

RISING SUN DIGITAL

# THE CTA BLUEPRINT

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7 Conversion Killers Costing You Thousands  
(And How to Fix Them in 15 Minutes)

*"The exact framework we use to increase client conversions by 30-150%"*

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## THE BRUTAL TRUTH

# Your Website Has 8 Seconds

# 96%

of visitors who leave your site will never return

That's not a typo. Ninety-six percent.

Every single day, potential customers land on your website, glance around for a few seconds, and vanish forever. They had a problem. You had the solution. But something went wrong.

**That something? Your call-to-action.**

Your CTA is the bridge between a visitor and a customer. It's the single moment where interest transforms into action. And for most businesses, that bridge is broken—riddled with holes they don't even know exist.

### THE CONVERSION GAP

The average website converts just 2.35% of visitors. Top performers? They hit 5-10%+. The difference isn't luck—it's strategy.

In the next few pages, I'm going to show you the 7 most common CTA mistakes that are silently killing your conversions. These aren't theoretical problems—they're the exact issues we find in 90% of the websites we audit.

More importantly, I'll give you the exact fixes. Not vague advice. Specific, actionable changes you can make in 15 minutes or less.

**Let's find out what's really costing you customers.**

## THE MATH

# What Poor CTAs Actually Cost You

Most business owners have no idea how much money they're leaving on the table. Let's make it concrete.

## Your Hidden Loss Calculator

YOUR NUMBERS	CURRENT	OPTIMIZED
Monthly website visitors	1,000	<b>1,000</b>
Conversion rate	1%	<b>3%</b>
Leads generated	10	<b>30</b>
Close rate	25%	<b>25%</b>
New customers/month	2.5	<b>7.5</b>
Average customer value	\$2,000	<b>\$2,000</b>
Monthly revenue	\$5,000	<b>\$15,000</b>
<b>ANNUAL DIFFERENCE</b>		<b>\$120,000</b>

**Read that last number again. \$120,000 per year.**

And we only improved conversion from 1% to 3%. That's not a moonshot—that's the difference between a mediocre CTA and a good one. Top performers see 5%, 7%, even 10%+ conversion rates.

### THE MULTIPLIER EFFECT

A 2% improvement in conversion rate can double your leads without spending a single extra dollar on advertising. Same traffic. Same product. Twice the customers.

Now let's find out which of the 7 CTA killers are eating into your numbers.

## KILLER #1

# The Invisible Button

Your CTA exists. It technically works. But nobody sees it.

## What It Looks Like

- A gray button on a gray background
- A CTA buried below the fold, requiring scrolling
- A button that blends into the navigation or footer
- Text links that look like regular content
- A CTA that's the same size as everything else on the page

## Why It Kills Conversions

Human eyes are drawn to contrast. We literally cannot help noticing things that stand out from their surroundings. When your CTA matches the page, it becomes invisible—not literally, but functionally. Users scan right past it.

Studies show that users spend 80% of their attention above the fold. If your primary CTA requires scrolling to find, 80% of your visitors will never see it.

## The 15-Minute Fix

**Step 1:** Open your website and squint. Can you still see your CTA? If not, it needs more contrast.

**Step 2:** Make your CTA button a color that appears nowhere else on the page. Orange and green buttons consistently outperform other colors—but only if they contrast with your palette.

**Step 3:** Ensure your primary CTA is visible without scrolling on both desktop AND mobile.

**Step 4:** Increase button size by 20%. Bigger buttons get more clicks—up to a point.

### PRO TIP

Use the 'blur test': Take a screenshot, apply a heavy blur in any image editor. Your CTA should still be the most visible element on the page.

## KILLER #2

# The Commitment Bomb

You're asking visitors to marry you on the first date.

