

CRO eCommerce Assessment

Conversion rate optimisation is a great way to find problems with your current website and explore solutions that guarantee greater revenue for your business. This free CRO eCommerce Assessment will act as a starting point to help you weigh up the strengths and weaknesses of your key landing pages and get you thinking about where your site could be leaking sales!

		Yes	No
General	<p>What PageSpeed score does your web page get?</p> <p>For a non commerce site test a landing page, for an eCommerce site test a product page: https://gtmetrix.com</p>	<input type="checkbox"/>	<input type="checkbox"/>
eCommerce pages	<p>Can the main call-to-action (buy button) be seen without scrolling on both desktop and mobile?</p> <p>_____</p>	<input type="checkbox"/>	<input type="checkbox"/>
	<p>Are there two or less calls-to-action are on most product pages?</p> <p>_____</p>	<input type="checkbox"/>	<input type="checkbox"/>
	<p>Can users checkout as a guest or do they have to create an account?</p> <p>_____</p>	<input type="checkbox"/>	<input type="checkbox"/>
	<p>How many steps does a user have to get through in the checkout process?</p> <p>_____</p>	<input type="checkbox"/>	<input type="checkbox"/>
	<p>Do you show your users that their payment details will be secure?</p>	<input type="checkbox"/>	<input type="checkbox"/>
Other pages	<p>Is there a clear call-to-action on an important landing page?</p> <p>_____</p>	<input type="checkbox"/>	<input type="checkbox"/>
	<p>Do you have less than two calls-to-action on each landing page?</p> <p>_____</p>	<input type="checkbox"/>	<input type="checkbox"/>
	<p>Can a user get everything they need from the landing page?</p> <p>_____</p>	<input type="checkbox"/>	<input type="checkbox"/>
	<p>Can a user stay on one landing page to complete the journey?</p>	<input type="checkbox"/>	<input type="checkbox"/>

More than 8 yes's? Check you out! Looks like your site is pretty well optimised, congrats! Your website is obviously working well and is meeting several of the minimum requirements Purple Frog would look at when performing an initial CRO Audit, however there's always room for improvement!

Less than 8 yes's? Oh dear, from first glance it looks as though your site could be leaking sales... but don't panic you're in the right place to turn things around, and fast!

Having worked with international brands such as Byron Hamburgers we have the tools and experience to increase your website's ability to convert users into customers. We invite you to take CRO to the next level by accepting our invitation to a **FREE** consultation. We can go through your site and scorecard to recommend improvements, so email alex.thomson@purplefrog.co.uk to schedule something in!

