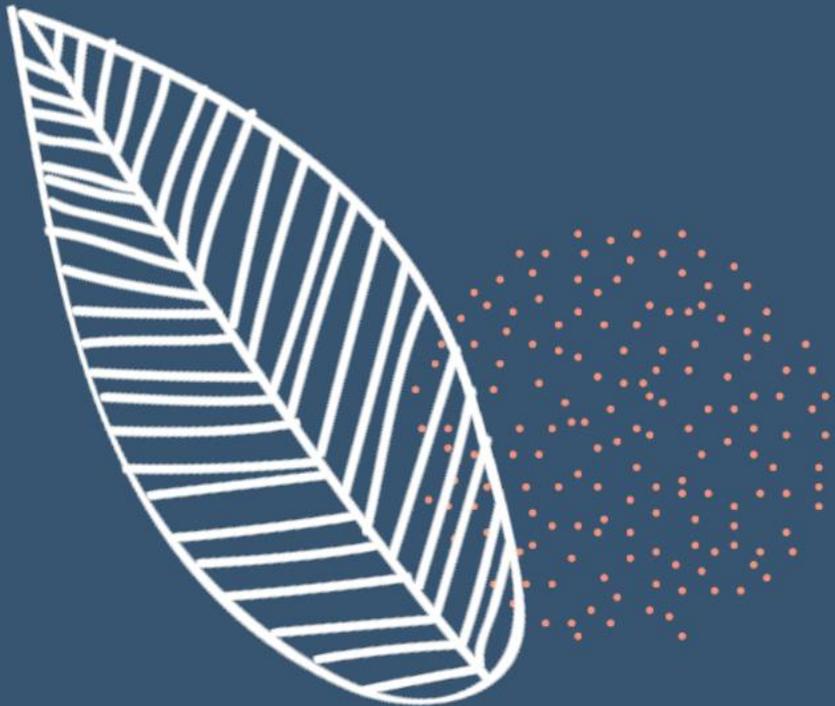


Website conversion checklist



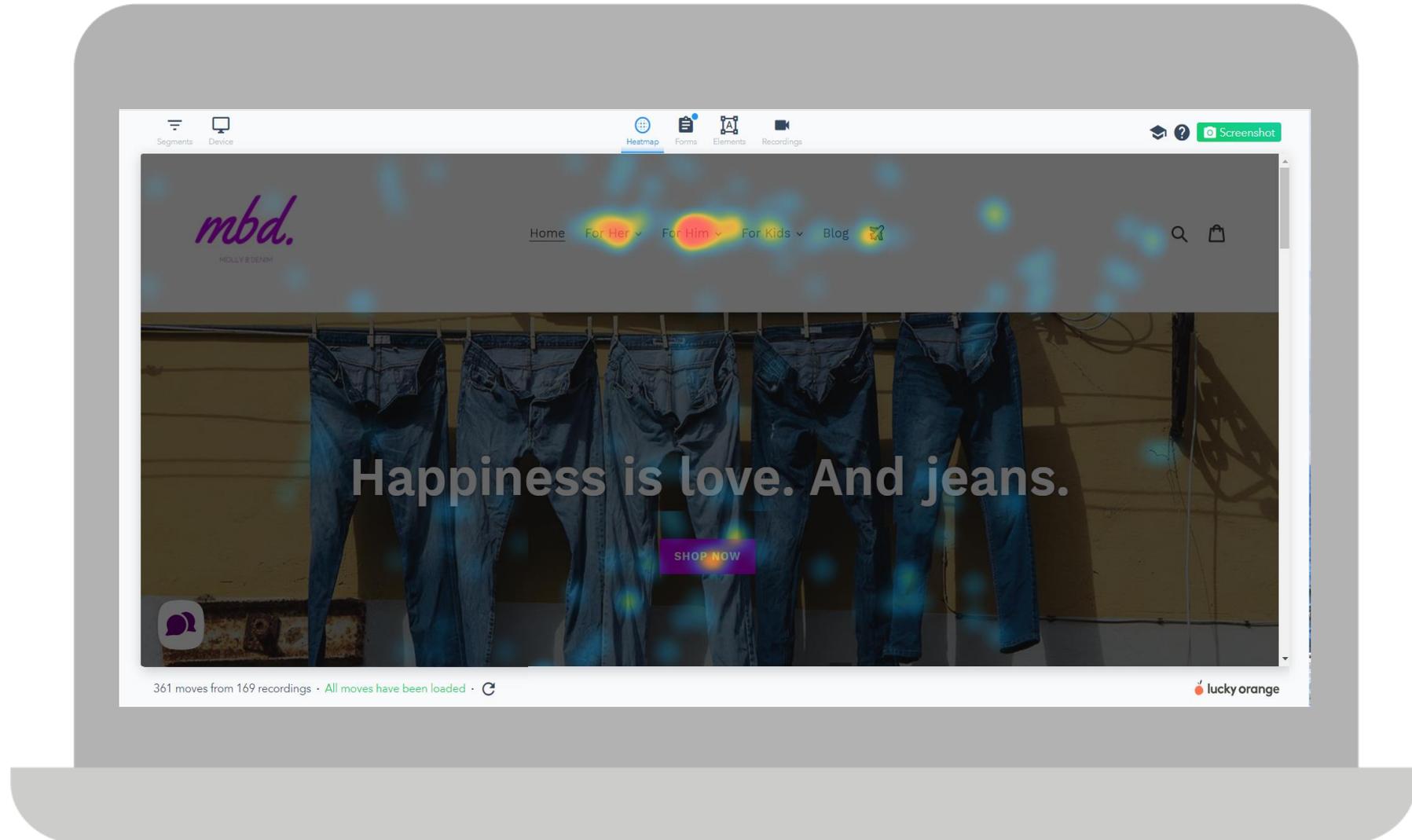
- ✓ Evaluate website navigation
- ✓ Uncover purchasing funnel drop off
- ✓ Review CTA placement
- ✓ Find the effective fold
- ✓ Study how your audience interacts with content
- ✓ Compare traffic sources
- ✓ Evaluate drop off by campaign
- ✓ Spot patterns with repeat visitors
- ✓ Improve weak points on your forms
- ✓ Help visitors before they leave your site
