The Beginner's Conversion Rate Optimisation Cheat Sheet

Go into Google Analytics and write down your website's:	
Number of unique visitors	☐
Average time spent on site	☐
Bounce rate	☐
Exit rates for each page	☐
Average number of pages per visit	☐
Total number of people who converted (if you have goals set up)	☐
Decide what you want your conversion goals to be *(sales, sign-ups, downloads?)*	☐
Set up conversion goals in Google Analytics	☐
Send out surveys to existing customers	☐
Create buyer/visitor personas using social media	☐
Add an on-site survey to your website	☐
Add an exit overlay to your website with your main offer	☐
Check for duplicate meta titles and descriptions	☐
Update your SEO titles and meta descriptions	☐
Make sure all your images have alt tags	☐
Add customer reviews to your website	☐
Check your internal linking structure	☐
Develop a hypothesis based on the qualitative and quantitative data	☐
Test your hypothesis with A/B split testing	☐
Create new version of website based on results of A/B split tests	☐
Continue to monitor your key stats in Google Analytics on a weekly basis	☐
Develop new hypotheses and split tests	☐

I hope you found this checklist useful. If you have any questions or would like to find out how I can help you to grow your business through SEO, you can reach me via any one of the methods below. I look forward to connecting with you again soon.

With best wishes,

Hazel

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