

The essential call-to-action checklist

FOR THERAPISTS AND WELLNESS PROVIDERS

A call-to-action (usually abbreviated as CTA) is an image or line of text that prompts your website visitors to take action. It is, quite literally, a “call” to take an “action.”

The action a practitioner wants people to take could be: scheduling an appointment, asking a question, attending an event, etc. A CTA can be used anywhere in your marketing — on your website, in an ebook, in an email, or at the end of a blog post.

Location of your CTA

There should only be one or two CTA phrases or buttons per page. CTA buttons and phrases should be placed where the action is most likely to happen on your website.

- CTA near the navigation bar

- CTA at the end of a services or specialty page

- CTA at the end of a blog post

What should your CTA say?

- Make the potential client feel as though it’s about them. Use words such as “you,” “yours,” and “my”

- Customize each CTA to match the content on the page

- Add the word “free” to a CTA when appropriate

What should your CTA do?

- Lead visitors to your contact information (phone and/or email)

- Lead visitors to a form where they can submit basic contact info

- Lead visitors to another page on your site, or off site, for more information

Shape and color of your CTA

- Use gentle curves as opposed to sharp edges for CTA buttons

- Choose a complimentary color to the primary color on your website. To find your complimentary color visit this [color calculator](#).