

# Conversion Rate Optimization Process

What exactly do you understand when people talk about Conversion Rate Optimization Process?  
Check this infographic to find out immediately.



## Define Business Goals

- ☐ Define micro and macro conversions Of your business.
- ☐ Determine your business objectives.

## Gather Users Data

- ☐ Track user metrics & segment users to understand behaviour.
- ☐ Know your customers through surveys, interviews, etc.

## Insight Phase

- ☐ Segment data based on its relevance to the goals.
- ☐ Analyze all the data to identify problems.
- ☐ Make decisions based on its ability to increase revenue.

## List Hypothesis

- ☐ Define what changes need to be tested considering
- ☐ Objectives and goals

☐ Who are we testing?

☐ Where are we testing?

## Design Hypothesis

☐ Develop wireframe

☐ Determine technical doability

## Test Hypothesis

☐ Implement test hypothesis

☐ Run proper A/B test

## Review Hypothesis

☐ Was statistical significance reached?

☐ Scale results if hypothesis Was correct

☐ Learn if hypothesis wasn't correct

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