Enquiries through your website

How to smash your website goals

yellow

A contact form allows a customer to contact you without leaving your site, giving you the opportunity to engage with them. The value of a contact form lies in the fact that the user doesn't have to navigate away to open their email inbox to email you or pick up the phone in order to connect with you. It also means you are provided with either an email address or phone number (or both), and they become a lead.

You control the information collected by adding only the fields you want site visitors to fill out on the form.

Make sure visitors don't fall through the cracks by following the below dos and don'ts when optimising your contact form fields.

Less is more

Only ask for what you need to know, the rest you can find out once you speak to them. Users may feel reluctant to hand over their details if they feel you are wanting too much from their initial contact. Fewer form fields mean greater conversion.

Don't ask for too much information, it will increase the chances of users giving up halfway through the form. Avoid irrelevant information that's not going to benefit your business, or information you can gather later. You might not need their physical address, star sign, or second cousin's maiden name.

Communicate errors clearly

✓ Not all users will use a form perfectly, and sometimes fields will be filled out incorrectly. Indicate an incomplete field to your user by including a pop-up message like "Please complete required fields*" if the user skipped a required* field.

Contact Us

×

Name*

Michael Scott

Email*

*Please complete required fields**

Phone*

022 123 4567

Message*

I have seen the product details on your website and I'm very interested in buying one for my car. I appreciate if you can send me samples so I can test before taking a decision.
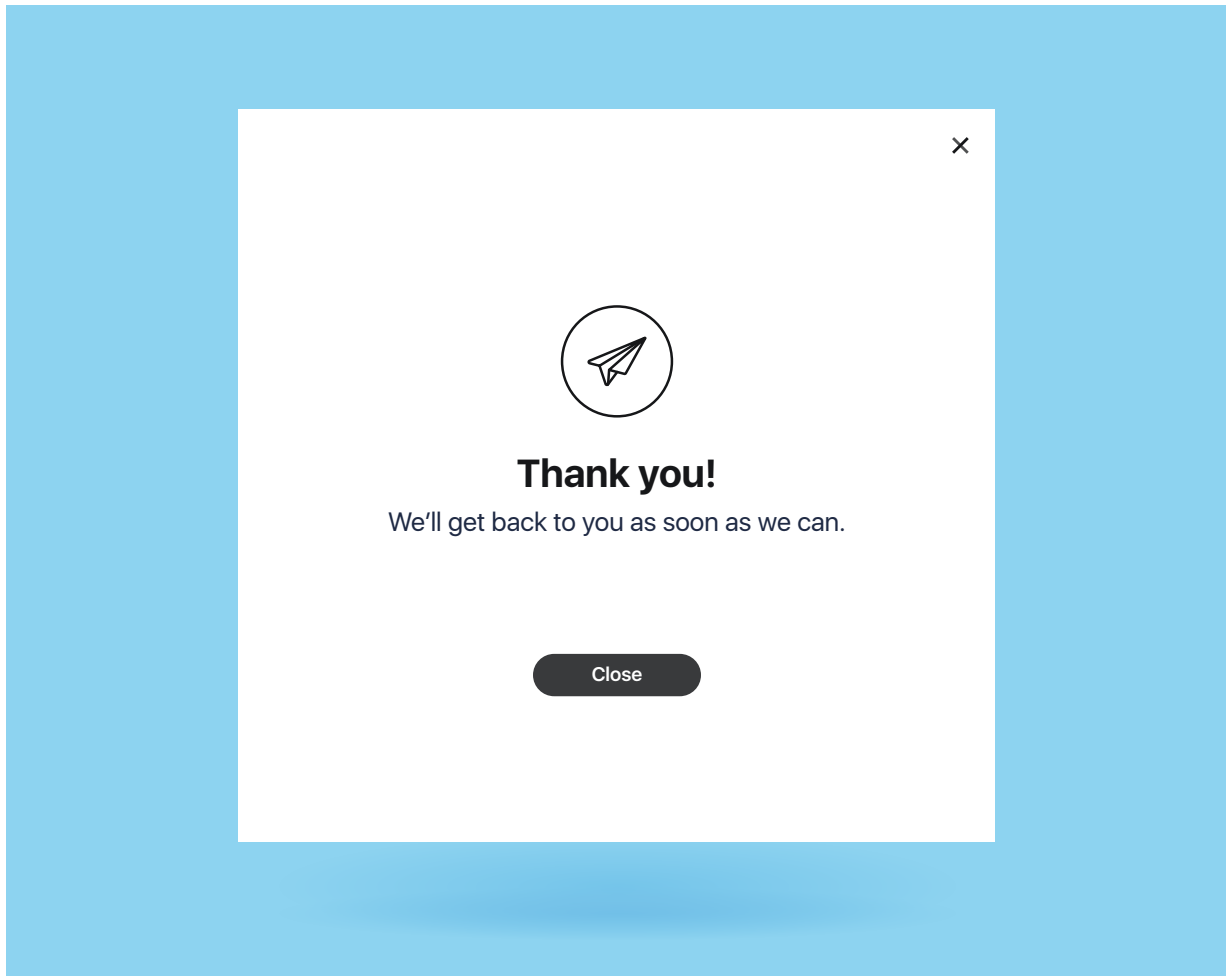
Submit

✗ Don't play hard to get. Make it clear that's what you want the user to do (fill out form) and simplify the process.

