

# 3 Ways to Optimize Your Website CTAs

for higher conversion



While many elements contribute to marketing success, your ultimate goal as a marketer is to convert prospects to customers, or encourage existing customers to make another purchase. Calls to action (CTAs) are a crucial stepping-stone on that conversion path. Whether you want someone to sign up for a trial or demo, register for a webinar, download content, or visit another page on your website, improving the chance that they take that action is well worth your time. Even relatively small improvements in conversion rates can significantly impact overall business results.

Knowing that confused site visitors don't take action, your goal is to clarify things for them. With that in mind, pinpoint the main action you want site visitors to take on the web page in question.

**You can present information and engagement opportunities along the path, but keep each page's main objective (the CTA) clear. Here are 3 proven ways to do just that:**



**Make the main CTA visually stand out**



**Keep your CTA sticky**



**Repeat the main CTA**

Note: We use images from different websites to illustrate certain concepts. Some sites are our customers, some are not, and some images are mocked up. All images are for example purposes only.



# 01

## Make the main CTA visually stand out

Main CTAs can blend in with other CTAs and the page itself due to poor contrast or design choices. Make the main CTA pop – such as by using high-contrast design – so that the visitor is drawn to it, even when casually glancing at the page. On the right, you can see that Segment does a great job at just that. When the person is ready to engage, they know exactly where and how to do so.

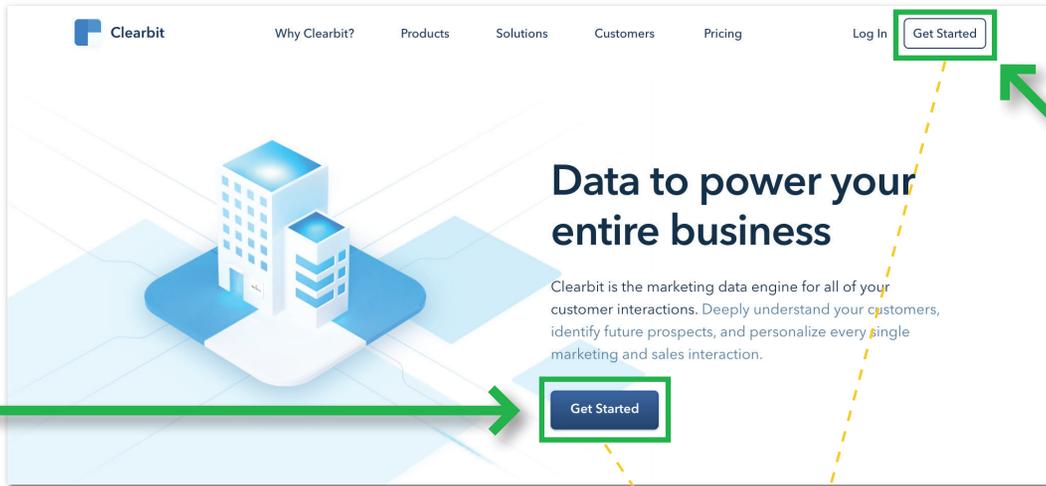
### Here are more ideas to make your main CTA stand out:

- ✓ Above the fold, the main CTA is presented in two different spots with varying contrasts against the background
- ✓ Other CTAs (“Log in” and “Create a free account”) are presented less prominently to avoid distraction
- ✓ As the prospect scrolls, the nav bar CTA remains sticky and pops against the background color
- ✓ Below the fold, the page provides more info, but no other CTAs distract from the main CTA

