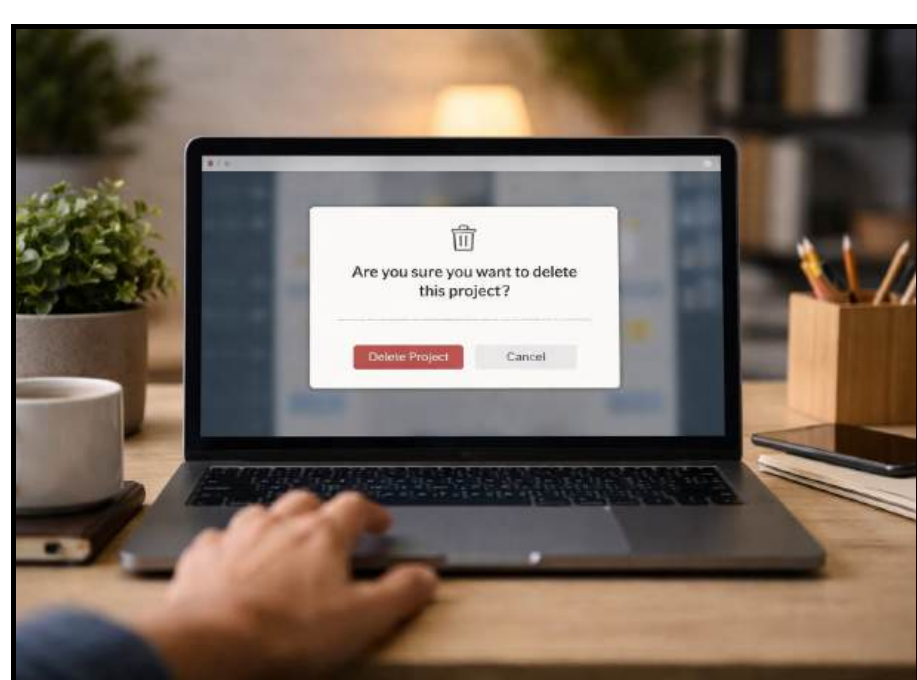
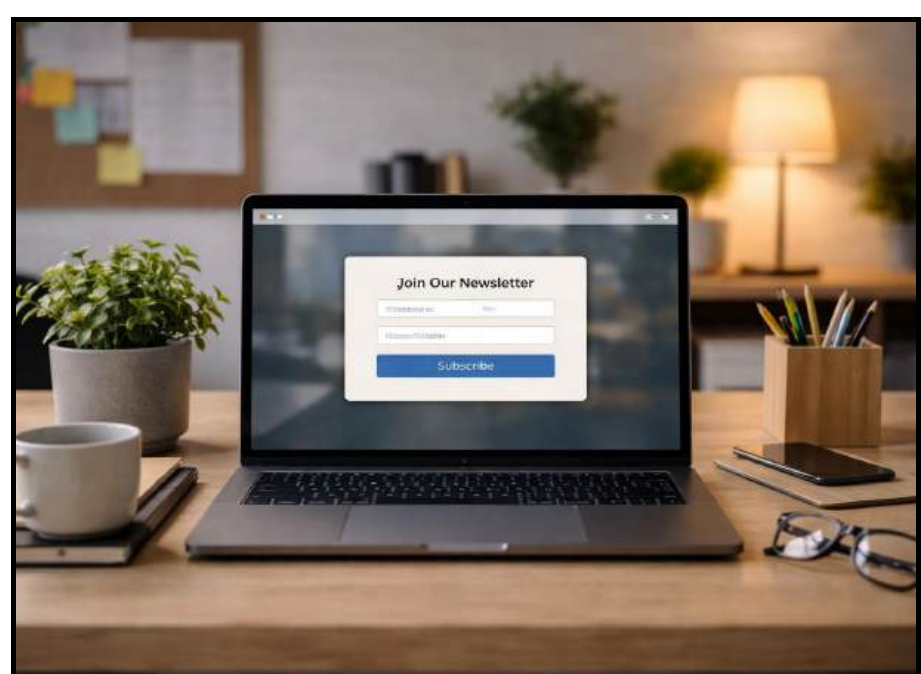


# 5

## Modal Window Design Best Practices

### 1. Stick to One Goal

Your modal should have one purpose, whether it's collecting an email or confirming a delete action. Remove extra links, long paragraphs, or anything that distracts from the main task. If you're asking users to do more than one thing, you probably need a separate page instead.

