

# Your Guide On How To Create Better Buttons At Your WordPress Site



# Introduction

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Buttons might be tiny elements, but they can make or break the effectiveness of your website.

Your site's buttons are what help users access important content and push users to action. And without effective buttons, it's a lot harder to funnel visitors to the spots where they need to be on your website.

Buttons are part of a class of design elements called user interface. From the beginning, buttons helped users make choices and served as guideposts for user interaction. Some of the earliest buttons were things like 'Next Page.' And over time, buttons have become an essential feature of any website.

Here at [MaxButtons](#), we set out to make creating buttons on WordPress accessible to anyone **without the need to use code**. But we don't just want to help you "make buttons" - we want to help you "make buttons **that get results**".

That's why we wrote this actionable guide on how to create great-looking and effective buttons at your WordPress site.

In this guide, **you're going to learn the most important design and copywriting principles that you can employ to create effective WordPress buttons that get the results you want.**

To help you do that, we're going to divide this guide into two parts:

- Design
- Copywriting

And beyond laying out the best practices, we're also going to show you how to use the MaxButtons plugin to start applying these principles right away.





## (How To Design Buttons People Want To Click)

Getting user action on your buttons is the goal of button design. In this section, we'll share best practices on how to design your buttons to push your readers to click. You'll learn how to:

- Make sure your buttons really do look like buttons with shapes and shadows
- Use hover states effectively
- Pick the right colors for your buttons
- Ensure your buttons work well on touch devices

### Make Sure Your Button Actually Looks Like A Button

Pardon us for stating the obvious, but buttons should always look like buttons. Unfortunately, in the drive for creativity, people sometimes create buttons that look wholly...*un-buttonlike*.

"Out-there" styles might make for an interesting design, but they don't normally make for a usable website.

You want your visitors to always know that what they're looking at is indeed a button they can click on.

Thankfully, years of conventions have led to some pretty good rules for how to make your button actually look like a button to all of your visitors.

On a website, that usually means your buttons should be rectangular or rectangular with rounded corners. For example, this is a pretty classic button shape that all users will recognize:

### ***Make Sure Your Button Actually Looks Like A Button***

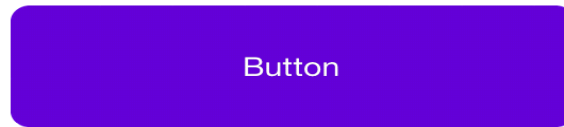
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Beyond choosing a shape that looks like a button, you also want to consistently use the *same* shape. So if you like the look of rounded corners, **try to use rounded corners on all the buttons that you create** to remain consistent.

Beyond shape, another way to make sure your buttons look like buttons is **shadow**. Shadow helps your visitors quickly identify your button as a clickable element, which is what you want.

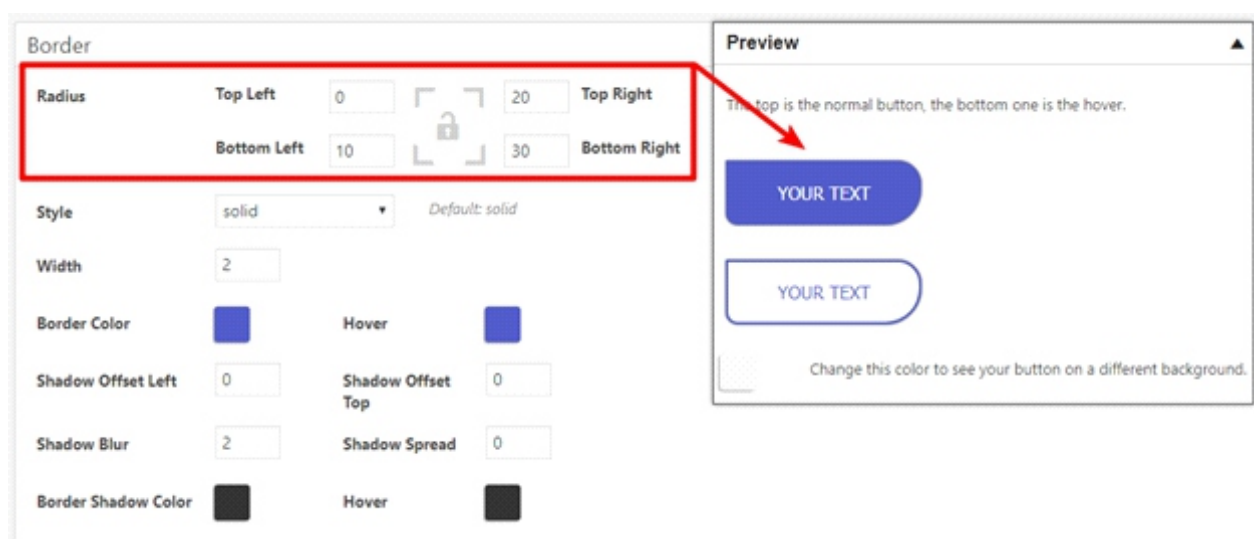
The buttons [in this Codepen](#) show how the effect looks with varying degrees of shadow:



