



# TOP LEAD FORM CONVERSION RATE BLUNDERS

You're probably be missing out on  
leads every day from your forms...



# 7 WAYS TO REDUCE FORM ABANDONMENT TODAY

How you could be getting more out  
of your web forms



Form tracking & optimization

# CONVERT **MORE** **LEADS** FROM YOUR FORMS

---

FREE E-BOOK

by [Insiteful.co](https://insiteful.co)



# COPYRIGHT NOTICE

COPYRIGHT © 2021 INSITEFUL.CO

*All rights reserved.* No portion of this book may be reproduced in any form without permission from the publisher, except as permitted by U.S. copyright law. For permissions contact:

[www.insiteful.co](http://www.insiteful.co) →

# YOU CAN'T IMPROVE CONVERSION RATES WITH “GUT INSTINCTS.”

This is true no matter how experienced,  
robust or impressive one's gut is.

(Apologies in advance to all guts)

Here's what **does work**:

Track, optimize and  
measure ROI.

At Insiteful, we optimize forms for  
businesses around the world  
ranging from marketing & design  
agencies to auto & real estate  
sales.

In this guide, we're sharing some  
of our sure-fire winners so you  
can improve your lead form's  
conversion rates too.

And the best part is...

Most of these tips can be  
implemented **now** (like, today)!

In just a few minutes, you could  
do something this week to lift your  
conversion rates. No extras!

Humans are weird: some of this  
data may surprise you.

Without further ado, here are 10  
common **lead form** conversion  
rate blunders you can easily avoid:



# 01 SHORTER FORMS $\neq$ BETTER CONVERSION

Longer forms can drive higher quality leads & a better user experience.



# FIND THE IDEAL FORM LENGTH

Reducing the form fields may *decrease conversions* by eliminating fields people expect or want:

Conventional wisdom is that shorter forms (i.e. less form fields) translate to higher conversion rates — it's a logical hypothesis: less for the user to do = less friction to convert. Yet, form length is a tricky subject and there have been multiple conflicting studies on form length and conversion rate.

Is a short form the absolute truth or silver bullet?

**No!** Reducing form fields can actually bring your conversation rate down if you eliminate fields that people want to interact with.

## FOR CUSTOMERS

Some fields build trust

e.g. if a student is applying to a school, they expect to choose the subjects and campus location, among other things. An admission form consisting of only Name and Email may feel inadequate.

## FOR BUSINESSES

Long forms = quality leads

Longer forms can result in fewer but higher quality leads. That said, the data shows there isn't a simple rule when it comes to the form length – the best principle is to pursue the best UX.



# 02 **STREAMLINE YOUR USER'S EXPERIENCE**

Making your prospect's journey frictionless is a sure way to convert more leads from your web forms.



Here's an example...



A screenshot of a web form with a cluttered layout. It features multiple stacked input fields with labels like 'Service Provider', 'Amount Customer', 'Amount Provider', and 'Travel Details'. Below these, there's a section titled 'Departure Details' with a dropdown menu for 'Departure Place' (set to 'Fort Kochi'), a text field for 'Departure Time', a checkbox for 'Include Return Travel' (checked), and another text field for 'Return Place'. At the bottom, there are more stacked input fields for 'Service Provider', 'Amount Customer', 'Amount Provider', and 'Return Details'.



A screenshot of a web form with a clean, modern design. It starts with a question: '1 -> Which form of transport do you use the most?'. Below this, there are eight icons in a 2x4 grid representing different modes of transport: Walking, Bicycle, Scooter, Car, Airplane, Ferry, Hot air balloon, and Sailboat. Each icon is labeled with a letter and the mode of transport. Below the grid, there's another question: '2 -> How many times have you cycled in the past week?'. The form is visually appealing and easy to navigate.

Can't afford to trim down by a few form fields?

an (often equally-effective) alternative is to streamline your form user experience (UX).

Perhaps the best example of engaging form UX comes from Typeform (see top-right).

## multi-page forms (n.)

Web forms that breakup inputs with internal paging / navigation

The hallmark of the Typeform methodology, however, is quite easily replicable – with or without their specific software.

Simply put, they make forms less intimidating using by only showing the relevant fields & text, while hiding and/or overlaying the rest.

Coupled with visual inputs & easy keyboard navigation, this approach is proven to increase completion rates on longer forms. Make your forms more approachable with clever UX!



