

How to create and use CTA buttons

What is a Call-To-Action (CTA) button?

Call-to-action (CTA) buttons are “buttons” that we use on our website to ask a user to undertake a specific action.

The concept of **Call-To-Action** means strategic signposting of an action that we are either a) offering as a **service** to the user such as downloading a prospectus, or b) providing as an **instruction** to a user about an action they could, should or have to undertake, such as registering interest for an event or submitting supporting documents as part of an application process.

The CTA **button** is the website design element that the user clicks on to trigger this action.

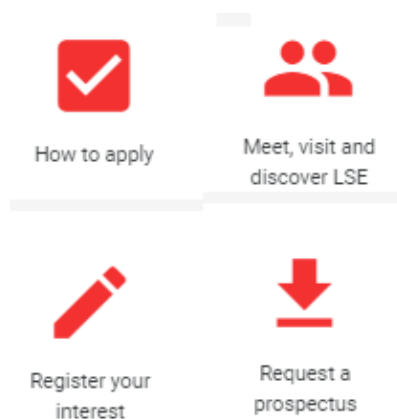
In order for a user to undertake an action to happen, the following needs to be in place;

- 1) **Context**, or background information, which is the content on the webpage that the CTA button is sitting on. With too little information the user might not understand what the button is doing, or whether this is of any relevance to him/her.
- 2) **A strategically placed** CTA button so that the user can find it.
- 3) **A cleverly designed and ‘titled’** CTA button, which is described in more detail below, so that the user understands what a “click” on that button actually means.

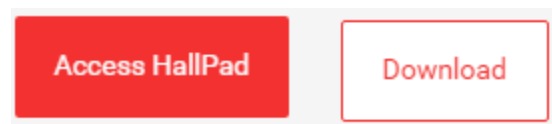
Common uses of CTA buttons

Below you can see some common uses of CTA buttons on the LSE website.

Left: 4 types of CTA buttons available on Detailed Programme Pages.



Right: 2 types of CTA buttons, called “primary” and “secondary”, available on Standard Content Pages.



Giving names to CTA buttons

As mentioned on page 1, a CTA needs to be cleverly designed so that the user understands what a “click” on that button actually means.

The reason why this is important is that a “click” is in effect an *interaction* whereby a certain action is confirmed between us and the user of that (inter)action, i.e. the “click” is an “agreement” between us and them. So we need to be very clear to ensure that we understand, in both ends, what that agreement is about, otherwise we risk confusing the user.

Designing a CTA button

There are two steps to designing CTA button on the LSE website:

Step 1: Choosing the right visual We have a couple of pre-defined CTA icons to choose from, all of which come with a set of pre-defined uses to ensure we are consistent with how these are deployed across the website. This means that users can learn and apply the same click-behaviour across the site.

Step 2: Giving the CTA button a good name/title/heading A heading needs to strike a balance between being short and to-the-point but also long enough to be informative so that the user understands what s/he is committing to do when clicking on the CTA button. Writing an informative title also means pre-empting any further action that needed after clicking.

Dos, and Don'ts when writing effective Call-To-Action (CTA) instructions

Don'ts:

- Don't use headings such as “Apply”, as it is too short and un-informative, which might mean that the user thinks s/he has applied just by clicking on that first button.

Do's:

- Do use headings such as “Apply here” as this tells the user that application happens *after* clicking on the button, i.e. ‘pre-empting’.
- “How to apply” is also good as it tells the user that a click on that button will provide the user with instructions on how to apply rather than actually applying.

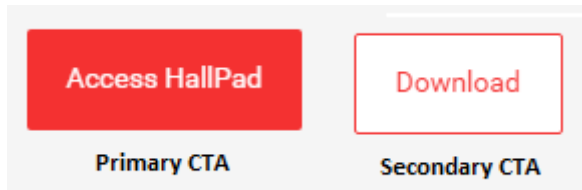
Inserting CTA buttons on webpages

See Appendix 1, p 3-5, for information on how to create CTAs for Standard Content Pages.

See Appendix 2, p 6-9 for information on how to create CTAs for Detailed programme Pages.

Appendix 1: CTA buttons on Standard Content Pages

There are two types of CTA buttons for Standard Content pages; a primary button and a secondary button, pls see screenshot below.



