

Get more leads

8 tips to optimize contact forms

Want to score more leads? Start by crafting effective contact forms that inspire action. Check out these eight tips to make sure your contact forms are optimized to increase the number of qualified leads you bring in.



Tip 1: Less is more

Reducing form fields from 11 to four increases conversion rates by 120%. Main takeaway? Request only what you need by focusing on the essentials like name and email address.



Bonus tip:

Consider using progressive fields in forms to gradually build a profile of your lead, asking new questions every time they download a piece of content.

120%

increase in conversion rates when you reduce form fields from 11 to four

*Erika Giles, BlueLeadz

Tip 2: Easy questions first

Always ask easy questions first, like name and email address. Taking this approach greatly increases form completion rate.

Tip 3: Use a single-column layout

Contact forms using one column are completed 15.4 seconds faster than multi-column forms. When building yours, make sure it's only one column and only one question per row.

*Ben Labay, CXL



Bonus tip:

Provide an even better user experience by aligning text on left hand side and making sure field labels are directly above input fields.

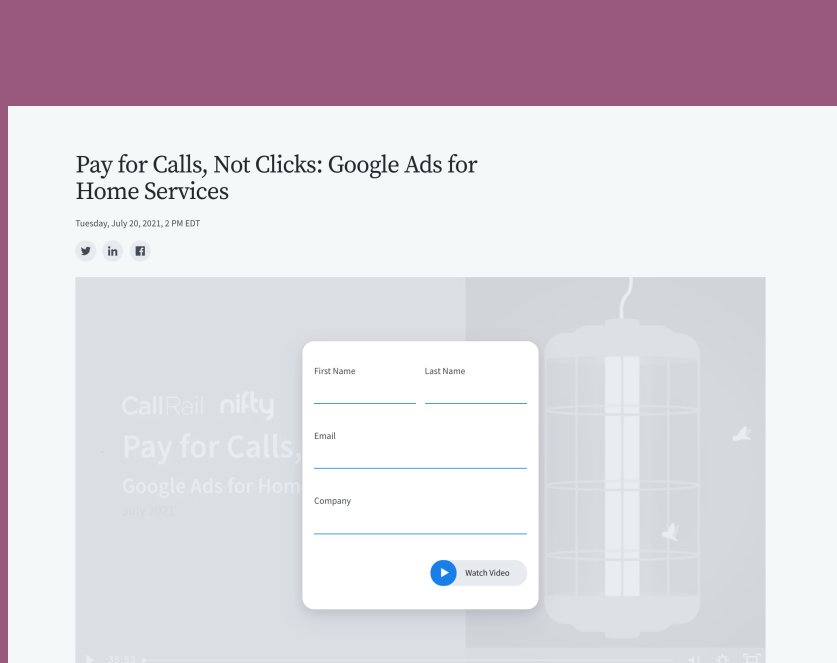
47%

decrease in conversion rates when a phone number is requested

Tip 4: Do you really need their phone number?

Asking for a phone number can impact conversion rates by 47%. If you must ask for it, consider making it an optional field.

*Doug Ridely, Vital



Tip 5: Aim for the top — always

The area you see when you first land on a page before scrolling down is called the fold. This area is considered prime real estate because that's where engagement is initially peaked. Everything underneath the fold is for support.



Bonus tip:

Include an engaging headline above your form so that your audience knows exactly what they're getting when they arrive at your landing page. Also, consider adding a clear CTA with a color that stand out to grab their attention.

Tip 6: Build for mobile

With 60% of all online searches coming from mobile, it's more important than ever to take a mobile-first approach when building your forms. To make it an easy lift, consider using a responsive form design builder.

*Jonathan Griffin, The Search Review

Tip 7: Use inline error validation

Instead of including an error message at the top or end of the form when information is filled incorrectly, consider using inline validation. So as the user types in the information, the form generates the error message beneath the form field. Taking this approach increases completion time by 42%.

*Source: Alex Birkett, CXL



Bonus tip:

Make sure your microcopy for error messages is clear and concise. Consider this as another way of giving your lead an idea of how it would be to work with your brand.

42%

increase in form completion time when using inline error validation

Tip 8: Give them an offer they can't refuse

Entice visitors to fill out your form with an exclusive offer. This offer could be an eBook that helps your audience cut production time in half, a checklist for implementing a new tool, or a special discount.

*Leadformly

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