



Conversion Rate Optimization (CRO) Checklist

1. Define Your Goals

- Clearly outline what you want to achieve. Are you looking to increase sales, capture leads, or promote a new product?

2. Identify Your Target Audience

- Understand who your ideal customers are. Create buyer personas to tailor your messaging and design to their needs and preferences.

3. Analyze Current Performance

- Use analytics tools to review your current conversion rates, bounce rates,

and user behavior on both landing pages and your website.

4. Optimize Your Call-to-Action (CTA)

- Ensure that your CTAs are clear, compelling, and strategically placed. Test different wording, colors, and sizes to see what resonates best with your audience.

5. Simplify Your Forms

- Reduce the number of fields in your lead capture forms. Only ask for essential information to lower barriers to entry.

6. Enhance Page Load Speed

- Ensure your landing pages and website load quickly. Aim for a load time of under 3 seconds to reduce bounce rates.

7. A/B Testing

- Conduct A/B tests on various elements, such as headlines, images, and layouts, to see which versions drive higher conversions.

8. Use High-Quality Visuals

- Incorporate engaging images and videos that showcase your products or

services effectively. Visuals should align with your brand identity and messaging.

9. Include Social Proof

- Add testimonials, reviews, and case studies to build trust and credibility with potential customers.

10. Mobile Optimization

- Ensure your landing pages and website are fully responsive and provide a seamless experience on mobile devices.

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