

Before working through our CRO checklist, you'll want to start by asking yourself these questions:

What is the primary goal of the page?

What do we want that page to do for our users?

Is the page accomplishing the goal?

If your page is NOT accomplishing the stated goal and is NOT doing for users what you initially intended, assess your page against each of these checklist statements below.

## LANDING PAGE COPY

- The page content supports the chosen CTA.
- The page has a clear purpose and value proposition.
- The title/headline communicates value and says something meaningful.
- The CTA copy is descriptive and sounds desirable.
- The copy has been proofread.
- There is a single CTA, so the user stays focused on the goal.
- The page has a descriptive meta title and meta description.

## DESIGN

- The page has a visually appealing color scheme that creates interest for the user.
- The page is not cluttered.
- Whitespace is used around the focus elements of the page.
- There are directional cues that focus the user's eye towards the CTA button or form.
- The CTA contrasts with the rest of the page.
- The CTA button looks like a button.
- There is a CTA button above the fold.
- There are clear sections and an order for the user to process the information.
- The font style, size, and color were chosen wisely.
- The page has a visual focus.
- The page is consistently branded with our business' brand standards.
- The images have alt text.

## FUNCTIONALITY + USER EXPERIENCE

- The form only asks the user for necessary lead information.
- The form length is not intimidating for the user.
- The links are working.
- The page is easy to navigate.
- The page speed has been optimized.
- The page is mobile-friendly and responsive on multiple devices.
- The page is at an optimal length.
- There is a 'Thank You' page that discusses the next steps post-conversion.
- Unnecessary distractions have been removed.
- Menu and navigation options have been simplified.