

# UsabilityWeb.NI Tested User-Centric CTAs For Increased Click-throughs

80% ▲

CLICK-THROUGH RATE

## CONCEPT

### INDUSTRY

Software

### COMPANY SIZE

51-250

### LOCATION

Groningen (Netherlands)

### CAPABILITIES USED

A/B Testing

## VWO and Concept7

[UsabilityWeb.nl](#) is a Dutch blog/magazine on the topics of usability, user experience, and human-centered design. It's an initiative by [Concept7](#), which is one of our agency customers.

## Objective

Test the changes in button text, from *Huur mij in* to *Over mij*.

The button called **Huur mij in** (*Hire me*) might scare people away, because they probably don't want to do that right away.

By changing the label to **Over mij** (*About me*), visitors will be more inclined to click the link to view more information about Stefan.

## Solution

The button is called **Huur mij in** (Hire me), which might scare people away, because they probably don't want to do that right away or first want to now something about Stefan which is also on that page.

Here are the statistics associated with *Huur mij in*:

Statistics (Sept. 2010)	
Visits	5712
Clickthrough rate	2.8%

Here are the statistics associated with *Over mij*:

Statistics (Sept/ 2010)	
Visits	5096
Clickthrough rate	5.1%

## Conclusion

**Over mij** (*About Me*) had **80% higher click-through rate**, compared to the text **Huur mij in** (*Hire Me*).

### Learning

By decreasing the weight of the label and making it more personal, visitors will more likely click the link.

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