

Button

Buttons on landing pages help visitors take important actions such as signing up or making a purchase. These buttons guide users seamlessly through the landing page and help boost overall conversions. Well-crafted, effective buttons can also make your landing page goals clear and encourage users to take action.

Inserting a button

1. Click on the **Insert** button on the top bar of your landing page builder to view the menu.



2. In the menu, click on the **Elements** tab and choose the **Button** that you want to have inserted in your landing page.



3. You can either choose the **Button** or the **Button with icon** to be inserted on your landing page. They will appear on your landing page as shown below

i. Button

←	() INSERT	A OPTIMIZE		(1) INTEGRATIONS			Save	0 0	ţ <u>i</u>	• ⊢ ⇔ L	Publish
		() 10	00k+ / Tru:	sted Home Buyers	a al						and the second s
				3 Easy From vi	Steps to Find	d Your Drean	m Home link away.				
			8		E	3		< <u>\$</u>			
		C	reate You	ır Profile	Browse I	Properties	Conn	ect with	Experts		
		Register o get tailore	on our website t ed recommende preferences ar	o save searches and ations based on your nd budget.			Reach out to agents for so	o our experiend upport through process.	ced real est nout the buy	ate /ing	
		+ 🖻	ំរំរុំ 🛍 Button	•		_					
					Bu	utton				0	
					•	Pop-up					
						Personalized Prop Stay ahead in the com updates on new listing	erty Alerts apetitive housing n as that match your	narket by getti criteria	ng instant		0

ii. Button with icon



Accessing button properties

Customizing landing page buttons enhances user engagement and conversion rates by making them more clear and visually appealing. Tailoring properties like size, color, and links ensures that the buttons are effective in making the users take action.

Button general properties

You can access the button properties by clicking on the properties icon next to the element name in case it is not visible already. In the **General Properties** tab, you can change the alignment, button type, size, style, and choose whether button should be full width or an outline button. Additionally you can enable the **Make Conversion** feature to ensure each unique click on this button is marked as a conversion.



Button link Properties

1. In the **Link Properties** tab, you can add a link to your button. Visitors who click on this button will be redirected to the provided link.



2. You can **add a link to any landing page in your portal**. Choose from the list of landing pages displayed to select the desired destination. You can also add an anchor and tool tip to help make the link more relevant. Visitors will now be redirected to the landing page when they click on the button in your landing page.

← ⊕ INSERT 🛛 🖉 OPT		S	[] 🞯 ଟ 🤝 - 근 🐵 🕑 View Page	Update
Choose Action				×
Page	* Redirect to another landing page	Seasonal-Campaigns	\sim	
Web URL				
Anchor		 Seasonal-Campaigns 		
Email		Summer Sale		
Phone		O Annual-Event		
Download File		Cecommerce		
		Online Courses		
		O Events		
		Marketing-Conference-2023		
		Sale Page		
		Landing-Page-02		
		App-Promotion		
	had an dear			
	Add anchor			
	Tool Tip	Sample tool tip		
		This content appears when you hover over a particular piece of text.		
	Target	This allows you to open a page in a new tab.		
	Enable nofollow	This tells search engines not to follow the link.		
	Enable noreferrer	Prevents referrer information to third party we	bsites.	
	Enable noopener	Prevents third party websites from gaining any	y access.	
				0
		OK Cancel		

3. You can **add a link to any webpage**. Users will be redirected to your webpage when they click on the button in your landing page.

← ⊕ INSERT 🛛 🖉 OPT	IMIZE 📄 POPUPS 🛛 🛞 INTEGRATION	is C) Ø	. Ç î	ڻ ک	0	ሮ	View Page	Update	:
Choose Action										×
Page	* Redirect to a URI	http://www.sampledomain.com	-							
Web URL	Nounder to a one	http://www.sempledomain.com								
Anchor	Tool Tip	Sample tool tip								
Email		This content appears when you hover over a particular								
Phone		piece of text.								
Download File	Target	This allows you to open a page in a new tab.								
	Enable nofollow	This tells search engines not to follow the link.								
	Enable noreferrer	Prevents referrer information to third party web	ites.							
	Enable noopener	Prevents third party websites from gaining any a	ccess.							
										୍
		OK Cancel								C

 Using the anchor option, you can redirect users to any section in your landing page where you have added an anchor. The anchors created in your landing page will be displayed in the drop-down list next to Select Anchor.

	s D	🕲 🐺 🕤	୯ ା © ା ଓ	View Page	Update	:
Choose Action						×
Page * Select Anchor Web URL	None ~					
Anchor Tool Tip	Sample tool tip					
Email Phone	This content appears when you hover over a particular piece of text.					
Download File Target	This allows you to open a page in a new tab.					
Enable nofollow	This tells search engines not to follow the link.					
Enable noreferrer	Prevents referrer information to third party website	es.				
Enable noopener	Prevents third party websites from gaining any acc	cess.				
	OK Cancel					Ø

Linking a Button to a Section on Your Landing Page

To direct visitors to a specific section of your landing page, you can use an anchor. For example, if you want to take visitors to a form at the bottom of the page, you can add an anchor to the heading above the form or any nearby text element.

