

CTAs (Call to Action)

1. **One primary CTA per screen:** Avoid decision fatigue. Keep the focus on a single action you want the user to take.
 2. **Action-oriented language:** Use strong verbs that clarify what happens next (e.g., "Start Free Trial," not just "Submit").
 3. **Contextual placement:** Place CTAs where intent is highest (e.g., right after value is demonstrated).
 4. **Contrast and visibility:** Make CTAs visually distinct using color, size, or shape.
 5. **Progressive disclosure:** Only surface CTAs when users are ready (e.g., gated content, modals triggered by scroll or time).
 6. **Urgency and scarcity** (used sparingly): Phrases like "Limited spots" or countdown timers can motivate action, if authentic.
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Copy Changes

1. **Benefit-driven, not feature-driven:** Emphasize what the user gains, not what the product does.
 2. **Microcopy matters:** Small words (tooltips, button labels, error messages) should reassure, clarify, and encourage.
 3. **A/B test headlines and subheads:** These often have the biggest impact on conversion.
 4. **Remove friction words:** Avoid anything that sounds like work ("Register," "Fill out") unless necessary.
 5. **Speak the user's language:** Use terminology your target audience actually uses (based on user research or surveys).
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Layouts and Visual Hierarchy

1. **F-shaped or Z-pattern layouts:** Design content flow based on how users scan pages.
 2. **Above-the-fold value:** Show the primary benefit or offer without requiring a scroll.
 3. **Visual prioritization:** Use size, color, and spacing to guide attention toward key elements (especially CTAs).
 4. **Limit form fields:** Only ask for what's essential—each additional field drops conversion.
 5. **Skeleton screens over spinners:** Give users a sense of progress and reduce perceived wait time.
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Iterative Growth Tactics

1. **Onboarding UX:** Highlight quick wins early (e.g., empty state prompts, checklists, progress bars).
2. **Exit intent modals:** Show targeted offers or information when a user is about to leave.
3. **Personalization:** Use user data to tailor content, suggestions, or layouts.
4. **Social proof:** Place testimonials, logos, or user counts near CTAs.
5. **Referral nudges:** Post-conversion prompts for sharing or inviting others (while motivation is high).