CRO Checklist

Every business should incorporate CRO into its growth strategy. After all, web traffic is only useful to a business if visitors turn into paying customers. To start growing conversion, we recommend checking the following items routinely and systemically.

Remember, CRO is an ongoing process. The process involves making a lot of small, incremental changes. But even the smallest change can lead to increased revenue. Got questions or want to know more? Get in touch with the DGA Team.

GROW CONVERSION

Types of CRO	Ask Yourself	Notes
Overall CR	**How well does your website convert traffic from all sources?**	
Page-level CR	**Which pages convert traffic better?**	
Ad CR	**Which ads drive more qualified traffic?**	
Channel CR	**What traffic from a paid ad source is more likely to convert?**	
Keyword CR	**Keywords that performed well**	
Campaign CR	**Targeting specific groups to improve conversion**	

CR= Conversion Rate

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