



Konstantina Symeonidou

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*Small Words,
Big Impact.*

HOW TO
CRAFT CTAS
THAT
CONVERT

SWIPE →



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01.

KEEP IT SIMPLE

Your Call-to-Action is the final nudge between “just browsing” and “taking action.”

Avoid fancy words.

Use **short, action-focused** verbs:

Buy Now. Get Started. Try Free.

➔ **Clarity beats cleverness** every time.

02





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02.

DON'T MIX CTA WORDING

Use **one clear call-to-action** across the page.

Different phrases confuse users —
consistency converts.

➔ **One message, one action.**

03





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03.

REPEAT YOUR CTA

Place your call-to-action **multiple times**
down the page.

Make it **easy to act** whenever the visitor is
ready.

➔ **Visibility drives action.**

04





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04.

MAKE YOUR CTA STAND OUT

Your CTA should **pop visually** — use contrast, whitespace, and bold colors to draw the eye.

If everything stands out, nothing does.

➔ **Design for attention**, not decoration.

05





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TEST DIFFERENT CTAS

There's no "perfect" CTA — only tested ones.

Experiment with **color, wording,** and
placement.

➔ **Small changes** can mean **big conversions.**



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MY EXPERTISE.

Most companies waste 97% of their traffic.

I help to turn visitors into customers. 💰

Without huge re-designs or traffic minimums.

- ➔ Conversion Rate Optimization (CRO) Specialist
- ➔ A/B Testing Expert
- ➔ Landing Page & Funnel Creator And Optimizer
- ➔ Content Manager
- ➔ Virtual Assistant & Project Manager

LET'S CONNECT!