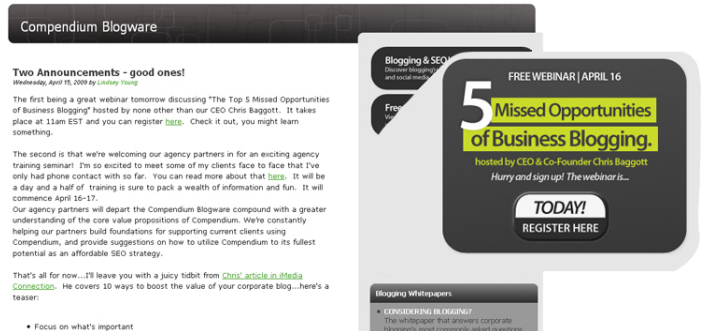


Blog Call-To-Action (CTA) Checklist



People know exactly what they want and what they are looking for when they are searching on the internet. It's no accident that people have arrived at your website. Something they were searching for brought them there. The right words will drive people to take action. Your goal is to gain exposure, show your value, and persuade readers to take action with your company. **Your CTA directs your traffic to take the action you want them to take.**



Blog CTA Best Practice Checklist:

- Does your CTA have a purpose?
- Does your CTA have a benefit?
- Are you directing your traffic via a command?
- Is there an obvious place for a reader to click?
- Is the image formatted correctly? (JPEG, GIF, or layered PSD file)
- Will the CTA fit properly in your side bar above the fold? (max width 225px & max length 400px)
- Do you have a unique landing page available for this CTA?
- Have you put the proper tracking measurements in place? (for your CRM or custom analytics)

Items to provide Compendium's Product Support Team:

- A properly formatted image
- Destination URL for the CTAs link
- Indicate the order the CTAs should be in on the sidebar
- Indicate if the new CTA is replacing an older CTA (best practice max of 3 per blog)
- If providing html attach the code as a txt file and ensure that the code is W3C compliant
- If providing a text only CTA make sure text is final and no more than one sentence in length

Remember the Product Support Team will swap out your calls to action at a maximum of once a week. Make sure you monitor your CTAs and tweak them when appropriate in order to obtain maximum results. Contact Product Support at help@compendiumblogware.com and use the subject line *New CTA*.

For CTA coaching and guidance contact our Client Success Team at clientsuccess@compendiumblogware.com.