

CTA Optimizations

*Why It's
Necessary?*

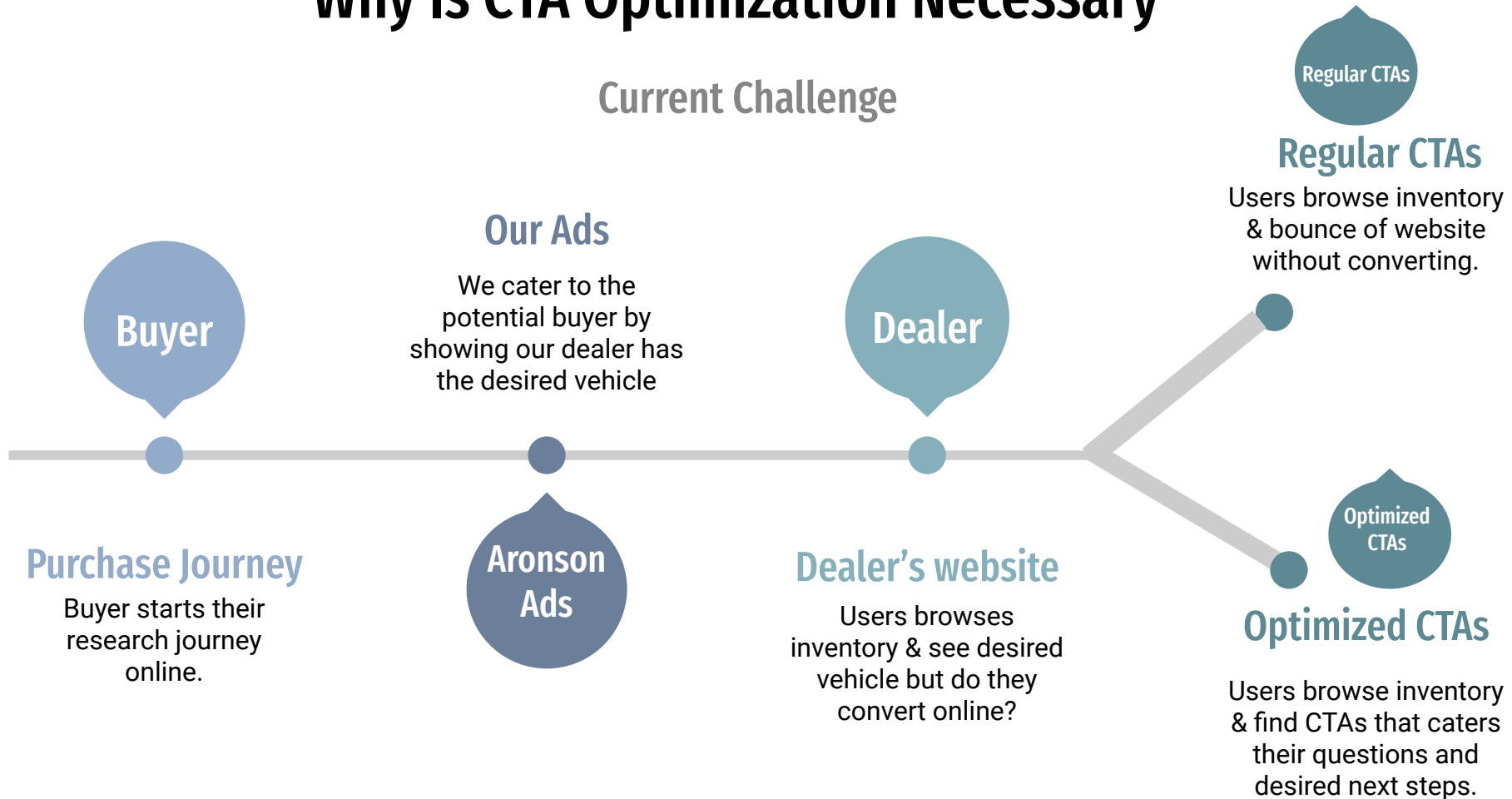
*Challenges/
Solutions*

Insights

*How Can We
Maximize It?*

Why Is CTA Optimization Necessary

Current Challenge



Website Challenges & Suggested Solutions

1st

Distractions

Replacing extensive text, engagement buttons and contrasting colors with basic clean layout will draw the attention on CTAs.

Declutter

2nd

Can't find the CTAs

CTAs are below the fold, dimmed in neutral colors, or engagement buttons are the main focus, like calculators.

Focus on highlighting CTAs

3rd

Discouraged From Converting

Data shows users are less likely to fill "request a quote" form when price is displayed.

Display suitable CTAs
(Ex: get price alerts)

4th

No Leads

Users convert but we can't track leads

If 3rd-party forms are the focus, we won't be able to track the leads.

Focus on trackable CTAs

A Ford Dealership In Georgia

Simple changes worth the results

Period: 1/29/23 - 8/31/23 vs 6/26/22 - 1/26/23.

Click to Call

Was added on mobile view

+45%

More than +420 calls were tracked after this change

Contact Us

A form was added on VDPs

+24%

Offering users to reach out by email/forms resulted in an increase in contact form submissions