

# Conversion Design Audit

[www.CommonPeople.co](http://www.CommonPeople.co)

<b>Name:</b>	<b>URL:</b>	<b>Date (M/D/Y):</b>
<b>Auditor:</b>	<b>First Audit</b>	<b>Repeat</b>

Client Description of the Business:

<p><b>1. Messaging</b></p> <ul style="list-style-type: none"><li>Clear Audience</li><li>Value-driven messaging</li><li>"What's in it for me?"</li><li>Memorable</li><li>User path is clear</li></ul>	<p><b>2. Design</b></p> <ul style="list-style-type: none"><li>Visual brand coherence</li><li>Not too bland</li><li>Not too distracting</li><li>Proper visual hierarchy</li><li>Just enough typefaces</li><li>Layout clear</li><li>Designs/images support message</li><li>CTA area clean &amp; legible</li><li>Good spacing</li><li>Looks great on<ul style="list-style-type: none"><li>Desktop</li><li>Tablet</li><li>Mobile</li></ul></li><li>Good colors/contrast</li></ul>	<p><b>3. Copy</b></p> <ul style="list-style-type: none"><li>Voice/tone appropriate</li><li>Active voice</li><li>Compelling headlines</li><li>Supportive subheadlines</li><li>You vs Our</li><li>Compelling USP</li><li>Graceful SEO</li><li>Snappy, succinct copy</li><li>"Good night's sleep"</li><li>Show, not tell</li><li>Bullets/subheads/lists</li><li>Social proof<ul style="list-style-type: none"><li>Reviews</li><li>Testimonials</li><li>Data</li></ul></li></ul>
<p><b>4. Tech</b></p> <ul style="list-style-type: none"><li>Fast load times</li><li>Proper page security</li><li>SSL</li><li>SEO/meta right</li><li>Pixels/analytics right</li><li>Compressed images</li><li>Minified code</li><li>Consistent across<ul style="list-style-type: none"><li>Chrome</li><li>Safari</li><li>Firefox</li><li>Other</li></ul></li></ul>	<p><b>5. UX</b></p> <ul style="list-style-type: none"><li>Normal scrolling</li><li>Next action clear</li><li>One page, one CTA<ul style="list-style-type: none"><li>Multiple of same CTA per page</li></ul></li><li>Simple nav</li><li>Good site structure</li><li>No offramps</li><li>Clean header and footer</li></ul>	<p><b>Other</b></p> <ul style="list-style-type: none"><li>Way for users to report issues</li><li>No redundant pages</li><li>No competing CTAs</li><li>Blog content in journey</li></ul>

**Additional Comments:**