

# CRO Strategy Checklist



Grab this checklist as a reference for working with your CRO strategist. Taking these steps supports the best possible outcomes for your brand.

- Main goal:** Define the primary objective of your CRO efforts.
- Key performance indicators:** List specific KPIs to track, like total sales or number of sign-ups.
- Target audience personas:** Describe your ideal customer, including demographics, behaviors, and preferences.
- Content:** Draft and publish content for your CRO strategist to analyze or select a current campaign to review.
- Benchmarks:** Evaluate how your site compares to competitors regarding design, usability, and conversion tactics.
- Testing:** Put together tests to compare your results with your organization's goals and targets.
- Performance monitoring:** Set up a system for tracking and analyzing key metrics.
- Adjustments:** Establish a process for making data-driven improvements based on insights and user feedback.
- Integration with marketing and sales:** Figure out how the CRO strategy will align with overall marketing and sales objectives. Define roles and communication for these collaborative efforts.
- Reporting and analysis:** Determine a timeline for reporting results to stakeholders. Also, decide on the frequency and format of reports.