- ✓ Ask visitors for their feedback



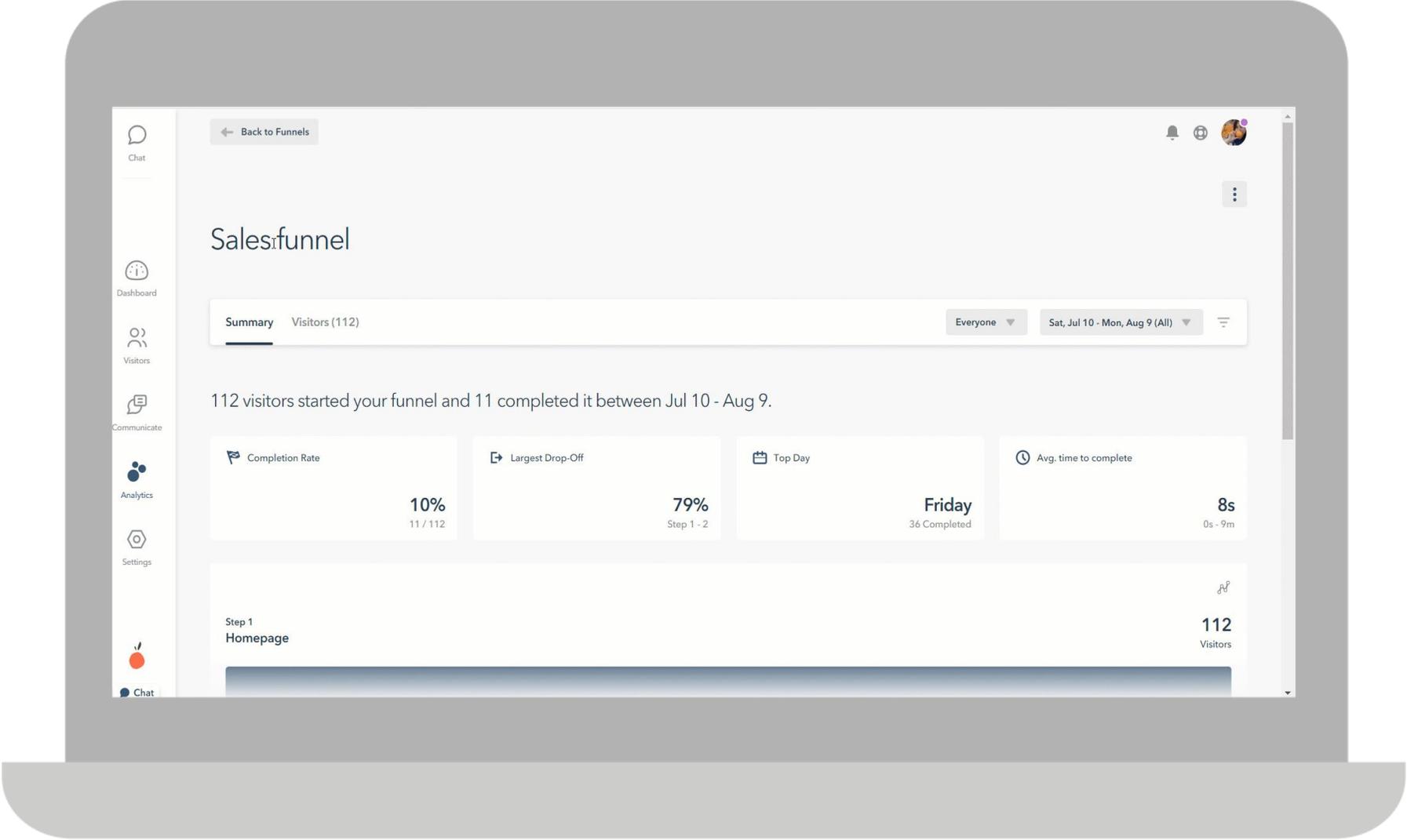
A photograph of a grocery store aisle. In the foreground, a dark grey sign with white text is attached to a shelf. The sign lists 'RICE', 'SPICES', 'CONDIMENTS', and 'SAUCE'. The background shows several shelves filled with various products, including bottles and boxes, which are slightly out of focus. The lighting is bright, typical of a supermarket.

