

OptinMonster Presents

STEP-BY-STEP  
CONVERSION RATE  
AUDIT GUIDE



# Conversion Rate Audit Checklist

This conversion rate audit checklist and the accompanying worksheets are designed to be used periodically to help you assess the effectiveness of your site's conversion rate optimization.

- Set goals and definitions  
Every asset has a clear objective
- Know your audience  
Know how your visitors interact with every asset
- Analyze your traffic
- Evaluate your content  
You audit your content at least annually
- Test your forms
- Evaluate your checkout process
- Analyze your design and layout
- Evaluate your user experience
- Identify where CRO strategies can be used

Asset/Page: \_\_\_\_\_

Use one worksheet for each asset/page in your site.

When was it last updated: \_\_\_\_\_

What is the purpose of this asset/page?

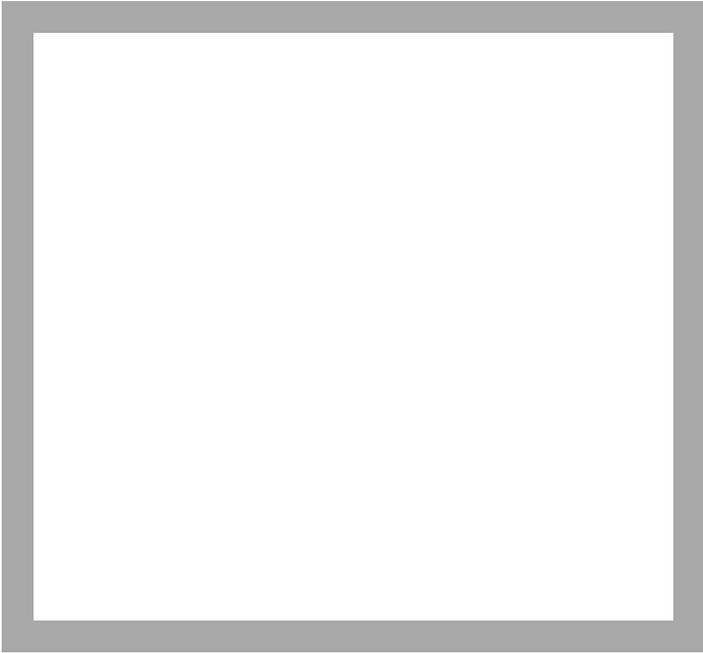
How do you WANT visitors to interact with this asset?

How do visitors ACTUALLY interact with this asset?

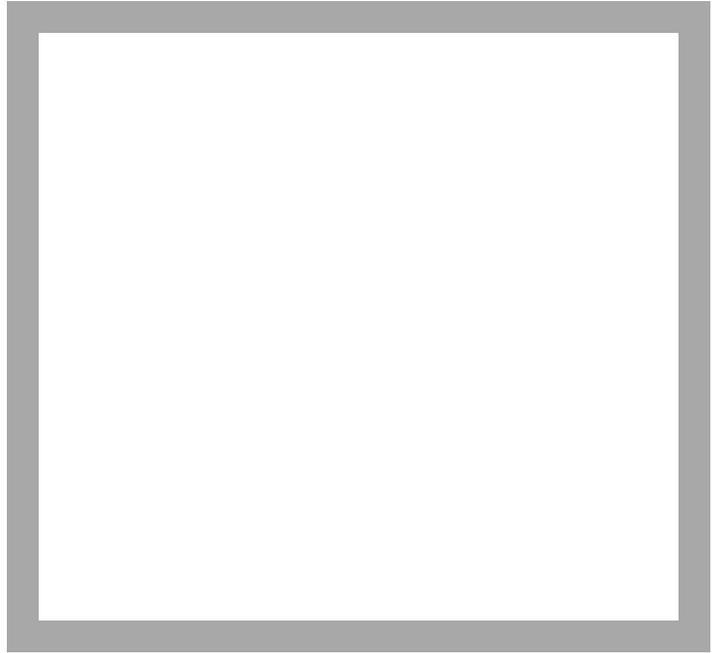
# Traffic

This worksheet will help you plan your traffic strategy.

