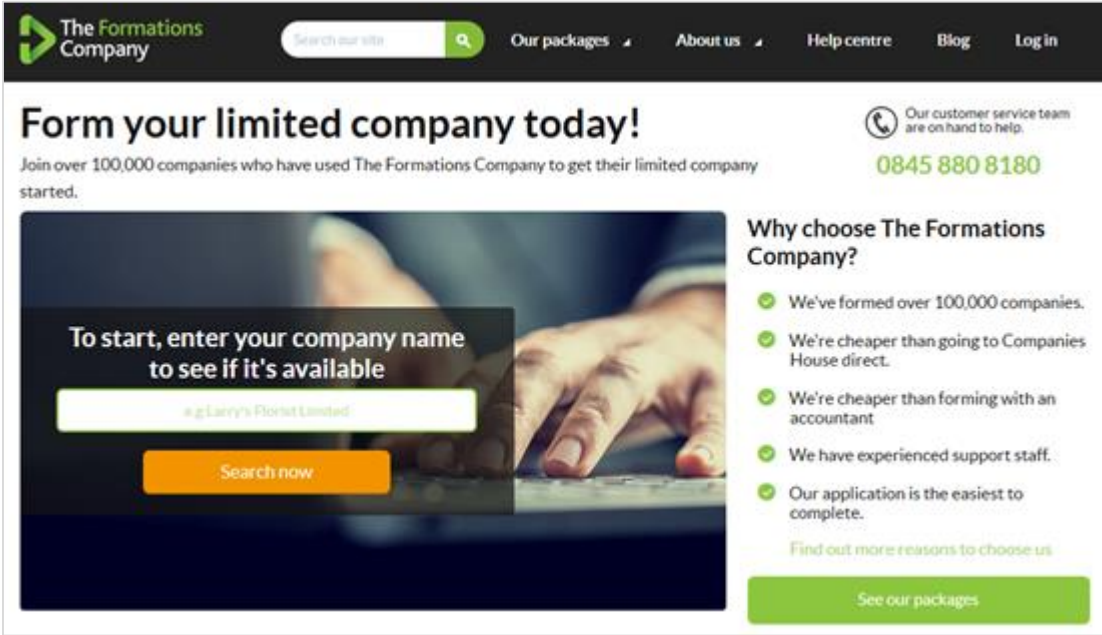
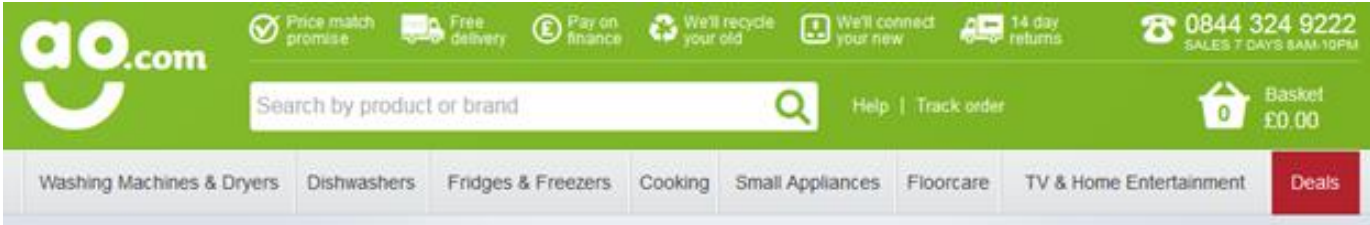


Website Conversion Rate Optimization Checklist

Review these 20 conversion rate optimization questions and best practice images to find out what needs improving on your website, and why each are so important.

