

Conversion (CRO) Audit

Marketing & Advertising

Document type: Plan / SOP / strategy / guide · Generated 27 Aug 2026

This guide explains what the tool produces, how to use the output, and what to watch for. The actual output (draft/report) is generated on the tool page.

Background

Audits a landing page or funnel for conversion barriers — clarity, friction, trust, speed and CTA — and prioritises experiments to run. Use it when traffic is fine but sales are low. For new copy use the Landing Page Copywriter.

Purpose of this tool & output

Find why a page or funnel is not converting

How the output is used

Use it to find why a page or funnel is not converting — a CRO audit of friction, clarity and trust across the journey.

Important cautions

Validate with A/B tests; results vary by audience.

Companion documents

- Digital Marketing Strategy
- Google Ads Campaign Plan
- Meta Ads Campaign Plan
- Paid Media Performance Audit
- Landing Page Copywriter
- Remarketing / Retargeting Plan

This is AI-assisted guidance. Verify with a qualified professional before any binding decision. Fees, authorities and processes vary by state and change over time — confirm with your state authority.