

Executing Conversion Rate Optimization Strategies Checklist



- Determine goals, objectives & benchmarks
- Map out timelines, budgets & responsibilities
- Create site-mapping document
- Build URL redirect list
- Conduct tracking code and XML sitemap updates
- Record your metadata
- Build new site promotional campaigns
- Update canonical tags
- Conduct testing
- Launch!
- Monitor performance for traffic and conversions
- Compare mobile and desktop performance