	Conversion Checklist Question	Reason It's Important
<h2>Optimizing Your Unique Value Proposition</h2>		
1	<p>Do you have 'why use us' short bullet points on your homepage to show your unique value proposition? Does it give visitors good reasons to use your website instead of competitors?</p>	<p>Showing unique value proposition is one of the key things to increase conversions and sales. If visitors don't understand it quickly, they will often exit from your site. Learn more about unique value proposition</p>
 <p>The screenshot shows the homepage of 'The Formations Company'. The main headline is 'Form your limited company today!' with a sub-headline 'Join over 100,000 companies who have used The Formations Company to get their limited company started.' A search bar prompts users to 'To start, enter your company name to see if it's available' with an example 'e.g. Larry's Florist Limited' and a 'Search now' button. A sidebar titled 'Why choose The Formations Company?' lists five benefits: 1. We've formed over 100,000 companies. 2. We're cheaper than going to Companies House direct. 3. We're cheaper than forming with an accountant. 4. We have experienced support staff. 5. Our application is the easiest to complete. A 'See our packages' button is at the bottom.</p>		
2	<p>Do you mention key elements of your unique value proposition in your header or sidebar? Does it explain the major benefits of what you are offering/selling?</p>	<p>Adding this on every page of your website ensures your unique value proposition gets seen and influenced no matter what page visitors arrive on. Never just presume they will already know it!</p>
 <p>The screenshot shows the header of 'ao.com'. It features a navigation bar with icons and text for: Price match promise, Free delivery, Pay on finance, We'll recycle your old, We'll connect your new, 14 day returns, and a phone number 0844 324 9222 (SALES 7 DAYS 8AM-10PM). Below this is a search bar 'Search by product or brand' and a 'Basket' icon showing '£0.00'. A category menu includes: Washing Machines & Dryers, Dishwashers, Fridges & Freezers, Cooking, Small Appliances, Floorcare, TV & Home Entertainment, and a red 'Deals' button.</p>		

Influencing and Increasing Visitor Engagement

3 Do you use good headlines on your key pages that intrigue your visitors to read more (like asking good questions, stating benefits or solving for visitor's main needs/pain points)?

This helps increase the chance of your visitors being engaged, reading more content and not exiting your site too soon. Particularly important on your homepage and key entry pages.

Build A High Converting Landing Page In Minutes.

The Easiest, Fastest Way to Get Documents Signed

4 Have you tested your main call-to-action buttons – their wording, style, color and size? Particularly ones on your homepage and key pages? Do they engage and compel visitors?

Optimizing your highly important call-to-action buttons often have some of the biggest impact on improving website conversion rates and sales.

TRY IT FOR FREE

See Plans and Pricing
30-day free trial, sign up in 60 seconds.

Secure Checkout

5 Have you tested your choice of images on key pages like your homepage to better support your offering, like the style of image, size of the image and wording on them? Have you tested using a good video instead?

Images can be very effective at increasing conversions if you test to find the most compelling versions, particularly ones above your page fold. Good videos can work even better for engaging visitors.

The screenshot shows the QuickBooks website homepage. At the top, there is a navigation bar with the QuickBooks logo, 'FOR SMALL BUSINESS', 'ADD-ONS', 'FOR ACCOUNTANTS', and 'LEARN & SUPPORT'. There are also 'Free Trial' and 'Sign In' buttons. Below the navigation is a large green promotional banner that says 'Sale ends in 3 DAYS' and 'Up to 70% OFF QuickBooks Online' with a 'Buy Now & Save' button. The main content area features a large image of a laptop displaying the QuickBooks dashboard. To the left of the laptop is a white card with the text 'Easy online accounting software' and 'Get more done wherever your day takes you with the new QuickBooks — number one in small business cloud accounting'. Below this text are five stars, a 4.5/5 rating, and a 'Read all reviews' link. At the bottom of the card, it says 'QuickBooks Online UK' and 'On Sale - from £7.20/month'. A 'Buy Now & Save Up To 70%' button is at the bottom of the card. The laptop screen shows a dashboard with various charts and data points, including 'Income', 'Expenses', and 'Profit & Loss'.

6

If selling, do you show many screenshots/images of your products/services on your pages? More than just one or two per page/product? Show various types of image – like being worn or in use, or close ups?

People need to be able to see in details what they are ordering – and more images that are highly useful increase the chances of them buyers. Showing videos of your products/services can work very well too.

