

PDP & Landing-Page CRO Checklist

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A practical, field-tested audit sheet for product pages, landing pages and mobile commerce funnels. Work top to bottom, tick what holds up, and turn every gap into a test.

How to use it — Audit one page at a time. An unchecked box isn't a failure, it's a hypothesis: write the fix as a test with a metric attached. Prioritise items near the top of each section — they touch the most users and the earliest decisions in the funnel.

01 Above the fold & first impression

The 5-second test — can a first-time visitor tell what this is and why it matters?

- ☐ What the product is, who it's for, and the core benefit are clear **without scrolling**
- ☐ Hero communicates a single, specific value proposition — not a slogan
- ☐ Primary CTA is visible in the first viewport on mobile and desktop
- ☐ Hero image shows the product in context or in use, not just a stock shot
- ☐ No carousel auto-rotating the main message out of view
- ☐ Page purpose matches the ad / referral source (message match)

02 Value proposition & offer clarity

Why this, why now, why you.

- ☐ Benefits lead, features support — each feature ties to an outcome
- ☐ Differentiation vs. the obvious alternative is stated, not implied
- ☐ Key objections (fit, sizing, compatibility, effort) are pre-answered
- ☐ Offer, bundle or variant logic is easy to understand at a glance
- ☐ Scannable structure: short paragraphs, subheads, bullets over walls of text

03 Imagery, media & gallery

Show the thing. Reduce the risk of buying unseen.

- ☐ Multiple angles, scale reference, and detail / texture shots
- ☐ At least one lifestyle / in-use image and one on clean background
- ☐ Zoom works and stays sharp; images sized for retina without bloat
- ☐ Video or 360° for high-consideration or complex products
- ☐ Alt text present and descriptive for every meaningful image
- ☐ Variant selection updates the gallery to the chosen option

04 Social proof & trust

Borrowed confidence beats self-description.

- ☐ Star rating and review count visible near the title and the CTA
- ☐ Reviews are specific, recent, and include photos where possible
- ☐ Trust signals present: guarantees, returns, secure checkout, badges
- ☐ Real proof: UGC, testimonials, press, or customer counts — not filler
- ☐ Negative / mixed reviews are visible (authenticity raises trust)

05 Primary CTA & conversion path

One clear next step, repeated, unmissable.

- ☐ CTA label is specific and action-led ("Add to cart" > "Submit")
- ☐ One primary action per screen; secondary actions visibly de-emphasised
- ☐ Button has strong contrast and obvious tap affordance
- ☐ CTA repeats after long content and stays reachable on mobile (sticky)
- ☐ Post-click state is instant and clear (added, loading, confirmed)
- ☐ No dead ends — every path leads forward, not to a bounce

06 Pricing, promotions & urgency

Honest clarity converts better than manufactured pressure.

- ☐ Price, shipping cost and delivery estimate shown before checkout
- ☐ Discounts show the anchor and the savings clearly
- ☐ Financing / subscription options surfaced if relevant
- ☐ Scarcity & urgency are truthful (real stock, real deadlines)
- ☐ Free-shipping threshold and progress made visible in cart

07 Mobile experience

Most commerce traffic is mobile — audit it first, not last.

- ☐ Tap targets $\geq 44\text{px}$; no accidental mis-taps between controls
- ☐ Text readable without zoom; no fixed-width overflow or side-scroll
- ☐ Sticky add-to-cart with price on scroll
- ☐ Forms use correct input types & keyboards; autofill supported
- ☐ Thumb-reachable primary actions; no reliance on hover

08 Speed & technical health

Every 100ms of delay taxes conversion.

- ☐ Largest Contentful Paint $< 2.5\text{s}$ on mobile (real-device / field data)
- ☐ Minimal layout shift (CLS) — media has reserved dimensions
- ☐ Images lazy-loaded and served in modern formats (WebP/AVIF)
- ☐ No render-blocking scripts on the critical path
- ☐ Works with flaky connections and if third-party scripts fail

09 Forms & friction (landing pages)

Ask for the least, at the latest possible moment.

- ☐ Only essential fields; every extra field justified by real need
- ☐ Inline validation with clear, human error messages
- ☐ Labels always visible (not placeholder-only)
- ☐ Single-column layout; logical tab order
- ☐ Value of submitting is restated next to the button

10 Accessibility & inclusivity

Accessible pages are clearer pages — and convert wider audiences.

- ☐ Text contrast meets WCAG AA (4.5:1 body, 3:1 large)
- ☐ Fully keyboard-navigable with a visible focus state
- ☐ Meaning never carried by colour alone
- ☐ Semantic headings, landmarks and labelled controls
- ☐ Motion respects reduced-motion preferences

11 Analytics, testing & iteration

If it isn't measured, it's an opinion.

- ☐ Key events tracked: view, add-to-cart, form start, submit, purchase
- ☐ Funnel drop-off points identified before redesigning
- ☐ One primary metric per test; sample size & duration set upfront
- ☐ Changes shipped as A/B tests, not blind swaps, where traffic allows
- ☐ Session recordings / heatmaps reviewed for real friction
- ☐ Wins documented and folded back into the design system

12 Post-conversion & retention

The conversion is the start of the relationship, not the end.

- ☐ Confirmation sets clear expectations (what, when, next steps)
- ☐ Thank-you / order page offers a relevant next action
- ☐ Lifecycle email or SMS triggers are wired for the moment
- ☐ Cross-sell / reorder paths are helpful, not pushy

