Get more phone calls online

How to smash your website goals

yellow

To get more phone calls from visits to your website, you need clear call to action buttons. A call to action (CTA) is a button or line of text that prompts users to take a specific action on your website. It's literally a "call" to have users take "action".

Examples: *Get in touch, See more, Shop now, Try X for free, Sign up* – all are actions a user can take which will either keep them on your site for longer, or encourage them to engage with your business.

The best CTAs lead a customer straight to their (and your) desired outcome. Here are some simple and effective ways to get more phone calls direct from website visits.

Placement

✓ Placing a CTA button on your site will get straight to the point. A CTA should be easily found on any page, such as the top right corner. This makes it easier for mobile device users to hit the CTA button with their thumb. This is popular method and is super effective.
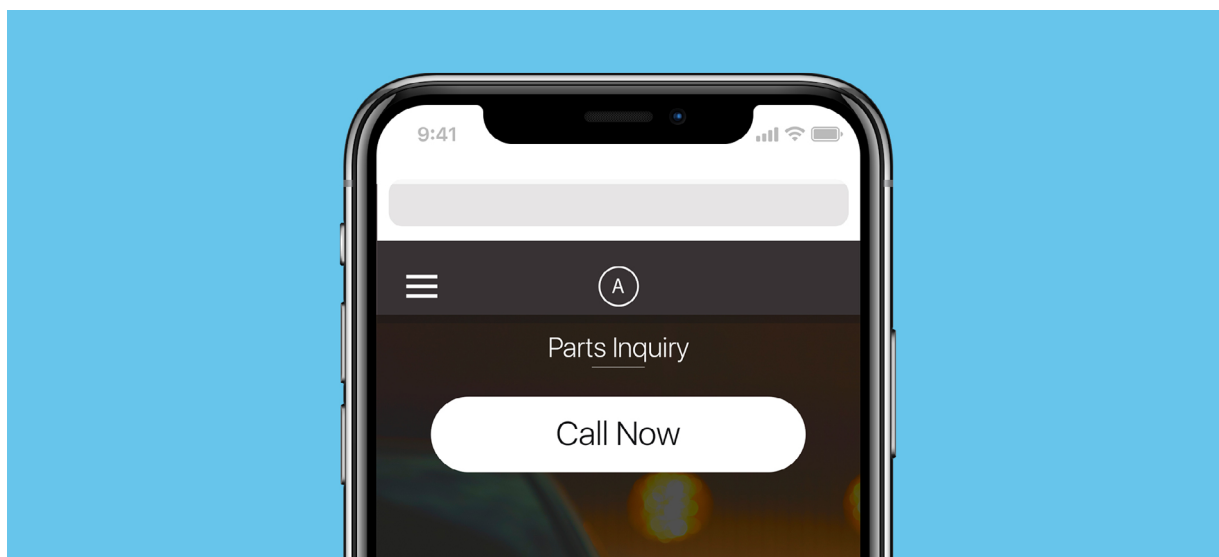

✕ Avoid placing your CTA in a cluttered space or hidden areas of your website. You want your CTA to pop out on a page.

Action words with a sense of urgency

✓ Choose your CTA wording carefully – simple and to the point is ideal.

Creating a sense of urgency urges users to take action by triggering a fear of missing out on something if they don't. Words such as "today" or "now" or "limited time only" encourage users to make contact, especially in the case of a sale or promotion.