- The primaries are “red” and are used principally for direct actions, like logging into systems (ours or 3rd parties) – the user knows they’ll be making a submission of data.
- The secondary CTAs are “white” and are used for straightforward actions like downloading a PDF.

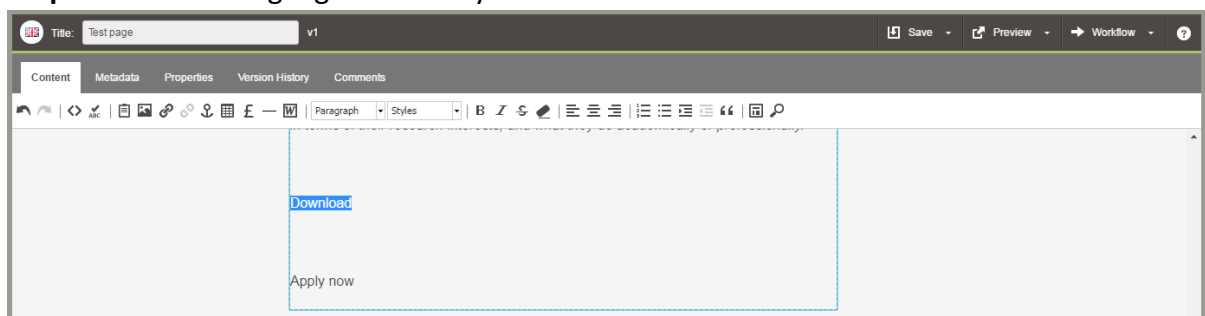
These are created by highlighting a piece of text on your webpage and then choose a “CSS styling” option and the process is as follows;

To get started, firstly type your “button heading text” and then highlight it (see “**Step 1**” below), create a link as you would normally do (“**Step 2-3**” below), but choosing between either the cta--primary class (for a solid red button) or cta--secondary class (for a red outlined button) (“**Step 4**” below) from the web control. Comment: CTAs should be added at the end of paragraphs and not inserted within.

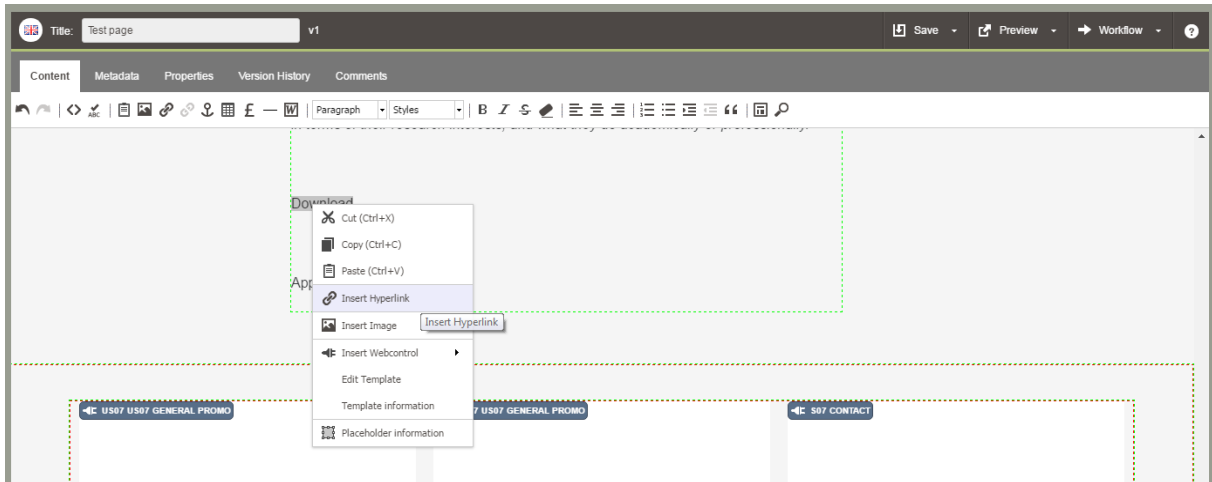
The below step-by-step guide uses a secondary button to offer users a PDF download of the Graduate prospectus as example.

The process to create a primary CTA button is the same as described below, with the only difference being that you choose “cta-primary” instead of “cta--secondary” in the “CSS Class” field as described below.

