

CRO CHECKLIST

WHAT SHOULD YOU DO?

- Start with a CRO Audit
- Use clear, descriptive menu labels.
- Add a search bar for easy access to specific content.
- Limit the number of clicks needed to reach key pages.
- Use action-oriented language
- Make CTAs stand out with contrasting colors.
- Place them strategically above the fold and throughout your content.
- Compress images and videos.
- Use a reliable hosting provider.
- Minimize JavaScript and CSS files.
- Add customer testimonials to your homepage and product pages.
- Display trust badges or certifications.
- Highlight user-generated content
- Test different headlines, CTAs, and images.
- Experiment with page layouts and color schemes.
- Display trust badges or certifications.
- Use tools like Optimizely to run tests.
- Use a responsive design to ensure your site looks great on all devices.
- Test your site's mobile performance regularly.

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WHAT SHOULD YOU DO?

- Only ask for essential information in your forms
- Use inline validation
- Enable autofill options
- Focus on benefits, not just features
- Use persuasive language
- Break up text with headings, bullet list and visuals
- Track key metrics
- Use heatmaps
- Continuously test and refine your approach.