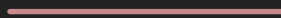


Growth ALCHEMY



TEMPLATE & CHECKLIST

Conversion Rate Optimisation Starter Kit



A plug-and-play template to find and fix the leaks costing you sales, so more of the traffic you already pay for converts.

TEMPLATE

Growth Alchemy

Fix the leak before the tap

Doubling your conversion rate has the same effect as doubling your traffic, at a fraction of the cost. CRO is the highest-leverage growth work most businesses skip.

This kit walks you through a structured pass over your key conversion pages: diagnose where visitors drop off, prioritise the fixes, and run them as proper tests. Use it on your highest-traffic page first, where small percentage gains translate into the most revenue.

The maths: at a 2% conversion rate, 100 extra visitors earns you 2 sales. Lifting the rate to 3% earns one extra sale from the visitors you already have, no extra spend. That is why CRO compounds.

STEP 1

Set your baseline

Which page are you optimising? (URL)

Current conversion rate (last 30 days):

Current monthly visitors to this page:

Current monthly revenue / conversions from it:

Write these down before you change anything. Every test below is measured against this line.

STEP 2

Diagnose the leaks

Walk your page as a first-time visitor on mobile. Tick what is true today, every unticked box is a candidate fix.

Clarity

- ☐ The headline says what this is and who it is for within 5 seconds.
- ☐ The main benefit is obvious without scrolling.
- ☐ There is one primary action, not competing buttons.

Trust

- ☐ Reviews, ratings or proof are visible near the decision point.
- ☐ Key objections (price, returns, delivery, fit) are answered on-page.
- ☐ The page looks credible and current on mobile.

Friction

- ☐ The call-to-action is visible without hunting.
- ☐ Forms ask only for what is truly needed.
- ☐ Page loads fast (under ~3 seconds on mobile).
- ☐ Checkout / next step has no surprise costs or dead ends.

STEP 3

Prioritise your tests

List the fixes from Step 2, then score each on impact and effort. Run high-impact, low-effort tests first.

Fix to test	Impact (1-5)	Effort (1-5)	Order

Rule: change one thing at a time on your highest-traffic page. If you change five things and conversion moves, you will never know which one worked, or whether to repeat it elsewhere.

STEP 4

Run & record the test

Use one card per test so results stay honest and repeatable.

Test: what are you changing, and why?

Hypothesis: 'If we change X, then Y will improve because...'

Success metric & threshold to keep it:

Start date / end date:

Result (vs baseline) — keep, kill, or iterate?

Want the quick wins found for you? We run a full CRO audit on your key pages and hand back a prioritised, tested set of fixes. Get in touch at growthalchemy.com.

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