## How to adjust button shape and shadow with MaxButtons:

You can adjust the **Radius** setting in the **Border** area of MaxButtons to control how "rounded" your button's corners are.

In the screenshot below, you can see an example of how increasing the radius makes your button's corners more "rounded". In real life, you'll almost always want to use the same radius for each corner, though. That is, *we're only using different radiuses to help illustrate the concept*.



And you can also adjust the shadow in the **Border** section:

Border

Radius

Top Left 4 Top Right 4

Bottom Left 4 Bottom Right 4

Style solid Default: solid

Width 2

Border Color Hover

Shadow Offset Left 0 Shadow Offset Top 0

Shadow Blur 13 Shadow Spread 0

Border Shadow Color Hover

Preview

The top is the normal button, the bottom

YOUR TEXT

YOUR TEXT

Change this color to see you

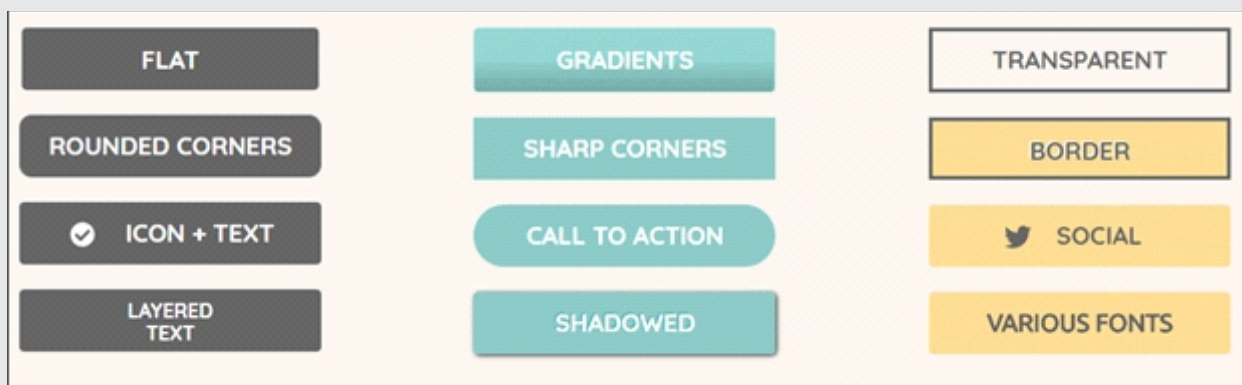
## Employ Hover States To Help Visitors Use Your Button

Button "states" allow you to change how your button looks depending on what a user is doing.

The most common implementation is to slightly change a button's look when a user hovers over the button.

This change further helps your visitors understand that the button is clickable, and it also helps them make sure they've selected the right button (*if you use multiple buttons on your pages*).

For example, look at the demo on the MaxButton homepage - with so many buttons, the hover effect still makes it clear which button a user is about to click on:



There's no rule about whether to make the button lighter or darker when a user hovers - the most important thing is **contrast**. Generally, though:

