

9-5 Call to Action

We have coaxed our visitor through to the final step without losing them and now the most important job is to ‘close’. This is the same as ‘asking for the order’ in sales jargon and the approach is just as important.

The call to action is the response we are encouraging the user to make in our objective for the page. For example, if our objective for the page or site is to build a mailing list then the call to action may be ‘sign up for our newsletter’. If we have an ecommerce site then the action we are looking may be to order or ‘add to cart’.

9-5.1 “WIIFM” – *What’s in it for me!*

Repeat the key benefit for the user here. Our user is looking for something specific, has conducted a search, followed the link to our site, scanned the page, skimmed the content and finally read the content.

Reward this behaviour and reinforce the message by re-stating the benefit you are offering.

9-5.2 *Coaching the Call to Action*

Educators recognise that people respond differently to communication modes and that using different and multiple modes of communication strengthens the learning message. We are constrained by web page technology but we can still leverage the principles.

- **Visual mode**

Most people respond to visual communication more strongly than other modes so it is important to include words such as ‘see’ or ‘look’ that appeal to the visual mode. Another suggestion is place an appropriate image close to the call to action.

- **Auditory mode**

The second largest group of people are those that respond most strongly to auditory stimulus. Consider using words such as ‘heed’, ‘call’.

- **Kinaesthetic mode**

The smallest, but still significant, group are those users whose strongest response is to kinaesthetic prompts. Examples of this include ‘try’, ‘experience’, ‘practise’, ‘demo’, ‘hands on’, ‘check’, ‘download’, ‘reconcile’.

9-5.3 *Placing the Call*

From our knowledge of user habits, we know the following:

The golden triangle is the top left hand corner of the page

Our user will skim, scan and then possibly take the call i.e. position a call to action ‘above the fold’ or before the user has to scroll down.

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If the user follows through to read the detail content then our user is absorbed in the page and a call to action is required at the end.