



The Top 10 Call-to-Action Phrases

Studies show that visitors complete a transaction 72% of the time when a landing page uses call-to-action phrases compared with a mere 6% when the pages do not incorporate these phrases.

- Click Here to ...
- Download Now
- Start Today
- Order Today
- Offer Expires in 3 Days
- Best Value
- Free Anything = shipping, trial, month, etc.
- See it in Action Here
- Limited Time Only
- Lowest Price this Year