RICE
SPICES
CONDIMENTS
SAUCE

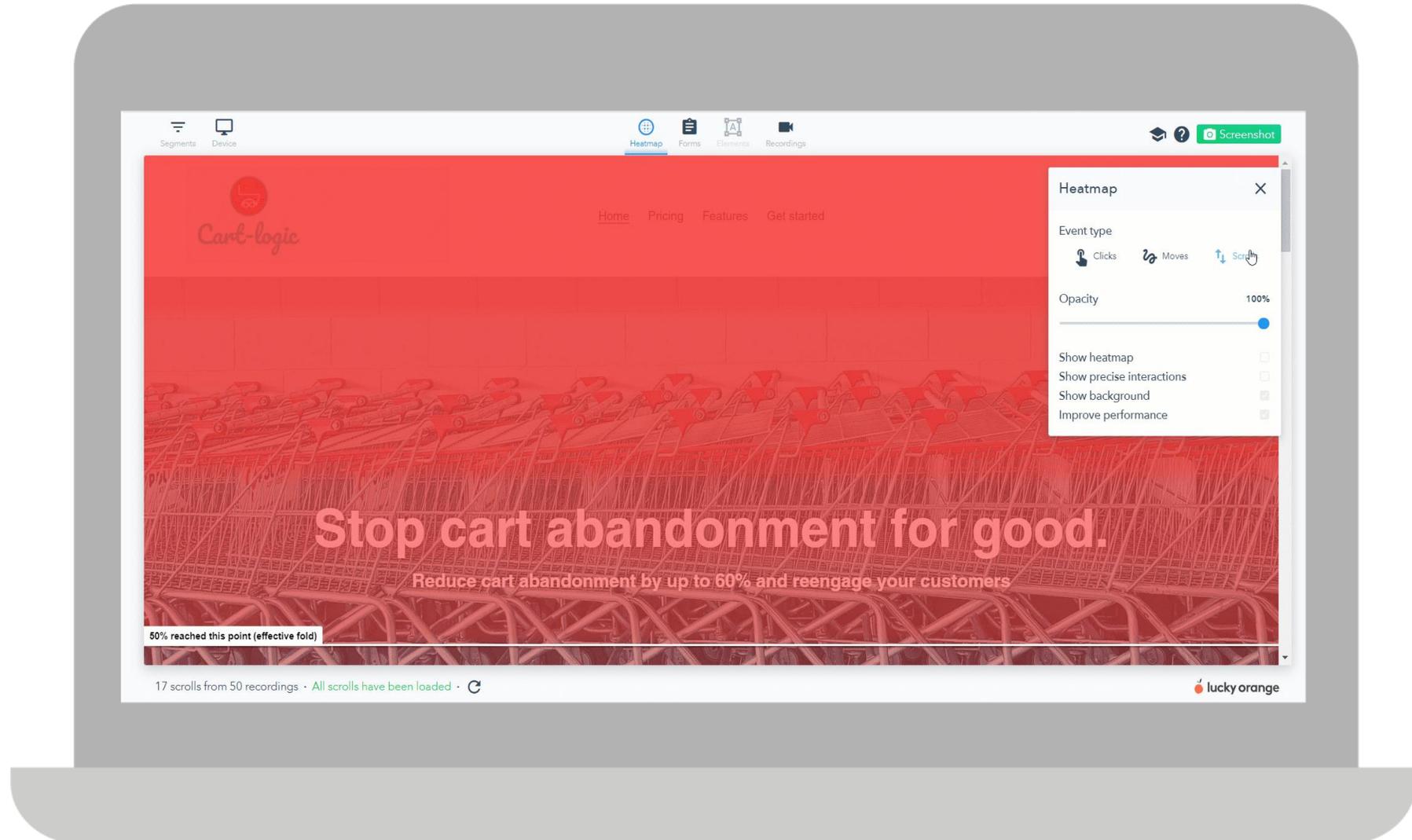
Use a website heatmap to evaluate navigation



