

# CRO Audit Checklist



## Month One

- Define your top conversion actions
- Identify impactful webpages to evaluate
- Set up & review conversion tracking
- Create Google Data Studio report

## Month Two

Or month one if you already have a robust amount of tracking data inside Analytics.

- Research existing landing page performance
- Review landing pages for key messaging & design
- Formulate a hypothesis
- Wireframe & build out a new page
- Create A/B test

## Month Three

- Analyze data & hypothesize improvements
- Buildout landing page variations
- Form interaction & drop-off analysis

Repeat 