

Write Your Content



INFORM FIRST, SELL SECOND.

Users arriving on your page are discovering you for the first time. Start on the right foot by engaging and informing them.



How These Simple Muffins Will Transform the Way You Eat



BE PRECISE.

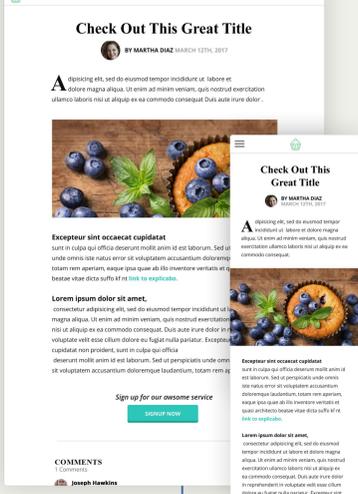
Speak directly about your product and value proposition. Users won't buy into your brand if they don't know what it is and why they should.

Design Your Page



Keep it short.

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.



Top it off with an image.

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.



Keep it clean, keep it simple.

Simple black font on a white background is best to keep the user engaged.



Make it readable.

Bolded sub-headers, relatively big fonts, and short paragraphs will also ensure the user stays on the page.

User Experience

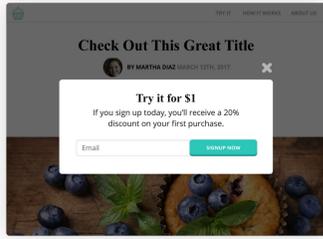


Link carefully.

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.

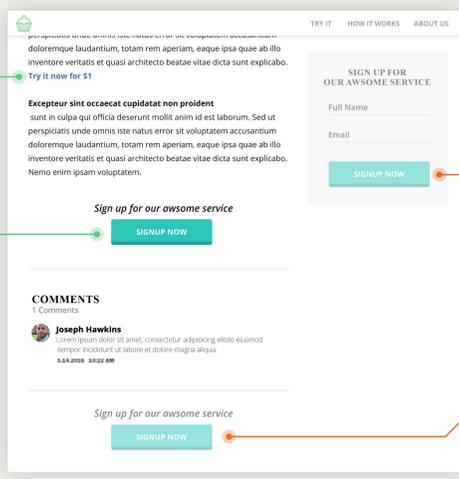


CTA Do's and Don'ts



LOCATION

Add a **less aggressive CTA** about 1/3 of the way down your page. Hyperlinked text in a separate row can work well for this.



Don't place your primary CTA in the **right rail on desktop**. Users will be engaging with the article, and will most likely miss it.

Place the CTA **immediately below the article body**.

Don't place your CTA **below share buttons and/or comments**. The user will miss it.

Tell the user **why** they should take action in a simple way.



COPY

Give the user an **incentive to take action**. A discount, demo, price quote, or some other added value will help increase conversions.



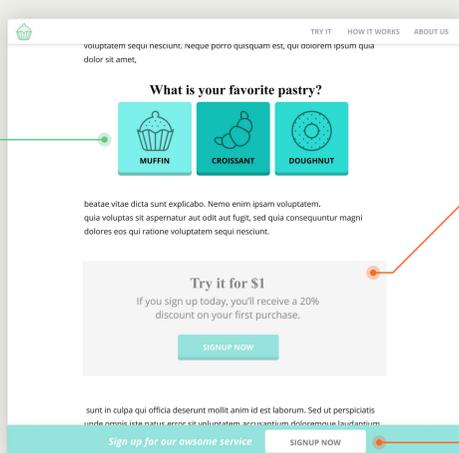
Don't emphasize **multiple actions**. Your CTA should focus only on your primary goal.

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."



FORMAT

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.



Don't make the CTA **look like a banner**. Users have banner blindness and will ignore it. Even separating your CTA from the article with a block of background color will have this effect.

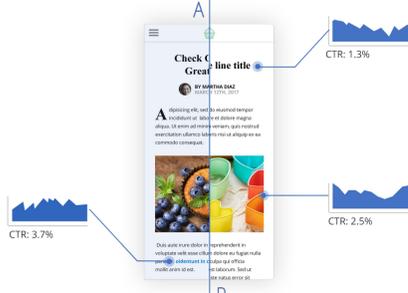
Don't rely on a **floating CTA in the footer**. Users will most likely miss that as well.

Tips and Tricks



Always Be Testing.

Technology and business 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.



Innovate.

Videos, photo galleries, quizzes, and other unique content types have the potential to unlock whole new audiences for your product. Experiment with new formats whenever possible - but make sure to keep the above rules in mind!

