CRO Audit for Consumer Websites

Identify Where You're Losing Conversions — and How to Fix It

Why Most Consumer Websites Don't Convert

You don't have a traffic problem —
you have a **conversion problem**.

Most consumer websites lose revenue because:

- UX is confusing or slow
- Trust signals are missing
- Checkout flows create friction
- Messaging doesn't drive action

This audit helps you uncover **exactly where users drop off — and how to improve conversions**.

How to Use This Audit

- Rate each statement from **1 (Strongly Disagree)** → **5 (Strongly Agree)**
- Answer based on real user experience
- Score each section
- Your **lowest score = your biggest conversion leak**

SECTION 1: Value Proposition Clarity

- Visitors immediately understand what we offer
- Our messaging is simple and clear
- We highlight benefits (not just features)
- We communicate why users should choose us
- There is no confusion in our offer

Score: /25

SECTION 2: Website UX & Design

- Our design is clean and modern
- Navigation is intuitive
- Pages load quickly
- Users can find what they need easily
- Layout guides users toward action

Score: /25

SECTION 3: Mobile Optimization

- Website is fully responsive
- Mobile navigation is easy
- Pages load fast on mobile
- Forms are mobile-friendly
- Checkout works smoothly on mobile

Score: /25

SECTION 4: Product / Service Pages

- Product descriptions are persuasive
- Images/videos are high quality
- Pricing is clear
- We address objections
- Pages encourage action

Score: /25

SECTION 5: Trust & Credibility

- We display reviews and ratings
- We show testimonials
- We include trust badges (security, payment)
- Policies (returns, guarantees) are clear
- Users feel confident buying from us

Score: /25

SECTION 6: Conversion Funnel

- We have a clear path from visit → purchase
- Each page has a clear next step
- We guide users through the journey
- We reduce friction at each stage
- Funnel is optimized for conversion

Score: /25

SECTION 7: Checkout Optimization

- Checkout process is simple
- We allow guest checkout
- We minimize form fields
- Payment options are flexible
- Cart abandonment is minimized

Score: /25

SECTION 8: CTA Optimization

- CTAs are clear and action-oriented
- Buttons stand out visually
- CTA placement is strategic
- Messaging encourages action
- We test CTA variations

Score: /25

SECTION 9: Personalization & Targeting

- We personalize content based on behavior

- We show relevant recommendations
- We segment users (new vs returning)
- We adapt offers to users
- Experience feels tailored

Score: /25

SECTION 10: Retargeting & Follow-Up

- We retarget visitors with ads
- We use email follow-ups
- We recover abandoned carts
- We nurture users over time
- We bring users back to convert

Score: /25

SECTION 11: Data & Testing

- We track conversion rates
- We analyze user behavior (heatmaps, etc.)
- We run A/B tests
- We identify drop-off points
- Decisions are data-driven

Score: /25

Final Score

Total Score: /275

Your CRO Performance Level

🔴 0 – 110 → Poor Conversion

You're losing most potential customers.
Fix: UX + trust + funnel basics

🟡 111 – 200 → Average Conversion

Some elements work, but leaks exist.
Fix: Optimize funnel + testing

🟢 201 – 275 → High-Performing

You convert efficiently.
Focus: Scale and refine

Identify Your Conversion Leak

Your lowest score reveals your biggest issue:

- Value → Unclear messaging
- UX → Poor experience
- Mobile → Lost users
- Product → Weak persuasion
- Trust → Low credibility
- Funnel → Broken journey
- Checkout → High abandonment
- CTA → Weak action triggers
- Personalization → Generic experience
- Retargeting → Lost opportunities
- Data → No optimization

What You Should Do Next

If your weakest area is:

Value
→ Clarify messaging and benefits

UX
→ Simplify navigation and design

Mobile
→ Optimize mobile experience

Product Pages
→ Improve content and visuals

Trust
→ Add reviews and guarantees

Funnel
→ Build clear user journey

Checkout
→ Simplify process

CTA
→ Improve clarity and placement

Personalization
→ Tailor user experience

Retargeting
→ Re-engage users

Data
→ Implement testing and analytics

About 23HubLab

At 23HubLab, we help consumer brands turn traffic into **predictable revenue growth**.

We don’t just optimize pages —
we fix the entire **conversion system**:

- UX & CRO optimization
- Funnel design and testing
- Personalization and automation
- Data-driven growth strategies