

Create effective signup and popup forms

Signup forms and popup forms are vital tools for growing your email list and capturing leads. This guide walks you through best practices to optimize your forms for better conversion rates while maintaining a positive user experience.

Keep it simple

A cluttered form with too many fields can overwhelm users and lead to higher abandonment rates. **Simplicity can reduce friction** and can help increase conversions. **Ask only for essential information**—typically an email address and first name. You can gather more information later through segmentation and behavior tracking.

Present a clear value proposition

People may not want to give you their email without understanding what they'll get in return. **Clearly communicate the benefit of signing up.** Use clear, concise language like "Get exclusive tips and offers," or "Sign up for 10% off your first order."

Use a strong call-to-action (CTA)

A compelling CTA encourages users to take action. The **CTA should be clear** and tell people exactly what they are getting. **Use action-driven phrases** like "Get Your Free Guide," "Claim Your Discount," or "Sign Me Up." **Tip:** Use contrasting colors for the CTA button to make it stand out.

Optimize for mobile

Many users will view your form on mobile devices, so it's crucial that your form looks good and functions well on smaller screens. **Ensure forms are mobile-responsive.** Test them on different devices to confirm they're easy to fill out. Keep fields spaced out and buttons large enough to tap.

Signup forms: Best practices

Place forms in prominent locations

Users are more likely to fill out forms that are easy to find. **Place forms in high-traffic areas** like the header, sidebar, or footer of your website. You can also embed forms within blog posts or landing pages.

Use contrasting colors

A form that blends into your site's design is easy to overlook. Contrasting colors draw attention to your form. Use a color for your form and CTA button that stands out against your website's background but still aligns with your branding.

Clearly state what subscribers will receive

Be transparent about what subscribers will get and how often they'll hear from you. Clear expectations lead to higher trust. Describe the content they'll receive in a concise, compelling manner.

Include social proof

People are more likely to sign up if they see that others have done the same and benefited from it. Add statements like "Join 10,000+ happy subscribers" or showcase testimonials to build trust. Only use statements that are accurate and testimonials that are real, with the customer's consent.

Test different designs

Testing allows you to optimize your forms by trying out different headlines, CTA buttons, or field arrangements. **Run tests on various form designs and track conversion rates** to identify which layout performs best.

Popup forms: Best practices

Time your popups

Popups that appear too early can disrupt the user experience, but those that appear after engagement can capture attention more effectively. Set your popup to appear after a user has scrolled a certain percentage of the page or after they've spent a set amount of time on the site.

Use exit-intent popups

Exit-intent popups track when a visitor is about to leave your site and present a last-minute offer to capture their email. Create an exit-intent popup offering something valuable, like a discount or a downloadable resource, before they leave.

Offer an incentive

Incentives like discounts or free resources provide immediate value and encourage people to sign up. Offer an exclusive discount, eBook, checklist, or access to a webinar in exchange for their email address.

Limit frequency

Bombarding visitors with too many popups can lead to a poor user experience and high bounce rates. If users feel forced to close your popup repeatedly, they may leave your site altogether. **Make it easy for users to close the popup** if they're not interested, and limit the frequency to avoid frustrating them. **Set limits on how often popups appear** for the same user, and make sure they don't interrupt important tasks.

Mailchimp features:

- **Customizable form templates:** Mailchimp offers 80+ customizable form templates that help you design engaging forms quickly. Create branded forms that align with your website and goals.
- **No coding needed:** Mailchimp's form templates make it easy to create, customize, and launch popup forms without needing to code. Integrate them seamlessly with your website.
- **Integration with website builders and CMSs:** If your website runs on a platform like WordPress, Wix, or Shopify, Mailchimp integrates seamlessly for easy form setup. Add forms to your site without complicated coding.

COMPLIANCE TIP

Users are responsible for complying with data protection regulations like GDPR, and US federal and state regulations.

Always be clear about how you'll use subscribers' information. Include a link to your privacy policy and reassure users that their data will be handled responsibly. Users should seek legal advice for ensuring compliance.

