

10-Point CRO Checklist

Find the revenue hiding in your existing traffic

FIRST IMPRESSIONS

- 1 Hero Clarity**
Can a first-time visitor understand what you do, who it's for, and what to do next within 5 seconds?
- 2 CTA Hierarchy**
Does your page have one clear primary action, or are you asking visitors to do too many things at once?
- 3 Trust Signals**
Are your social proof elements (reviews, logos, results) visible before the first CTA, not after it?

CONVERSION FLOW

- 4 Friction Audit**
How many steps does it take to complete your core conversion? Every unnecessary step costs you customers.
- 5 Mobile Experience**
Does your conversion flow perform as well on mobile as desktop? Mobile is where most leaks are.
- 6 Value Proposition**
Are you leading with what the customer gets, or what you do? These are not the same thing.
- 7 Page Speed**
Does your site load in under 3 seconds? Every additional second reduces conversions measurably.

DATA & TESTING

- 8 Abandonment Points**
Do you know exactly where users drop off in your funnel? If not, you're optimizing in the dark.
- 9 Messaging Match**
Does the language on your landing page reflect how your customers actually describe their problem?
- 10 Test Coverage**
Are your conversion decisions based on data and structured experiments, or assumptions and best guesses?

Scored more than three? We're here to help. [Book a free 30-minute call.](#)

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