360 VIEW

VIDEO

WATCHSHOP

ROTARY MEN'S VINTAGE SKELETON MECHANICAL WATCH

Product code: GS02520/03

BESTSELLER

RRP: £225.00 Save £68.00 (30%)

Online Price: £157.00

★★★★★

78 customer reviews (4.8 / 5 average)

Available in 3 colours / styles
Selected: Brown leather / Champagne dial

In Stock
(Amount in stock: 10+)

ADD TO SHOPPING BAG

FREE DELIVERY*

OR

Collect from your local Goldsmiths® store.
FIND MY LOCAL STORE

Order in the next 21 minutes to get it
Wednesday 18th March

ADD TO SHORTLIST

Like Share 54

+1 1 Tweet

EMAIL A FRIEND Pin it

OTHER SUGGESTIONS:

Details Delivery & Returns Reviews (78) About Rotary Finance Options

7

Are you offering free incentives to your visitors as a way of gathering their emails to do follow up email marketing with? Like free ebooks, coupons or consultations? Using good popups to show these, particularly exit intent ones?

Great free incentives will increase the chances of your visitors giving their email to you, so you can do follow up email marketing with them (don't just hope you will convert them first time they come).

One You

193

You deserve a business & life you love. We can help.

GET OUR AWARD-WINNING VIDEOS DELIVERED WEEKLY TO YOUR INBOX:

- Be inspired to go after your dreams and get em'
- Learn how to fuel higher profits & your higher purpose
- Become your happiest, wisest & most loving self

SUBSCRIBE NOW TO GET STARTED WITH OUR BEST EPISODES OF ALL TIME

First Name Email SUBSCRIBE NOW

Taking the past two weeks off has been a huge game changer for me — and for our whole team. Personally, I loved stepping outside of my everyday routine and shaking things up.

and more, more...
- Gabrielle Bernstein

Creating and Improving Social Proof

8 Have you got a few good testimonials on your homepage and on key pages? Are they short and focus on benefits? Do they have an image of the person giving the testimonial? Have you tried showing video-based testimonials?

Short prominent testimonials help build social proof that people love your offerings, and photos of them make them more credible. Video-based testimonials work even better, as do ones from experts. [Learn more about building social proof](#)

"I use Unbounce every day and have over 100 landing pages. **We've doubled and tripled conversion rates** and I love being able to ship without engineers."

Nemo is the Director of Customer Acquisition at KISSmetrics. See why he thinks Unbounce is so valuable. [Watch the video](#) »



9 If you are selling services do you show your major client logos on your homepage, with a link to see more examples of your clients?

These logos help build social proof that what you offer is good because many other good clients are also using your services.

Google Analytics Tells You What Happened. KISSmetrics Tells You Who Did It.

Trusted By Some Of The Godfathers Of The Modern Internet.



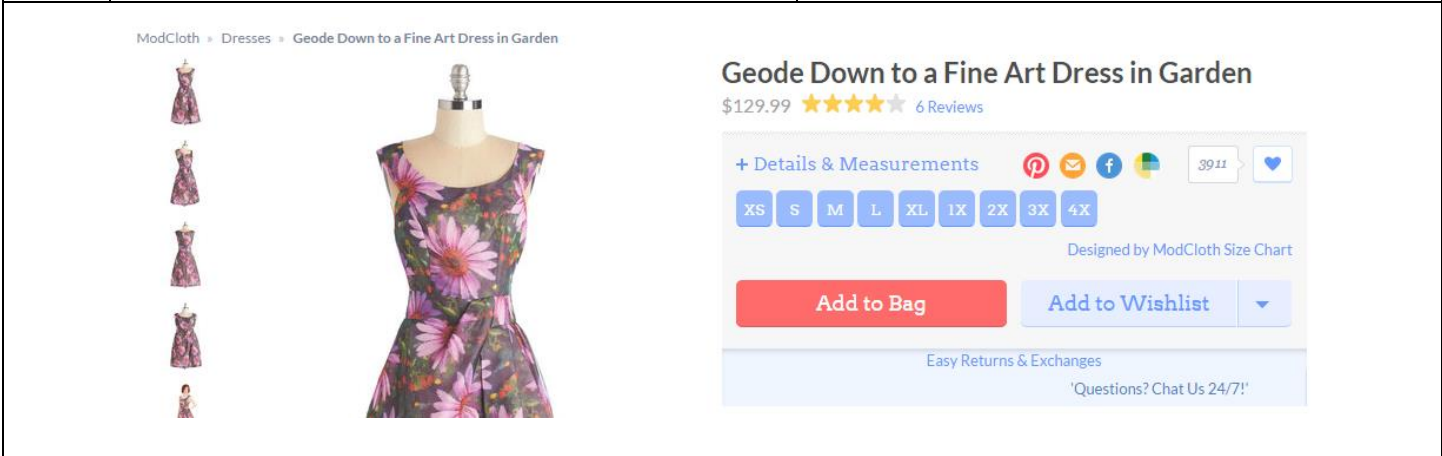
10 Do you show compelling usage numbers of what you sell? Number of clients/orders, number of users, how long in business etc.