Where is your traffic coming from?



Areas of focus:



Strategies to increase traffic from areas of focus:



# User Experience Evaluation

When you've completed your audit, go through your notes and evaluate your overall user experience based on the UX honeycomb.

Is the content useful?  Yes  No

Is the site usable?  Yes  No

Is the design desirable?  Yes  No

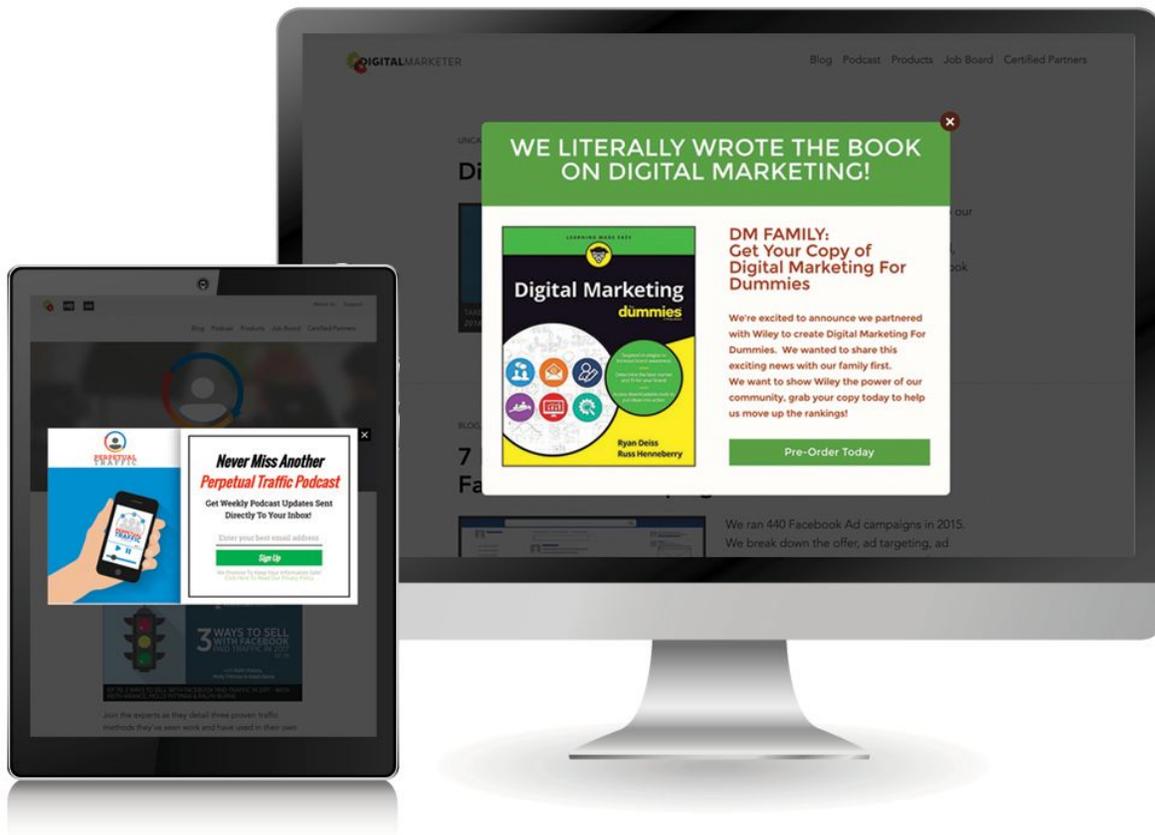
Is the information findable?  Yes  No

Is the content accessible?  Yes  No

Are the brand, website, and content credible?  Yes  No



# Convert Abandoning Visitors into **Subscribers & Customers**



**Powerful Conversion Optimization Toolkit  
to Grow Your Email List and Boost Sales!**