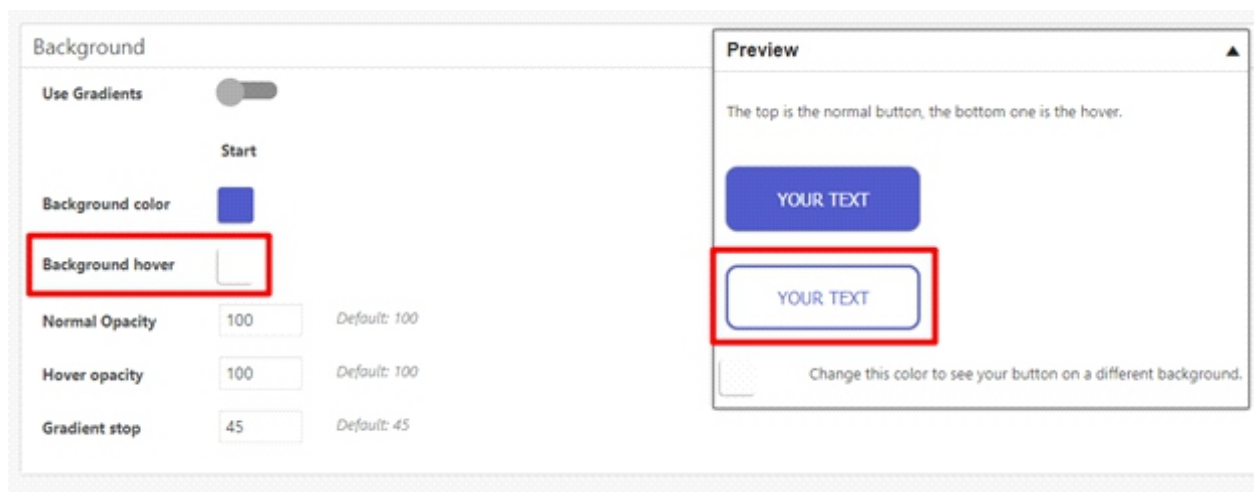
- Light buttons become darker when a user hovers over them
- Dark buttons become lighter when a user hovers over them

### How to change button hover state with MaxButtons:

MaxButtons gives you two options for most of its settings:

- Regular (no hover)
- Hover

You can use these **Hover** options to change your button's hover state. And you can also see a live preview of your button's hover state on the button preview on the bottom



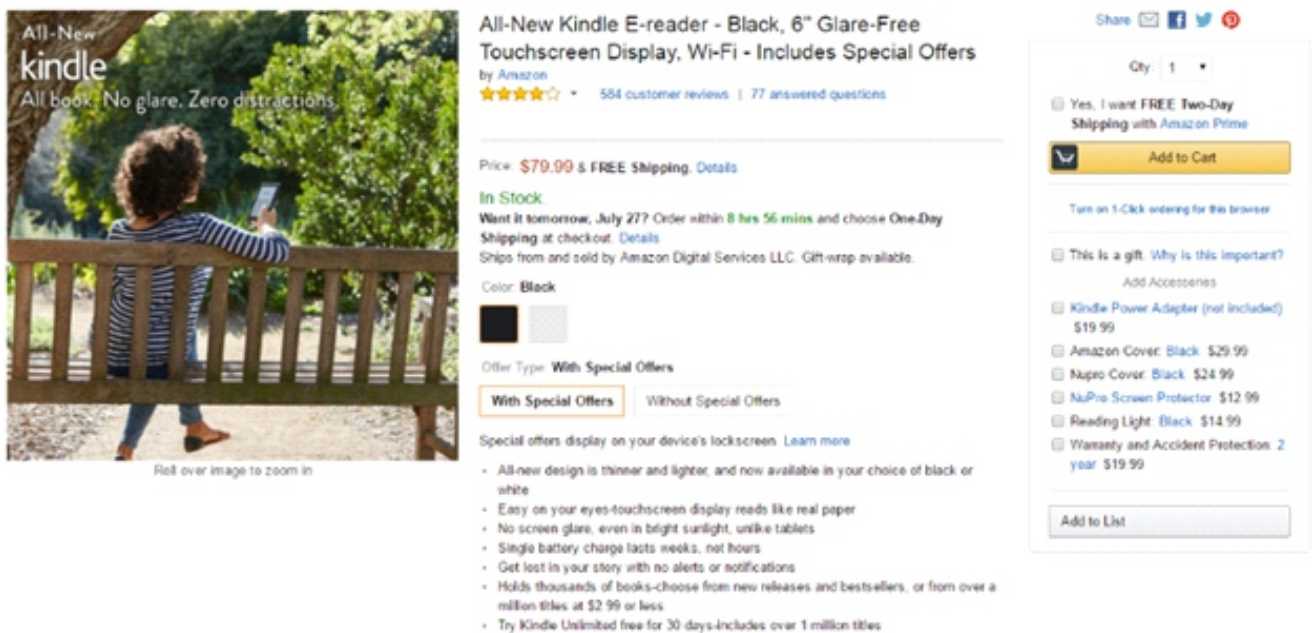
### *Pick Colors That Make Your Button More Effective*

