

Conversion Rate Optimization Audit Checklist

B2Beyond

Improving your website's conversion rate is crucial for maximizing your online business potential. B2Beyond's comprehensive CRO audit checklist will guide you through the essential steps to enhance user experience, optimize technical aspects, boost content engagement, and accurately track conversions. By following this structured approach, you can identify and address pain points, leading to increased conversions and improved user satisfaction.

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Phase 1: User Experience (UX) Optimization

Assess and improve the overall user experience, ensuring the website is easy to navigate, responsive, and accessible.

Step	Action	Description	Status	Priority
1	Search functionality	Ensure the search bar is easy to find and returns relevant results.	Pending	High
2	Forms	Verify that forms are easy to fill out and identify fields causing issues.	Pending	High
3	Mobile Optimization	Optimize the website for mobile devices, ensuring buttons and links are easy to click.	Pending	High
4	User flows	Ensure visitors can easily navigate the website to complete desired actions.	Pending	High
5	Page load speed	Check if the website loads quickly across all devices and optimize slow-loading pages.	Pending	High
6	Call-to-action (CTA) placement	Ensure CTAs are strategically placed, distinguishable, and enticing.	Pending	High
7	Visual hierarchy	Use a clear visual hierarchy to guide user's attention and prioritize important content.	Pending	Medium
8	Error handling	Communicate errors clearly and helpfully to guide users towards resolution.	Pending	Medium
9	Trust signals	Display trust elements like security badges, testimonials, and certifications prominently.	Pending	

10	Accessibility	Comply with accessibility guidelines to remove barriers for users with disabilities.	Pending	High
11	Content relevancy	Ensure the content is relevant and meets users' expectations and needs.	Pending	Medium

Struggling with user experience issues on your website?

Discover how B2Beyond's expert team can help you enhance UX and boost your conversions.

[Learn More](#)

Phase 2: Technical Optimization

Focus on the technical aspects of the website to improve performance and ensure compatibility across devices and browsers.

Step	Action	Description	Status	Priority
1	Browser compatibility	Ensure the website is compatible with different browsers and versions.	Pending	High
2	Image optimization	Optimize images for faster loading times without compromising quality.	Pending	Medium
3	Cross-device consistency	Ensure a consistent user experience across different devices and screen sizes.	Pending	High
4	Video content optimization	Optimize videos for faster loading times and ensure accessibility on different devices.	Pending	Medium

5	Privacy policy and data protection	Have a clear privacy policy that explains how user data is collected, stored, and protected.	Pending	High
6	Broken links	Check for and fix any broken or dead links on the website.	Pending	Medium
7	Usability on different devices	Ensure the website provides a seamless experience across desktops, laptops, tablets, and smartphones.	Pending	High
8	Cross-browser testing	Test the website for compatibility across popular web browsers like Chrome, Firefox, Safari, and Edge.	Pending	High

Is your website suffering from technical issues?

Let B2Beyond specialists optimize your site for peak performance across all devices and browsers.

[Optimize Now](#)

Phase 3: Content and Engagement

Improve content quality and engagement mechanisms to increase user interaction and satisfaction.

Step	Action	Description	Status	Priority
1	Blog optimization	Regularly update the blog with relevant, high-quality content and include clear calls to action.	Pending	Medium
2	Social media integration	Ensure social media sharing buttons are available and working properly.	Pending	Medium

3	Social proof elements	Display social proof elements like reviews, ratings, or case studies to build trust and credibility.	Pending	Medium
4	Content readability	Ensure content is easy to read with appropriate font sizes, line spacing, and contrast.	Pending	Medium
5	Personal data collection	Avoid unnecessary data collection points or forms that may deter users.	Pending	Medium
6	Testimonials and reviews	Prominently display customer testimonials and reviews to build trust and credibility.	Pending	Medium
7	Newsletter subscription	Provide an easy and clear subscription process for newsletters or updates.	Pending	Medium
8	Exit intent strategies	Implement exit pop-ups or offers to engage users who are about to leave the website.	Pending	Medium
9	Personalization	Offer personalized experiences based on user preferences or previous interactions.	Pending	Medium
10	Cross-selling and upselling opportunities	Utilize opportunities to cross-sell or upsell products/services during the user journey.	Pending	Medium

Want to boost user engagement on your site?

Explore B2Beyond’s strategies to create compelling content and enhance user interaction.

[Get Started](#)

Phase 4: Conversion and Tracking

Set up and optimize conversion tracking to measure performance and analyze user behavior for better decision-making.

Step	Action	Description	Status	Priority
1	SEO optimization	Optimize the website for search engines by incorporating relevant keywords into titles, headings, and content.	Pending	High
2	Conversion tracking setup	Properly set up conversion tracking to measure key performance indicators and analyze user behavior.	Pending	High
3	Payment options	Offer multiple payment options and ensure the checkout process is secure and trustworthy.	Pending	High
4	Multilingual support	Provide support for multiple languages to cater to a diverse user base.	Pending	Medium
5	Pricing transparency	Clearly communicate pricing information and avoid hidden costs or fees.	Pending	Medium
6	URL structure and permalinks	Ensure the URL structure is clean, concise, and optimized for search engines.	Pending	Medium
7	Third-party integrations	Verify that third-party integrations (e.g., payment gateways, analytics tools) are functioning correctly.	Pending	Medium
8	404 error page	Customize the 404 error page to help users navigate back to desired content or take alternative actions.	Pending	Medium
9	Geo-targeting and localization	Cater to users from different regions or languages and serve localized content.	Pending	Medium

10	Customer support options	Ensure customer support is easily accessible through live chat, email, or phone.	Pending	Medium
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Struggling to track and analyze conversions?

Let B2Beyond experts set up and optimize your conversion tracking for insightful data and better decisions.

[Track Conversions](#)

Closing Note

A well-optimized website is the key to higher conversions and user satisfaction. By systematically addressing each phase of this audit checklist, you can enhance your website's performance, engagement, and reliability. Remember, continuous optimization is essential to stay ahead in the competitive online landscape. If you need professional assistance to implement these improvements, B2Beyond team is here to help.

**Schedule a Free Strategy Call with
B2Beyond's CRO Experts**