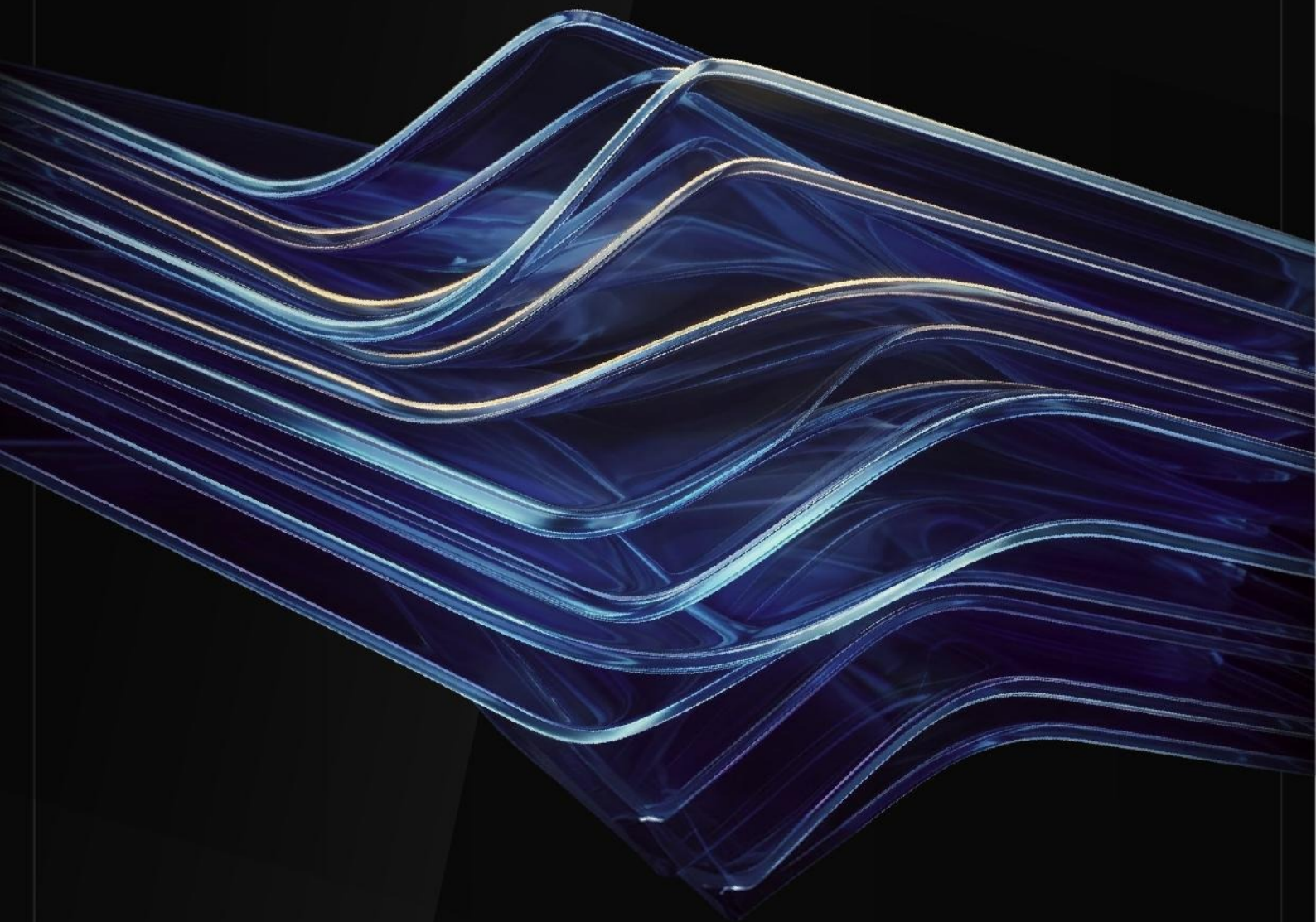


The CRO checklist for more enquiries from the same traffic

Checklist · October 2026 · Marrallisa Kreijkes



HOW TO USE THIS CHECKLIST

Measure first, then fix, then test.

The order matters. If your measurement is wrong, every decision after it rests on guesswork, so section 01 comes first. Then follow the visitor: the first screen, the reasons to trust you, the effort the next step takes and the route to the final click.

Tick what is in place. Clear faults you simply fix: a broken button needs no test. Keep A/B tests for real doubt between two good options, and only when you have the traffic for them (section 08).

By **Marrallisa Kreijkes**, Founder of Viralistic and official n8n Ambassador

01 MEASUREMENT FIRST

Do you know what counts, and where people drop out?