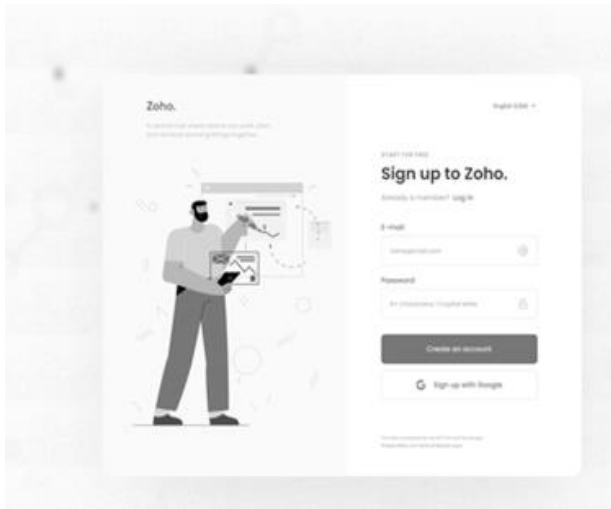
# 03 FOLLOW EXISTING STANDARDS

Users already know where to expect certain buttons & functions — excess creativity leads to confusion

# TOO MUCH CREATIVITY CAN HURT

## Users already know where to expect buttons.

Most people have pre-existing expectations as to where certain buttons and settings should be located – too much creativity can detract from the experience and annoy users searching for specific functions.

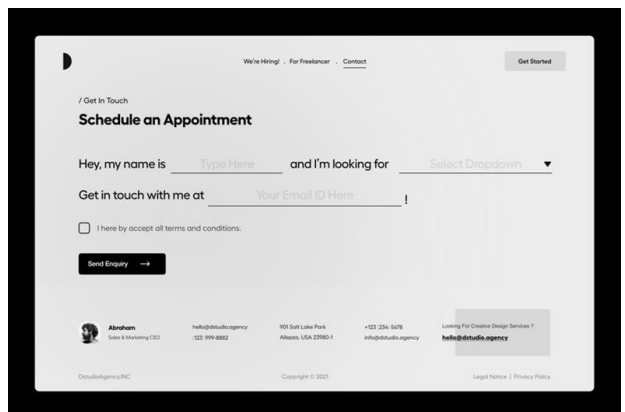


## NO NEED TO *REDESIGN THE WHEEL*

Your website visitors are already familiar with what they expect certain types of forms (ie. signup, checkout, contact) to look like, so it's always best to avoid mixing things up too much.

## DON'T BREAK WHAT *ALREADY WORKS FINE*


Keep it simple. Think about the process from a user's perspective. What are the common questions and tasks users will need to accomplish? Take the trouble out of things for your prospects.





# EMBRACE SIMPLICITY, REJECT MODERNITY


Find the best online broker for you

What do you trade?

  
FOREX

  
STOCKS

  
CRYPTO

  
COMMODITIES

Start — What I trade — Experience level — Features I need

Contact Us.

INQUIRE ABOUT BUSINESS

JUST SAY "HI"

SUBMIT A RESUME

Full Name\*  Title\*

Company\*  How did you hear about us?

Email\*  Phone

Additional details

Stay in the know of trends and insights and to see our latest work, sign up for our awesome quarterly newsletter.

\*Required fields

hotjar

Get your free Hotjar account now.

Try Hotjar BUSINESS free for 15 days. Download to your phone. Forward engine.

Full name

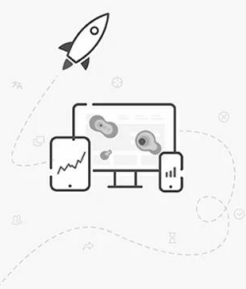
Company

Phone

Sign up

Sign up with Google

Already have an account?



Aoo Mio

What is the Category of your Event?

Select Subcategory

Is this a Private or Public Event?

When will this Event be?


How many people do you expect to see?


How many special guests will share the bill?


Are the names of your special guests?


Upload an image

2 ⇒ The patient is a....\*

  
Key A | Man

  
B | Woman

  
C | Boy

  
D | Girl

3 ⇒ Has the patient had or presently have any of the following conditions?\*

## DELIVERY

### 1 CONTACT DETAILS

\* Must be completed

Contact Name: \*   
Telephone: \*   
Email: \*

### 2 PICK UP OR DELIVERY?

PICKUP  
☐  
DELIVERY  
☒

### 3 YOUR DELIVERY ADDRESS

Address 1: \*   
Address 2:   
Address 3:   
City: \*   
Postcode: \*   
☐ Invoice address same as delivery address.