Use your manners

✓ A simple confirmation/thank-you message gives the user the confidence that their message has been successfully delivered. It stops a customer from repeatedly asking the same question and is the beginning of a new customer relationship.

Don't forget to say, "Thank You" and don't assume a visitor's engagement stops at "Submit". Make sure to acknowledge your customers and make them feel special with a simple message.

Security

Including a "I'm not a robot" tick box is a test to tell human and bots apart. Setting up a reCAPTCHA code is a free Google service to help protect your form from spam. When a customer fills in a contact form, they will then need to tick the "I'm not a robot" box. They will then see a green checkmark.


Don't forget to add the reCAPTCHA code to your forms. It's one small step, that's there for your benefit.

How do you measure success

First things first, make sure your contact form has a unique "Thank You" page. A "Thank You" page is where a customer is redirected immediately after they submit their information, and is a signal to you that a form has been successfully submitted. This page will let you see how many people saw this page, using tools like Google Analytics to measure form completions. If you don't have a "Thank You" page set up, here at Yellow, we have a solution to measure form completions using Google Tags Manager. We'll help simplify and automate your website goal tracking to properly record the completion of forms. All you need to do is become a Search Ads customer with Yellow!

✕

Thank you!

We'll get back to you as soon as we can.

Close
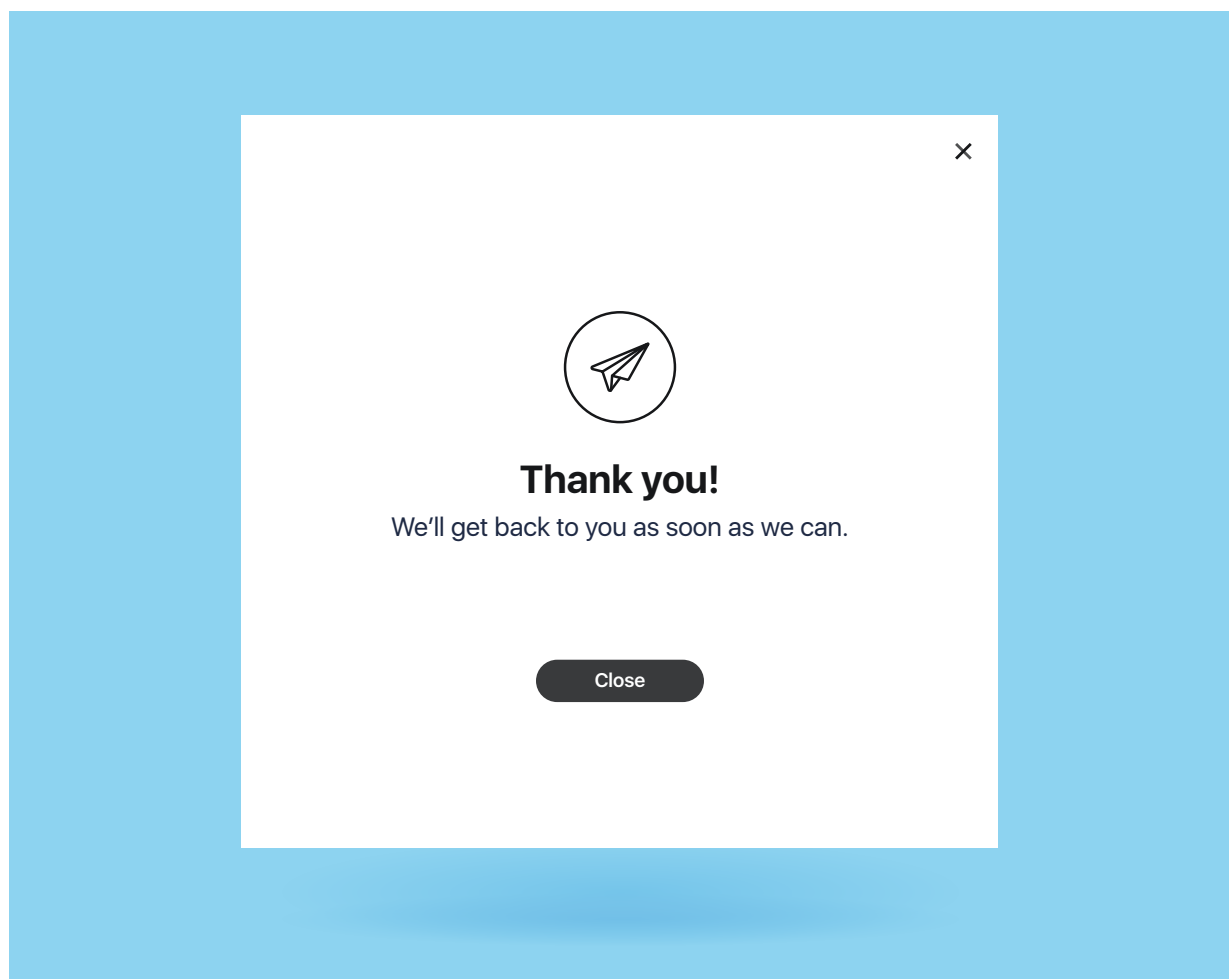
Ready to get some help?
Visit the products section of our website to find out all the ways Yellow can help your business with measurable digital advertising.

yellow.co.nz

YH0457(C)