## What It Looks Like

- "Buy Now" as the only option for first-time visitors
- Requiring a phone number just to learn more
- 15-field contact forms
- "Schedule a Demo" when they just want pricing
- No smaller commitment options available

## Why It Kills Conversions

Conversion is a ladder, not a leap. Visitors need to climb from stranger → curious → interested → ready before they'll buy. When you only offer the final step, you lose everyone who isn't already at the top.

For every person ready to buy, there are 10 who are interested but not ready. A commitment bomb ignores those 10 completely.

## The 15-Minute Fix

**Step 1:** Map your commitment ladder. What's the smallest valuable action someone can take? (Download, watch, read, quiz, etc.)

**Step 2:** Add a low-commitment CTA alongside your high-commitment one. Examples: 'Get the Free Guide' next to 'Request a Quote'

**Step 3:** Reduce form fields to the absolute minimum. Every field you remove increases conversions by approximately 10%.

**Step 4:** Use progressive profiling—get email first, then ask for more info after they've engaged.

### PRO TIP

The 'name and email only' rule: For top-of-funnel CTAs, never ask for more than name and email. You can always get more information later.

## KILLER #3

# The Mystery Box

Your visitors don't know what happens when they click.

## What It Looks Like

- "Submit" (submit what? to whom?)
- "Click Here" (for what?)
- "Learn More" (learn more about what?)
- "Get Started" (started with what? how long will it take?)
- No indication of what comes next

## Why It Kills Conversions

Uncertainty creates friction. When visitors don't know what will happen after they click, their brain activates a threat response. Is this going to spam me? Will a salesperson call? How long will this take? Will I be charged?

The result: they don't click. The mystery box makes the safest option feel like doing nothing.

## The 15-Minute Fix

**Step 1:** Replace every vague CTA with a specific one. 'Submit' becomes 'Send My Free Quote'. 'Learn More' becomes 'See the 3-Step Process'.

**Step 2:** Add a benefit to every CTA. Not 'Download' but 'Download the Free Checklist'.

**Step 3:** Tell them what happens next. Add microcopy below the button: 'Takes 30 seconds. No credit card required.'

**Step 4:** Use first-person language. 'Get My Free Guide' outperforms 'Get Your Free Guide' by up to 90%.

### PRO TIP

The 'grandma test': Would your grandmother know exactly what happens after clicking this button? If not, rewrite it.

## KILLER #4

# The Lonely CTA

Your button has no friends. No social proof. No trust signals. Just... a button.

## What It Looks Like

- A CTA with no testimonials nearby
- No trust badges or security indicators
- No indication that others have taken this action
- No guarantee or risk-reversal language
- Nothing to address the visitor's hesitation

## Why It Kills Conversions

Every buying decision involves risk. Will this work? Is this company legit? What if I'm making a mistake? Trust elements answer these subconscious objections before they kill the conversion.

92% of consumers read reviews before buying. 88% trust online reviews as much as personal recommendations. Without social proof near your CTA, you're asking visitors to take a leap of faith.

## The 15-Minute Fix

**Step 1:** Add a testimonial snippet directly above or beside your main CTA. Just 1-2 sentences with a name and company.

**Step 2:** Include a trust badge near any form. Options: security seals, 'As seen in' logos, industry certifications, or a simple lock icon.

**Step 3:** Add a micro-guarantee: 'No spam, ever.' or '100% free. No credit card required.' or 'Unsubscribe anytime.'

**Step 4:** Show social proof numbers if you have them: 'Join 10,000+ businesses' or '4.9 stars from 500+ reviews'.

### PRO TIP

The 'anxiety test': List every possible concern a visitor might have about clicking your CTA. Address at least the top 3 with visible trust elements.

## KILLER #5

# The Speed Trap

The moment between click and conversion is filled with friction.

## What It Looks Like

- Slow-loading pages or forms
- Multi-step processes that could be one step
- Unnecessary account creation
- Asking for information you don't need
- Confusing form layouts or unclear error messages
- No mobile optimization

## Why It Kills Conversions

Every second of delay costs you approximately 7% of conversions. Every additional step loses 10-20% of users. Friction is the silent killer that attacks after the click—when victory was in sight.

