

MAKE THE NEXT STEP OBVIOUS

CTA Audit Checklist

Weak calls to action make buyers work too hard. Use this to replace vague buttons and dead ends with specific next steps that match the page.

Use action words

Buttons should ask for the real next step.

Set expectations

Tell people what happens after they click.

Reduce friction

Make the path easy on a phone.

Find Every CTA

Check the homepage, service pages, proof sections, FAQs, footer, and mobile menu.

PAGE	CURRENT CTA	PROBLEM	REPLACEMENT CTA

Choose the Right Action

Match the CTA to what the buyer is ready to do.

- Request an estimate
- Book a consult
- Call for availability
- View services
- Compare options
- Send project details
- Download the checklist

Tell Them What Happens Next

A tiny line of expectation copy can lower anxiety and improve form completion.

CTA

WHAT HAPPENS AFTER CLICKING?

RESPONSE TIME

WHAT THEY SHOULD HAVE READY

BACKUP CONTACT OPTION