These strong usage numbers also help build social proof by highlighting the popularity and benefit of your website offerings.

Shopify powers over 80,000 successful stores.

We've helped customers like these sell over \$2,000,000,000:

11	If you are selling on your website, do you show ratings and reviews on your product pages (average rating and number of reviews at the top and then a reviews section below)?	These ratings and reviews helps build social proof by making your site/products look much more popular, and increases chances of them being purchased.
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12	Do you clearly show on your homepage or key pages images of any awards or good media mentions/reviews that your business has recently received?	These also help build social proof that what you are offering is liked by well-known and respected places, and increases chances of orders/signups.
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Improving Trust and Security

13	Do you prominently show risk reducers like guarantees, free returns, or free trials, particularly on your homepage and product/service pages with related icons?	These will greatly help reduce risk of visitors not feeling safe or confident to buy from you, and really help increase conversion rates and sales.
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Learn from expert conversion tactics & best-in-class examples:

- ✓ Social proof building tactics to make your website seem wildly popular and boost sales
- ✓ What first time visitors will think of your website and how to reduce bounce rates
- ✓ How to leverage trust, credibility, and risk reducers to ensure your visitors buy
- ✓ How to improve your headlines and call-to-actions so they turn into customer magnets



Guaranteed to increase your sales - or you get a full refund

14

If you sell on your website do you clearly show website security seals and wording in the footer and in your shopping cart/sign up page? (VeriSign, McAfee seals or image of padlock)

These essential security seals and wording build trust and make your visitors feel much safer about purchasing from your website.



Shipping & Returns
Visit our [Customer Service](#) page

Security & Privacy Policy
Read our security & privacy policy [here](#)



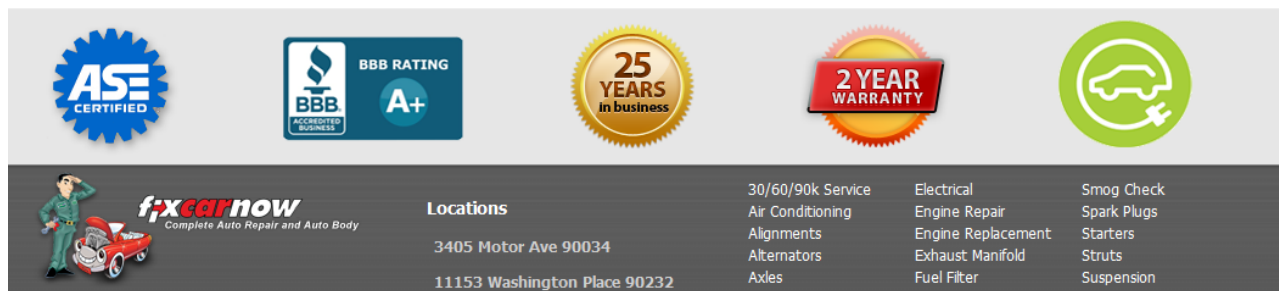
▶ Enter a Promotional Code

PROCEED TO SECURE CHECKOUT

15

Do you have business accreditation seals in your footer, like from Better Business Bureau (BBB) or other local organizations?