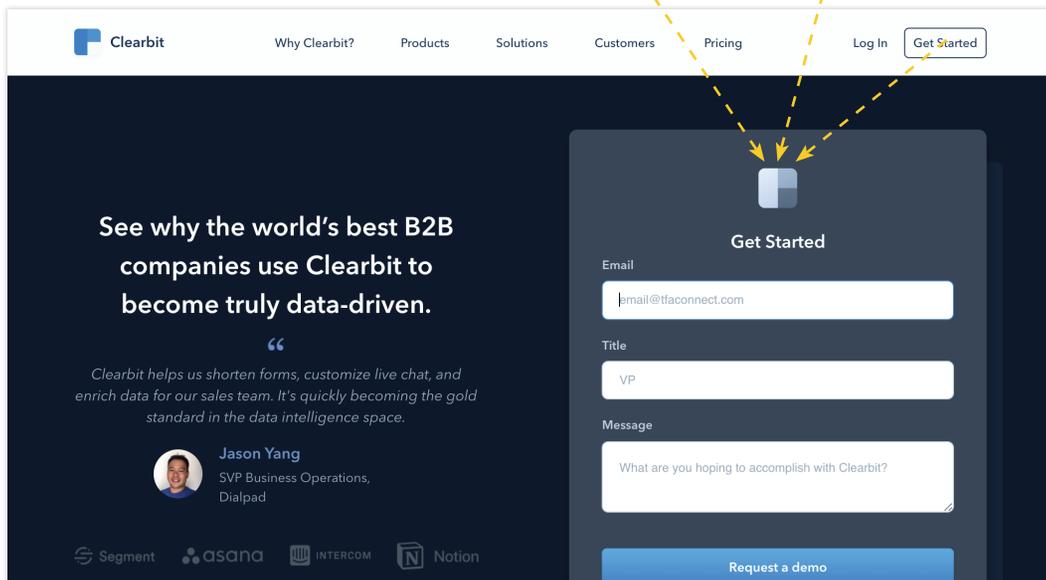
The screenshot shows the Segment website with a dark background. The main CTA, "Get a demo", is highlighted in yellow in two locations: once in the top right navigation bar and once below a form field. Other CTAs like "Log in" and "Create a free account" are less prominent. The page content includes a header with navigation links, a main heading "Personalize every interaction", a subheading "FOR MARKETING TEAMS", a form field for "Your work email", and a section titled "Single view of the customer" with three sub-sections: "Email personalization", "Frequency caps", and "Propensity modeling".

# Keep the main CTA sticky

# 02



One way to feature your main CTA prominently is to ensure it remains present aka sticky as the visitor scrolls down the page. This way, it remains top of mind for the visitor at all times and is easily accessible when they're ready to act. You may choose to have the CTA float, like a widget, or be part of the nav bar – just like Clearbit has done with their sticky “Get Started” button.



Further, not only is their “Get Started” CTA sticky, but Clearbit has gone an additional step in making the button, when clicked, auto-scroll the visitor to the “Get Started” form at the bottom of their homepage. Now that's definitely increasing their chances of getting that coveted form fill!

# 03

Another way to keep your main CTA front and center is to repeat it on the page, just like Asana has accomplished on the right. This way, the CTA serves as a reminder to the site visitor as they scroll and read other content. When the right content resonates with them, the CTA is right there, without having to hunt it down, and you increase your chances of getting a click.

## Depending on your page's length, you might:

- ✓ Place the CTA at the top and at the bottom of the page
- ✓ Repeat the CTA in every section or in every other section of the page as the visitor scrolls

## Other ways to treat repeat CTAs:

- ✓ Make them identical in appearance and verbiage
- ✓ Feature a unique appearance but the same verbiage (or vice versa)
- ✓ Design each repeat CTA with both a unique appearance and verbiage

## The main objective of this page is to drive visitors to 'Get Started' by filling out a form.

- ✓ Two main CTAs above the fold reinforce this objective and make it obvious to people entering the page
- ✓ The nav bar containing the main CTA remains sticky upon scroll, keeping the objective present at all times
- ✓ The "Get Started" CTA appears in multiple sections of the home page as a reminder

# Repeat the main CTA

The screenshot shows the Asana homepage with several 'Get Started' CTAs highlighted by green boxes and arrows. The CTAs are located in the top right navigation bar, below the main hero image, and in a 'Watch video' button. The page content includes a hero section with the headline 'Work on big ideas, without the busywork.' and a 'Get Started' button. Below this is a 'PROJECT MANAGEMENT' section with the headline 'Stay organized and connected' and a 'List view' section. At the bottom, there is a 'Timeline' section. The 'Get Started' button is repeated in each of these sections, reinforcing the main objective of the page.



## Additional best practices for website CTAs:

- ✓ Don't hide main CTAs below the fold
- ✓ Limit the number of different CTAs on a single page
- ✓ Test different words/phrases for the same CTA
- ✓ Try a pop-up modal triggered by exit intent or scroll and which features your main CTA
- ✓ Don't let main CTAs get lost in a sea of content. Move heavy text, images, and other buttons away from your main CTA

## Optimize for Continuous Conversion™

As a marketer, you deliver the most value to your company by converting prospective buyers into customers. No matter what form your CTAs take, they are an essential tool in driving site visitors to take action on the path to conversion.

Rather than suffer drop-offs and see your CTAs ignored, you can take advantage of Continuous Conversion™ with Intellimize. Fueled by machine learning, Continuous Conversion helps you optimize your website automatically and in real time, driving an ongoing stream of CTA click-throughs and form submissions. Learn more at [intellimize.com](https://intellimize.com)