

CHECKLIST

CRO Audit Checklist: The 7-Layer Framework to Find Your Conversion Leaks (2026)

Key insights and actionable frameworks



Items 1 - 4

01

What Does a CRO Audit Include?

A CRO audit is a systematic, data-driven assessment of how users interact with your website and where conversions are be

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Layer 1: Analytics and Data Setup Audit

Before analyzing conversions, you must ensure your analytics data is reliable.

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Layer 2: Heatmap and Session Recording Analysis

Analytics dashboards show what users are doing , but they rarely explain why users behave that way.

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Layer 3: Conversion Funnel Mapping

A CRO audit must map the entire user journey from entry to conversion.



Items 5 - 8

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Layer 4: Form and Checkout Optimization Audit

Forms and checkout pages represent the final stage of the conversion journey.

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India-Specific Considerations

Indian users often expect phone number validation with the +91 prefix.

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Layer 5: Mobile Experience Audit

Mobile devices generate the majority of traffic for most websites in India.

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Layer 6: Copy and Messaging Analysis

Design and usability improvements alone cannot fix weak messaging.



Items 9 - 12

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Layer 7: Technical Performance Assessment

Website speed and technical performance directly affect conversion rates.

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What Happens After a CRO Audit?

Once the audit is complete, the findings are converted into actionable outputs.

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Conclusion

A CRO audit provides a clear understanding of where your website loses potential customers and why those losses occur.

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Frequently Asked Questions

What does a CRO audit include? A CRO audit includes analysis of analytics data, user behavior, funnel drop-offs, form pe

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