Conversion Rate Optimization (CRO) Checklist Template

This comprehensive CRO Checklist is designed to guide you through the entire optimization process, from setting goals to implementing strategies and reviewing outcomes. Use this template to systematically improve your website's conversion rate.

Goal Setting

- Identify Key Performance Indicators (KPIs): Determine which metrics are most important for your CRO efforts (e.g., conversion rate, average order value, customer retention rate).
- Set Specific, Measurable Objectives: Define clear, quantifiable goals for what you aim to achieve with your CRO efforts (e.g., increase conversion rate by 10% within 3 months).

Data Collection

- Website Performance Metrics: Gather data on current website performance, including page load times, bounce rates, and existing conversion rates.
- Traffic Sources Analysis: Identify where your traffic comes from and the performance of each source (organic, paid, social, direct).
- User Behavior Tracking: Use tools like Google Analytics to understand how users interact with your site (pages visited, time on site, click paths).

User Research

- Conduct Surveys and Polls: Collect feedback directly from users to understand their needs and pain points.
- Perform User Interviews: Engage with users one-on-one to gain deeper insights into their experiences and expectations.
- Usability Testing: Organize testing sessions to observe how users interact with your site and identify usability issues.

A/B Testing Plan

- Develop Hypotheses: Based on your data analysis and user research, formulate hypotheses on what changes could improve conversions.
- Select Variables for Testing: Choose specific elements to test, such as headlines, CTAs, images, or page layouts.
- Outline Expected Outcomes: Predict the impact of each test on your objectives.
- Document Test Plans: Record the details of each A/B test, including the rationale, variables, methodology, and duration.
- Track Results: Use A/B testing tools to measure the performance of each variant against your expected outcomes.

Optimization Tasks

- Landing Pages: Ensure clarity of message, compelling value propositions, and strong CTAs.
- Call-to-Action Buttons: Test different designs, placements, and messages to find the most effective CTAs.
- Forms Optimization: Simplify forms to reduce user effort, test different layouts, and field requirements.
- Checkout Process: Streamline the checkout process to minimize steps and eliminate potential friction points.

Review and Adjust

- Analyze Test Results: Evaluate the outcomes of A/B tests to determine which changes led to improved performance.
- Learn from Data: Identify patterns and insights from your testing to apply to future optimizations.
- Plan Next Steps: Based on your analysis, decide on the next set of optimizations to test and implement.
- Continuous Improvement: Repeat the CRO process, leveraging new insights to further refine and improve your website's conversion rate.