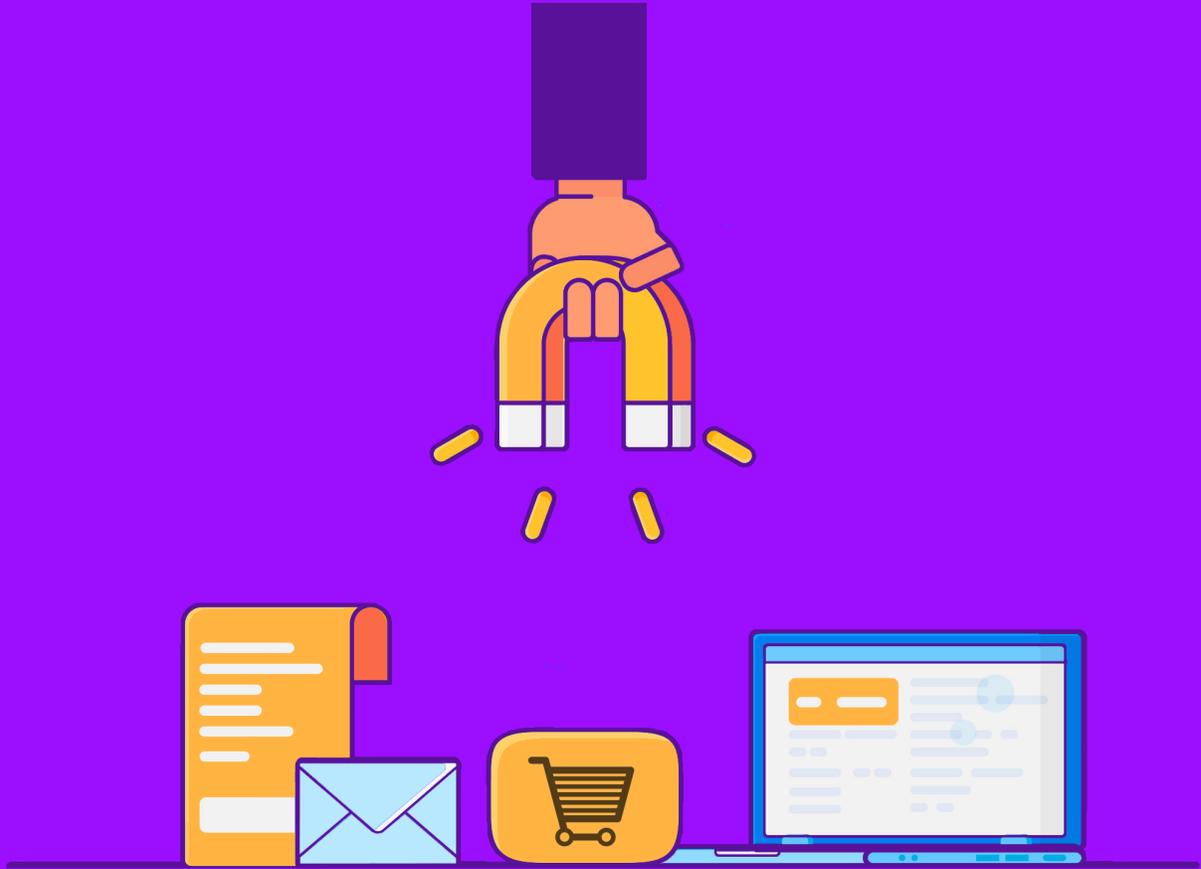# Turn your forms in BFCM success magnet

It's never too early to start planning for Black Friday and Cyber Monday (BFCM).
Now is a perfect time to prepare your e-commerce or B2B website
to end the year in the black.

Priming your forms and setting them up for success will bring in
more leads, more customers and more opportunities for your business.
Don't miss this short guide to help you turn your forms into
true lead generation or checkout magnets.

Need help?
Our support team is on stand-by to answer any of your questions.

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Your guide to form analytics

Here are five common questions to ask as you analyze your form, including what reports to run and potential fixes to consider.

Types of form analytics reports

Form abandonment
Find which fields were the last completed before someone abandoned the form

Time to start
See how long someone is on a page before filling out your form

Field time
Learn how long it took, on average, for someone to complete each form field

Order
Discover the order in which your form is actually completed

Repeated fields
Identify which fields were amended the most and were repeated by the same person

Helpful tips:
You can access form analytics through the form analytics tab at the top of your dashboard or through dynamic heatmaps.