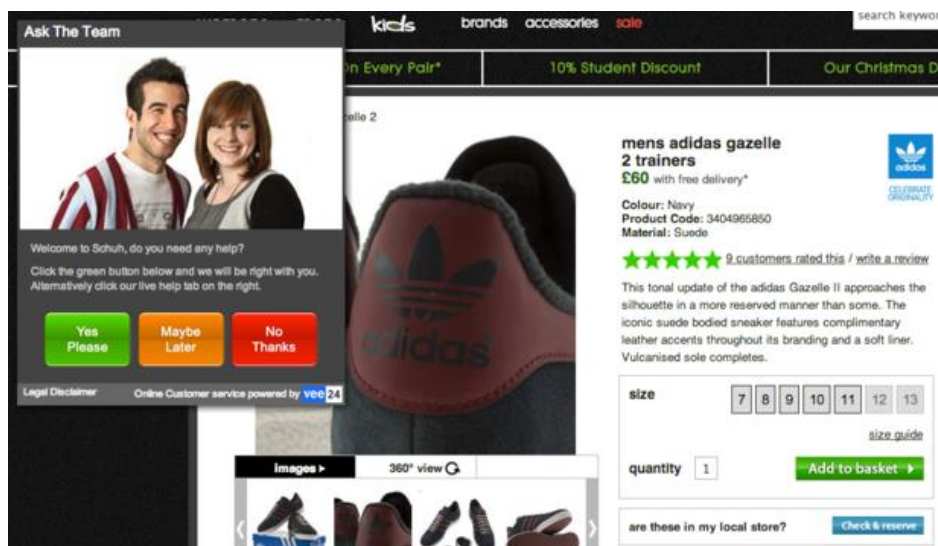
These help visitors trust they can feel safe buying from your website - particularly key if your site is new or not well known.



16

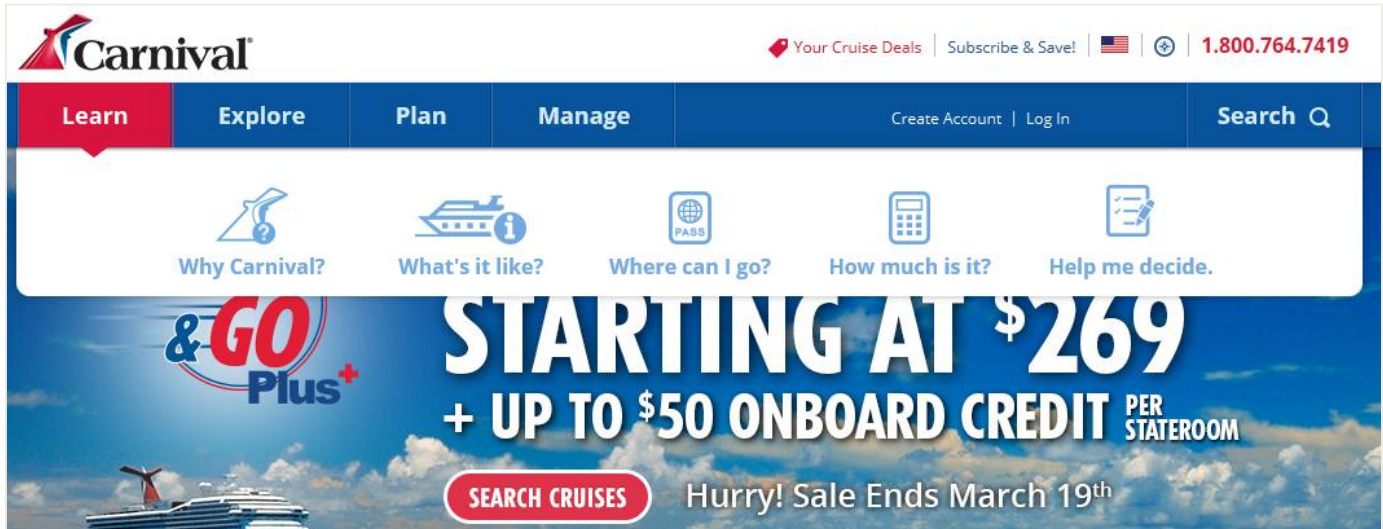
If you are selling on your website, do you have prominent live web chat help options, particularly in your sign up/checkout flow? Do you use to ask visitors questions when stuck?

Offering a live web chat option helps answer visitor questions quickly, and you can get great site improving feedback from the questions you ask them too.




