



Conversion Rate Optimization Checklist – 40 Points

1. Site Functionality & User Experience

- ☐ Simplify the checkout process
- ☐ Optimize the site search
- ☐ Design for mobile responsiveness
- ☐ Improve website speed
- ☐ Simplify website navigation
- ☐ Optimize the Add to Cart button
- ☐ Refine your calls to action
- ☐ Make contact information easy to find
- ☐ Ensure full accessibility (ADA compliance)
- ☐ Add live chat support for real-time assistance

2. Engagement & Conversion Triggers

- ☐ Offer free shipping
- ☐ Run A/B tests on key pages
- ☐ Provide personalized product recommendations
- ☐ Offer multiple payment options
- ☐ Create a sense of urgency
- ☐ Offer discounts or coupons
- ☐ Give surprise free gifts or bonuses
- ☐ Use quizzes for product discovery
- ☐ Offer volume discounts for bulk purchases
- ☐ Enable a "buy now, pay later" option
- ☐ Highlight limited-time offers on the homepage
- ☐ Launch a customer loyalty or rewards program

3. Trust & Social Proof

- ☐ Use high-quality product images and videos
- ☐ Display customer reviews and testimonials
- ☐ Provide clear, customer-friendly return policies
- ☐ Add a dedicated trust signals section
- ☐ Feature user-generated content for added credibility
- ☐ Add a "most popular" or "best seller" section
- ☐ Prominently display money-back guarantees
- ☐ Add security badges (SSL, payment security)

4. Content & On-Site Messaging

- ☐ Write benefit-focused product descriptions
- ☐ Use persuasive headlines on key pages
- ☐ Tailor copy to customer personas
- ☐ Add explainer videos to technical products
- ☐ Add FAQ sections on product pages
- ☐ Use storytelling to connect emotionally with visitors
- ☐ Create comparison charts (vs. competitors)
- ☐ Localize content for international audiences
- ☐ Include "as seen in" media mentions or press logos
- ☐ A/B test emotional vs. practical messaging

Need Help With This Checklist?

A tool like Doofinder checks off multiple CRO goals in one move — from smarter product search to customer personalization.