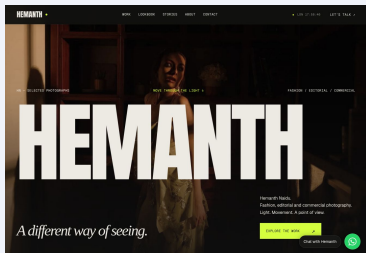


Improve a call to action

Make the next step specific and easy to understand.



FROM THE SETLY PROJECT LIBRARY

A real project screenshot for visual inspiration. Follow the written steps for your own business.

YOUR ACTION PLAN

- 1 Choose the single main action for the page.
- 2 Use a label that describes the destination or result.
- 3 Put supporting information near the action to reduce uncertainty.
- 4 Test the complete destination, not just whether the button is clickable.

EXAMPLE - ILLUSTRATIVE

Request a website quote is clearer than Click here when the destination is an enquiry form.

CHECK YOUR RESULT

Will visitors know what happens after they select the button?

Improve a call to action

Use the prompts below to make this resource specific to your business. Save a local copy after completing it. Keep passwords and private customer data out of this worksheet.

Page goal:

Current label:

New label:

Supporting detail:

Destination:

Test result:

DONE WHEN

Will visitors know what happens after they select the button?

FURTHER READING

[Google SEO Starter Guide](#)

Independent Setly planning resource. Platform settings and requirements can change; use the linked official help for current configuration details.