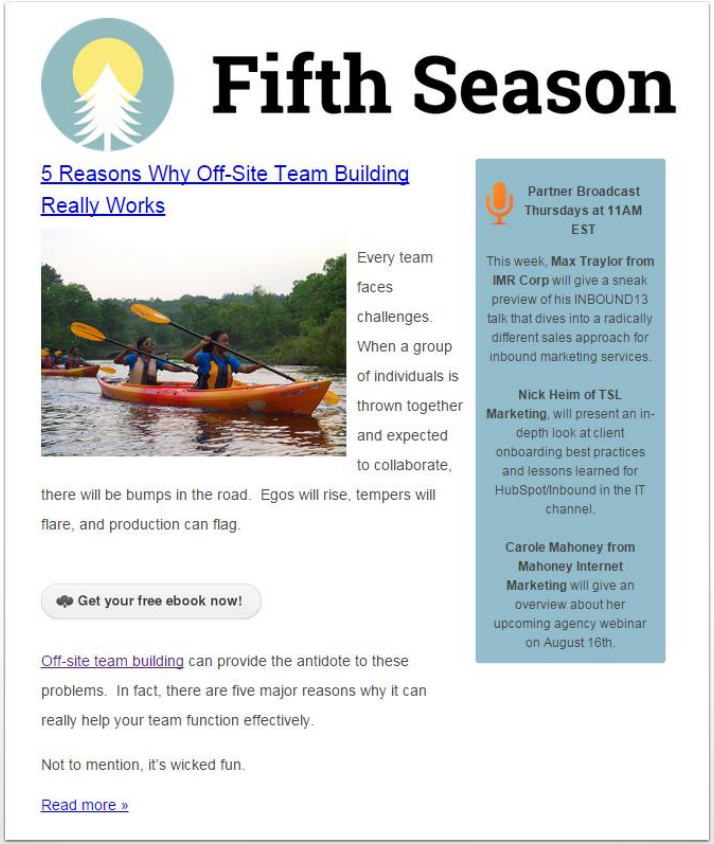


Place CTAs at the **end** of your blog posts.



CTAs in the **sidebar** should be general offers.

This way, they are applicable to the widest variety of people reading your blog.



Place CTAs in **emails.**

CTAs can be placed at the end of the email, at the end of a paragraph, or sentence.

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1-2%

CTA click-through rate goal.

10%

CTA clicks-to-submissions goal.

Make one **small change**
and see how it performs.

Download the Adventure Travel Guide

Download the Adventure Travel Guide

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- [x] Test a change and analyze the results.

THANK YOU.

HubSpot Academy