

# 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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