### 4 YOUR INVOICE ADDRESS

Address 1: \*   
Address 2:   
Address 3:   
City: \*   
Postcode: \*

### 5 ADDITIONAL DELIVERY INSTRUCTIONS

### 6 TERMS AND CONDITIONS

☐ I agree to the terms & conditions  
☐ Register using these details

## WHAT BAD FORM DESIGN LOOKS LIKE:

### Congratulations!

You've completed the quiz! Now fill out the entry form below for your chance to win  
**Daily Prizes of 95 AIR MILES® reward miles** and a **Grand Prize of 9,500 reward miles.**

Entry Ballot (\* Indicates required field)

|                         |          |        |         |                                |  |
|-------------------------|----------|--------|---------|--------------------------------|--|
| <input type="text"/>    |          |        |         | Last Name* >                   |  |
| Birth date*             | Month* v | Day* v | Year* v | Phone number* >                |  |
| Email* >                |          |        |         | Confirm email* >               |  |
| Mailing Address* >      |          |        |         | Postal Code* >                 |  |
| Province / Territory* v |          |        |         | Canada                         |  |
| Language* v             |          |        |         | AIR MILES® collector number* > |  |

Skill Testing Question\*:  $(10 \times 9) + (2 \times 4) - 3 =$

☐ I have read and agree to the [Official Rules\\*](#)

☐ I confirm that all information provided is true and correct.\*

☐ Yes, I would like to receive marketing updates and promotional offers from Shell.

Enter

Like 273



# 04 DON'T USE GENERIC COPY

Use messaging that speaks specifically to your audience (e.g. "Schedule Demo" or "Request Quote" instead of "Submit")



“

MICHAEL AAGARD —

What is **your user's motivation** for filling out this form? What will they get?

COMPILING COPY

| TIRED CTA'S        | WIRED CTA'S   | INSPIRED CTA'S   |
|--------------------|---|--|
| Request demo       | Get A Quote / Pricing                                     | Try It Free  |
| Get started        | See It In Action  | Shop {Brand}   |
| Buy / Download now | Confirm Subscription                                      | Click to {Action}  |
| Apply Now          | Join Now  | Plan / Start Your {Product}  |
| Contact Us         | Get Free /<br>The {Lead Magnet}<br>(e.g. Proposal, eBook) | For {Customer Group 1}  <br>For {Customer Group 2}<br>(e.g. Advertisers, Publishers) |

# REMOVE UNCLEAR COPY

Be personal when asking customers to fill out forms.

Avoid generic terms such as "Submit" or "Send" and use messages that speak specifically to the customer you want to attract (see quote on previous page)

Help your visitors take the next step by clearly labeling fields and buttons: to help your brainstorming, we've classified some examples in a table — we'd recommend aiming for the "Inspired" category:



05/07

# ENABLE **AUTO-FILL** & **SAVE**

Help users that are in-a-hurry  
to effortlessly reach the finish  
line for conversion!

A background image of the Golden Gate Bridge in San Francisco, with the red suspension towers and cables visible against a hazy sky. The bridge spans a body of water, and the surrounding cliffs are visible in the foreground.

“

A **good first impression**  
isn't just about design, but  
also **how fast** that design  
loads (and functions).

TOMMY WALKER

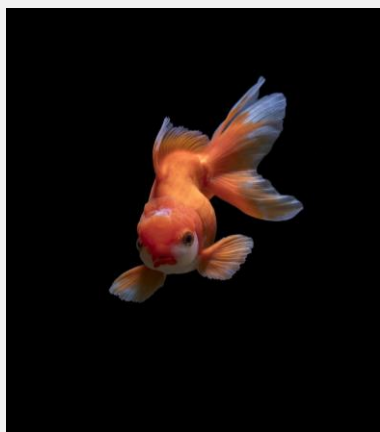
# BUILD FRICTIONLESS FORMS

The Internet age has become **synonymous with impatience**—the average attention span today is 8 sec: less than that of a goldfish.

As people grapple with a barrage of information daily, long lead forms and slow web pages are being **left in the dust**.

## SEAMLESS AUTO-FILL AND SAVE PROGRESS

[Autocompletion](#) and autofill are native features of HTML forms that you should be able to easily configure regardless of how you created your forms. On the other hand, enabling saved progress on your forms may require third-party software, depending how your web forms are built. If you're in this boat, Insiteful's plug-n-play form tracking solution may be perfect for you: with just one click, you can add [save & continue later](#) functionality to virtually any existing web form ([learn more here](#)).



The average Internet user's attention span is now **lesser than that of a goldfish**.

— Microsoft, 2020



# 006 **ONLY ASK FOR THE INFO YOU NEED**

Depending on the purpose of the form(s), avoid asking for certain personal details.



# CHOOSE YOUR FIELDS WISELY

As a general rule, you'll want to only ask for the data you need.

This way, it's easier for users to complete the form and (in most cases) there's less reason for them to quit the process before it's completed.

