

Connecting Conversion Goal Worksheet


Like to know:

- How to align your business and website goals?
- How to connect disconnections on your site?
- How to identify your conversion?

Become CROs (Conversion Rate Optimizers), integrate website and business goals through this Conversion Goal Worksheet.

		Yes	No
Business Goals			
a.	Have you defined your Primary and Secondary Business Goals? Please mention	<input type="checkbox"/>	<input type="checkbox"/>
Website Features Does your website have the following features?			
a.	Corporate history	<input type="checkbox"/>	<input type="checkbox"/>
b.	Executive biographies	<input type="checkbox"/>	<input type="checkbox"/>
c.	Product and service information	<input type="checkbox"/>	<input type="checkbox"/>
d.	Support for existing customers	<input type="checkbox"/>	<input type="checkbox"/>
e.	News and current events	<input type="checkbox"/>	<input type="checkbox"/>
f.	Links to resources, articles, white papers	<input type="checkbox"/>	<input type="checkbox"/>
g.	Online request for information (RFI) forms	<input type="checkbox"/>	<input type="checkbox"/>
h.	Login for classified information	<input type="checkbox"/>	<input type="checkbox"/>
i.	Instructions for making contact offline or via email	<input type="checkbox"/>	<input type="checkbox"/>
j.	Directions, location, address for brick-and-mortar location	<input type="checkbox"/>	<input type="checkbox"/>
k.	Ways for community to connect with each other on the site (forums, social media etc.)	<input type="checkbox"/>	<input type="checkbox"/>
l.	Information specific to geographically local visitors	<input type="checkbox"/>	<input type="checkbox"/>

		Yes	No
m.	Availability to download software or documents	<input type="checkbox"/>	<input type="checkbox"/>
n.	Availability of media (pictures, audio, video) to view and download	<input type="checkbox"/>	<input type="checkbox"/>
o.	Site map	<input type="checkbox"/>	<input type="checkbox"/>
p.	Archived content	<input type="checkbox"/>	<input type="checkbox"/>
q.	Site search feature	<input type="checkbox"/>	<input type="checkbox"/>
r.	Live help or contact feature	<input type="checkbox"/>	<input type="checkbox"/>
Connecting Goals			
a.	Have you defined your connecting goals? Please mention	<input type="checkbox"/>	<input type="checkbox"/>
b.	Is there any disconnection between your business and connecting goals?	<input type="checkbox"/>	<input type="checkbox"/>
Conversion Factors			
a.	Have you established your target audience for each connecting goal?	<input type="checkbox"/>	<input type="checkbox"/>
b.	Have you identified the conversion pages (if applicable)?	<input type="checkbox"/>	<input type="checkbox"/>
k.	Have you identified the possible entry pages?	<input type="checkbox"/>	<input type="checkbox"/>

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