

CRO Consultants

Media & Publisher CRO Audit Checklist

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For media companies, CRO focuses on turning visitors into subscribed readers or repeat visitors. This list emphasizes engagement, subscription strategies, and balancing monetization with UX.

Newsletter Signups & Paywalls

Use exit-intent popups and in-article CTAs for newsletters

Why it matters: Converts pass-through visitors into subscribers.

A/B test paywall styles and metered gating

Why it matters: Maximizes subscription without damaging experience.

Content Engagement

Add contextual CTAs ("Related posts," "Read more") mid/post-article

Why it matters: Increases time-on-site and repeat visits.

Implement scroll-triggered prompts for engagement or subscriptions

Why it matters: Captures interest as users dive into content.



Ad & UX Balance

Use heatmaps to assess ad placement and impact

| **Why it matters:** Optimizes monetization while retaining readability.

Test different formats (native vs display) to find balance

| **Why it matters:** Balances revenue with user satisfaction.



Experimentation

A/B test CTA phrasing, placement, and design

| **Why it matters:** Identifies what encourages action best.

Monitor subscription conversion vs exit behavior

| **Why it matters:** Indicates friction points for retention.

Ready to boost your conversion rates?

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