From there, you can also access recordings. Click on a form field, such as password or the CTA, to jump to recordings of people who left or engaged with the field (depending on the report type).

Form analytics will also show a historical chart, percent change of a selected date range and a summary of metrics, such as the total number of people who converted.

Why isn't my form converting more?
Use the abandonment report to look for fields with high abandonment rates and the time to start report to see how long someone was on your site before filling it out.
What's next? Move the fields abandoned most often to a different stage in the funnel, combine fields (i.e., first name and last name) or add an explanation of how you use the information collected.

How can I streamline the form to make it easier for people to fill it out?
Use the field time report to look for fields that took people the longest to complete and the order report to analyze how they complete the form.
What's next? For those fields that took longer to fill out, provide drop-down or auto-fill option to the field. Consider reordering the questions if necessary.

Are my form fields clear?
Use the repeat fields report to find fields that are confusing or have form validation errors.
What's next? Watch recordings to see what people on the form are experiencing before you attempt to fix it.

Does my form work well on mobile?
Use the abandonment report filtered by device type; watch recordings of mobile users who left at that field (see *tip*).
What's next? Make sure your styling allows for mobile-friendly elements, such as large touch target areas and keyboard triggers.

Why didn't someone sign up?
Use the abandonment report to find forms/fields with a high abandonment rate. Look at heatmaps and/or recordings to see if people logged in instead of signing up.
What's next? Make sure your sign-in CTA is on your checkout page to give a sign-up alternative to people who already have an account.

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Start with the basics: Helpful tips for better forms

Reduce anxiety

Reassure people that their privacy is your priority. Add a privacy message that email addresses will not be shared or sold.

Avoid 'optional'

If the field is worth including, make it required. If you're unsure, check form abandonment reports to analyze those optional fields.

Ask wisely

Only ask for necessary information and avoid asking for anything sensitive. If it's necessary, explain how the information will be used.

Context matters

People are willing to fill out more fields if it makes sense (i.e., asking for income is OK to learn about a mortgage rate but not to buy jewelry).

Rethink 'submit'

Consider using a different CTA such as "I want my guide" instead of "SUBMIT." Make that form CTA enticing rather than expected.

No CAPTCHAs

A study by Stanford University found that CAPTCHAs led to a drop in leads by 30%. Use them as your last resort.

What's next?

Be clear what will happen once the form is submitted. Will they be contacted with a quote or receive an email from your sales team?

Guest checkout

For e-commerce, offer a guest checkout. Invesp data shows 14% of buyers abandoned their shopping carts because there was no guest checkout.

Anticipate errors

Use inline error validation (i.e., phone number format error) and don't wait until the form is submitted to flag errors to people.

It's never too early to start preparing for the demands of what will likely be the biggest online shopping days of the year.

Sign up for your free Lucky Orange trial to get your technology in place now and start making analytics-driven changes that will result in more sales and leads during the holiday season.

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Questions to ask as you analyze your forms for BFCM

Your B2B or B2C forms are unique, and we have you covered from both sides.

Here are questions to consider asking yourself and/or your team as you find ways to improve your checkout forms (B2C/e-commerce) or lead generation forms (B2B).

For checkout forms

- ✓ Is there a guest checkout option?
- ✓ Can a customer create an account after checking out?
- ✓ Does the shopping cart show what was ordered and all fees/costs associated with it?
- ✓ Are the promotions clearly shown?
- ✓ Is it easy for a guest to use a gift card or promotional code?
- ✓ Are the shipping options clear?
- ✓ Can the shopping cart be saved or items added to a wish list?
- ✓ Do I clearly indicate security policies to help people trust my website and form?
- ✓ Can the form be navigated with the tab key?
- ✓ Have I used auto-fill options when possible, such as populating city and state when a zip code is entered?
- ✓ Is there live chat or contact information accessible from the form?

For lead generation forms

- ✓ Have I asked questions my leads want to answer?
- ✓ Have I given people a reason to fill out my form?
- ✓ Is my form too low or too high on a webpage? (tip: scroll heatmaps can help)
- ✓ Do my contacts know what happens next?
- ✓ Is my priority lead quality or quantity?
- ✓ Is my CTA clear and engaging?
- ✓ Do my questions make sense with the buyer personas?
- ✓ Is my pop-up form frustrating people?
- ✓ Is my form validation too strict?
- ✓ Have I explained why I ask for sensitive information and how my businesses uses and protects it?
- ✓ Am I using color to communicate validation errors or success messages, making it difficult for people who are colorblind to complete my form?

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