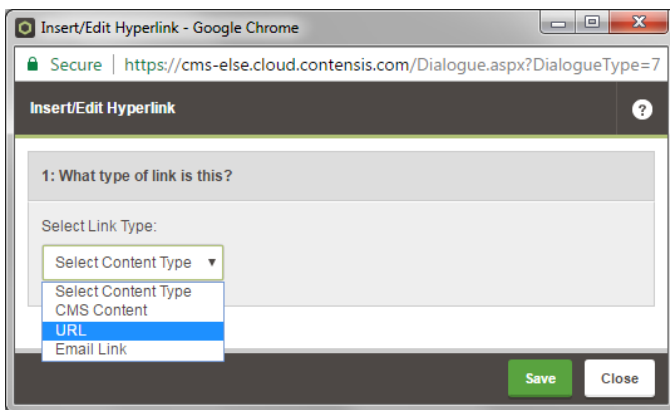
Step 1: Write and highlight the text you want to make into a CTA button.



Step 2: Right-click to open pop-up menu and choose “Insert hyperlink”.

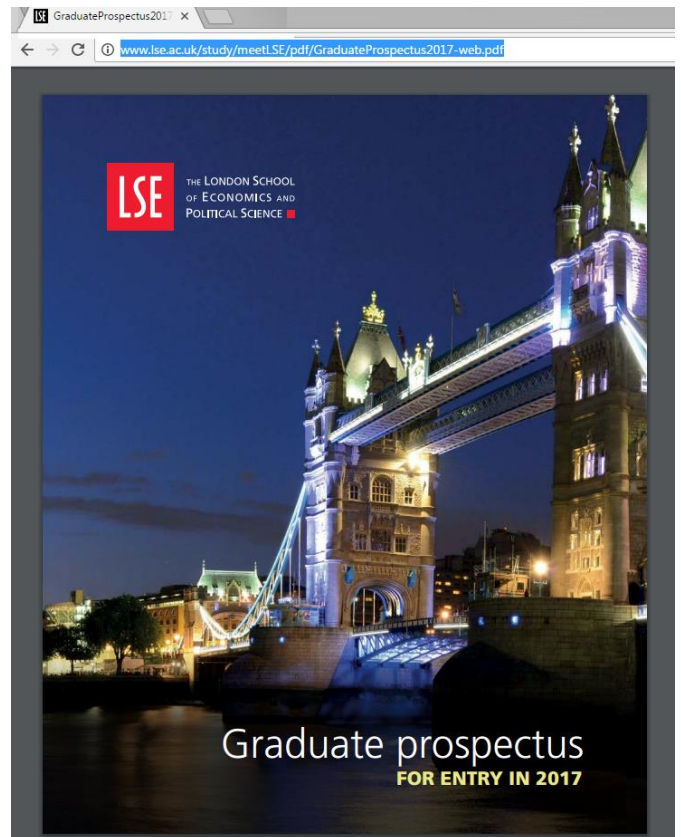
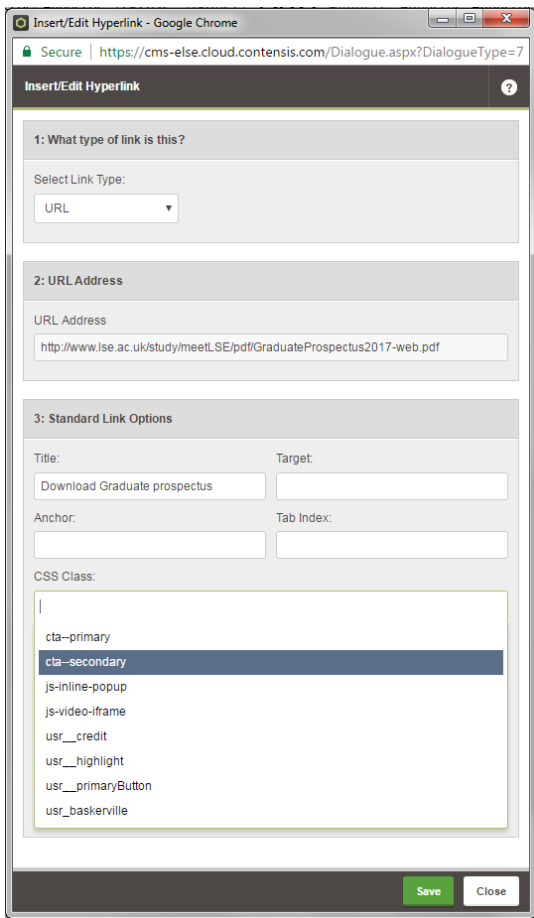


Step 3: A pop-up box appears, where you choose “URL” and click “Save”.

