

HOW A LEAD GEN SITE INCREASED FORM SUBMISSIONS BY 34.19%



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EXECUTIVE SUMMARY

A **Lead Gen Site** wanted to generate more consultation requests from its website. By simplifying the appearance of its lead form and strengthening its conversion copy, the provider increased its form conversion rate from **5.16%** to **6.92%**.

The image displays a side-by-side comparison of a lead generation form, labeled 'BEFORE' and 'AFTER'. A green arrow points from the 'BEFORE' form to the 'AFTER' form, indicating the direction of the changes.

BEFORE Form:

- Fields: First Name, Last Name, Email, Phone, Preferred Location, Message.
- Submit Button: A simple grey button labeled 'Submit'.
- Conversion Rate: 5.16%

AFTER Form:

- Added Headline: 'Book a Free Consultation with No Obligation' (indicated by a red checkmark and 'Added Headline' callout).
- Fields: First Name, Last Name, Email, Phone, Preferred Location, Message.
- Reduced Perceived Length: The form is visually simplified (indicated by a red checkmark and 'Reduced Perceived Length' callout).
- Better CTA: The submit button is now a prominent orange button labeled 'Book a Free Consultation' (indicated by a red checkmark and 'Better CTA' callout).
- Conversion Rate: 6.92%

Summary:

- Conversion Rate: 5.16% → 6.92%
- 34% Lift in The Conversion Rate!

HOW A HEALTHCARE PROVIDER INCREASED FORM SUBMISSIONS BY 34.19%



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CHALLENGE / OPPORTUNITY

- The form required too much visual space.
- The headline did not clearly communicate the value of completing it.
- The generic "Submit" button gave users little motivation to act.

STRATEGY & TACTICS

- Moved field labels inside the input fields to reduce the form's perceived length.
- Added the value-driven headline: **"Book a Free Consultation with No Obligation."**
- Replaced the generic "Submit" button with **"Book a Free Consultation."**
- Created a clearer, more action-oriented path from interest to conversion.

Work With Ignite Visibility

Small changes to form design and messaging produced a meaningful lift in conversions. By reducing perceived effort and clearly communicating the next step, the lead gen site turned more website visitors into consultation requests, without increasing traffic.

READY TO REMOVE CONVERSION FRICTION AND GENERATE MORE LEADS?

Let's build a smarter CRO strategy.