CRO Consultants

Comprehensive CRO Audit Checklist

Use this website CRO audit checklist to align tactical audits with strategic business outcomes. Intros set context; bullets stay sharp with clear benefits.

📌 1. Business & Performance Foundations

Before fixing anything, define what success looks like. Aligning CRO with business goals and user intent sets the direction for every optimization effort.

Define business goals and KPIs

Why it matters: Helps prioritize audit focus based on revenue, leads, or trial signups.

Document macro and micro conversion paths

Why it matters: Understanding the full funnel reveals key drop-off points.

Map personas and customer journeys

Why it matters: A goal-aligned benchmark across mobile devices, user types, and engagement signals reveals drop-off points and shapes your conversion optimization strategy.

Track baseline metrics by device, channel, and behavioral segment

Why it matters: A "before" snapshot shapes measurable improvements.

Benchmark against industry-specific conversion-rate medians

Why it matters: Conversion norms vary sharply by vertical—e-commerce checkouts average 1.7 – 3 % (IRP Commerce; Shopify), generic landing pages convert ≈ 6.6 % (Unbounce), and SaaS free-trial products turn ~17 % of sign-ups

into paying customers (OpenView). Using sector-aligned benchmarks prevents false alarms and sets realistic OKRs.

📊 2. Analytics Setup & Funnel Tracking

Strong analytics infrastructure is the backbone of any meaningful audit. Without accurate tracking, insights won't reflect reality.

Verify event, form, and e-commerce tracking in GA4

Why it matters: Ensures conversion data integrity across funnels.

Visualize segmented multi-step funnels

Why it matters: Pinpoints where and why visitors abandon.

Track micro-conversions (scrolls, clicks, downloads)

Why it matters: These signals indicate genuine interest.

Monitor data anomalies (duplicate sessions, drop-offs)

Why it matters: Bad data can mislead your audit outcomes.

Flag funnel inconsistencies using segmented funnel analysis

Why it matters: Helps detect where users drop off, refine specific conversion points, and understand how different segments navigate the conversion funnel.

⚙️ 3. Technical & Speed Audit

Website performance impacts user perception and conversion rates—no UX fix can compensate for slow load times or errors.

Analyze Core Web Vitals (LCP, INP, CLS)

Why it matters: Google's own documentation states that "Core Web Vitals are used by our ranking systems." Meeting the recommended thresholds boosts both search visibility and real-world user satisfaction.

Measure real load times on mobile and desktop

Why it matters: Mobile users expect fast, smooth experiences.

Detect render-blocking scripts and heavy assets

Why it matters: Bottlenecks slow interactivity and frustrate users.

Check server TTFB and backend response times

Why it matters: Backend delays undermine frontend speed.

Scan for errors—404s, broken links, JS issues

Why it matters: Technical issues create dead ends in the funnel.

Benchmark page load speed and device responsiveness across user segments

Why it matters: Load speed and responsive performance are core to user satisfaction and predictive of bounce rate differentials.

Interaction to Next Paint (INP) replaced First Input Delay as the Core Web Vitals interactivity metric in March 2024." Source: Google Search Central Blog, Introducing INP to Core Web Vitals, May 2023.

🔳 4. Mobile & Cross-Browser Usability

Responsive design isn't a bonus—it's essential. Ensure your site delivers a consistent, smooth experience across devices and browsers.

Ensure responsive layouts and properly-sized content

Why it matters: Poor layout on mobile leads to high bounce rates.

Validate tap targets and forms for mobile use

Why it matters: Small elements frustrate users and interrupt flow.

Test across major browsers (Chrome, Safari, Firefox, Edge)

Why it matters: Browser inconsistencies erode user trust.

🎯 5. UX Design & Visual Hierarchy

A clear, intuitive interface helps users find what they need and take action without friction.

Validate intuitive navigation and page flow

| Why it matters: Logical structure promotes deeper engagement.

Assess visual hierarchy (headings, CTAs, images)

| Why it matters: Users scan—visual cues guide them.

Minimize cognitive load and highlight key actions using consistent page hierarchy

| Why it matters: A clear structure reduces cognitive friction, aligns with conversion heuristics, and supports a frictionless experience.

Check accessibility (contrast, semantic markup, alt text)

| Why it matters: Inclusive design reaches more users.

