

CRO CHECKLIST

CRO Checklist		
S. No.	CRO Item	CRO Status
1	Fast page loading times	
2	Cross browser compatibility	
3	Broken links	
4	Custom 404's	
5	Pop ups and splash pages.	
6	Use conventional navigation standards	
7	Spam, phishing or malware threats	
8	Clean URLs	
9	Search bar	
10	Security certificates and Privacy Policy are displayed in the right places	
11	Call to Action Button (Add to Cart, Sign Up, Contact Number, Buy Now)	
12	Client testimonials	
13	Best Selling Products/Services	
14	Use bold or italics to highlight important words	
15	Knowledge Base Content	
16	Display pricing of product/ services	
17	Provide Chat Support	
18	Displaying Guarantee or Warranty badges	
19	Offering money-back guarantee	
20	Contact Form available	
21	Sign-up option available	
22	Product Review option available	