



NEILPATEL

Copy & CRO Checklist

Conversion Rate Strategies For
Doubling Your Leads & Sales

Copy & CRO Checklist

- ✓ **Meta Descriptions**– Create a Title & description for your homepage.
- ✓ **Header**– Add brand tagline, logo with home link, mobile specific version.
- ✓ **FAQ Page** – Publish your FAQ page to your site.
- ✓ **Compress Images for Fastest Load Speed** – Use tinyjpg to compress images.
- ✓ **Customer Reviews** – Monitoring high-converting keywords from PPC campaigns will help identify important terms to emphasize in organic optimization efforts.
- ✓ **Product Demo Video** – A minute or longer, has video and audio, shows the product in use, and includes social proof.
- ✓ **CTA Button** – Mobile-friendly, clear text. Has USP images under it. Is above the fold, and sticky.
- ✓ **Product Description** – Has clear benefits, tells story of the product, makes the reader want to buy the product.
- ✓ **Page Speed** – Desktop and mobile optimization.
- ✓ **Guarantees** – 100% Money Back, Lifetime Warrantee, etc.
- ✓ **Exit Intent Offer** – 5% off, 10% off, free gift, etc.
- ✓ **Conversion Rate Optimization**– A structured and systematic approach to improving the performance of your website, defined by your website/sales page/etc. unique objectives and needs (KPIs).
- ✓ **Calculating Conversion Rate** – Total Number of conversions divided by total number of clicks/visitors/list members.
- ✓ **CRO Indicators** – I.e. Bounce rate, Time on Site, Exit Rate, Number of Page Views, where people are paying the most attention on the page.
- ✓ **Optimizing CRO**– Testing elements of your site, funnel, and product often.
- ✓ **Setup the right tracking tools** – Google Analytics, Conversion analytics Tool, heat Map Tool (Crazy Egg / Clicktale / Lucky Orange). Run tests for about 2-8 weeks to collect data on your pages as they are now.
- ✓ **User Surveys** – Getting user feedback.

- ✓ **User Testing**– Testing tools allow you to directly observe how users are interacting with your site. This can give you immediate feedback of where your site is now, so you can make better decisions about what to test.
- ✓ **Understanding what drives conversion** – Testimonials, Strategically placed ads, photo or video galleries, awards, and accolades? Test each variable independently.
- ✓ **Traffic** – where do people come from?
- ✓ **Heat map** – Where do people currently engage on your page?
- ✓ **Bounce rate** – How often are people leaving the page quickly?
- ✓ **Average Page visit length** – How long are people hanging out on your page?
- ✓ **The right type of traffic** – Is the traffic that is coming to this page, the right kind of traffic?
- ✓ **Page clarity** – Is the page confusing or distracting in any way?
- ✓ **Eye Path** – Is the eye-path of the page helping direct someone to the most important page.
elements?
- ✓ **Testimonials above the fold** – When you have a testimonial above the fold on your website, in better view, people tend to stay on page longer.
- ✓ **Testimonial Photos** – if a user scrolls down the page, they tend to focus a lot of attention on testimonials. They pay even better attention when the testimonials have event photos beside them.
- ✓ **Run a variation page, A/B Testing** – Run A/B Split Tests.
- ✓ **Analyze Test Data** – Where were people engaging the most on page? Did you see an improvement in bounce rate? How about an increase in the time spent on page? Did they go check out more pages on your site?