"Call Now" is an effective CTA. It lets users know they can call your team and will be connected to someone in the business that can help. You're also more likely to catch a visitor's attention by telling them exactly what you want them to do.
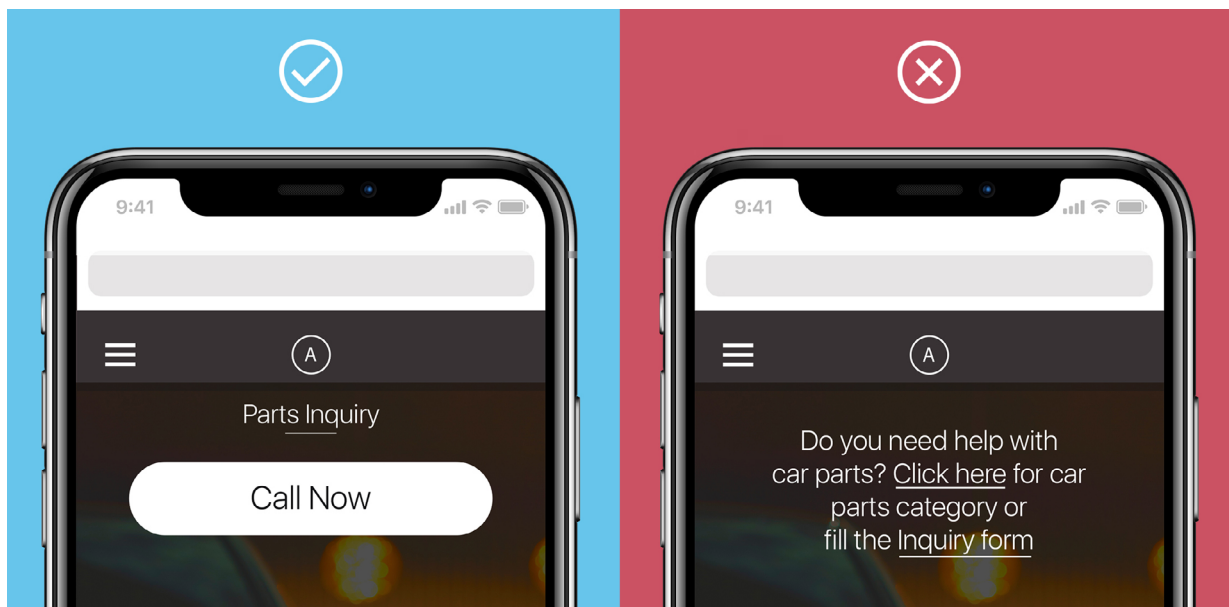
✗ Avoid having too many words on each CTA button. Don't confuse users with words that steer away from the action you want them to take.

