

**THE SIMPLE
BUT ULTIMATE
CTA
CHECKLIST**

C CALL

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A ACTION



A CTA is a call to action in the form of a button. It directs the audience to the landing page of your choice and the action you want them to take.

Knowing what CTA to include in your copy is important. That is why we have created this checklist to help you create attention-grabbing and compelling CTAs.

CTA Strategies

- Personalize your CTA. If you design your CTA based on the persona of your target audience, you will achieve high conversion rates.
- Reinforce brand identity with brand color. Having your brand color for the CTA reinforces consistent brand identity and helps increase brand awareness.

More than 90% of visitors who've read your headline also read your CTA.

□ Rewards. First, decide where you want to lead your audience. Avoid the use of words such as “submit”, “give”, “sign up”. Instead use words that are reward-driven such as “signup for free”, “Tour & Get \$500 off”.



Emails that have only one Call to Action boosts sales by 1617%.

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Avoid using words like “Submit,” “Give,” or “Sign up.” These words leave your audiences with an impression that they need to give something up instead of gaining something.

CTA Testing

The only way you can know which call to action works is by split testing using A/B testing.

A/B testing. It is widely used for conversion rate optimization. Any element can be tested using the A/B testing.

However, you should only test one variable at a time. Otherwise, you won't be able to calculate which variable has a higher conversion rate.

How to Create a Compelling CTA

- Use benefit-driven words. Such as “sign up for free”.
- Create urgency. This entices your audience as they would not want to miss out.
- Keep it simple. Make sure there is enough white space around the CTA and avoid visual distractions.



Add Directional Clues. Visual elements that point to the CTA help direct audiences' attention to the call to action button.

Align Email Content with CTA. Make sure the subject line, email content, and CTA are working together to deliver the key message of your content.

Use a contrasting color. Make your CTA stand out by using a different color from your content copy that pops.

There you have it. Creating a compelling CTA can be challenging.

However, this checklist will help keep you on track. To learn more about how Htly.ai can help you, Check out our how-to add CTA on the [Hyly template](#) and our [email editor overview](#).

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