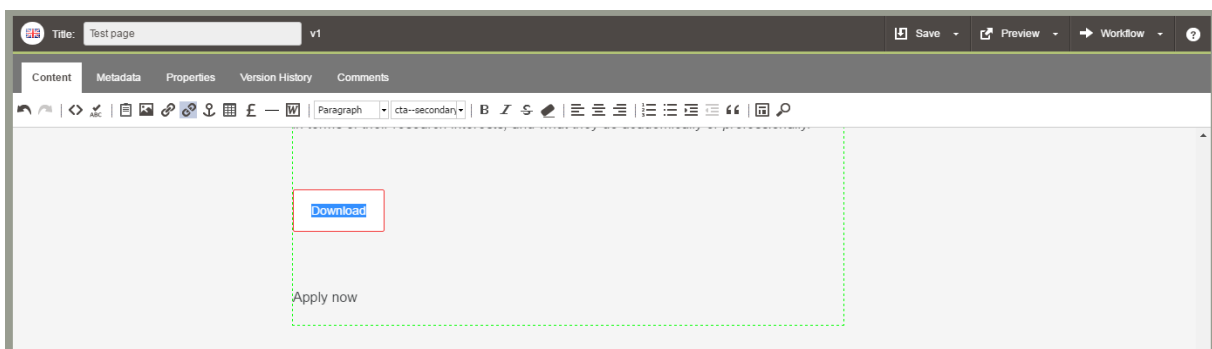


Step 4: Clicking “Save” in the pop-up window in step 3 will automatically open up another pop-up window, see screenshot on the left below. If the CTA button you are creating is to link to a PDF document, i.e. a “white” button”, then... (See screenshots below.)

- (i) Insert the URL for the PDF document in the “URL Address” field. The PDF must be published online so that there is a URL address to link to, if not the do so first. In this example we’re inserting a URL to the Graduate prospectus, see screenshot on the right below
- (ii) Type the name of the CTA button in the “Title” field
- (iii) Create a secondary (“white”) button by choosing “cta-secondary” in the “CSS Class” field’s drop-down menu
- (iv) Choose if you want the CTA buttons link to open in a new window or not
- (v) Finish by clicking “Save”



Step 5: The CTA button is now created, and in the CMS looks as is shown in the screenshot below.



The process to create a primary CTA button is the same as above, with the difference that you choose “cta--primary” in the “CSS Class” field.

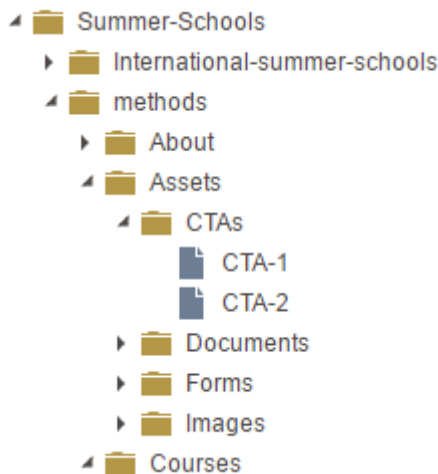
Appendix 2: Inserting CTA buttons on Detailed Programme Pages

Structured content pages are for example Detailed Programme Pages and Events Pages.

As described on page 1, there are four different types of icons to choose from for these types of webpages.

