

CTA Quick-Start Cheatsheet: How to Create Calls to Action That Work

1. Decide the Goal

- What do you want the reader to do next?
- Is it clear why the step matters?
- Can you explain the value in one sentence?

2. Focus on the Benefit

Your CTA should answer: **“What’s in it for them?”**

Examples of benefit phrasing:

- Start your plan
- Make progress today
- Get a clear next step

3. Keep Wording Simple

Use short, friendly language.

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4. Place CTAs Where Attention is Highest

Use at least 3 placements:

- Near the top
- In the middle (after a key point)
- At the end

5. Use One Goal Per Page

Don’t ask for too many actions at once. Keep the path clean.

6. Test Small Changes

Try adjusting:

- Wording
- Button location
- Button size

Small tweaks can raise conversion more than full redesigns.

You don't need perfect wording. You just need a clear next step. Use this guide each time you create new content.