



Conversion Rate Optimization (CRO) Audit

Example audit that was prepared for a personal coaching business.

This slide deck was prepared and presented alongside a 10 minute loom presentation.



What is Conversion Rate Optimization?

Definition:

Conversion Rate Optimization (CRO) is the process of improving a landing page to increase the percentage of visitors who take a desired action—such as making a purchase, signing up for a service, or requesting a quote. This involves testing and refining elements like headlines, images, calls-to-action, and page layout to maximize conversions.

Why optimize:

A well-optimized landing page is something that takes **experimentation, time, and user behavior analysis** to improve the performance of the page. But doing so can dramatically increase the revenue gained from each sales flow.

Who CRO is *NOT* for:

- ❌ **CRO cannot fix a product that isn't sellable.** If a product lacks demand or has poor market fit, no amount of optimization will make it successful.
- ❌ **CRO won't save low-value offers.** If the price, quality, or perceived value of the offer isn't competitive, improving the landing page won't change customer perception.

CRO works best when applied to a product or service that already has some traction but needs refinement to maximize sales.



Product Top Opportunities

1

Optimize the Hero Section

Goal: Make a strong first impression and immediately engage visitors.

2

Increase Clarity of Product Value

Goal: Immediately spell out value of product to the customer.

3

Maintain Trust & Build Credibility

Goal: Make visitors feel confident in purchasing from you.

4

Improve User Tracking

Collect user behavior data to refine and optimize continuously.



Step 1: Optimize Hero Section

Goal: Make a strong first impression and immediately engage visitors.

- **Improve the top of page hero** → Clear, compelling headline & subheadline.
- **Strong call to action** → Make the CTA highly visible and action-driven.
- **Show the strongest value sell upfront** → Lead with what makes your offer most valuable. Speak more to the customer pain points.
- **Use an authentic image of you** → Build trust by showing the real person behind the product.
 - a. **Ideally, include a video of you explaining the product** → Product demo and clarity in your offer would increase conversions likely by at least 3x.



Step 2: Increase Clarity of Product Value

Goal: Highlight your unique selling points clearly and early.

- **Lead with your strongest value proposition** → Emphasize why your product is valuable immediately. Back it up with why you are qualified.
- **Improve typography for scannability** → Use bullets, emojis, and varying font weights for emphasis. Text is getting too busy in sections highlighted in the loom video. Remedy these and keep. Sentences. Short.
- **Explain details of why and how it works later** → One of the most common mistakes businesses owners makes is that they sell the “features” of their product before they speak to what the needs are of the customer. This is the case here. What are the success stories or the “dream” that this



Step 3: Maintain Trust and Build Credibility

Goal: Make visitors feel confident in purchasing from you.

- **Make trust elements prominent** → Refund guarantees, any trust or vanity ‘badges’, testimonials should be near the top of the page.
- **Remove AI-generated photos** → Use real images of yourself or authentic visuals.
- **Showcase reviews & testimonials** → Having multiple sections of testimonials is ideal. Usually this looks like one detailed testimonial from one person and then a collection of more testimonials further down the page. You can likely pull in testimonials from your other products or coaching if you need more material.



Step 4: Improve User Behavior Tracking

Goal: Collect user behavior data to refine and optimize continuously.

- **Start by improving monitoring** → 56% of visitors reach the bottom—this could be a starting metric to compare changes to.
- **Track conversion rates properly** → The page is not correctly tracking conversions. Embedded form does not redirect to a thank you page which would allow conversions to be tracked properly. Also no key events are configured in google analytics, meta, or google ads to successfully track conversions. This is needed to ensure advertising algorithms correctly optimize to the best audience.
- **Fix event tracking** → Analytics are not set up to track enhanced behavior tracking metrics such as scroll depth and form submission. This is an easy fix and would give us some easy insights into customer behavior.
- **Install Microsoft Clarity**→ Utilizing Microsoft Clarity would allow us to analyze user behavior in real session recordings and analyze user behavior patterns and common places they are getting lost.
- **Utilize GTM** - Google Tag Manager is preferred to google analytics setup because it optimizes loading speeds of various tags as well as makes it much simpler to add custom event tracking logic.



BONUS: Remarketing Opportunities

Goal: Maximize conversions by re-engaging visitors and expanding reach.

- **Turn this product into a lead magnet** → Offer it as a free or low-cost entry point to move customers into your coaching or higher-ticket offers.
- **Install Facebook Pixel** → Track visitors and retarget them with personalized ads.
- **Expand your marketing channels** → Use retargeting ads to reach similar audiences and re-engage potential buyers.
- **Leverage email follow-ups** → Capture leads and nurture them with valuable content and special offers.



Loom video link

See link for attached video Loom link (download within 7 days):

- <Loom Video Link Was Redacted for Client Privacy>

Questions?

Would be happy to help you! I can:

- deliver on these action items for you
- perform audits of other products
- answer any questions.

Reach out: corinne@alchemymetrics.com