

7 Ways to Increase Your Form Field Conversion Rate (by Up to 672%)

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Here are the ways.

1. Place the form above the fold

- Engaged time usually peaks above the fold. So placing important elements such as forms, CTA, etc., will get maximum exposure right there.
- Engagement is initiated above the fold—while below the fold builds on it.
- When it comes to optimizing a lead generation form, most people know that placing the form above the fold usually yields results, because the placement instantly draws your visitors' attention to your CTA, which in turn leads to great conversions.
- Split testing is the only effective way to determine whether above the fold will outperform below the fold placement, and vice versa.
- Top brands include calls-to-action above the fold of their landing pages.
- **For example**, KISSmetrics and CrazyEgg follow this pattern; they engage above the fold for maximum impact.

2. Ensure you have a strong call-to-action

- If you do have a call to action, it must be strong and catchy. The call-to-action is the tipping point between conversions and bounce. In other words, any step you take will either convert your visitors or send them away.
- You need a strong call-to-action if you don't want to face the challenge of generating leads.
- You'll find a perfect CTA example that pulls you in, and instantly shows you immense value, in Brian Dean's landing page.
- The CTA copy is as important as the color, placement, and shape of your call-to-action buttons. You have to be clear on what your offer is about—and the copy has to show it.

3. Include privacy policy to remove all doubts

- You can be creative, though, in your privacy statement. Instead of using the typical "100% privacy—we'll never spam you" that's become a cliché, you can make the phrase relevant to your offer.
- To a large extent, you need to convince people to give you their personal information, because while to them it may be a small step, to your business it's big.
- Generally, you want to avoid footer links, because it'll take attention away from the form, but retain the privacy policy. You can use your privacy statement on the lead generation form.
- You can also include a privacy statement on my personal blog lead generation form.

4. Minimize friction in and around the form

“Friction” simply means conflict or resistance that one surface encounters when moving over another. Here are things that you can do in order to minimize friction in and around your form:

- i) **Allow white spaces:** It’s essential to leave white space around your lead generation form. This will not only lead to more clicks on your button, but will enhance how prospects/customers perceive your offer and brand.
- ii) **Make some form fields optional:** When it comes to form fields, less is definitely more. To be on the safe side, make some form fields optional. Less motivated leads who otherwise would never fill out your lead generation form might find this suitable, because you’re making it easy for them.
- iii) **Use a two-step process:** Creativity is required if you want to capture most of your site visitors. You can use a two-step process. Start by requesting the basic information in that first step.
 - You could request the first name only, then in the second step, request the email address, phone number, etc.
 - Better yet, in the first step, request the email address only. If the prospects are not able to provide the required information in step two, you already have their email address to follow up.
 - When you follow up, you deliver useful content as you lead them through the buying cycle.
- iv) **Sync the surrounding text/image with the form:** If you need to accelerate your lead generation form conversion rate, you have to sync texts and images that appear around the form.
 - If you have a product image, make sure that it doesn’t overlap with the form and call-to-action. The synergy between the texts, image, and form needs to be obvious.
 - And of course, you need to leave white space, too. Because this extra space is what will give life to those elements around your form.
 - So the copy has to be relevant, useful, and in synergy with the form.

5. Include the right number of fields, remove unnecessary fields

- Remember, though, testing the position of your form fields is just as important as the information you’re requesting.
- You’ll see results the moment you start to request only the necessary information, with fewer form fields.
- Collecting leads from your site is important. And you can achieve it by placing lead generation forms on important pages: homepage, about page, contact page, resource pages, etc.

6. Split test to determine best lead-generation CTA positioning

- When it comes to form positioning, expertise, experience and intuition are important tools that you can leverage. But they're not good reasons to ignore split testing.
- The only way to unarguably tell whether placing lead generation forms and CTA above the fold, right or left side, or beneath the copy is to test it out.
- When split testing your form placement, you have to ensure that other elements of a landing page have been taken care of.
- Your headline has to be compelling. The bullet points, images and copy should be persuasive. Here are the elements that you should add in the landing page:
 - Clear and compelling headline
 - Catchy form title
 - Strong benefits
 - Client testimonial video and guarantee

7. Align CTA and form with landing page copy

- If you generate leads through your landing page, you need to ensure that your CTA and form are in agreement with your page copy.
- People are busy online. You have to save their time. If they have to figure out everything on your landing page, and make the right decisions you need to align your landing page elements.
- Though your focus is on the form, to improve its conversions, you should always test it out.
- Start by writing your landing page title first, then use the exact words in your CTA. Or you could simply summarize the title, while leaving the keywords intact.