Amazon found that every 100ms of load time cost them 1% of sales. That's not a typo—milliseconds matter at scale.

## The 15-Minute Fix

**Step 1:** Time your conversion process from click to completion. If it takes more than 60 seconds, you're losing people.

**Step 2:** Eliminate every non-essential form field. If you can survive without it, remove it.

**Step 3:** Use smart defaults and autofill where possible. Pre-select the most common option.

**Step 4:** Test your forms on mobile. Can you complete them with your thumb while holding a coffee? If not, simplify.

### PRO TIP

The 'coffee shop test': Try completing your own conversion process on your phone while distracted. Every frustration you feel, your visitors feel 10x worse.

## KILLER #6

# The One-Size-Fits-All

You show the same CTA to everyone, regardless of where they are in their journey.

## What It Looks Like

- Homepage shows "Buy Now" to first-time visitors
- Blog posts end with "Contact Us" instead of related content
- Returning visitors see the same intro offer
- No difference between ad traffic and organic traffic
- Every page has identical calls-to-action

## Why It Kills Conversions

A visitor from Google who searched 'what is CRM software' needs different information than a visitor who searched 'CRM software pricing.' The first is learning. The second is buying. Same CTA, different results.

Personalized CTAs convert 202% better than generic ones. That's not a marginal improvement—it's a completely different outcome.

## The 15-Minute Fix

**Step 1:** Identify your 3 main visitor types (e.g., cold/researching, warm/comparing, hot/ready to buy).

**Step 2:** Match CTAs to content intent. Educational content → lead magnet CTA. Comparison content → demo CTA. Pricing page → purchase CTA.

**Step 3:** Use exit-intent popups strategically—different offers for blog visitors vs. product page visitors.

**Step 4:** For returning visitors, acknowledge their history: 'Welcome back! Ready to pick up where you left off?'

### PRO TIP

The 'conversation test': If you met this visitor at a party, would you pitch them the same thing? Probably not. Your CTAs should be equally contextual.

## KILLER #7

# The Afterthought

Your mobile CTA was clearly designed as an afterthought—or not designed at all.

## What It Looks Like

- Tiny buttons that require pinpoint accuracy to tap
- CTAs that get cut off or hidden on mobile screens
- Forms that are painful to fill on a phone
- No sticky CTA on long mobile pages
- Phone number links that aren't clickable to call

## Why It Kills Conversions

Over 60% of web traffic is now mobile. If your mobile CTA experience is frustrating, you're frustrating the majority of your visitors.

Mobile users have different intent patterns too. They're often more urgent but less patient. A mobile-hostile CTA doesn't just lose customers—it actively pushes them to competitors.

## The 15-Minute Fix

**Step 1:** Test every CTA on your phone right now. Can you tap it easily with your thumb?

**Step 2:** Make mobile buttons at least 44x44 pixels (Apple's minimum recommended touch target).

**Step 3:** Add a sticky mobile CTA bar that follows users as they scroll on key pages.

**Step 4:** Make phone numbers tap-to-call. For mobile visitors, a phone call may be the easiest conversion.

### PRO TIP

The 'thumb zone' test: Hold your phone naturally. Everything important should be reachable by your thumb without awkward stretching.

## YOUR TOOLKIT

# The 60-Second CTA Audit

Use this checklist on your top 3 pages right now. Each 'no' is costing you conversions.

### VISIBILITY

- Is my CTA visible without scrolling on desktop?
- Is my CTA visible without scrolling on mobile?
- Does my CTA color contrast strongly with the background?
- Is my CTA the most visually prominent element on the page?

### CLARITY

- Does my CTA clearly state what happens after clicking?
- Is the benefit obvious without reading surrounding text?
- Would a stranger understand what this button does?