Click-To-Calls

Make your phone number easily clickable by adding a call link with HTML. It creates a seamless experience for smartphone customers – when they search for your business in Google, the results will show a clickable icon with your phone number.
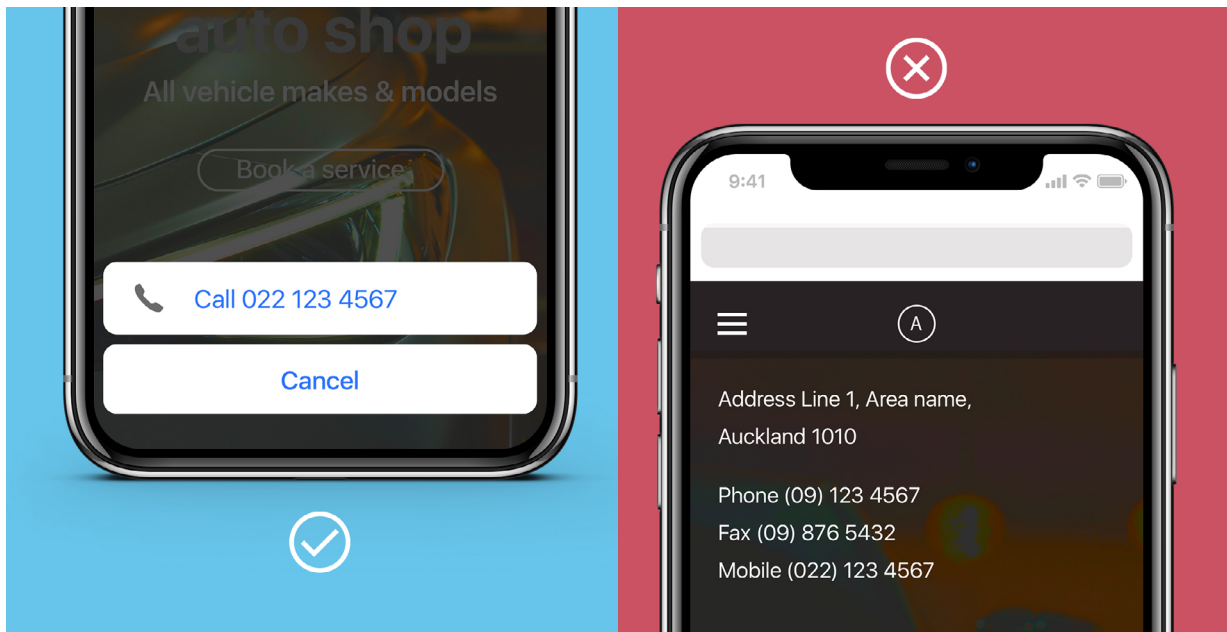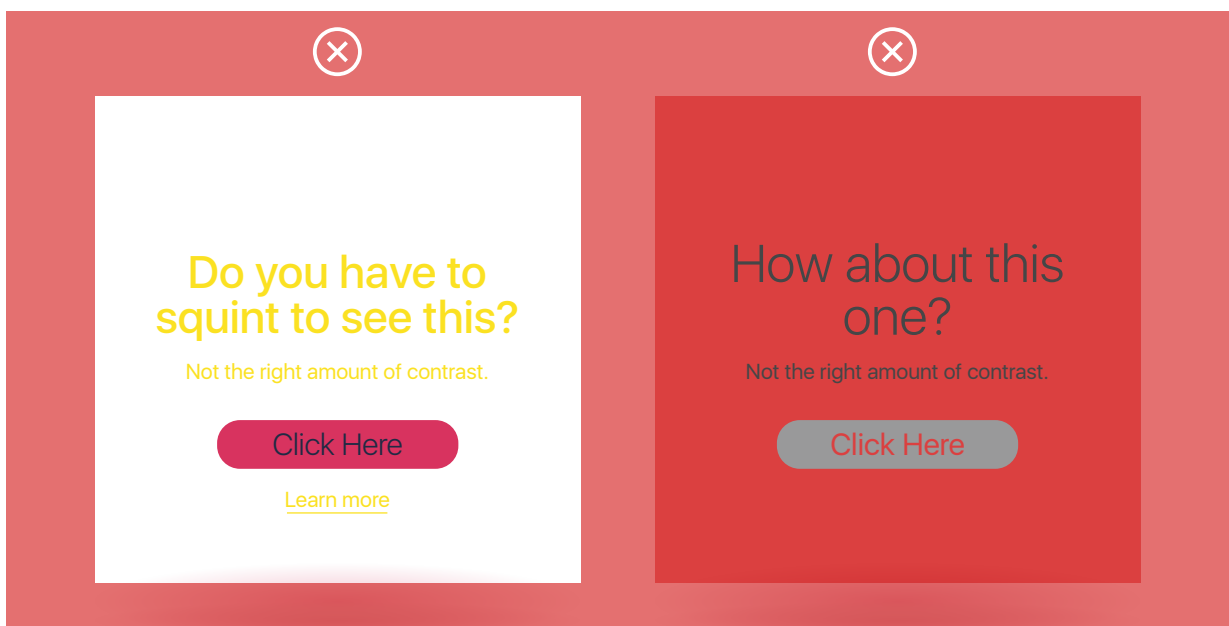

A click to call button can be the difference between receiving a call or not. Don't make smartphone customers divert from your website to memorise, then dial your number. A simple tap of a button should be all it takes!

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Colour & contrast

A legible CTA button gets more action. The colour of the button and text play a big role in how customers will respond to your CTAs, and it's important to get contrast right. Contrast is a colour balance that makes two things stand out from each other.

