

Creating High-Performing

Calls to Action

Before you go live with a CTA button on your webpage, landing page, or email, double-check that it follows these CTA best practices for maximum clicks and conversions.

My CTA Button Is:



Valuable and Motivating



Make sure your CTA is worth the click. Are you delivering a unique, compelling benefit to your audience? Start with their needs and work backwards to optimize your CTA and make clicking painless.



Scarcity creates a sense of value and urgency. Make use of words like “now” and “today” in your copy to drive your audience to take action, immediately.

Save 20% Today



Join Free for a Month

Earn Instant Rewards



Punchy and Short



CTAs should be short and sweet for maximum impact and minimal distraction. For buttons especially, try to keep your CTA between two to five words.



Begin with a verb whenever possible. Start with your desired action and let that inform your verb choice.

Begin Your Journey

Start Now

Let's Talk



Original, Not Boring



Use original language to spark interest and curiosity in your brand. Stock phrases such as “Learn More” and “Get Started” dominate the CTA landscape, so think outside the box.



Be specific in your offer so readers will understand exactly what they're getting.

Discover the Hidden Secret

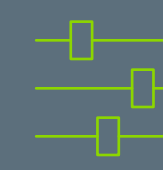


Read 6 Awesome Tips

Eliminate Your Risk



Tested and Optimized



Small tweaks can bring dramatic improvements in CTA performance.



Use A/B or multivariate testing to optimize word choice, font type, button color, spacing, page placement, and more.

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Request a Demo

Review Our Options



Discover More Tendo Tips Right Here!

Find more helpful resources for B2B content marketers and content strategists at [Tendocom.com](https://tendocom.com).

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