The actual color of your button is important for a few different reasons:

- It helps your button stand out from the rest of the page and grab readers' attention
- When using multiple buttons, it helps readers identify the most important choice
- It can actually communicate information to help the reader understand what type of action the button leads to

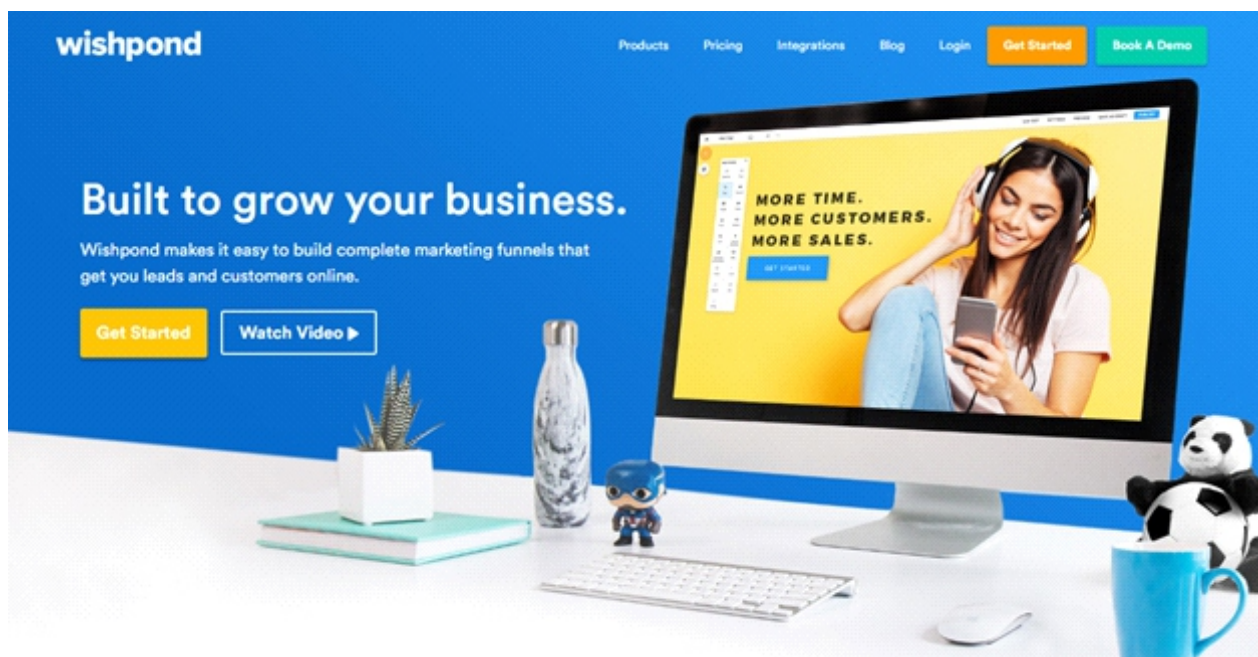
To the first two points, you want to make your button a **contrasting color** that stands out on the page.

For example, it's hard to miss Amazon's big yellow **Add to Cart** button:



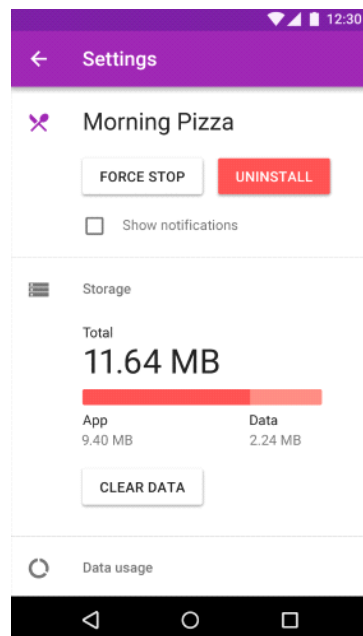
[This tool can help](#) you pick contrasting colors that still look attractive with your other colors.

