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Boost your Call to action button by Varun Bihani

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â€œGood call to action button is the one which calls and attracts you to click on it.â€•

Call to action buttons as per the name are those buttons on a website which are for users to perform some action which most of times may result in deal. It may be like â€œjoin nowâ€•, â€œclick hereâ€• or â€ etc. The development of button becomes necessary because itâ€™s the place or an entry gate from where user makes any kind of deal.

Now, the shape, size, color and location of button become necessary as it is closely connected with psychology to deal or not, because not only you are the one on internet who is providing such facilities to the user.

Moreover the user`s sub consciousness will select the button which is convincing and attractive and even he wouldn`t know about it, this is our work to make a user comfortable with such things on website.

Yes, it happens that when a person finds a button on any website, most of the people click those buttons which seem convincing, are of good size and even the color matters most, which is why I wrote it becomes psychological concept.

Small button but big outcomes, well you must read following tips to maximize it and add possibilities to your business.

Tips to design & spotlight the button:

Size in action- Call in action

Very first thing to be discussed is the size of the button; it needs to be big enough in size, so that your users need not to crawl through the whole page to search it, donâ€™t worry; before crawling much they`ll leave the page.

That is why size of the button is very prominent part, make it of noticeable size, and even if they find it easily, most of users won`t prefer to click on small buttons to proceed.

Moreover size speaks about importance of the button; there may be many buttons on your page, so adjust them according to their importance. The biggest button on website automatically says that it`s most important one, the main purpose of site most of the times.

Do not oversize all of your buttons, few are good as left small, but the ones with prominence must look highlighted on page as soon as one opens it.

Place of action

The placement of button may cause the same problem as size; users wonâ€™t wait till they say â€œeyes Iâ found itâ€•. You should know this simple thing before researching every corner of web page for location that when will the user go towards button?

Answer is when he will finish going through the content, obviously they won`t read full content but psychologically and habitually they will reach at the end of the content for the button, so the best

place is near or at the end of the content of your website.

Color of the button:

This is most important part in button optimization, above all creations namely: the size, placement and message. The color matters most because in other means we can say it displays the button. Contrasting colors like red, black are good while soothing colors like blue, sky-blue and purple also play fine role.

The background and other contents on the page also determine the color the button and the text of the button too.

What most attracts the user in button is color, many of users are like they can`t just leave the page without a click even which is of no use to them, the curiosity may be, thatâ€™s the color impression of the button.

Text of the button:

Text of the button needs to be short and complete; big size does not mean you got space to write more text, but size of the text also increases, exceptions being always there but generally buttons having more words look ugly. And about font:

â€¢ Font: Calibri, times new roman, Verdana etc, Comic sans is also very impressive one.

â€¢ Font color: white, black, blue and green are good colors depending on button colors & fine contrast.

â€¢ Font size: big button and big font.

Few interesting tips about the button:

â€¢ The button edges should be slightly curved rather than pointed, check out difference between the both. The difference what I find is pointed curved buttons do not look more attractive and sometimes they do not seem like a button but are mixed in page design.

â€¢ Rounded rectangular type buttons with no edge and ovals are also good enough.

â€¢ Perfect square shaped buttons should be taken less in use as their place is limited. While circles should be used carefully; they look beautiful but not at every place.

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a Varun Bihani specialize in creating wireframes, workflow diagrams, prototypes, navigation structured approach to design-oriented customers, while understanding and meeting the technical needs and business objectives

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