

# Website Optimization Best Practice Checklist

Best Practice Question	Yes?
<b>Section I: Testing Effectiveness and Efficiency</b>	
1: Regularly test more than two web pages/elements per month?	
2: Use a paid solution for your website testing tool?	
3: Have two or more staff members dedicated to testing?	
4: Have an executive sponsor to help obtain testing budget and buy-in at senior level?	
5: Usually take less than 2 weeks to get your tests created and implemented?	
6: Running weekly and quarterly meetings to review testing & optimization efforts?	
<b>Section II: Optimization Tool Usage</b>	
7: Using your web analytics tool to gain insights and test ideas?	
8: Using visual analysis tools to gain further insights and test ideas?	
9: Using website survey tools to gain insight and test ideas from your visitors?	
10: Using web usability tools to gain test insights and ideas from your visitors?	
11: Using task rate completion tools to find visitor major use case completion rates?	
<b>Section III: Good Testing Strategy</b>	
12: Learn from your tests and do follow-up tests to increase conversion lift?	
13: Have a plan of tests and a strategy for at least the next 6 months?	
14: Using targeting for your tests to better engage and convert your visitors?	
15: Using real estate tests to measure and optimize impact of page element location?	
16: Using inclusion/exclusion tests to reduce clutter and focus your pages better?	
17: Using innovation tests to test against a radically new page version?	
<b>Section IV: High Impact Tests</b>	
18: Tested key conversion flow pages like your checkout or registration flow?	
19: Tested your key entry pages, particularly to reduce bounce rates?	
20: Tested your call-to-actions (style, wording, location)?	
21: Tested your major headlines and important text?	
22: Tested using multiple social proof elements like testimonials and reviews?	
23: Tested building trust and security on your website (seals, text etc.)?	
24: Tested your email campaigns (newsletters, confirmation emails etc.)?	
25: Set up and tested a mobile version of your website?	
<b>Your Current Score Out of 25:</b>	