Website Performance & CRO Analysis Checklist

This checklist covers key areas for analyzing website performance and Conversion Rate Optimization (CRO).

I. Website Performance Analysis:

A. Page Load Speed:
[ ] Test page load speed on desktop and mobile (using tools like Google PageSpeed Insights, GTmetrix, WebPageTest).
[ ] Identify and address slow-loading elements (large images, unoptimized code, render-blocking resources).
[ ] Optimize images (compress, resize, use appropriate formats).
[ ] Minify and combine CSS and JavaScript files.
[ ] Leverage browser caching.
[ ] Use a Content Delivery Network (CDN).
[ ] Check server response time.
[ ] Analyze Time to First Byte (TTFB).
[ ] Measure First Contentful Paint (FCP) and Largest Contentful Paint (LCP).
[ ] Assess Cumulative Layout Shift (CLS).

B. Mobile Friendliness:
[ ] Test mobile responsiveness (using Google's Mobile-Friendly Test tool).
[ ] Ensure proper display on various screen sizes.
[ ] Optimize touch targets and font sizes.
[ ] Implement Accelerated Mobile Pages (AMP) if applicable.
[ ] Check mobile navigation and usability.

C. Website Security:
[ ] Ensure HTTPS is implemented.
[ ] Check for and fix security vulnerabilities.
[ ] Implement strong passwords and access controls.
[ ] Regularly back up website data.

D. SEO Performance (Related to Performance):
[ ] Check site structure and navigation for crawlability.
[ ] Ensure proper use of robots.txt and sitemap.xml.
[ ] Analyze site indexing in search engines.

II. Conversion Rate Optimization (CRO) Analysis:

  A. Conversion Tracking:
  [ ] Set up conversion tracking in analytics platforms (Google Analytics, etc.).
  [ ] Define clear conversion goals (e.g., form submissions, purchases, sign-ups).
  [ ] Track micro-conversions (e.g., adding to cart, viewing product pages).

  B. Website Analytics Analysis:
  [ ] Analyze website traffic sources and user behavior.
  [ ] Identify top landing pages and exit pages.
  [ ] Analyze bounce rate and time on site.
  [ ] Segment user data (by demographics, behavior, etc.).
  [ ] Analyze user flow and navigation patterns.
  [ ] Identify areas of friction in the conversion funnel.

  C. User Experience (UX) Analysis:
  [ ] Conduct user testing (e.g., A/B testing, usability testing).
  [ ] Analyze website design and layout.
  [ ] Evaluate clarity of call-to-actions (CTAs).
  [ ] Ensure clear and concise messaging.
  [ ] Assess the effectiveness of forms and checkout processes.
  [ ] Check for broken links and errors.

  D. A/B Testing:
  [ ] Identify areas for improvement based on data analysis.
  [ ] Develop hypotheses for A/B tests.
  [ ] Test different variations of website elements (e.g., headlines, images, CTAs).
  [ ] Analyze A/B testing results and implement winning variations.

  E. Competitive Analysis:
  [ ] Analyze competitors' websites and CRO strategies.
  [ ] Identify best practices and potential opportunities.

  F. Customer Feedback:
  [ ] Collect customer feedback through surveys, polls, and reviews.
  [ ] Analyze customer feedback to identify areas for improvement.

  G. Content Optimization (Related to CRO):
  [ ] Ensure content is relevant and engaging.
  [ ] Optimize content for target keywords (SEO).
  [ ] Use compelling headlines and visuals.
  [ ] Include clear and concise CTAs in content.

III. Reporting and Action Planning:
      [ ] Create a comprehensive report summarizing findings and recommendations.
      [ ] Prioritize areas for improvement based on impact and feasibility.
      [ ] Develop an action plan with specific tasks and timelines.
      [ ] Regularly monitor website performance and CRO metrics.

This checklist provides a comprehensive framework for analyzing website performance and CRO. Remember to tailor it to your specific needs and goals. Use the results to prioritize improvements and continuously optimize your website for better performance and conversions.

For a FREE consultation, email:

support@websysservices.com