If you're using multiple buttons, you can use a similar approach to highlight the most important action. For example, look how Wishpond's **Get Started** button not only contrasts with the blue background, but also stands out in comparison to the **Watch Video** button:



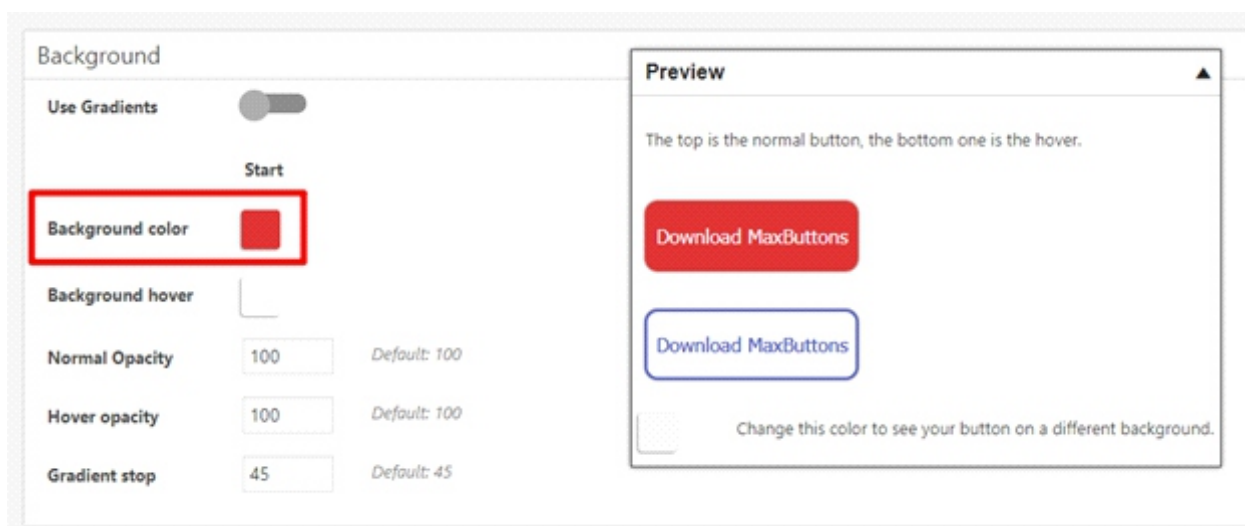
Just by looking at the colors, it's obvious that the main action Wishpond wants visitors to take is the **Get Started** button.

Beyond just catching a user's attention, color also helps you communicate additional information. For example, you'll commonly see buttons with "destructive" actions (like **Delete**, or **Uninstall**) use red because it adds gravity to the action:



### How to set button colors with MaxButtons:

MaxButtons lets you configure your button's background color in the **Background** section:



### *Remember That People Need To Touch Your Buttons On Mobile*

You're probably going to design and place your buttons while working on a desktop computer. But it's important to remember that a significant portion of your site's visitors might be browsing on mobile or tablet devices, and you need to make your buttons easy to use for those visitors as well.

There are two main parts to making your buttons touch-friendly:

- The **actual size** of your button
- The **space between** your button and the surrounding elements

Thankfully, because a lot of people have tested this, you don't have to guess about what makes a button touch-friendly.

The [MIT Touch Lab did a study](#) where they found that the average:

- Finger **pads** are between 10-14mm
- Fingert**ips** are between 8-10mm

For that reason, most people recommend **10mm** for your button size so that people can easily touch it.

Of course, 10mm isn't a dimension that you can easily apply to buttons on websites, so **here's a good rule of thumb to make your button clickable:**

When in doubt, use a minimum of 16px font size for your buttons and try to make them at least 48px wide. Pixels aren't a perfect measurement because they're not always consistent, but it's a helpful rule of thumb to get you close.

Beyond that, add some blank space between your button and surrounding elements to ensure that people don't accidentally click on something else.

### How to make your buttons touchable with MaxButtons:

MaxButtons includes a dedicated **Responsive Settings** area that helps you create buttons that work well on mobile devices.

You can either let the plugin handle things for you automatically with the **Auto Responsive** option. Or, you can create your own rules for different devices using the **New Query** drop-down.

