Write Your Content

- Tell the user what to expect post-click.
- Use precise action-oriented language like "buy" or "sign up," rather than more generic language like "click here."

Design Your Page

- Keep it short. Top it off with an image. Keep it clean, keep it simple. Make it readable. 400-600 words will be just enough to get your point across without it feeling like hard work for the user.
- B2B content can be longer. Adding a picture at the beginning or midway through the article will help make your page inviting. Make sure the image doesn't take up the entire width of the page so the user knows to continue to scroll down.
- Simple black font on a white background is best to keep the user engaged. Bolded sub-headers, relatively big fonts, and short paragraphs will also ensure the user stays on the page.

User Experience

- Link carefully. If you need to link outside of your site, make sure that link opens in a new tab or window.
- Pop smart. Users will instinctively close pop-up windows without reading them. If you need to rely on a pop-up, then make sure it's triggered only once a user has truly engaged with your page.

CTA Do's and Don'ts

- Place the CTA immediately below the article body. Tell the user why they should take action in a simple way. Give the user an incentive to take action. A discount, demo, price quote, or some other added value will help increase conversions.
- Find creative ways to gamify your action if possible, like using a quiz format. It will make the user more likely to follow through with the action.
- Always be Testing. Technology and browsing habits change and evolve. A/B test major elements of your page on a regular basis to make sure you're reaching maximum conversion potential.

Tips and Tricks

- Create a lightbox animation to re-engage your user if they exit your page without clicking the CTA. Re-attract the user in a non-aggressive way with a follow-up CTA or an eye-catching lightbox.
- Follow your own rules about pop-ups, banners, and opt-in forms. Experiment with new formats whenever possible - but make sure to keep the above rules in mind!