

Call to Action

So you have a fantastic looking website that communicates all the right messages, now what?

Well, what do you want your website visitors to do next? It may seem obvious to you, but you need to clearly tell your website visitors what to do next. This is your call to action.

Your call to action needs to be both specific and reasonable for a first time visitor.

My call to action

What do I want my website visitor to do? Buy a product Ring for an appointment Donate
Sign a petition Write a review Make a booking Sign up Join a group Other

How do I ask people to do this on my website?

Could this request be more specific? Yes No

If yes, what could you ask?

Do I need to ask something else first to build rapport? Yes No

What might be a reasonable first stage request?

On which of your website pages is your call to action?

And, where on these pages is it located?

Are these the right places for your website visitor to easily see the call to action and take action?

Yes No

Do you provide all the information needed for visitors to take action (clear phone number next to a request to call, availability check for a request to book etc)?

Yes No

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