20-POINT BLOG CONVERSION RATE OPTIMIZATION CHECKLIST

1   **My homepage marketing message is clear and concise.** *Ensure your blog's homepage clearly describes your value proposition. Make it simple for your visitors to understand what your blog/products/services/offerings are all about. Start with **why** you're offering what you offer, **what** you're offering, and **who** you're offering it to, and **why** should anyone care.*

2   **My homepage navigational menu is clean, simple, and minimal.** *I would recommend having no more than five links in your main nav menu.*

3   **I am not serving too many ads on my blog.** *Ads can generate a lot of HTTP requests that take time to load. If you're serving too many of them, naturally this will negatively impact your blog's performance. Use ads smartly if you have to use them at all.*

4   **I occasionally check my document root folder for core dumps.** *If you frequently check your blog's root folder in your hosting account, you may have noticed these files starting with core.xxxxxx. These are essentially core dumps that can consume large amounts of storage...*

5   **My homepage copywriting is helpful and informative.** *This goes without saying. Try and avoid talking too much about yourself and your blog's amazing features. Don't self-promote too much. Instead, talk about the value your blog aims to provide.*

6   **My headline reveals exactly what my visitors will learn from my sales landing page.** *Keep it accurate and relevant. Include a mix of emotional and powerful words in your headline. You can use this free tool to analyze your headline.*

7   **My sales page copy has no spelling or grammatical errors.** *Spelling and grammatical errors can damage your trust and credibility. When that happens, your conversion rates can go down the pan. Check and recheck everything.*

8   **My sales page has testimonials.** *Trust promotes conversions. That's why using testimonials can be very powerful. Make sure your testimonials are valid and reliable. DO NOT just make them up. If you can get permission to use a picture alongside a testimonial, even better...*

9   **Are you including a video?** *A short welcome video on your email landing page can make all the difference. People engage for much longer on landing pages that include a video. Using video is one of the most powerful ways to create an intimate and lasting impression, be sure to consider it carefully.*

10   **Have you included only the necessary form fields?** *You really don't need hundreds of form fields in your email opt-in landing page. Name and Email fields are all that is required. Fewer form fields can boost your conversions...*

11 **Make sure your pop-up messaging is clear and concise.** *Do not use misleading messages to lure subscribers. Make your messaging clear, and explain exactly what you promise to deliver. Consider adding some personalization as well to make your forms more user-friendly.*

12 **Exit-intent.** *Make use of the Exit-intent feature in your pop-up form plugin/software to capture visitors that are abandoning your blog. This is a feature that most good pop-up form plugins have built-in.*

13 **My contact page is easy to find -** *Ensure your contact page is clearly linked from your main navigation menu. If you have another primary conversion goal in your main menu, then consider putting the contact form link in the secondary or footer menu, if you have one.*

14 **Remove one form field -** *Eliminate one or two form fields to boost your conversions on your contact forms, inquiry forms, or other forms...*

15 **My blog does not have any 404-Error Page Not Found errors.** *404 Error pages provide ZERO value to your users and will crush any chances of a conversion opportunity. Check to see if your blog has any 404 Error Page Not Found and fix them immediately.*

16 **Optimize buttons for mobile.** *Social sharing also happens on mobile, and with mobile traffic up by 222% in the last 7 years, you can't afford to miss out on the opportunity to get more social shares from your blog's mobile users.*

17 **Create a content upgrade.** *A content upgrade is a highly-relevant form of lead magnet, which is often an extension of a blog post. For example, you could write - 10 tips on improving your morning routine, and the content-upgrade could be - 5 additional tips including a bonus video. The content upgrade is only accessible to someone who signs up using their email address.*

18 **Publish case-studies.** *Writing and publishing a case-study article is one of the best ways to promote your products or services through blogging. You can use a case study to demonstrate your skill set and showcase the results of your efforts.*

19 **Affiliate links validation -** *You should frequently check to make sure your affiliate links are valid and not broken. Broken affiliate links will damage your CT conversions and create a bad user experience. Not to mention you could be losing out on affiliate sales commissions.*

20 **Use relevant links -** *Ensure you are linking to products and services that are 100% relevant. Here's an example: If your blog is about fly fishing, you link to affiliate products, services, books, etc. all to do with fly fishing. Placing affiliate links to web hosting websites on a fly fishing blog wouldn't be very effective at all.*