5 Ways to Improve Your Contact Form Completion Rate

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Hello.

How do you know if your website is successful? Website traffic? Search visibility? Bounce rates? If you're not focused on conversions, you're selling your website short. Your online presence in general should be a powerful sales and marketing tool, resulting in increased brand awareness, customer loyalty and of course, sales or lead generation. You need to focus on attracting, engaging, converting and delighting your target market to generate real results for your business. One of the hardest parts of that process is converting visitors once you've gotten their attention.

No one loves to fill out forms, and that includes your website visitors. But you want and need them to do just that to capture important contact information and nurture the relationship into a sale. A website visitor that fills out a contact form becomes a lead, and it's up to you to make sure your website is converting as many visitors into leads as possible. Improving the conversion rate of your contact forms can have a considerable impact on the success of your business.

With your contact forms holding such significance on your website, it's without a doubt worth spending time and resources to make sure they're effective at generating results.

Ready to get started? Here are five tips to help you improve the completion rates of your contact forms.

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#1. Make them short and sweet

[Studies have shown](#) that reducing form fields by just **one** can improve your conversion rates by **50%**! Keeping your contact forms simple is our #1 tip for improving conversion rates on your website.

The length of your contact form should always match the value of your offer. If your goal is for users to sign-up for your newsletter, you shouldn't expect them to give you their complete resume. In most cases, a name and email address is all you should need. If you're offering a high value white paper or eBook, it's OK to ask users for a bit more information, such as job title, industry, phone number or pain points.

As a general rule, your goal should be to **collect only enough information to enable you or your sales team to contact and qualify the lead**. Collecting more information may seem like it will make your life (or your sales team's job) easier, but you will be losing out on the number of people who will take the time to fill out your form. So before you throw another contact form on your website, really think about what information you need from users at that stage in order for the lead information to be of value to you. When is the last time you actually used a fax number? Do you really need a full address, or will just the country or state give you the information you need? If a form looks like a waste of time, it won't get filled out.

Put yourself in your website visitors' shoes. What is the value of the offer you're presenting them with? Respect your visitors' time and privacy and keep your forms as simple as possible. You'll make them happy and increase the number of leads coming in. Everybody wins!

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#2. Make them mobile friendly

Across all industries, brands are building websites and implementing online marketing programs for the mobile-first world. Mobile searches have surpassed desktop searches. This means that your website is presumably getting more mobile traffic than ever before. If you're not providing a mobile-friendly experience, your competitors probably are, and they're going to steal your business.

So assuming there are valuable leads coming to your website from mobile devices, make sure your contact forms are designed for these users. Even if the rest of your website is mobile friendly, if you aren't optimizing your contact forms for mobile visitors, you're losing out.

➔ Offer a **number pad** for fields that require a number entry.

➔ **Automatically advance** users through form fields as they input information so they don't have to manually click into each field.

➔ **Kill the captcha**, if you can!

➔ Keep the forms **short**

➔ Use touch-friendly **CSS styling**

➔ **Test** in a variety of mobile browsers

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#3. Make them user friendly

A confusing contact form is a sure way to lose potential customers. Keep it simple and make it easy and quick for the user by following these tips:

➔ **Use labels**. Don't just say "name". Specify whether you need their first, last or full name.

➔ **Use placeholders**. A placeholder provides an example or hint to the user about what you're expecting them to input. These are typically displayed as light text until the user begins typing their information.

➔ **Enable auto-complete**. Save users time and reduce input errors by automatically filling common fields like name and email address.

➔ **Clearly note mandatory fields**. Use an asterisk or note "required" next to fields that the user must complete in order to submit the form. It's frustrating for users to receive an error message when trying to submit a form because some required fields weren't filled in, especially if it wasn't clear that those fields were required.

➔ **Minimize distractions on your landing page**. Keep your landing pages focused and minimize distractions for your visitors. If your content and site architecture are done correctly, people have arrived at your contact form to convert. Don't complicate things by offering more than one form per page, or giving them other options for exploring your site. Details and benefits of your offer are great, but make your form the focus.

