



Ideas for writing a stronger call to action that moves your audience through your website & takes them exactly where you want them!

LINKS TO AN ARTICLE OR STORY

- Curious? Read on
- Keep reading
- Read the full story
- See what happened next

LINKS TO WATCH A VIDEO

- Watch now
- See the crazy video
- Hear from our Executive Director / Board Chair / etc.
- Hear her/his story
- See the difference you made

EVENT RELATED LINKS

- Reserve your seat
- Save your seat
- I'm coming
- I'll be there
- Count me in
- Save me a spot

TIPS FOR A MORE CLEAR CALL TO ACTION

- Buttons have a higher conversion rate by almost 28% versus just using a simple link. Create your own buttons at dabuttonfactory.com
- Make all of your CTAs match - use a unique color that fits with your brand but one that doesn't signal stop or slow down (i.e. red or yellow)
- Leave white space around the button to make sure it doesn't get lost within all of your text.
- Don't disappoint your audience -- make sure you make it worth their time to follow the link and that they get exactly what you told them to expect.