Improving Usability/Reducing Friction

17	Is your navigation menu compelling and good? Is it large enough/easy to use, with good drop down options? Does it emphasize links to your most important pages and your benefits?	Visitors often use menus to navigate and explore websites - if they aren't that useful or compelling to use, they will may leave your site prematurely more often.
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18	Do you use short blocks of text, with bullet points, bold, icons, sub-headers to emphasize key information, instead of showing long dense blocks of text that are hard to read?	People online don't read the same way they do newspapers or magazines – they scan. Making you text more easily scan-able will increase the chances of engagement.
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Geo Behavioral Targeting




- Show different content to visitors from different cities, regions or countries
- Multiple targeting options: referring URL, campaigns, cookie value, browser, OS, etc.
- Personalize user experience for different mobile devices (iPhone, Android, iPad, etc.)

[See screenshot](#)

Multivariate Testing

- Full factorial testing
- Create unlimited number of combinations
- See combination and section level reports
- Add CSS or Javascript as sections



Comprehensive Charts

- Beautiful, interactive charts
- See trends in daily performance of variations
- Data captured: conversion rate, total visitors, total conversions, average conversion rate
- Sparkline charts to visualize performance

[See screenshot](#)

Multiple Logins and Client Accounts


- Create permission based multiple logins for different users in your company
- Create separate accounts for your clients with access to only their reports
- Admin features: manage and login into all accounts from the dashboard itself

[Read details](#)


Revenue Tracking

- Measure & Track revenue per visitor for your test variations
- Also track total revenue and average order value

[Read more details](#) about revenue tracking




Easy A/B testing



- Point-and-click tool to create website versions
- Move, resize, edit, remove, and do other operations
- Add conversion goals by clicking on links
- Works with all elements: text, images, forms

[See screenshot](#)

Heatmaps & Clickmaps



- See where your visitors are clicking on a webpage
- Get exact click statistics for all links
- Integrated with all tests you create. No separate code needed

[See screenshot](#)

Continuous Optimization

- Add and push new variations into a test, without even stopping it
- Enable, disable or modify test variations instantly
- Include only a percentage of visitor traffic in the test
- Clone test with all its settings and variations

19

Is your form error-checking working well on your key pages? Does it help visitors very well if they make mistakes in the fields? (for example clearly indicate error and how to fix).

If visitors get stuck on your check out pages or sign-up flows and don't know how to proceed easily, they will leave and you will miss out on many signups/sales.

Oops, something has gone wrong
Problems occurred with the fields marked in red. Correct the mistakes and send the form again. If the problems continue to appear send us an email at help@go28days.com and we will help you.

Registering to go28days is easy and fast and will take you at most 30 seconds. Just fill in the form below and click to the given e-mail address immediately.

Username / Login: [check availability](#)
Your login for go28days. This should contain no spaces and use at least 3 valid characters.

Email:
Your e-mail address, to which the activating link will be sent.

Confirm email:
Re-enter your e-mail in order to confirm you typed it correctly.

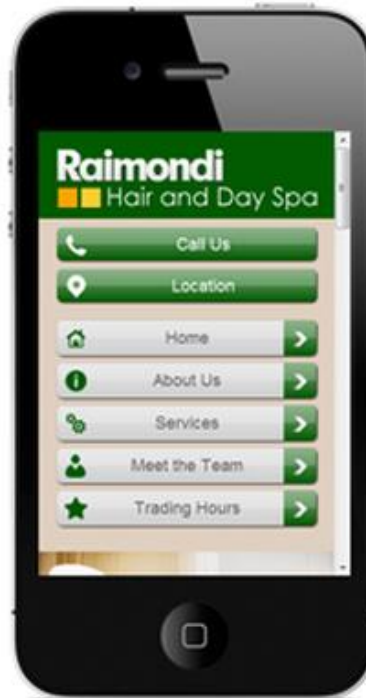
20

Do you have a mobile optimized website that your mobile visitors see instead of your full site (e.g. narrow auto resized with larger navigation, search, forms and buttons)

Many of your website visitors will arrive on phones that have small screens. Harder to browse with these, so a dynamically resizing website is essential to help them.



Before optimization



After optimization