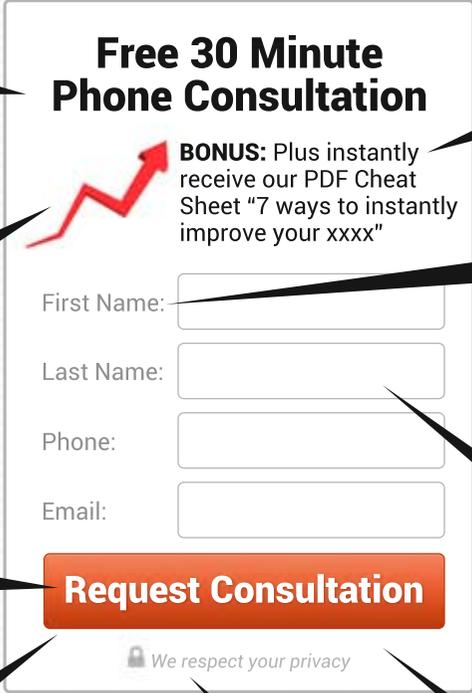


# The anatomy of an effective lead generation form

**1 Descriptive Form Headline.**  
Give the form a clear and specific purpose. A 'Free Consultation' or 'Request A Quote' form is much more powerful than a generic contact form.

The more specific your form, the more efficient it can be in progressing your prospects down your sales funnel. Conversely, a generic form will result in ambiguous enquiries that cost you time and sales.



**Free 30 Minute Phone Consultation**

**BONUS:** Plus instantly receive our PDF Cheat Sheet "7 ways to instantly improve your xxxx"

First Name:

Last Name:

Phone:

Email:

**Request Consultation**

We respect your privacy

**3 Added Bonus.**  
People in the Internet Age crave instant gratification. Adding a bonus that can be instantly delivered is a powerful way to boost your lead volume. This is especially true of offline offers like posting a hard-copy report that could take days to fulfil.

PDF checklists and cheat sheets are a great way to help your prospects now while the offline component is still pending delivery.

**2 Thumbnail Graphic.**  
Adding a graphic to a webform is a great way to draw immediate attention to (arguably) the most important element on your page. I am yet to see a split-test where including a relevant thumbnail on a web form has not performed better than a form with no image.

Keep it relevant and you can't go far wrong (think report thumbnails, phone images, PDF icons, a photo of a key person, etc).

**4 Left-Aligned Labels, Big Fields.**  
Filling out your form should be easy! So use large (even oversized) textboxes and field labels.

In any competitive industry, your prospects will be looking for any excuse to close your website and go to the next competitor in line – don't make a frustrating form layout another reason for them to click away.

**7 KISS Button Text**  
Button text is a crucial but often overlooked aspect of form optimisation. "Submit" ain't going to cut it these days. Keep your button text simple, yet descriptive. Remind your prospect what you're promising them.

"Request Consultation", "Free Online Quote", "Get Instant Access", "Watch Video". All these examples reinforce why your prospects should act now.

**5 Only Request The Bare Minimum.**  
Your opt-in shouldn't feel like an interrogation... Make sure your mandatory fields are commensurate with what you're giving away. Asking for anything more than name and email address for a free report (or similar) is like asking someone to marry you on the first date.

Remember, lead generation marketing is about a number of incremental conversations. Have faith in your marketing funnel and your sales team to capture more details when the opportunity arises.

**6 Large, High Contrast Button.**  
Your action button is one of the single most important elements on your page. The best way to make this stand out is to use a large, high contrast button that is enticing to click. There has also been debate over the best colour to use. Orange or green are a safe bet.

It boils down to what will work with your colour pallet. Furthermore, despite the growing popularity of "flat design", you should keep your buttons bevelled and clearly 'clickable'.

**9 Privacy Text**  
Junk emails are more prevalent than ever before. It's important to reassure your prospects when trusting you with their information. Adding a line of privacy text serves as a small yet important reminder of this.

Some tests suggest that this should be used in a positive light (e.g. "We unconditionally respect your privacy") rather than negative (e.g. "We will never SPAM you. Unsubscribe at any time."). However, these results were not replicated across different industries, so my suggestion is to test both and find out what works best for you.

**8 No Front-End SPAM Fields**  
Front-end SPAM protection tools like CAPTCHA are great for preventing junk submissions, however they will also reduce your conversion-rate for genuine prospects. These are becoming increasingly frustrating to decipher which can result in page abandonment.

Nowadays, there are many free tools that take the onus off your prospects and instead use smart, hidden technology to identify 'bots'.