



Conversion Rate Optimization 15-Point Checklist

Example Template



What To Expect

What is this Checklist?

Conversion rate optimization (CRO) is a process for improving the percentage of visitors that take a desired action on your website or landing page. Whether your business is trying to entice new customers to schedule a call or turn visitors to your ecommerce store into buyers, understanding how well these visitors are being converted to the next stage is critical.

This is Just the Tip of the Iceberg

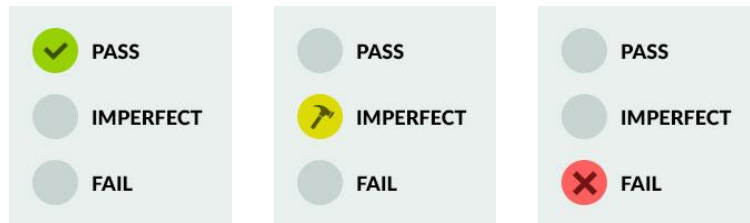
Not all of these checklist points apply to every business or website. But, by implementing some or all of the ideas and actions on this conversion rate optimization checklist, you can work to get the most out of your website and/or landing pages helping to convert your leads into loyal customers.



How to Use

Grade Yourself on Each Question

Each question should get one of the grades, either “Pass, Imperfect or Fail”. Copy the appropriate grade box and paste it onto the appropriate question.



Take Notes with Ideas and Action Items

Based on your response, use the notes box (on the left side of each slide) to write down some hypotheses about what changes you could make (or test) to improve and optimize your conversion rate.





Usability and Conversion

Can users find what they need, and get what they expect when using your website or landing page?

Ideas / Action Items

- (Add insights)

Are there clear calls-to-action (CTA) on your website or landing page?

PASS

IMPERFECT

FAIL

Why Does It Matter?

The average user makes their mind up to leave a website in seconds. You have few precious seconds to get their attention and start sending them on your intended user flow.

What's The Solution?

The landing page of a website should always have a call-to-action 'above-the-fold'. This call-to-action should be visually separated from the rest of the content through color, shape, whitespace, etc.

On your website or landing page, is the purpose/goal clear without scrolling?

PASS

IMPERFECT

FAIL

Why Does It Matter?

Users are window shoppers. You have very little time to capture their interest. If your website or landing page cannot instantly inform the user of your purpose, they will leave and continue their search elsewhere.

What's The Solution?

Your website or landing page should accurately depict what your business does or place the product(s) you offer 'above-the-fold' in order to ensure the user that they are in the correct place.

Are all your links - both button and text links - descriptive & action oriented?

PASS

IMPERFECT

FAIL

Why Does It Matter?

Non-descriptive links such as "Learn More" and "Continue" convert 30%-90% worse than action oriented descriptive links. A properly optimized call-to-action can increase sales with little effort.

What's The Solution?

Make sure all links are labeled so the user knows what's going to happen next. Actionable phrases like "Get a Free Demo" or "Explore Our Products/Services" will convert much higher than generic "Read More" links.

Usability and Conversion

Can users find what they need, and get what they expect when using your website or landing page?

Ideas / Action Items

- (Add insights)



Are your forms/purchase process optimized for simplicity and usability?

PASS

IMPERFECT

FAIL

Why Does It Matter?

Generally the more form fields you're trying to collect the less likely you'll ever have someone finish the form. Just decreasing a form from 4 to 3 fields can increase leads by up to 50%.

What's The Solution?

Collect only the most vital information you need in order to follow up on the lead. If you only need their name & phone then don't ask for company name & title. Exceptions can be made here.

Are forms/purchase buttons easy to find and/or 'above the fold'?

PASS

IMPERFECT

FAIL

Why Does It Matter?

Forms are a digital bridge of trust between your company and a website visitor, and they play a huge role in facilitating higher conversion rates. Most importantly, how you design your form affects the overall user experience.

What's The Solution?

Sadly, one of the biggest barriers to conversions on landing pages is forms. By mastering the art of landing page form design, you'll likely see an instant uplift in conversions.

Is content visual and scannable rather than large chunks of copy?

PASS

IMPERFECT

FAIL

Why Does It Matter?

People on the web are in a big hurry and they process information by skimming rather than actually reading. A website not designed for skimming will result in large bounce rates & low interaction.

What's The Solution?

Break copy up into easily digestible sections with lists, icons, and images. Pay Headlines because they get read more than other text on your page. Proper layout and a good copywriter are as much a part of a good website as design and code.

Visual Design and Layout

Is your design up to date in its use of layout, color, typography, usability, etc?

Ideas / Action Items

- (Add insights)



Is your website design up-to-date with industry best practices?

PASS

IMPERFECT

FAIL

Why Does It Matter?