Just the right amount of contrast

Click Here
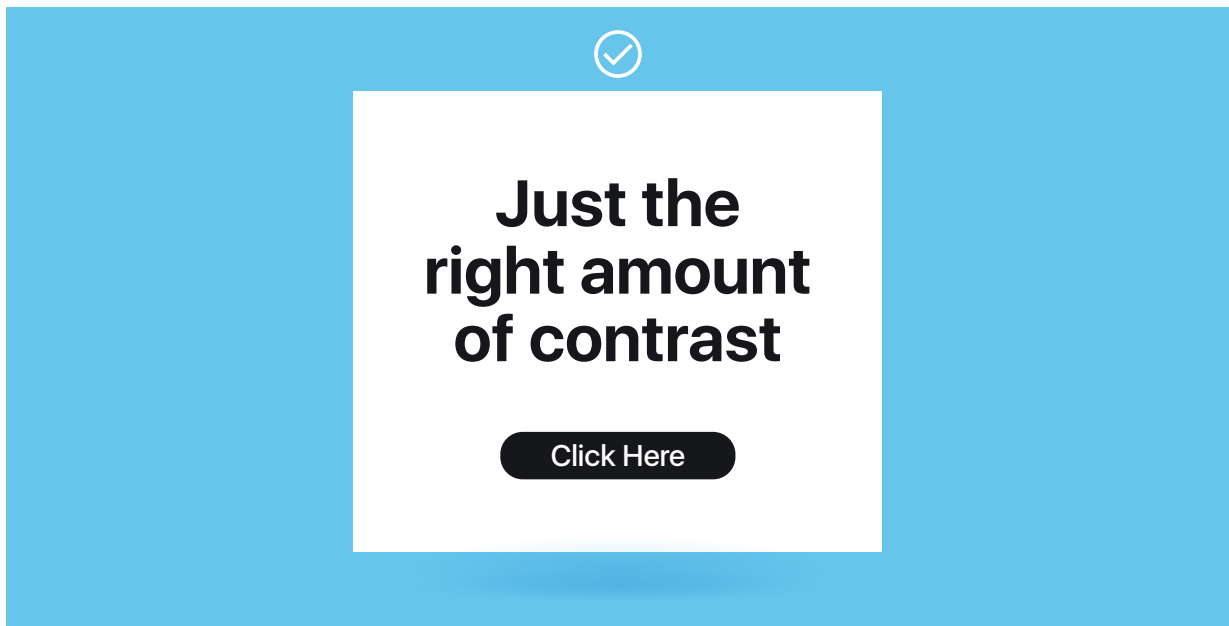
Avoid using colours that are similar to each other such as black text on a red background, or yellow text on white background. These colour combinations can be a nightmare for your vision impaired audience.

Do you have to squint to see this?

Not the right amount of contrast.

Click Here

Learn more

How about this one?

Not the right amount of contrast.

Click Here

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How do you measure success?

Having call to action buttons is an important element of any website design, but actually measuring success or activity of your CTAs is crucial and made simple if you follow the below two steps:

Counting click-to-calls

There are a handful of good call tracking tools available such as Google Analytics and other third-party vendors, where you can look at call tracking metrics to get a better understanding of call quality. Yellow offers fast and easy call tracking capabilities with all Google accounts, to measures the number of clicks made from a mobile device.
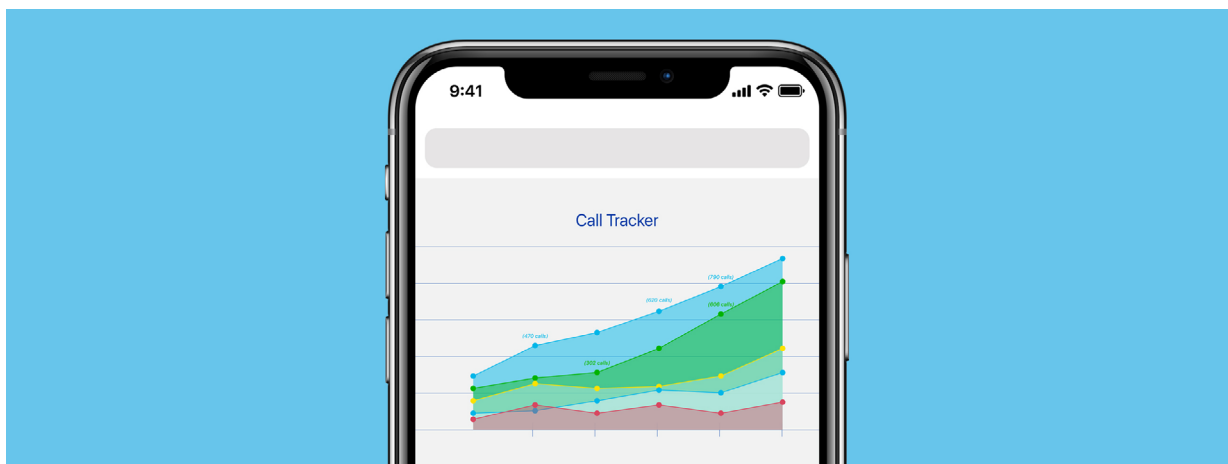
Get basic Google Analytics

You can access free tools like Google Analytics, which can provide valuable insight into understanding how your customers interact with your website. Yellow also offers an excellent Google Analytics set up with our Google Search or Display Ads product.

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.

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