### FRICTION

- Can someone convert in under 60 seconds?
- Am I asking for only essential information?
- Does my form work easily on mobile?

### TRUST

- Is there a testimonial or social proof near my CTA?
- Have I addressed the main objections/concerns?
- Is there a guarantee or risk-reversal statement?

### MOBILE

- Is my button large enough to tap easily (44px+)?
- Does my CTA stay visible as users scroll?
- Are phone numbers tap-to-call enabled?

## SCORE YOURSELF

12+ checks = You're ahead of 80% of websites. 8-11 checks = Good foundation, room to improve.  
Under 8 = Major conversion opportunity waiting.

## PROOF

# 147% Conversion Increase in 30 Days

Here's what these fixes look like in practice.

## The Client

A B2B software company with 15,000 monthly visitors and a 0.8% conversion rate. They were spending \$12,000/month on ads to drive traffic that wasn't converting.

## What We Found

- **Killer #1:** Their CTA was a gray button on a gray hero image
- **Killer #2:** The only option was 'Request Demo' (high commitment)
- **Killer #3:** Buttons said 'Submit' and 'Learn More'
- **Killer #4:** Zero testimonials on landing pages
- **Killer #7:** Mobile form was nearly unusable

## What We Changed

- Changed CTA color to orange (high contrast)
- Added 'Download Free Guide' as low-commitment option
- Rewrote CTAs: 'Get My Free ROI Calculator' and 'See Pricing'
- Added testimonial carousel above main CTA
- Redesigned mobile experience with sticky CTA bar

## The Results

METRIC	BEFORE	AFTER	CHANGE
Conversion Rate	0.8%	1.98%	+147%
Monthly Leads	120	297	+148%
Cost Per Lead	\$100	\$40	-60%
Monthly Revenue Impact	—	+\$45,000	—

**Same traffic. Same product. Same ad spend. Just better CTAs.**

## THE FRAMEWORK

# The C.L.I.C.K. Formula

Remember everything in this guide with one simple framework.



### CONTRAST

Your CTA must visually POP from its surroundings. If it blends in, it disappears.



### LADDER

Match commitment level to visitor readiness. Small steps before big asks.



### INTENT

Be specific about what happens next. No mystery boxes.



### CREDIBILITY

Surround your CTA with proof that clicking is safe and smart.



### KINETIC

Remove all friction. Every second and every field costs you conversions.

Before publishing any CTA, run it through C.L.I.C.K. If it passes all five, you've got a winner.

### ACTION ITEM

Print this formula and keep it next to your desk. Every CTA you create should pass all five checks.

## YOUR NEXT STEP

# Get Your Free Website Audit

You now know more about CTAs than 95% of business owners. But knowing and seeing are different things.

Sometimes it takes fresh eyes to spot what's been hiding in plain sight.

## Here's What We'll Do:

1. **Audit your top 3 pages** — We'll analyze your homepage, main service page, and highest-traffic landing page.
2. **Identify your conversion killers** — Using the framework in this guide, we'll pinpoint exactly what's costing you leads.
3. **Prioritize your fixes** — We'll tell you which changes will have the biggest impact, in order.
4. **Give you the roadmap** — A clear action plan you can implement yourself or with our help.

### FREE WEBSITE AUDIT

No pitch, no pressure — just insights you can use.

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No spam. No hard sells. Just a genuine audit of your website's conversion potential.

# **RISING SUN DIGITAL**

Digital Marketing That Drives Growth

We help ambitious businesses turn their websites into conversion machines. Not through gimmicks or tricks—through strategy, psychology, and relentless optimization.

Every recommendation in this guide comes from real campaigns, real tests, and real results. We don't teach theory—we share what works.

<b>Website</b>	risingsun.digital
<b>Email</b>	hello@risingsun.digital
<b>Phone</b>	(915) 234-3570

## **WHAT WE DO**

Website Optimization • Conversion Strategy • Content Marketing • Analytics & Reporting

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