Steps to Add an Anchor

- i. Select the text where you want to add the anchor.
- ii. In the floating toolbar, click the **Anchor** option.



iii. Enter a name for the anchor and click **Save**.

Anc	hor Name		×
[site-visit-form		
		OK Cancel	

Linking the Button to the Anchor

- i. Select the **button** element.
- ii. Choose **Anchor** as the link type.

← 🕀 INSERT 🖉 OPTIMIZ		므 () ()	Save 🗅 🎯 🖗 5 ご 💿	Publish
Choose Action				×
Page Web URL Anchor Email	* Select Anchor Tool Tip	None ^ None ~ Top		
Phone Download File	Target	site-visit-form		
	Enable nofollow	This tells search engines not to follow the link.		
	Enable noreferrer Enable noopener	Prevents referrer information to third party websites Prevents third party websites from gaining any acce	.ss.	

iii. Select the anchor you created from the list.

Now, when visitors click the button, they'll be taken directly to the anchored section!

5. **To link an email address** to your button, you can type in an email address here. You can also add extra details such as Cc, Bcc, Subject, and the message in the fields below. When users click on the button on your landing page, a new email composition window will open with all the details already filled in.

← ⊕ INSERT 🛛 🧕 OPT		; D	� ₽ S ♂	© 🕑 View Page	Update
Choose Action					×
Page	Email Address				
Anchor	Cc				
Email					
Phone	Bcc				
Download File		Note: Please separate multiple email addresses using commas.			
	Subject				
	Message				
	Tool Tip	Sample tool tip			
		This content appears when you hover over a particular piece of text.			
	Enable nofollow	This tells search engines not to follow the link.			
	Enable noreferrer	Prevents referrer information to third party websites	s.		
	Enable noopener	Prevents third party websites from gaining any acce	255.		
					0
		OK Cancel			

6. If you want to link a phone number to your button, you can choose any phone number you like. When users click on the button on your landing page, their phone will open the dialer with the phone number already entered, ready to call.

÷	(+) INSERT	🛛 OPTI		0	� 뮉 ゔ ♂	◎ ()	View Page	Update	:
Choose	Action								×
Page Web URL			* Phone						
Anchor Email			Tool Tip	Sample tool tip					
Phone				This content appears when you hover over a particular piece of text.					
Download	l File		Enable nofollow	This tells search engines not to follow the link.					
			Enable noreferrer	Prevents referrer information to third party websites.					
			Enable noopener	Prevents third party websites from gaining any acces	is.				
				OK Cancel					0

7. If you want **to link a downloadable file to your button**, you can upload the file of your choice here. When users click on the button on your landing page, the file will be downloaded automatically.

	IMIZE E POPUPS OD INTEGR	ATIONS	C	ך כ	0	÷	らぐ	۲	Ċ	View Page	Updat	e :
Choose Action												×
Page	Targe	t 🔵	This allows you to open a page in a new tab.									
Web URL	Downloa	d 🌔	This allows you to download a file.									
Anchor	Enable nofollo	v O	This tells search engines not to follow the link.									
Email	Enable noreferre	r	Brought referrer information to third party websit	too								
Phone	Endble Horoferic		Prevents referrer information to third party website	les.								
Download File	Enable noopene	r 🔵	Prevents third party websites from gaining any acc	cess.					_			
	Upload 🔻 🕂 Add Direct	ory								Open Image Li	brary	fl 🙂
	Doc Root	Doc Ro	oot > files									0 Item(s)
	🕒 files											
	alfred-workspace											
			\sim	\supset		C						
							60	•	•			
			Drag	g and	drop t Or Click	o uplo Here	ad files					6
			OK Cancel									U

Whether it's prompting sign-ups, purchases, or downloads, tailored buttons ensure clarity and ease of use. Thus, creating and customizing landing page buttons is essential for maximizing user engagement and achieving desired business outcomes.