



ONLINE MARKETING SECRETS: INCREASING FORM CONVERSION

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LET'S TALK FORMS:

Best Practices

IT IS CRUCIAL TO THE SUCCESS OF YOUR ONLINE BUSINESS TO INCREASE AND ULTIMATELY MAINTAIN A HIGH CLICK THROUGH RATE AND CONVERSION RATE FOR YOUR WEBSITE. This is accomplished by inviting visitors to engage with your website and directing them to the end goal, which for the purposes of this exercise, is submission of an online form. The final objective for form conversion is creating an online form that your users will be more likely to complete and submit.

At A Glance...

- Avoid overuse of instruction text
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- If the form is fairly long, break into multiple steps
-
- Add a progress indicator
-
- Make interesting with combination of graphics and text
-
- Use a single column form
-
- Include visual cues in real time, such as a green check or a red x
-
- Use * to indicate which fields are required
-
- Provide info on what the user will receive by filling out the form
-
- Consider including a privacy statement or security badge
-
- Implement an automatic placement for the cursor
-
- Never stop testing different optimization methods

ONCE A VISITOR LANDS ON YOUR HOMEPAGE, THE FORM SHOULD BE EASY TO ACCESS.

Place a strong call to action button in a prominent position that takes the visitor directly to the form or add the form directly to the homepage. **Tip:** To maximize possible form conversions, try both practices simultaneously (i.e. place an unobtrusive version of the form on the homepage in a prominent position in addition to a link to the form on your homepage).

Visitors are more likely to scan forms from left to right, often ignoring instructions and items too far on either side of the page. It is important to avoid overuse of instruction text. Instead, include short steps (if steps are necessary), use clear language, and avoid acronyms that may hinder the visitor’s understanding.

If the form is long or complex, try breaking it up into multiple step forms. Consider adding a progress indicator so the user knows which step they are on, how many more steps are left and how much time they should expect to commit.

TIPS FOR MULTI-STEP FORMS:

- 1 Tell visitors what to expect next.
- 2 Don’t hide a step between indicators - visitors won’t like it.
- 3 Make your progress indicator obvious (place it just above the form).
- 4 Use a combination of graphics and text, don’t blend it into the background or make it too small to see.



Logo

1

2

3

1. Hello, nice to meet you

Your Name:	Your Email:
Jenny Pauley	jenny@wpromote.com
Your Contact Phone Number:	Your Company/Organization
(310) 555-2222	Wpromote

> Next Step

WHEN CREATING THE FORM, THE ONLY ACTION REQUIRED ON THE PAGE SHOULD BE FILLING OUT THE FORM.

In order to accomplish this, consider removing or truncating the main navigation/content from the page, except the back button.

ADDITIONAL TIPS FOR FORM OPTIMIZATION:

- 1 Make the form a single column.
- 2 Make sure the font is easy to read.
- 3 Use appropriate negative space to separate form fields.
- 4 Use high contrast text and background colors.
- 5 Make sure the form is visually appealing.
- 6 Provide dropdowns for quicker completion time.
- 7 Avoid the “how did you hear about us?” question.



It is helpful for the viewer to include form validation cues such as a green check mark or a red X that confirms, in real-time, whether the form was filled out correctly. Inline errors provide an instant feedback mechanism to assure viewers that they are proceeding correctly and to allow you to help viewers correct their errors.

Full Name*
Jonathan Doe ✓

Email* Please enter a valid email address
jondoe@email. ✗

Phone Number
|

I'm Interested In
Select Service ▼

GET A FREE QUOTE

*Required Field

MAKE SURE TO INDICATE WHICH FIELDS ARE REQUIRED USING ASTERISKS.


If all of the fields are required, then do not include any asterisks. For fields that aren't required, make sure they are potentially helpful enough to you to justify their inclusion in the form. Only ask an appropriate amount of questions and don't ask questions that are too personal, as this will scare viewers off. It is recommended to ask broad questions that people are more likely to respond to. It may be more appropriate to ask more detailed questions during the follow up consultation.

It is important to provide supporting content that tells users exactly what to expect from filling out the form. Reassure them why they are giving their information to you and identify any benefits. Make sure to include this at the top of page or in a prominent, highly-visible location. It's also very important to include a privacy statement (or link to privacy page) and/or security badge to instill trust. Additionally, you can add testimonials and/or a client list to demonstrate credibility.

What you get

- ✓ A **phone call** from one of our Business Consultants.
- ✓ A **cost estimate** for your project.
- ✓ An **in-person meeting**, if necessary.

Your Privacy

-  Your information will not be shared with any 3rd parties under any circumstances.

Supporting Content Provides Reassurance

FOR CONVENIENCE AND EASE OF USE, YOU CAN HAVE THE CURSER DEFAULT TO APPEAR WITHIN THE FIRST FIELD SO THE VISITOR DOESN'T NEED TO MANUALLY CLICK EACH FIELD.

The final call to action button should clearly state what will occur after the form is submitted. Use colors and shading that make the button as prominent as possible. Try to avoid the word “submit” as it is too vague and meaningless. Instead, use a phrase like “Request a Quote” which tells the visitor exactly what they will receive by submitting their information.

Finally, include contact information for the viewer to receive help, or let them know that they can contact a company representative directly instead of filling out the form online, if they prefer.

Most importantly, never stop testing different optimization methods on your form to see what works best for your audience and purpose.

The image shows two side-by-side form designs separated by a 'VS' label. Both forms have the following fields: 'Full Name*' (with a green checkmark), 'Email*' (with a red 'x' and the text 'Please enter a valid email address'), 'Phone Number', and 'I'm Interested In*' (a dropdown menu with 'Select Service'). The left form features a blue button labeled 'GET FREE QUOTE' with a small '*Required Field' note below it. The right form features a blue button labeled 'LEARN MORE' with a small '*Required Field' note below it.

ALWAYS TEST DIFFERENT OPTIONS

Please feel free to contact us with any questions, comments or feedback!

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