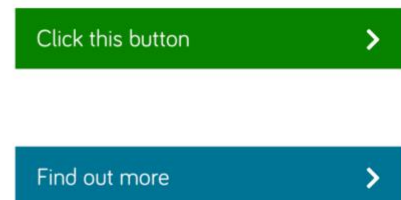# CTA (Call to Action) Button

Component: [ZEP] CTA Button

Buttons should **prompt your users to complete a task** for example, buy, order, book, enquire, contact. They can be used for in-page navigation and calls to action (CTA).

Link text should be a **short** and **descriptive**. We recommend **two to four words (20 characters)**. The text should be sentence case.

CTA buttons will appear on the right in desktop view. CTA buttons stretch across the screen in mobile view:

By default **CTA buttons will be green**. There's an option to change the colour to a link button (blue).

Steps:

1. Use component **[ZEP] CTA Button.** Fill in the following fields:

NAME: eg Book your place (identifies the component in T4)

BUTTON TEXT: eg 'Book your place (short and descriptive, **two to four words,** 20 characters)

LINK TO URL: add destination page url

MAKE THIS A LINK BUTTON: check to change colour to blue

2. Click **Save and Approve**.