

Your First CRO Planning Sheet

From Interest to Action

Instructions

Use this simple worksheet to plan your first conversion optimization experiment. Remember: small changes can lead to big results!

1. Identify a Page for Optimization:

A - Which page on your site gets good traffic but low conversions?

Page _____

2. Define the Primary Macro Conversion:

B - 2. Define the Primary Macro Conversion:

Macro Conversion: _____ (e.g., purchase, sign-up, demo request.)

3. List Micro Conversions to Track::

C - What smaller actions could signal engagement or interest?

Macro Conversions:

4. Diagnose Potential Issues:

D - What could be stopping visitors from converting?

(Choose 1-2 possibilities)

- ☐ Unclear call-to-action
- ☐ Page layout confusion
- ☐ Lack of trust indicators
- ☐ Offer not compelling enough
- ☐ Slow page load time
- ☐ Other: _____

5. Your First Hypothesis:

Fill in the blanks:

E - "If we _____, then _____ will
happen, because _____."

(Be specific: industry, job titles, location, interests.)

"If we make the CTA button larger and move it above the fold, then more visitors will click to sign up, because it will be more obvious and convenient."

6. One Change to Test First:

→ My first small change to test:

[Optional] Target Metrics:

How will you know your change worked?

→ Target metric(s): (e.g., +10% sign-up rate, +15% time on page)
(Keep it simple, focused, and measurable! You've got this!)