📝 6. Messaging, Persuasion & CTAs

Words matter: clear, relevant copy and CTAs reduce friction and increase conversion intent.

Place value proposition above the fold

| Why it matters: Eyetracking research shows users spend ≈ 57 % of their viewing time above the fold and 65 % in the top half of the viewport. If that top-of-screen area doesn't instantly communicate your value proposition, most visitors leave within the first 10 seconds.

Align headlines and copy with user intent

| Why it matters: Message mismatch leads to bounce.

Use action-driven CTAs (e.g., "Start Free Audit")

| Why it matters: Clear CTA language increases click-through.

Add urgency, scarcity, and social proof

| Why it matters: Drivers that accelerate decision-making.

Match tone to your target audience

| Why it matters: Familiar language builds trust and retention.

🔒 7. Trust, Credibility & Social Proof

Trust signals reduce risk perception and psychologically ease conversion decisions.

Display testimonials, reviews, star-ratings

> **Why it matters:** Peer validation influences new users.

Showcase client logos, affiliations, certifications

> **Why it matters:** Authority boosts perceived value.

Feature security badges and privacy seals

> **Why it matters:** Visual assurances reduce hesitation.

Make FAQs, policies, and support easy to access

> **Why it matters:** Transparency lowers user anxiety.

🔁 8. Behavioral Insight Tools

Quantitative data shows what's happening; qualitative insights explain why.

Analyze heatmaps to detect click concentration zones and scroll depth thresholds

> **Why it matters:** Reveals ignored or overused elements, helping you flag behavioral inconsistencies and refine layout for improved engagement.

Watch session replays to detect friction

> **Why it matters:** Spot hesitation or confusion in real time.

Deploy exit-intent and on-site surveys

> **Why it matters:** Captures user intent and barriers in context.

Tag rage clicks, form struggles for follow-up

> **Why it matters:** Identifies priority UX issues.

Use scroll depth and form analytics to understand user behavior patterns

> **Why it matters:** These granular insights help map user engagement, detect pain points, and prioritize UX fixes that boost conversion rates.

🧪 9. A/B & Experimentation Strategy

Testing ensures optimization is guided by results, not opinions or guesswork.

Review past test results and learnings

> **Why it matters:** Builds on success and avoids past mistakes.

Prioritize tests using ICE/PIE methods

> **Why it matters:** Focuses on high-impact, low-effort experiments.

Base hypotheses on actual user behavior

> **Why it matters:** Behavior-driven tests convert more predictably and support iterative testing frameworks that reflect real user interactions and friction points.

Calculate sample sizes and QA test before launch

> **Why it matters:** Validates findings and ensures smooth experience.

🏪 10. E-commerce & SaaS-Specific Checks

Optimizing e-commerce and SaaS journeys requires tailored CRO tactics—including support for trials and checkout UX.

Product Pages:

High-res imagery with zoom and videos

> **Why it matters:** More confidence = higher conversions.

Benefit-focused copy vs generic specs

> **Why it matters:** Users want to know what's in it for them.

Visible reviews, Q&A, upsells, and cross-sells

> **Why it matters:** Social proof and options reduce drop-off.

Cart & Checkout:

Guest checkout and clear progress indicators

> **Why it matters:** 24 % of US online shoppers abandon a cart when they're forced to create an account. Fewer steps = fewer distractions.

Multiple payment options; clear shipping/returns info

> **Why it matters:** Transparency minimizes hesitation.

Cart recovery emails enabled

> **Why it matters:** Recaptures potential revenue automatically.

Mobile-optimized checkout experience

> **Why it matters:** Convenience retains mobile buyers.

SaaS Trials:

No-card-needed trial signups

> **Why it matters:** Lower barriers increase trial acquisition.

Guided onboarding flows for product experts

> **Why it matters:** Smarter onboarding boosts retention.

Track trial-to-paid conversion triggers

> **Why it matters:** Allows timely engagement and higher conversions.

🔧 11. SEO & Schema Integration

Search and CRO intersect—improving visibility while ensuring pages convert once users click through.

Implement product, review, breadcrumb schema

> Why it matters: Rich results improve CTR and trust.

Align meta titles/descriptions with intent and pages

> Why it matters: Consistency increases relevance and lowers bounce.

Balance SEO content and conversion-focused messaging

> Why it matters: Helps organic traffic convert, not just visit.

Ready to boost your conversion rates?

Book a Free CRO Audit