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## 1. Consider Mobile First for Website Forms

According to new global Mobile Media Consumption report, ad network InMobi asserts that US adults spend on average nearly [25% more hours of internet use on mobile devices](#) than on their personal computers.

There is a good possibility that the user might be accessing your website through his mobile phone. So make your form easy to read and understand and [optimize your website for mobile](#).

## 2. Make your Website Forms Stand Out

You can use contrast, complementary colors, eye catching designs and blank spaces to make **your** web form get noticed.

The key findings of a recent [research conducted by Google](#) revealed that websites with low visual complexity and high prototypicality (how representative a design looks for a certain category of websites) were perceived as highly appealing.

## 3. Optimize Your Web Form's Call to Action (CTA) Button:

The best way to go about it is to:

1. Highlight your button by using attractive colors and designs.
2. Add supporting information underneath or inside the button, for example "Free 14 day trial".
3. Make the [CTA button text an action phrase](#) like "Subscribe to our Newsletter."

## 4. Use easy to understand Website form titles

Clearly state the possible benefits the users will receive in exchange for filling the form.

## 5. Use minimum number of fields in Your Website Forms

According to a [study conducted by Hubspot](#), decreasing the number of fields from 4 to 3 increased conversion by 50%.

## 6. Every Field matters in your Web Forms

The optimum conversion rate is 25% with [3 fields per page](#). If you must have a lot of fields, space the form across multiple screens, showing as few fields as possible on each page.

## 7. Keep your fields optional in Web Forms

Some types of [questions lower the conversion rate](#), so it's advisable to avoid such questions entirely.

- Asking for city and state decreases the conversion rate by 2%.
- Asking for age makes it drop by 3 %
- Asking for street address pushes down the conversion rate by 4 %
- Asking for a phone number or implying that the user will be called makes it fall by 5 %.
- Fields requiring a drop down selection have the [worst effect on conversion rate](#), reducing conversion by up to 16% depending on the number of options.

## 8. Never Say "Submit" in your Web Forms

Less committal button copy like "Click Here" (30%) and "Go" (25%) fared far better in tests than "Submit", which averaged a conversion rate of 7%.

## 9. Web Form Design Tip: Spacing, Alignment and labels

- No conclusive answer for left vs. right alignment.
- Left aligned labels increase readability as compared to right aligned tables.
- Avoid columns as they create confusion
- Labels on top of the fields (Vertical label alignment) are shown to be less confusing especially for mobile users.
- Having enough space between fields is very important for user comprehension, so: “When in doubt, space it out.”

## 10. Test, Compare, Revise your Website Forms

A study reveals that changing one word on a form can result in a 3% change in conversion, which translates to big wins for your business.

## 11. How TruConversion Can Improve your Website Forms?

[TruConversion](#) Form Analytics provides you with conversion-critical information on the performance of your site's forms. It allows you to gauge how effective your form is at converting inbound leads.

### Key Features:

1. Average Form Filling Time
2. Average Character Length
3. Form Drop-off Rate
4. Successful and Failed Submits
5. Forms Refilled and Left Blanked
6. Form conversion Rate