Contact Information

Clear contact information helps users and search engines. Follow these tips to ensure you have clear and helpful contact information in key areas throughout your site:

Helps With SEO

- ☐ Apply Schema Markup to help search engines understand your information as contact information
- ☐ Contact information is accurate and consistent across platforms & websites.

Power Tip: Set your contact form up so it redirects to a unique thank you page (response page) when submitted. This will make tracking very easy to setup.

Improves User Experience

- ☐ Contact information appears on every page (typically in the footer)
- ☐ Link to contact page are clearly findable
- ☐ Message of why they should contact you / what the user can expect
- ☐ Link to email you/your company
- ☐ Clickable phone number
- ☐ Clear call to action
- ☐ Map + directions (for local businesses)

Forms

The usability of your website forms can significantly affect your conversion rates. Follow these best practices for form design + management.

- ☐ Ask only for the information you really need. Shorter forms usually perform better.
- ☐ Mobile friendly
- ☐ Unique Response Page (for tracking)
- ☐ Timely response process
- ☐ Use Captcha to prevent spam
- ☐ Clearly explain if asking for sensitive information
- ☐ Call to action button should answer "I want to…"