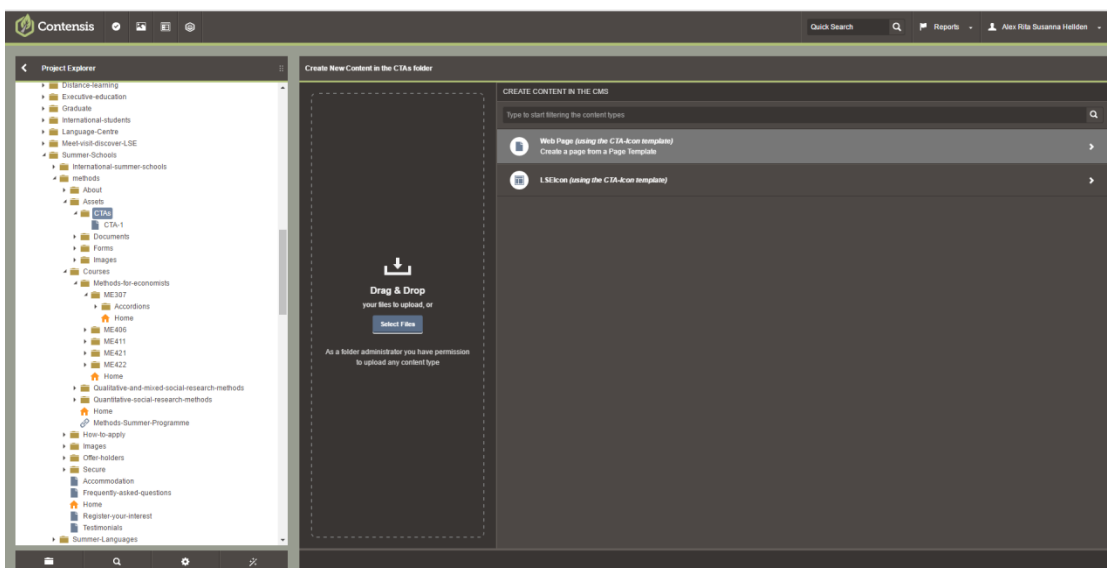
The below steps outlines how to insert these on to a webpage.

Step 1: Firstly you need to create a “CTA” sub-folder in your Assets folder to host these within your area in the Contensis tree, see screenshot below.



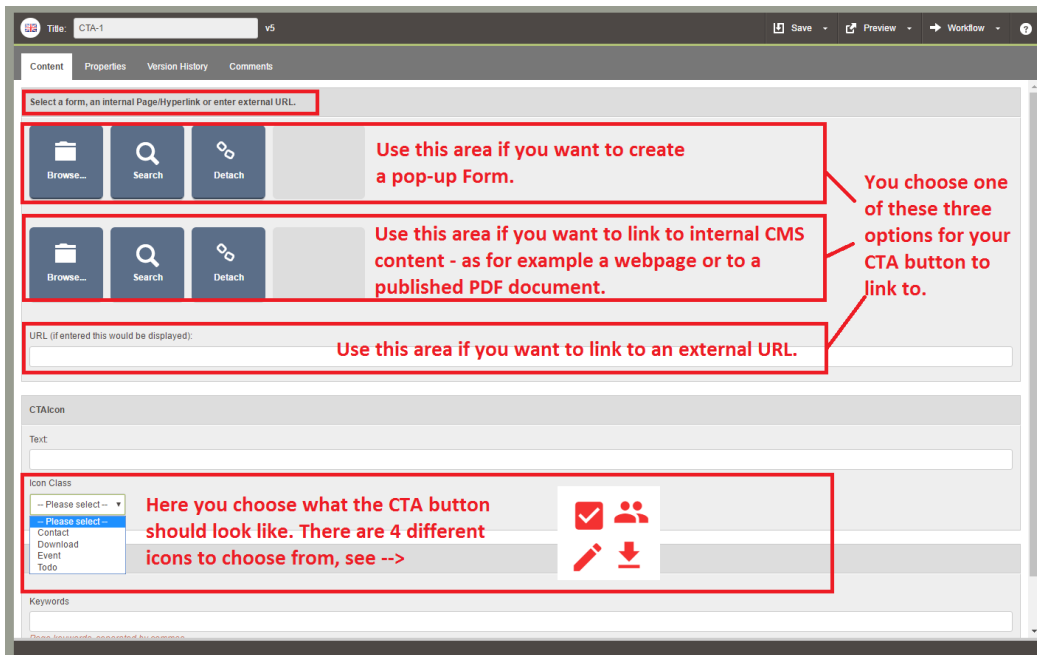
Step 2: Then you can create the CTA button you want to use.

To create a CTA button, you need to right-click the “CTAs” folder you created in Step 1, and select “New content”, and then select the first line “Web Page...”. Repeat this step as many times at buttons you want to make, should you want to create more than just one type. You can create 4 different types maximum.



