RESOURCE

Conversion Rate Optimisation (CRO) Checklist

This checklist will give you the basic knowledge to start A/B test concepts for your charity and expand your CRO knowledge.

One of the best ways to improve your charity website's conversion rate is to test different versions of your site and measure the results. You can test anything from the headline on your homepage, to the colour of your call-to-action button.

With simple changes, you could maximise conversions on your website, such as donations, newsletter sign-ups, document downloads, etc.

CRO Checklist

1

Picking an A/B testing tool for your website

A/B testing is a simple and inexpensive way to improve the performance of a website or app. A/B testing (also known as split testing) compares two versions of a web page or app to see which one performs better. This is done by randomly assigning visitors to one of the page's two versions, tracking how they interact with it and seeing whether users convert.

To start A/B testing, you need to use an A/B testing tool. This will help you create testing and measure results using the tool's inbuilt capabilities.

It is simple to add the tool to your website, it just requires a code snippet to be coded to the website. A number of A/B testing tools are available on the market, such as Webtrends Optimize, VWO and Optimizely.

2

Set up metrics in the A/B testing tool

Once your A/B testing tool has been onboarded to your website, it is best practice to ensure the tool is collects data correctly. When you start A/B testing, this will ensure you are confident in the results.

Add your KPI metrics to the tool (this may be thank-you page visits) and run a simple A/A test. An A/A test is splitting your traffic as a test in the tool but with no changes to either variation so that you can ensure metrics are tracking.

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Conduct a thorough discovery of your website

To start formulating testing concepts for your charity, you need to make sure you are testing the right areas of your website.
Several techniques can be used to understand users' behaviour and identify experimentation areas.

Some suggested areas:

- Google Analytics and journey behaviour
- User research methods
- A heuristic review
- Session recording tools

If you do not have all the tools available, use the data points and discovery information that you can, as any data is better than no data to help optimise your charity users' experience.

4

Formulate a testing hypothesis

Before starting an A/B test, you need to formulate a hypothesis. We recommend that you use the **IF**, **THEN**, **BECAUSE** structure to help you make sure the hypothesis you want to interrogate is correct.

Here is an example hypothesis:

IF we add emotive content to the donation form section of the page
THEN the conversion rate to the thank-you page will increase
BECAUSE users will understand the difference their donations will make to the charity

CRO Checklist

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Build a backlog and prioritise your experiments

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Add your testing ideas to a backlog from your discovery and hypothesis creation.

There are several CRO prioritisation models to use to help you with your idea backlog based on impact and effort.

6

Build your first A/B Test

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Simple A/B tests can be created without requiring a developer to use the editor in your tool of choice.

For more complex test concepts, you may need a developer on hand to write the code in the A/B testing tool and to help with the tests quality assurance (QA) to ensure there are no bugs or issues across devices.

Before launching an A/B test, check the following:

- Have you tested across devices?
- Have you added the correct metrics/goals for the test?
- Is the audience you want to view the test, correct?
- Is the traffic distribution correct?
- Has QA been carried out?