

Conversion rate optimisation checklist

Twenty-three checks. The obvious fixes come before any test, because most sites do not have the traffic to test their way to them.

If you convert fewer than about 100 times a month, split testing will not reach significance in a useful timeframe. Group two is the whole programme for you -- and it is where most of the gain is anyway.

Before testing anything

- ☐ Conversion tracking fires once and matches your records
- ☐ You know your current conversion rate, by device, from your own data
- ☐ You have watched at least ten session recordings of real visitors
- ☐ You have read what people actually write in the enquiry form or on the phone
- ☐ You have submitted your own form on a phone, this month

The obvious things, before any test

- ☐ The page states what you do and who for, above the fold
- ☐ One primary action per page, not three of equal weight
- ☐ The form asks only for what you need to respond -- every extra field costs completions
- ☐ Errors are shown inline, in words, next to the field that caused them
- ☐ Prices, or a "from" price, are visible somewhere
- ☐ Proof appears near the action, not only on a separate page
- ☐ Page loads under 2.5s on mobile, and nothing moves after it loads
- ☐ The thank-you page confirms what happens next and when

Running a test properly

- ☐ You have a written hypothesis: because we observed X, changing Y will do Z
- ☐ Sample size calculated in advance, and you know how long it will take
- ☐ One change per variant, so a result tells you something
- ☐ The test runs for whole weeks, so weekday and weekend behaviour are both included
- ☐ You agreed the stopping rule before starting, and you do not peek and stop early
- ☐ The metric is the real conversion, not a click on a button

After the test

- ☐ The result is recorded whether it won, lost or was inconclusive
- ☐ Inconclusive is written down as inconclusive rather than reported as a small win
- ☐ The winning variant is actually deployed, and you checked it a week later
- ☐ What you learned is written in a sentence someone else could use

Prioritising with ICE

Score each idea 1-5 on three axes and average them. The point is that confidence means evidence, not enthusiasm.

Axis	The question	The scale
Impact	If this works, how much would it move the primary metric?	1 = barely measurable · 5 = would change the quarter
Confidence	What evidence do you have that this is a real problem?	1 = someone's opinion · 5 = seen in recordings, data and enquiries
Ease	How much work is it to build and ship?	1 = needs a rebuild · 5 = a copy change this afternoon

Your score

Count the unticked boxes per group. Fix the group with the most gaps before starting anything new.

Before testing anything

The obvious things, before any test

Running a test properly

After the test