

Your personal mobile-halving potential

⌚ approx. 22 min

Module: The Mobile Halving

Type: mini-audit

Task: Open your analytics tool and note the following for the last full month: (1) mobile traffic share, (2) mobile conversion rate, (3) desktop conversion rate, (4) average order value, (5) number of mobile visitors. Then calculate: how much additional revenue per month and per year would you generate if your mobile conversion rate rose to eighty percent of your desktop rate? Write up the result in one sentence, ready to share at your next strategy meeting.

Your audit result

Campaign	Ad copy / promise	Landing page	Click targets	Match score 1–5	ROI impact

Biggest mismatch & planned change

Next three actions

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1. How significant is the mobile-halving effect in your shop - and what is it costing you per year?

2. Which of the four cause areas - context, input, speed, or trust - would be the fastest lever for you?

3. How would you communicate the potential of better mobile conversion within your company?

How to use this worksheet: Print it out or fill it in digitally. Complete the fields during or right after the module - that turns theory into concrete action for your shop.