- ☐ **Every action with value is a key event in GA4: enquiry, call click, booking, purchase**
Google renamed conversions in GA4 to key events in 2024.
- ☐ **Each key event is tested end to end and fires once per action**
Send a test enquiry and check it in DebugView or the Realtime report.
- ☐ **You use one definition of a visitor, sessions or users, and stick to it**
- ☐ **You know your conversion rate per page, per traffic source and per device**
Conversions divided by visitors, times 100. Compare with your own past figures, not another industry.
- ☐ **Micro conversions are tracked, such as clicks to the contact page or views of a case**
They happen more often than enquiries, so you learn faster.
- ☐ **Heatmaps and session recordings run on your key pages, in line with your cookie banner**
Microsoft Clarity is free and has no traffic limit. Mention it in your privacy statement.

02 VALUE PROPOSITION ABOVE THE FOLD

Does a visitor understand you within a few seconds?

- ☐ **The headline says what you do, for whom and why it matters, in your client's words**
Not 'We make the difference'. The line below it answers the next question.
- ☐ **On a phone, the first screen shows the promise and the main action without scrolling**
- ☐ **The main image shows the real work, product or people, not a generic stock photo**

- ☐ The landing page repeats the promise of the ad or search result that brought people there

03 TRUST

Is there enough reason to believe you?

- ☐ Cases with real client names, logos and outcomes sit close to the decision points
- ☐ Reviews show their source, such as Google, and are recent
- ☐ The faces and names of the people behind the business are visible
- ☐ Full contact details are easy to find: address, phone, email, company registration
- ☐ Terms, guarantees and privacy are explained where people hesitate, such as next to the form
- ☐ No countdown timers, fake scarcity or pop-ups that beg for an email address
For brands that sell on quality, they cost credibility.

04 SPEED AND MOBILE

Does the page load fast and work with one thumb? In a Deloitte study for Google, 0.1 seconds faster on mobile sent 21.6 percent more visitors of lead generation sites on to the form.

- ☐ Core Web Vitals are good for at least 75 percent of visits
LCP within 2.5 seconds, INP within 200 milliseconds, CLS 0.1 or lower (PageSpeed Insights).
- ☐ Your key pages work on a 375 px screen without zooming or sideways scrolling
- ☐ Buttons and links are easy to tap, with enough space between them
Apple advises at least 44 by 44 points, Google's Material Design 48 by 48 dp.
- ☐ Phone number and email open the right app with one tap
- ☐ Cookie banner, chat widget and pop-ups do not cover the main action on a phone

05 CALLS TO ACTION

Is there one clear next step?

- ☐ Each page has one main action that stands out from everything else
Secondary actions, such as a download, look secondary.
- ☐ The button says what happens: 'Plan a call', not 'More information'

- ☐ The main action returns after each key section and at the end of the page
- ☐ Next to the button, a short line says what happens after the click and who replies when

06 FORMS AND FRICTION

Does the next step take as little effort as possible?

- ☐ **The form asks only what you need for a first reply**
Every field has to earn its place. Ask the rest in the follow-up.
- ☐ **Labels sit above the fields and stay visible while people type**
A placeholder that disappears is not a label.
- ☐ **Fields bring up the right keyboard and support autofill**
Use the input types email and tel, and autocomplete attributes.
- ☐ Error messages appear next to the field, in plain words, and keep what was typed
- ☐ **Spam protection works without puzzles for the visitor**
For example a honeypot field or an invisible check instead of a CAPTCHA.

07 CHECKOUT OR ENQUIRY FLOW

Does the whole route work, from the first click to the thank you page?

- ☐ You walked the full route yourself this month, on a phone and on a laptop
- ☐ **A funnel report shows how many people you lose at each step**
In GA4: Explore, Funnel exploration.
- ☐ **Shops offer guest checkout and show all costs before the last step**
Extra costs and forced account creation are among the top reasons for abandoned checkouts (Baymard Institute).
- ☐ **The payment methods your market expects are on offer**
In the Netherlands iDEAL, in Germany PayPal and payment by invoice.
- ☐ After sending, a confirmation page and an email say what happens next and when
- ☐ **Every enquiry reaches the right inbox and gets a reply within one working day**
Test it with a real enquiry. A fast reply is part of your conversion.

08 TESTING RULES

Will your A/B test give an answer you can trust?

- ☐ Each test starts with a written hypothesis: observation, change, expected effect
 - ☐ You calculated the sample size before you started
Rule of thumb (Evan Miller): per variant $16 \times p \times (1 - p)$, divided by the difference squared. From 2.0 to 2.4 percent: about 19,600.
 - ☐ You do not stop a test early because one variant seems to win
In Miller's worst case, checking after every visitor, 26.1 percent of tests named a winner where none existed.
 - ☐ Tests run for whole weeks and judge one primary goal
 - ☐ The traffic split matches the plan, for example 50/50
A clear mismatch points to a technical fault. Do not trust that result.
 - ☐ With too little traffic, you use user tests, bigger changes and micro conversions instead
Five test users find about 85 percent of usability problems (Jakob Nielsen).
 - ☐ Every result is logged with its hypothesis and lesson, including the losers
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Any questions? Get in touch.



Scan to connect with Marrallisa on LinkedIn

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