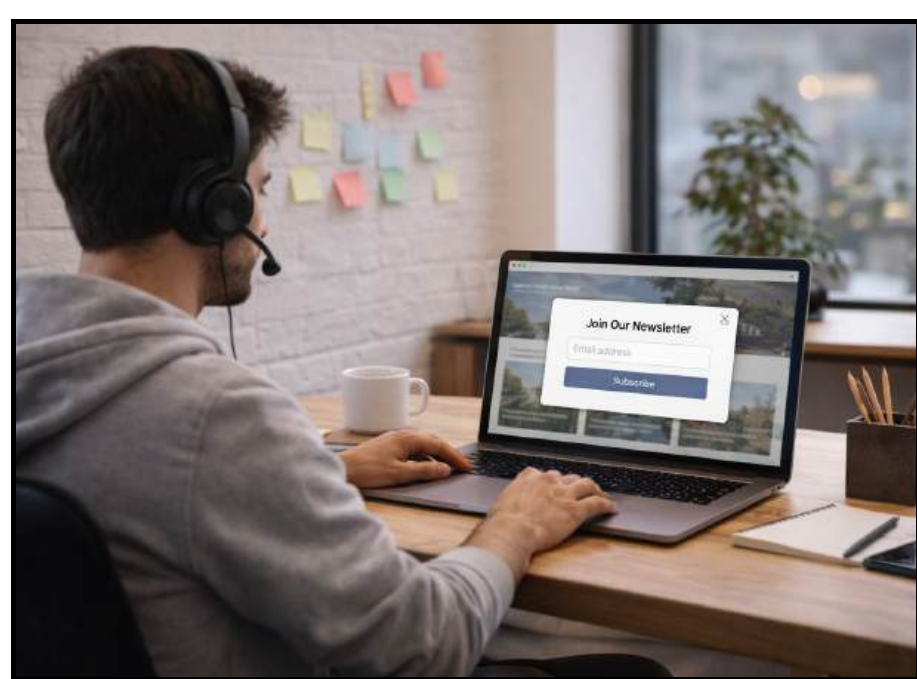
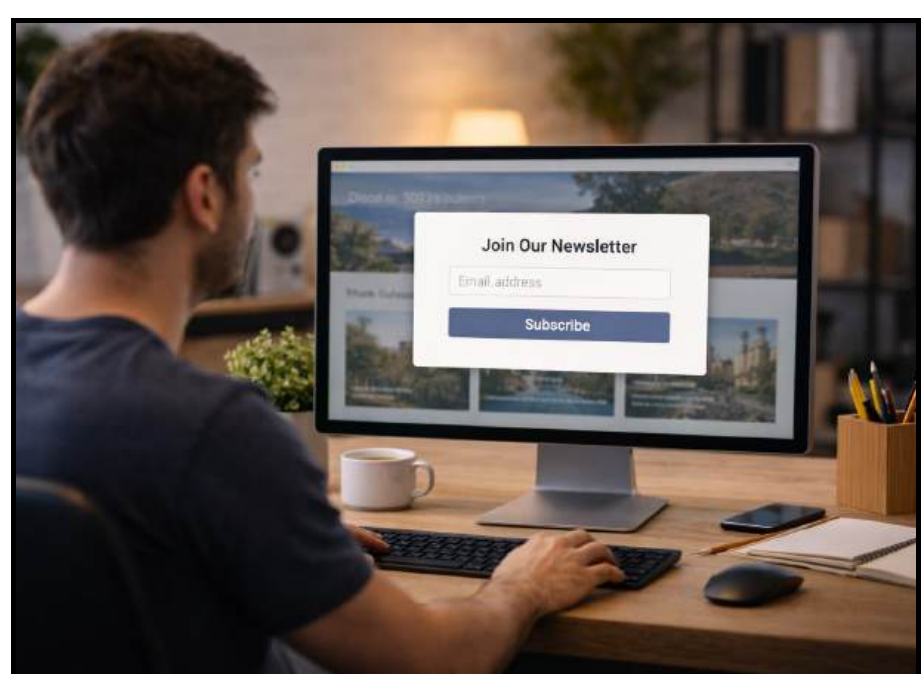


### 2. Use Descriptive Button Labels

Your buttons should make sense at a glance. "Subscribe," "Delete Project," and "Cancel" tell users exactly what will happen. Vague labels like "Submit" or "OK" create hesitation. The clearer your language, the more confident users feel clicking through.

### 3. Trigger Based on User Action

Modals that appear the moment someone lands on your site feel intrusive. Instead, trigger them based on user actions, like clicking a button or scrolling to a certain point. A well-timed modal feels helpful. One that pops up immediately feels like an ambush.



### 4. Provide Clear Exit Options

Your modal should always have a visible "X" or "Close" button. Allow users to click outside the modal or hit ESC to close it. When modals are hard to exit, they annoy visitors and hurt your credibility.

### 5. Optimize for Mobile

Many of your visitors will be on their phones when visiting your site. Make sure your modals display properly on smaller screens with buttons large enough to tap easily. Setting up modal elements on your site can be challenging, depending on your content management system (CMS). With the right support, you can implement modals that work smoothly without frustrating your visitors.



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