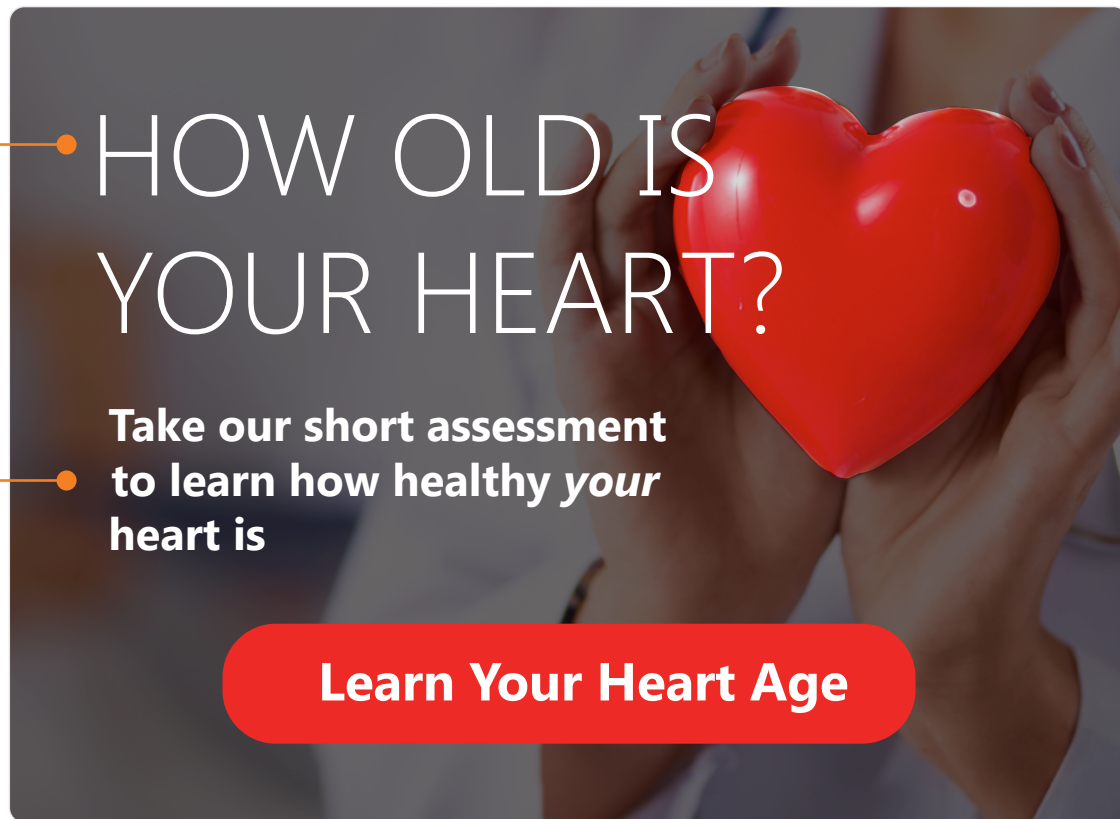


CALL TO ACTION CHECKLIST



Title

- Title is 5 words or less
- No jargon or word play
- Clearly conveys content
- Creates a sense of urgency
- States value proposition

Description

- Speaks to target audience
- Provokes emotion or enthusiasm
- Conveys reason to take desired action
- Length of 100 – 140 characters
- Uses action verbs

Design

- Design CTA to device
- Fonts, photos, or images are eye-catching
- Primary color contrasts with background
- Call to action is prominent
- Make the button look clickable
- Highest value CTA is most prominent