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Store audit.

Your conversion optimisation worksheet

Define the question, purchase journey and test conditions. Connect each finding to evidence and a next investigation.

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Prepare the audit

Choose a specific purchase journey and audience. Record what you already know and which question the audit should answer.

Store, product and person responsible

Audit question and audience

Device, starting page, variant and test conditions

Existing data and clues from support or usability tests

Purchase journey reviewed and initial observations

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Develop one finding

Duplicate this page for further findings. Separate what you observed from your explanation and the effect that still needs checking.

Observation, location and evidence

Who is affected and what effect do you suspect?

Proposed change and suitable investigation

Priority, owner and next review date