

CRO That Converts — MD's Practical Checklist

CRO that Converts means **Conversion Rate Optimisation (CRO)** done with a clear focus on *commercial outcomes* — not just page tweaks or design experiments.

Goal: Turn more of your existing visitors into qualified enquiries and customers — without increasing your marketing spend.

1. CRO Strategy & Focus

- Have you defined a clear goal for each landing page (e.g., enquiry, demo, purchase)?
 - Are you tracking conversion rates at each stage of the funnel?
 - Do you know which pages or forms generate the highest — and lowest — conversions?
 - Are you using analytics tools (e.g., GA4, Hotjar, Looker Studio) to identify friction points?
 - Do you have a testing roadmap (what to test, how often, and what success looks like)?
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2. Landing Page Optimisation

- Is each campaign or ad linked to a **dedicated landing page** (not your homepage)?
 - Does the headline match the search term, ad copy, or campaign message?
 - Is your page mobile-friendly and fully responsive?
 - Are load times under **3 seconds** (critical for conversion and SEO)?
 - Is your content concise, visually clear, and focused on one offer or CTA?
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3. Design & User Experience

- Does your layout follow a clear visual hierarchy (headline → value → CTA)?
- Are key CTAs visible above the fold and repeated naturally throughout the page?
- Do you use whitespace and visual contrast to draw attention to actions?
- Are your forms short and simple (only essential fields)?
- Have you eliminated unnecessary distractions, pop-ups, or outbound links?



4. Building Trust & Credibility

- Do you display **trust signals** (testimonials, case studies, ratings, security badges)?
- Are testimonials specific — with measurable results or identifiable sources?
- Does your copy use social proof (e.g., “Trusted by 100+ UK SMEs”)?
- Are guarantees or risk-reducers (e.g., “Free consultation,” “Cancel anytime”) visible near CTAs?
- Do you show clear contact options or reassurance elements (phone number, address, live chat)?

5. Testing & Continuous Improvement

- Are you running A/B or multivariate tests on key elements (headline, CTA, form layout)?
- Do you use scroll maps or heatmaps to understand on-page behaviour?
- Are test results documented and reviewed regularly (weekly or monthly)?
- Do you test one variable at a time to isolate impact?
- Are you feeding CRO insights into your SEO and PPC strategies for compounding ROI?

6. Measurement & Reporting

- Is every conversion event tracked (form submissions, downloads, calls, bookings)?
- Do you measure Cost Per Enquiry (CPE) and Customer Acquisition Cost (CAC)?
- Are dashboards visible to leadership and marketing for accountability?
- Do you review conversion metrics alongside traffic and spend data?
- Are insights shared between marketing and sales to improve lead quality?

Action Insight

If you've left more than 5 boxes unchecked, you're likely paying for traffic that isn't converting.



Key Principles

1. **User-Centric Design:** Every layout, form, and CTA are built around how your audience actually thinks and acts.
 2. **Data-Driven Testing:** A/B testing headlines, offers, and page structures to see what delivers the highest conversion rate.
 3. **Clear Value Proposition:** Visitors instantly understand *why you're different* and what they'll gain.
 4. **Reduced Friction:** Faster load times, simpler forms, better UX — nothing should slow down action.
 5. **Trust Signals:** Case studies, testimonials, reviews, and data-backed proof that builds confidence.
 6. **End-to-End Measurement:** Every change is tracked — from click to conversion to revenue.
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For SMEs

CRO that Converts focuses on **turning existing traffic into measurable growth** without increasing ad spend.

It's about:

- Getting *more enquiries* from the same visitors.
- Reducing *wasted spend* on poor-performing campaigns.
- Improving *ROI visibility* for every marketing pound.

