

Click rate checklist

If your contacts aren't engaging with your emails like you want, there are a few things you can do with each campaign to encourage your readers to take action! Take a look at the following recommendations to help increase your click rates today.

Keep it short

Cut your content down to just the essential information so your contacts can quickly know what your email is about. The optimal length for an email is 20 lines of text and 1-3 images, and you want the call-to-action to appear towards the top of the email so that you don't have to scroll down to find it when viewing on a mobile device. [Learn more.](#)

Include a clear call-to-action

Focus on a single call-to-action to make it clear what you want your contacts to do when reading your email. If you're focused on a specific call-to-action, you can also increase the chances that your contacts will click by including the same link in multiple places, such as for your main call-to-action button, a text link within the email body, and any images you turn into clickable links.

Use a button

Instead of a text link, use an eye-catching button for your call-to-action to help draw your readers' attention. With bright colors and the right placement, buttons make your call-to-action stand out. Plus, buttons make your links easier to click on a mobile device! [Learn more about designing buttons that people want to click.](#)

Give readers a reason to click

Make sure your contacts understand what you want them to do, why they should do it, and what value they'll see from taking the action. Provide deadlines and use language that encourages them to take action right away, and consider including an extra incentive for them to follow through with your call-to-action. For example, offering a small discount can go a long way in terms of driving sales.

Personalize and target your message

Segment your contacts based on their specific needs or interests and send targeted messaging to each audience. When your email content is relevant to your readers, they're more likely to engage with it and click on your links. [Learn more about sending personalized emails.](#)



Looking for more help? Register for a [webinar](#) to learn how to get better results using the tools in your account.