

CRO Quick-Start Checklist

Double your leads without more traffic: make pages clearer, faster, and easier to act on.

Hero Clarity (Above the Fold)

1. Rewrite the main headline in plain English with a concrete benefit (Homer-simple).
2. Add a 1–2 line subhead that explains exactly what you do and for whom.
3. Use a single primary CTA that states action + outcome (e.g., “Get My Free Estimate”).
4. Make the CTA unmissable: high contrast, ample whitespace, sensible size.
5. Place 1 trust cue near the CTA (short testimonial, review stars, or client logos).
6. Replace vague stock art with a relevant, product/service-specific visual.

Friction Reducers

1. Remove the homepage slider/carousel and any horizontal scrolling UX.
2. Unhide key info (pricing ranges, shipping/returns, guarantees, service areas).
3. Replace dropdowns with visible options (size, color, plan, service) where possible.
4. Shorten forms to the essentials; turn on HTML autocomplete and inline validation.
5. Add alternative contact options where it helps (tap-to-call, chat, email).

Speed = Money

1. Compress and properly size images; prefer modern formats when possible.
2. Lazy-load below-the-fold images and embeds (maps, videos, iframes).
3. Enable caching and use a CDN; minimize/merge CSS and JS where reasonable.
4. Defer or remove non-critical scripts (heatmaps, old pixels, unused libraries).
5. Set a speed target and monitor (e.g., keep main content usable in ~2–3 seconds).

Message–Market Fit

1. Replace jargon with the customer’s words; verify with quick user/customer checks.
2. Match the title tag + H1 to the searcher’s intent (keyword + benefit).
3. State the exact problem you solve (“We get dirt off your windows”).
4. Show social proof near the decision point (ratings, counts, case results).

Measure & Test

1. Define one primary goal per page (lead, call, checkout).
2. Record your current conversion rate as a baseline before changes.
3. Run one A/B test at a time with a clear hypothesis and success metric.
4. Let tests run long enough for trustworthy results; then ship the winner.