PAGE YOU ARE AUDITING	www.insertyourpageurlhere.com										
	CRO Influencers	**Checklist**		**What Could Be Improved**	**Examples On Your Page**	**Examples From Competitors**	**Benefits**	**Quick Win**	**Long Term Task**	**Actioned**	
	Review this list on each page of your site via both mobile and desktop	Yes	No	Use these boxes to explain what should be changed/improved on your page.	Use these boxes to provide examples of what should be improved on your page	Use these boxes to provide examples of what your competitors are doing that caters to your CRO influencers	Use these boxes to explain how these changes will benefit your page	This Won't Take Long To Action	This Will Take Long To Action	Yes	No
Ease	**Relevance** Is your page relevant to your targeting?	☐	☐					☐	☐	☑	☐
	Clarity Have you made it clear what you want the user to do? Is your copy a readable font/size?	☐	☐					☐	☐	☑	☐
	Guidance Are you guiding the user on the action you want them to take?	☐	☐					☐	☐	☑	☐
	Simplicity Is your page simple to navigate?	☐	☐					☐	☐	☑	☐
	Clutter Is your page clear of clutter?	☐	☐					☐	☐	☑	☐
	Buttons Are all your buttons working? Are your buttons obvious? Do your buttons go to the correct page? Do any buttons go to 404s?	☐	☐					☐	☐	☑	☐
	Mobile Friendly Does your page fit to a mobile screen? Is your page easy to navigate on a mobile?	☐	☐					☐	☐	☑	☐
	Page Speed Does your page load fast?	☐	☐					☐	☐	☑	☐
Emotion	**Motivation** Does your page content motivate the user to carry out your desired action?	☐	☐					☐	☐	☑	☐
	Value Does your content show the vaule of your product or service?	☐	☐					☐	☐	☑	☐
	Incentivize Does your content inventivize the user?	☐	☐					☐	☐	☑	☐
	Trust Does your page feature the below trust signals?										
	Social proof: Links to social media pages	☐	☐					☐	☐	☑	☐
	Reviews and/or testimonials	☐	☐					☐	☐	☑	☐
	Highlights experience or quality of service/products	☐	☐					☐	☐	☑	☐
	References any reassurance of returns policies, money back policies or quality of customer service	☐	☐					☐	☐	☑	☐
	Contact and business information is easily accessible	☐	☐					☐	☐	☑	☐
Encouragement	**Call To Action** Are your call to action buttons above the fold?	☐	☐					☐	☐	☑	☐
	Urgency Does your page have any copy that builds a sense of urgency e.g. "offer ends soon."	☐	☐					☐	☐	☑	☐