



All You need to Know

On landing pages, "Call-to-action" is a pivot point, which determines the success or failure of a page. It is the point between bounce and conversion. It's the final point of interaction that your prospects do with your page. Hence, it is imperative to optimize the CTA buttons both design and copy wise. These elements have a direct impact on conversions. Whereas the design of a CTA button attracts the attention of visitors and guides them on 'where to click', the copy convinces them on 'why to click'.

What we Suggested

- The CTA button should stand out among a bundle of elements on the page so that it is easily locatable by visitors.
- The CTA button should be descriptive enough to give visitors an idea about what's going to happen next.
- It is important to test where exactly you must place your CTA.
- There is no absolute color to ensure the guaranteed success of a CTA button. The surrounding elements play a major role in determining what could make it stand out.

- The CTA button should not be placed in a busy or cluttered area.
- Avoid multiple CTAs unless they all cater to the same core purpose.
- The size of a CTA button should be large enough to the attention of visitors who should be able to locate it without any extra effort.
- The story that a website tells also has a bearing on the copy, design and placement of a CTA button.

All You need to Know

Data was collected through Google Analytics and Mouseflow to study user behavior vis-a-vis CTA buttons. User engagement with regard to various elements, especially CTA, was studied.

What we Suggested

Three variants of a CTA copy were tested against the original to determine the one that rendered the best results. A/B test was set up on Optimizely in order to assess the CTA button performance.