

Conversion Rate Optimization (CRO) SOP – VV

Digital Hub

Phase 1 – Audit & Analysis (Week 1)

- ☐ Install heatmap tracking (Hotjar / Clarity)
- ☐ Analyze current conversion funnel
- ☐ Identify highest-traffic landing pages
- ☐ Review form completion rates
- ☐ Check mobile vs desktop performance

Phase 2 – Hypothesis Development (Week 2)

- ☐ List top 3 conversion barriers
- ☐ Create test hypotheses for each barrier
- ☐ Prioritize tests by impact vs effort
- ☐ Design A/B test variations
- ☐ Set success metrics and sample size

Phase 3 – Testing & Implementation (Week 3–4)

- ☐ Set up A/B tests using Google Optimize
- ☐ Test one element at a time
- ☐ Run tests for statistical significance
- ☐ Monitor test performance daily
- ☐ Document all test results

Phase 4 – Analysis & Iteration

- ☐ Analyze winning variations
- ☐ Implement permanent changes
- ☐ Plan next round of tests
- ☐ Update conversion baseline
- ☐ Report results to stakeholders

Common Test Elements

- ☐ Headlines and value propositions
- ☐ Call-to-action button text and color
- ☐ Form field reduction
- ☐ Trust signals and testimonials
- ☐ Page loading speed optimizations