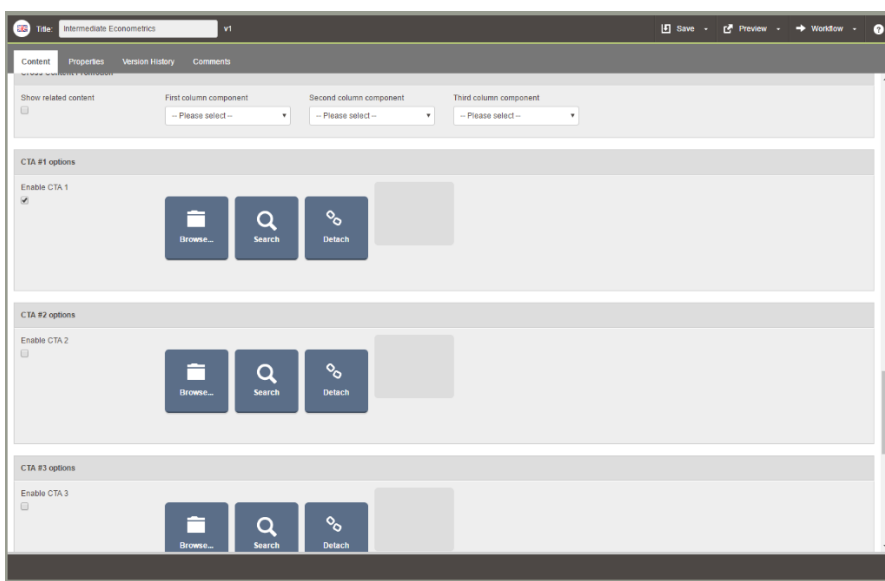
Step 3: You then give each CTA a name, as for example “CTA-1”, “CTA-2” etc for as many CTA buttons you want to use.

Step 4: Next, for each “CTA button” created you need to populate the fields indicated in the screenshot below depending on what you want to use each CTA button for. You then save, and submit & approve as you would any other CMS content.

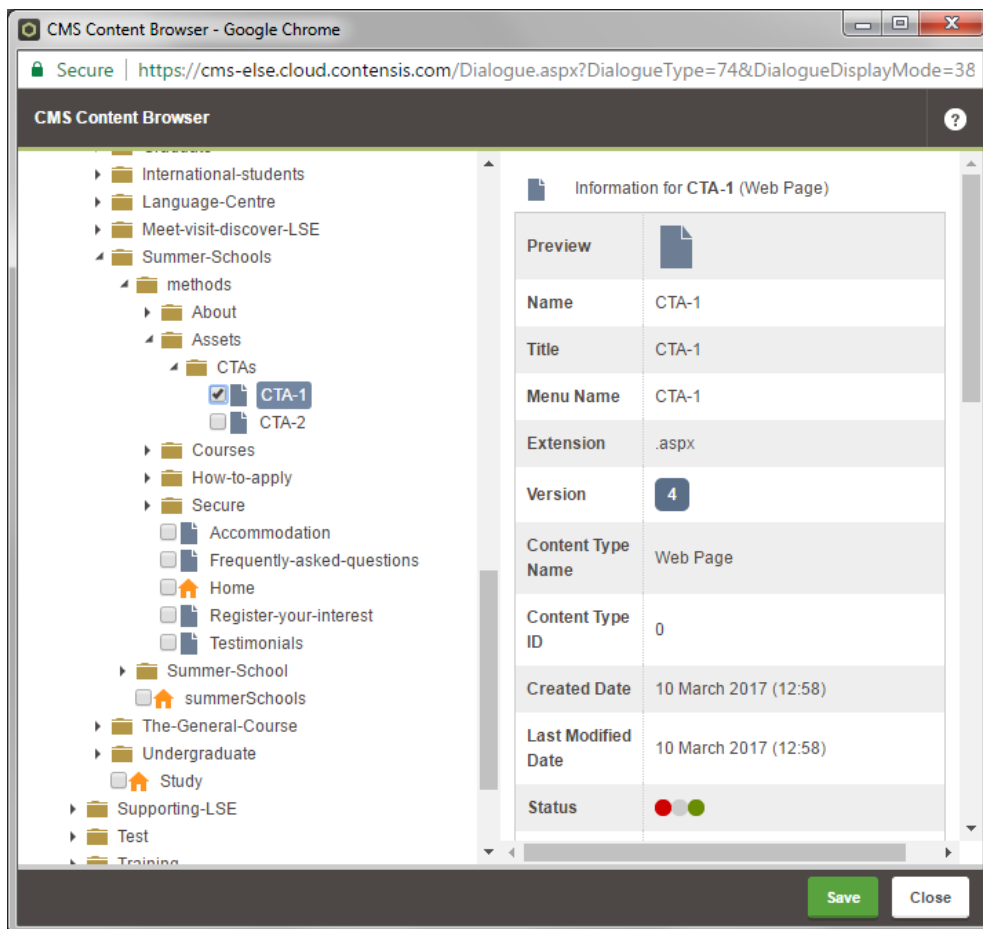


Step 5: Now go to your structured content page.