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#4. Make the next step obvious

A blanket "contact us" statement can mean a number of things. What are they contacting you for? For job openings? To request a quote? To schedule a meeting? You want the user to be able to easily answer the question, "What am I filling out this form for?"

An effective contact form headline does the following:

➔ Let's the user know what they get for completing the form
   ◆ A call from a sales rep
   ◆ More information on your services
   ◆ Access to an industry report
   ◆ A free demo

➔ Tells them the benefits of the thing you are giving them
   ◆ One on one time to discuss the specifics of your business
   ◆ Free information
   ◆ An inside look at your products

Use your landing pages wisely to really sell the value of what the visitor will be getting just by filling out the contact form. Bonus points if you let them know what will happen next once they submit your form!
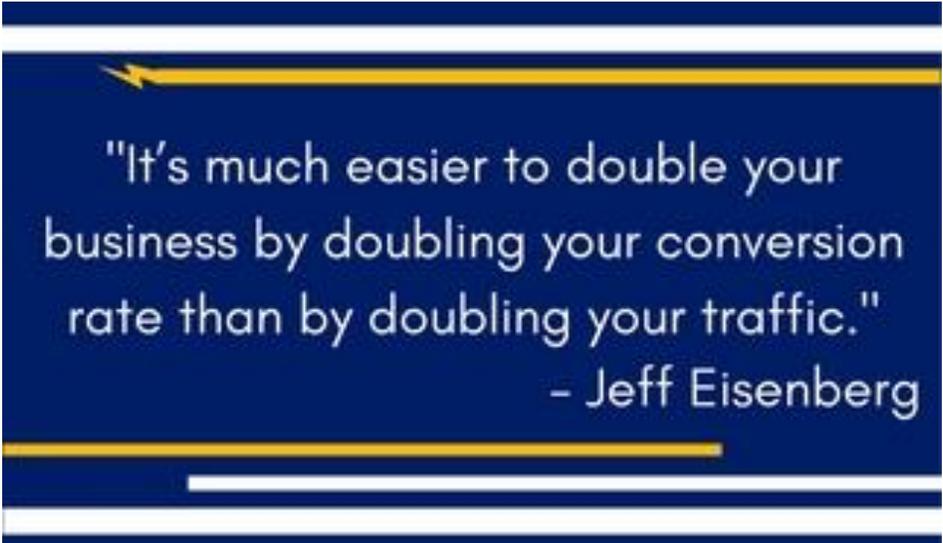
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#5. Make sure you test it

This is a two part tip:

1. First, it sounds simple, but **always make sure you are testing all contact forms** on your website internally. It's amazing how many times users try to fill out contact forms that don't work and return errors, resulting in their contact information never making it to the business. If you have a live contact form on your website that isn't working properly, all of your hard work to boost your conversion rates will be for nothing!

2. And second, **A/B test your contact forms** to find what works best for your website. There isn't one catch-all contact form solution that is going to work across every single brand in every single industry. While best practices can be a great starting point, they aren't the end all be all. Test your original form against a different variation and see which one converts better. This will allow you to identify what is working and what needs to be improved.

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Conclusion.

Adding a contact form to your website is simple, but all too often we see poorly executed forms being used by brands across the web. Creating a contact form that is effective takes more time, resources and testing but the rewards from your hard work should more than pay off! In the end, a well-developed contact form could be the difference between landing a big deal and going out of business. Don't underestimate the power of your contact forms, and invest the time and resources to getting them right!

Happy marketing!

"It's much easier to double your business by doubling your conversion rate than by doubling your traffic."
– Jeff Eisenberg

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ABOUT E-Power Marketing

E-Power Marketing has been generating the traffic, leads, and sales our clients deserve since 1998.

We amplify our clients' marketing and sales efforts by becoming their online marketing partner and working with all aspects of their digital presence, from SEO and online advertising to social media, content marketing, and so much more to meet and exceed their business goals.

Are we the right agency partner for you?

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