Galactic Fed

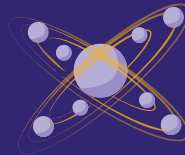# Conversion Rate Optimization Toolkit

Hi there,

Thank you for downloading Galactic Fed's Guide to Conversion Rate Optimization.

We've prepared it with 4 key goals in mind:

Help you better **understand how CRO works** (and why it matters!)

Help you **identify the issues** that lower your conversion rate

Help you pick out some quick fixes to **improve your website's performance**

Help you find a trusted CRO partner to **achieve new business heights**
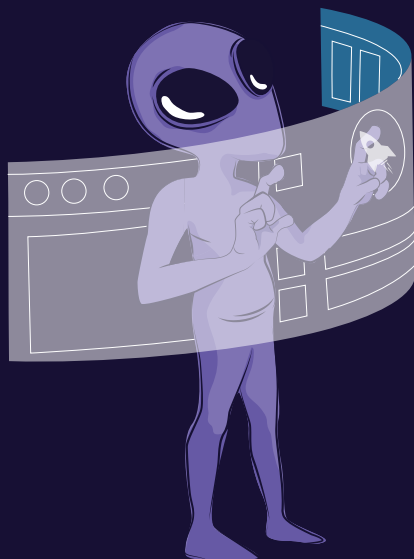
Here's what you'll find here:

⭐ **Website CRO Checklist** to put your website under the microscope

⭐ **CRO Action Plan** to analyze your page's strengths and weaknesses

⭐ **List with CRO resources** to take your efforts one step further

Alright, let's take your conversion rate up and to the right.

BUCKLE UP!

⭐ Website CRO Checklist

Print this page or duplicate it **here**

Instructions:

Head to your website (both desktop and mobile). Tick off all the best practices that are already implemented. Highlight all areas that can be improved and split them into "quick fixes" (under 1-2 hours to update) and "fundamental changes" that require more work. You can then assign priority to these tasks depending on their impact on your marketing funnel.

	Action	Website	Mobile
1			
2	**Overall strategy**		
3	Defined conversion goals and metrics	☐	☐
4	Defined conversion types	☐	☐
5	Defined funnel and user journey	☐	☐
6	Defined key conversion pages	☐	☐
7	Set up conversion analytics tools	☐	☐
8	**Landing pages**		
9	Indexed/not indexed as intended	☐	☐
10	Consistent with preceding ad or offer	☐	☐
11	Follow the Z-pattern layout	☐	☐
12	One clear CTA	☐	☐
13	Load in under 2 seconds	☐	☐
14	Optimized for SEO	☐	☐
15	**Page design**		
16	Consistent with the brand	☐	☐
17	Not cluttered, allows to focus on one item	☐	☐
18	Navigation bar allows to move between content parts	☐	☐
19	Images with high resolution	☐	☐
20	All elements load properly	☐	☐
21	Copy is clearly seen on the visuals	☐	☐
22	Pop-ups timely suggest a relevant action and have a clear "close" button	☐	☐
23	**Trust factors**		
24	Section with testimonials/client reviews/success stories	☐	☐
25	Media and/or client logos	☐	☐
26	Partner badges and industry certificates (if applicable)	☐	☐
27	Clearly outlines return policy/free trial/money-back guarantee (if applicable)	☐	☐
28	**Copywriting**		
29	The key message is clearly stated	☐	☐
30	Tone of voice is aligned with the brand's image	☐	☐
31	Appeals to both rational and emotional	☐	☐
32	Tells a story in a logical way	☐	☐
33	Different copy blocks on one page are contextually connected	☐	☐
34	Communicated value and trust	☐	☐
35	Explains the product in simple yet engaging way	☐	☐
36	**CTA**		
37	Prominent CTA button in the hero section (First section of the page)	☐	☐
38	Communicates a clear action	☐	☐
39	Clearly visible on a page	☐	☐
40	Takes to a relevant page	☐	☐
41	Looks like a button	☐	☐
42	Big enough to read the text	☐	☐
43	One key CTA per page	☐	☐
44	**Forms**		
45	No unnecessary fields	☐	☐
46	Clearly labeled fields	☐	☐
47	Detect errors before submission	☐	☐
48	Placement makes sense for the user's journey	☐	☐
49	Submission value is clearly outlined	☐	☐
50	Submission triggers optimized thank you page and/or confirms form submission	☐	☐
51	Information syncs to CRM/automation tools	☐	☐
52	User receives an email with confirmation/offer	☐	☐
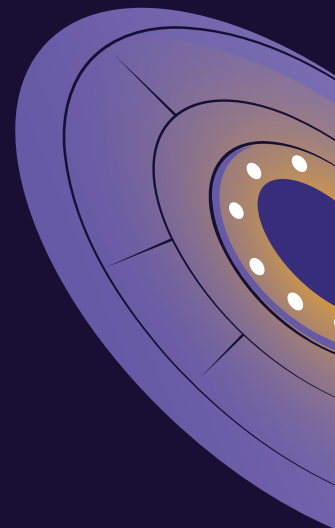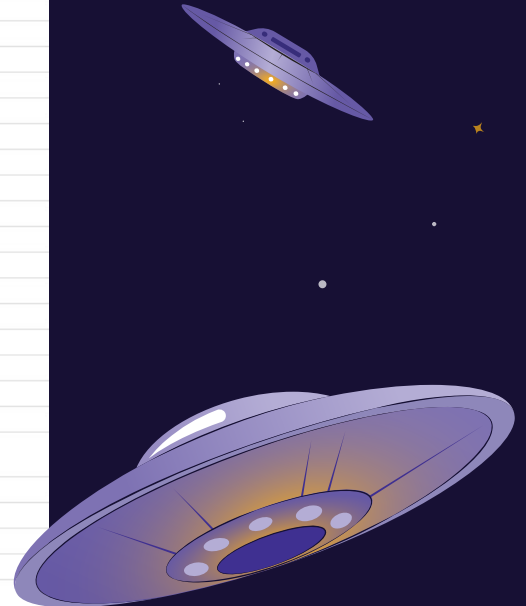
⭐ Website CRO Action Plan

Print this page or duplicate it **here**

Instructions:

This is a more creative exercise that will help you translate raw data into beautiful insights and action points.

1 Analyze your traffic sources and key customer profiles (Drivers).

2 Think about Barriers that lower your conversion rate. For instance, if you have a high number of abandoned carts, maybe your checkout process is too complicated or there are technical issues with processing the payments?

3 Have a look at the hooks (e.g. best-converting pages or most-clicked links) and concerns (pages/links that should bring conversions but don't).

Your Website

Top-3 Drivers			Drivers ←	Barriers ↓	Hooks →		Top-3 Hooks
	What brings visitors to your website and who are they?					What does/doesn't persuade your visitors to act?	
Top-3 Personas							Top-3 Concerns

At what point your visitors abandon the website and why?

Top-3 Barriers	Top-3 Resons Why

4 Align your findings with the Checklist's results, and you've got yourself an action plan.

⭐ CRO Resources

CRO Fundamentals

Landing Page Optimization Guide

Advanced Tips for Improving CRO

Multivariate Testing Guide

How to Improve Your Website Core Vitals

High-converting CTAs

Thank You Page Optimization

Popups Optimization

Must-have CRO Tools

We hope this guide helps you to significantly improve your conversion rate and bring more clients onboard - just like it has for us. If you have any questions, don't hesitate to reach out.

You can also start by getting a _free CRO plan_ from us - no strings attached!

Good luck!

Galactic Fed