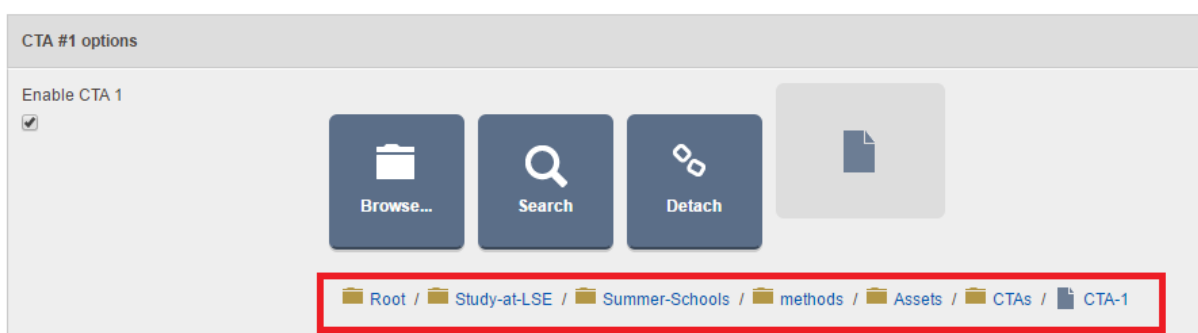
Open your detailed programme page, scroll down to the CTA buttons section and click “Browse”.



Step 6: Go to the “CTAs” sub-folder in your “Assets” folder, select a CTA and click “Save”.



Clicking “Save” will take you back to the detailed programme page again, and you now have a reference address there. Tick “Enable CTA”.



Step 7: The repeat Step 5 and 6 for each CTA button you want to insert on your detailed programmes page.

As you can see when scrolling down the detailed programmes page, there are 4 boxes where you can insert a CTA: “CTA #1 options”, “CTA #2 options”, “CTA #3 options”, “CTA #4 options”. See example overleaf.

Example: Four CTA buttons.

The screenshot shows the LSE website for the BA Anthropology and Law programme. The header includes the LSE logo and navigation links. The main content area features a large image of a person wearing a headband, with the text 'Programmes BA Anthropology and Law'. Below this, there are four CTA buttons arranged in a 2x2 grid: 'How to apply', 'Meet, visit and discover LSE', 'Register your interest', and 'Request a prospectus'. The page also includes a sidebar with filters, a main text area with program details, and a 'Print or share' section with social media icons.

LSE THE LONDON SCHOOL OF ECONOMICS AND POLITICAL SCIENCE

Search

Study at LSE Undergraduate Graduate Executive Education The General Course Summer Schools Language Centre Meet, visit and discover LSE

Study at LSE > Undergraduate > Degree programmes 2017 > BA Anthropology and Law

Programmes BA Anthropology and Law

Undergraduate
Department of Anthropology
UCAS code ML16
Starting 2017

The BA Anthropology and Law brings together two quite different, but complementary fields in a joint honours programme, with equal emphasis in each subject area. It combines all the benefits of a qualifying law degree with the intellectual and philosophical challenge of anthropology: the study of what it means to be human. Students on the programme have a wide variety of interests, backgrounds and motivations.

Studying anthropology will provide a framework to help you see what is universal to all human societies and what is variable. You will learn to analyse social and political relations and to engage productively in major contemporary debates concerning social justice, multiculturalism and the direction of political and economic change in today's world.

The law components of the programme provide an insight into the legal system, as well as teaching you the technical procedures needed to practice law. It is a qualifying degree, meaning you can go straight from graduating to taking the LPC (Legal Practice Course).

The programme also offers full training in anthropological research methods. You will have the opportunity to undertake an in-depth ethnographic study during your second year, take part in our Summer Fieldwork Placements scheme, and spend a year abroad at one of our global partners.

How to apply
Meet, visit and discover LSE
Register your interest
Request a prospectus

Print or share

Related programmes

Undergraduate FM250: Finance