

Your CRO Stack Assessment

⌚ approx. 20 min

Module: CRO in the Online Marketing Landscape

Type: mini-audit

Task: For the last full month, write down: (1) all traffic channels with their estimated budget share, (2) the share of your budget going directly into conversion optimization, (3) the three biggest gaps between traffic costs and conversion performance. Then sum it up in one sentence: which channel would benefit most from a stronger CRO focus?

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. Which channel in your marketing stack has the biggest gap between traffic costs and conversion performance?

2. How would you make the case that CRO is a multiplier, not a cost center, in your next budget conversation?

3. Which next maturity level would have the biggest impact for you, and what's the first concrete goal for it?

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.