You only get one chance to make a first impression. If your branding is out of date or your ad is not consistent with your website look and feel, your business can be seen as not trustworthy, modern, and knowledgeable.

What's The Solution?

Keep your website or landing pages up to date to reflect the latest user data and trends. Websites are replacing offices and stores as first points of interaction in sales and first impressions mean everything.

Is there a unified style for your call-to-action (CTA) elements?

PASS

IMPERFECT

FAIL

Why Does It Matter?

When a user becomes accustomed to a design element, they will involuntarily start to associate it with its specific action. This will result in lower 'cognitive strain' on the user and increase the click-through rate (CTR).

What's The Solution?

All calls-to-action should share the same design aesthetics. A website or landing page can have multiple styles for primary and secondary calls-to-action but it should be consistent with the ad design.

Are there distractions that hold your prospects and leads back?

PASS

IMPERFECT

FAIL

Why Does It Matter?

Keeping the focus nowadays can be a struggle, People tend to 'squirrel' at anything and everything. So it is vital that there are no opportunities to allow the user to get off track.

What's The Solution?

Remove navigation and footer links that take people out of your funnel. Minimize distracting copy or design elements. Keep them down the path you want them to take. Buying from you should be one bite-sized step, not multiple decisions in a long form. If it is, break it up into step-based decisions.



Technical Functionality

Is your website or landing page safe, secure,, and fast to load on all devices?

Ideas / Action Items

- (Add insights)

Is your site responsive across all devices?

PASS

IMPERFECT

FAIL

Why Does It Matter?

The devices we browse the web on are changing constantly. Currently, mobile device traffic makes up over 60% of all traffic on the web. Your website needs to be optimized for every device

What's The Solution?

An experienced team of designers and developers can effectively create a digital experience that translates well from the largest desktop screens down to the smallest phone screen and everything in between.

Is your website slow or does it have 404 pages and other technical issues?

PASS

IMPERFECT

FAIL

Why Does It Matter?

404 pages create friction in the user experience by creating a 'roadblock' to the action they want to take. And, a slow load speed will frustrate a users perhaps making them leave your website all together and use a competitor.

What's The Solution?

By conducting a website audit and speed test, you can identify those pages that have technical issues, including 404 pages, as well as identify those issues which are slowing down your website's load time.

Is your site secured by an SSL?

PASS

IMPERFECT

FAIL

Why Does It Matter?

Visitors don't want to risk going to a website that isn't safe and could leave them susceptible to hackers.. An SSL ensures your data is encrypted from any malicious intent. Google also looks at security for their rankings.

What's The Solution?

Having developers create and install a SSL certificate will ensure your users security and keep you in good standings with Google. This will also make visitors feel at ease to purchase or submit a form.



ADA Compliance

Is your website or landing accessible on all devices for all disabilities?

Ideas / Action Items

- (Add insights)

Does your site have sufficient color contrast between the text and background?



PASS



IMPERFECT



FAIL

Why Does It Matter?

Color contrast impacts the readability of your content on the web and in print. It is especially important for users who are low vision or for users who are colorblind.

What's The Solution?

Good color contrast means all can see your content no matter the device or the lighting. AA level requires a contrast ratio of at least 4.5:1 for normal text, 3:1 for large or bold text, and 3:1 for graphics and user interface components.

Can users operate and navigate your site by keyboard and assistive technologies?



PASS



IMPERFECT



FAIL

Why Does It Matter?

While accessible technology makes sense from legal standpoint, it also helps promote a more inclusive society. The lack of accessibility denies full digital experiences to people with disabilities, reinforcing societal inequity.

What's The Solution?

Technologies such as head pointers, motion tracking or eye tracking, single switch entry devices, large-print and tactile keyboards, and speech input software should be considered allowing all access to your digital content.

Are your site's images and videos optimized for use on the web?



PASS



IMPERFECT



FAIL

Why Does It Matter?

Allows people with disabilities to access information like anyone else; interact with others without being classed as "disabled", and allows them to undertake activities which they may not otherwise be able to do.

What's The Solution?

Essentials are: readability of text, simple language, clear imagery, and text tracks. Adding effective alternative text, or 'alt text', to your images increases the accessibility of your digital images.



Next Steps

We hope you have found this checklist useful.

And now you have a conversion rate optimization checklist that shows you how to quickly grow your conversion rates. The idea isn't for you to necessarily cram EVERYTHING on the checklist into a single landing or webpage. It has to flow and to make sense (first) from the customer's point of view.

Where do you start?

Look for those quick fixes and take the necessary steps to address the issues. Still confused? You have goals you need to hit. BNP Engage has the strategic, design, and development expertise you can rely on to help you succeed. If you need guidance, design, technical, or development assistance, please contact us.