These rules let you address all the criteria above by adjusting:

- Font size
- Button width
- Container width (*the space between your button and the surrounding elements*)

Responsive Settings

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*Responsive settings let you decide the behavior of the button on different devices and screen sizes. For instance large buttons on small screens.*

**Auto Responsive**  
(experimental) ☒

*Note: Auto responsive settings will take a guess only on small screens. To control your responsive settings uncheck this button. This will show more options.*

**New Query** Small phones ▾ Add

**Small phones (portrait)** ✕

*Optimized for small phones ( screen size max 320px )*

Font Size	<input type="text"/>	px ▾		
Button Width	<input type="text"/>	px ▾	Button Height	<input type="text"/> px ▾
Container Width	<input type="text"/>	px ▾		
Container Float	<input type="text"/> ▾			
Hide button in this view	<input checked="" type="checkbox"/>			

# Button Copy 101



## (AKA What Text To Use On Your Buttons)

**Designing a button is only half the battle.** If you took the time to create a button (rather than a generic link), you probably did it because you want people to actually click on your button. And if you want people to click, the text on your button is going to play a big part.

In this section, we'll dig into how you can use the text on your button to further improve clarity and push readers to action. You'll learn how to:

- Make your button text clear
- Use first-person in your button text
- Employ powerful words to make more people click

### ***Make It Clear What Happens When A User Clicks Your Button***

Your visitors should always know exactly what's going to happen when they click a button. While we already covered some ways that you can use color to help provide context, users are mainly going to rely on your button's label text to understand what it does.

When it comes to label text, specificity is key. You want readers to have zero doubts in their minds about what's going to happen after they click that button.

For example, look at this button on Amazon's sign up form:

Instead of going with some generic "Submit" label, Amazon makes it 100% clear exactly what will happen when you click that button.

### **Aim for the same level of clarity with your buttons.**

So how can you do that?

Because buttons are all about "action" your button text should almost always include a verb that describes the action - it really is that simple *for the most part!*

There are also some other tricks you can employ to help make your buttons' labels clear and action-inducing (*we'll cover these in the next two sections*).

## How to set your button text with MaxButtons:

To change the text of your button, use the **Text** field in the **Basics** section:

The screenshot shows the 'Basics' configuration section for a button. The 'Text' field, which contains 'Download MaxButtons', is highlighted with a red rectangle. Other fields include 'Button Name' (Button Name), 'URL' (http://), 'Open in New Window' (checkbox), 'Use rel="nofollow"' (checkbox), 'Font Manager' (button), 'Button Tooltip' (empty field), 'Font' (Tahoma, size 15), 'Padding' (18, 0, 0, 0), and 'Text Color' (white) with a 'Text Color Hover' (blue). A 'Preview' section on the right shows two button states: 'The top is the normal button, the bottom one is the hover.' and a color selection option.

## Write Your Button Text In The First-Person For A More Personal Approach

Joanna Wiebe, a popular copywriter, has a great trick for writing buttons that people want to click.

Instead of looking at things from *your* perspective (*as the website owner*), put yourself in your visitor's shoes and look at it from your visitor's perspective.

To do that, [Joanna recommends](#) filling out this formula for what your visitor hopes to accomplish after clicking the button:

"I want to..."

**Whatever phrase finishes that sentence is what you should use as your button text.**

For example, if your button leads to a free trial signup page, the formula would look something like this *from the perspective of a visitor*:

"I want to...**start my free trial**".

And your button text would read "**Start My Free Trial**".

There's some case study data to suggest that this first-person approach can lead to more people clicking on your button.

For example, this [case study from Unbounce](#) found a 90% increase in CTR after switching from "your" to "my":



## Use Powerful Words To Move Your Reader To Action

If you're creating a call to action button (*that is, a button that you really want people to click on*), there are some other ways that you can use language to push people to act.

Two of the most common strategies that you'll see with buttons appeal to:

- **Urgency** - words like now, today, etc.
- **Frugality** - words like free, free trial, etc.

Makes sense, right? Most of us want things for free. And we also like having them now!

If you pay attention to the buttons on the websites you interact with, you'll see these two categories of words pop up almost everywhere (*sometimes even on the same button*).

For example, look how Leadpages lets you try it both "**now**" and "**for free**":

# SMALL BUSINESS, MEET BIG GROWTH

Easily build stunning opt-in campaigns that capture leads, convert customers, and integrate across all your favorite digital marketing tools: from Facebook ads to e-commerce.

Try it now for free

▶ Watch it work



When you combine a strong descriptive verb with powerful words like these, you'll push your visitors to action and get them to click on your button.

## Enjoy More Effective Buttons On Your WordPress Site

When you create well-designed buttons with effective text labels, you create a highly usable website where you can funnel readers towards desired outcomes.

No matter what you're trying to achieve with your website, that's valuable!

If you haven't already, [download the free version of MaxButtons](#) and start creating effective buttons at your WordPress site today.