Depending on the purpose of the form(s), asking for certain personal details can put-off users & make them quit before completing.

Except instances where you absolutely need sensitive info., it's usually best ask for only what you absolutely need at first (and consider offering a secondary form after the initial form is completed).



”

It's very easy to create a form. The **hard part** is getting people to **actually fill it out.**



# 07 **TRACK YOUR FORMS & RECAPTURE LEADS**

Every website is unique — we  
have our obvious preference

# TRACK YOUR FORMS & RECAPTURE LOST LEADS

Use form tracking to **identify** trouble areas & **recover** interested leads.

When you have hundreds of visitors leaving your form without moving onto the next step, you know you have a problem. You're not alone. The most popular ways to rectify this is to install tracking software on your form — we obviously have [our preferred recommendation here at Insiteful](#) ;)

Form tracking records every website visitor to **analyze & reveal the areas they struggle** in.

This shows you exactly which part of your form triggers them into leaving: Do they leave at the point where you ask for certain personal details? Do they fill out all the form fields but not click the submit / CTA button? These insights show you exactly where you need to improve the usability of your form

Additionally, a [form tracking solution \(aka. Insiteful\)](#) will give you the partial entry data left behind by users who abandon your forms, so you can easily remarket to &/or follow up with interested leads that you would otherwise be entirely unaware of!

A background image of the Golden Gate Bridge in San Francisco, partially obscured by a white rectangular text box. The bridge's red-orange structure is visible against a hazy sky and the ocean.

“

If your form is **not optimized**, and it simply exists, you will eventually hit the wall.

PIOTR JUZNEIWICZ

# FORM OPTIMIZATION CHEATSHEET

## **Look** at the form through fresh eyes

- ☐ Setup helpful error messages & alerts
- ☐ Prioritize important fields first
- ☐ Choose required fields carefully

## **Test** break points & edge cases

Try to break the form:

- ☐ Submit field(s) empty
- ☐ Go back & forth on multi-step forms
- ☐ Try invalid values (ie. letters for numbers)
- ☐ Leave for 20mins.

## **Identify** problem fields and copy

- ☐ Use form analytics to find confused or abandoned fields
- ☐ Add placeholders, labels & alerts for context
- ☐ A/B test new labels & call-to-action text

## **Measure** performance and success

- ☐ Try submitting with form field(s) empty
- ☐ Track partial entries with a solution like Insiteful
- ☐ Recover lost leads with auto follow-up & saved progress for partial submissions.

# OVERVIEW

That wraps it up! To briefly summarize :

01

## Optimize **form length**

Shorter isn't always better...

02

## Streamline the **experience**

Engaging designs: multi-page / conditional

03

## Follow **industry standards**

Best practices match existing user behavior

04

## Don't use **generic copy**

No "submit" or "send message" buttons!

05

## Enable **auto-fill & save**

Users are more impatient than ever

06

## Ask **only what's necessary**

Avoid sensitive details where possible

07

## **Track** your web forms

To identify bottlenecks & recover leads



# ENJOY THIS?

## READ MORE...

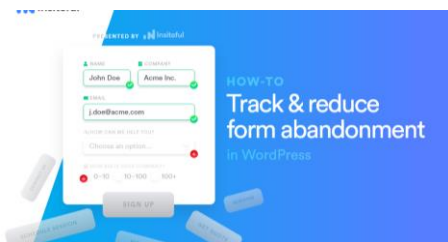
Check out the Insiteful Blog for more helpful articles on how you can **unlock more leads from any web form™** –



### BLOG

How **form tracking** can help grow your business

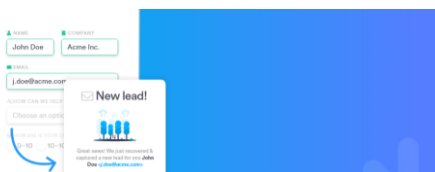
READ MORE



### INFOGRAPHIC

How to **track and reduce** form abandonment

READ MORE



### HOW-TO

How to save partial form entries with **WordPress**

READ MORE

More like this at  
**insiteful.co** →

**New Lead**  
/contact-us

**John Doe**  
j@doe.com

**Confused**

**2.5x** #username

Avg. Value Changed

**Forms**  
Funnel Report

QUESTIONS? COMMENTS?  
**LET'S CHAT!**

**BOOK A DEMO**





# DISCLAIMER

**COPYRIGHT © 2021 INSITEFUL.CO**

*All rights reserved.* No portion of this book may be reproduced in any form without permission from the publisher, except as permitted by U.S. copyright law. For permissions contact:

**[www.insiteful.co](http://www.insiteful.co) →**