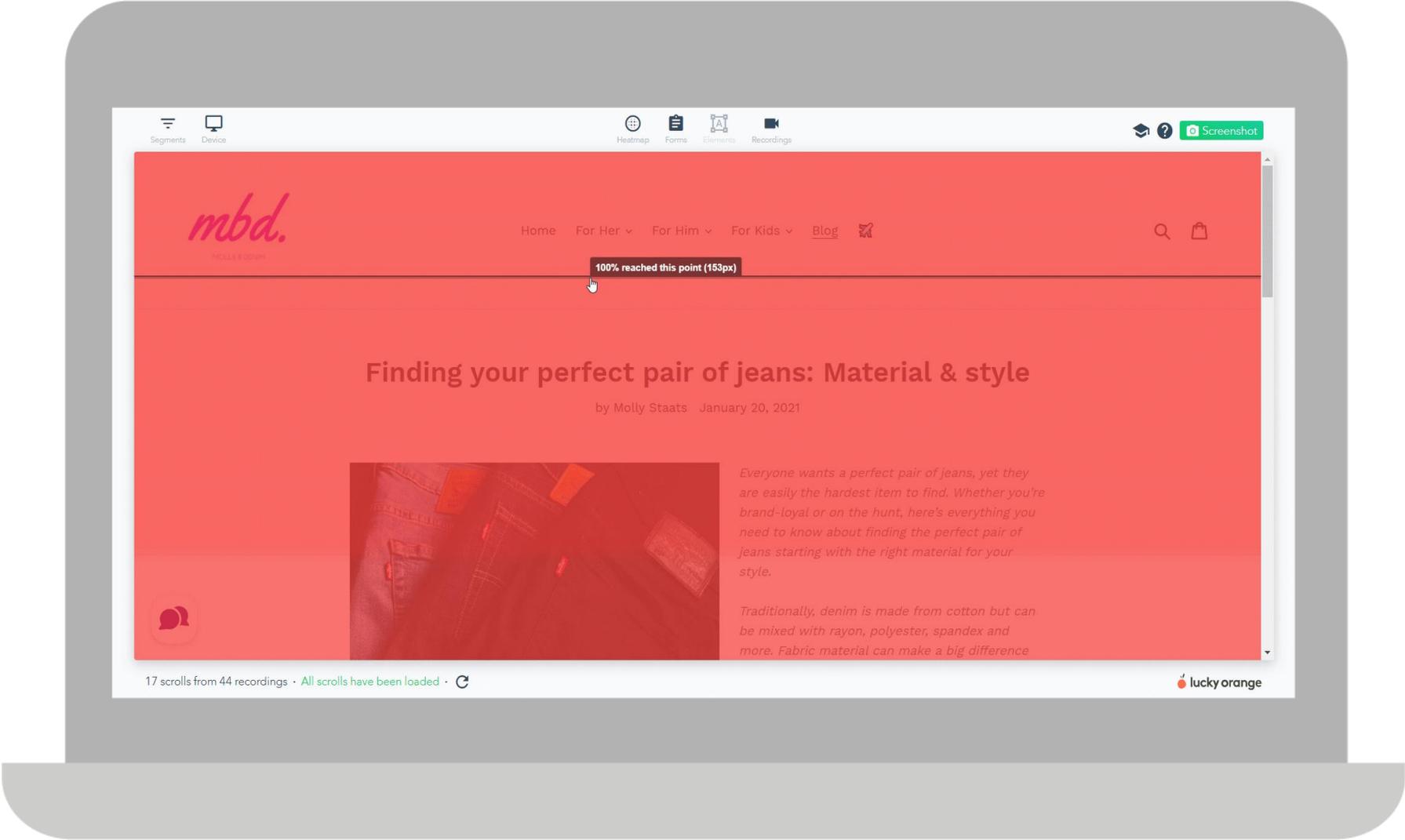
Watch recordings to understand funnel drop off



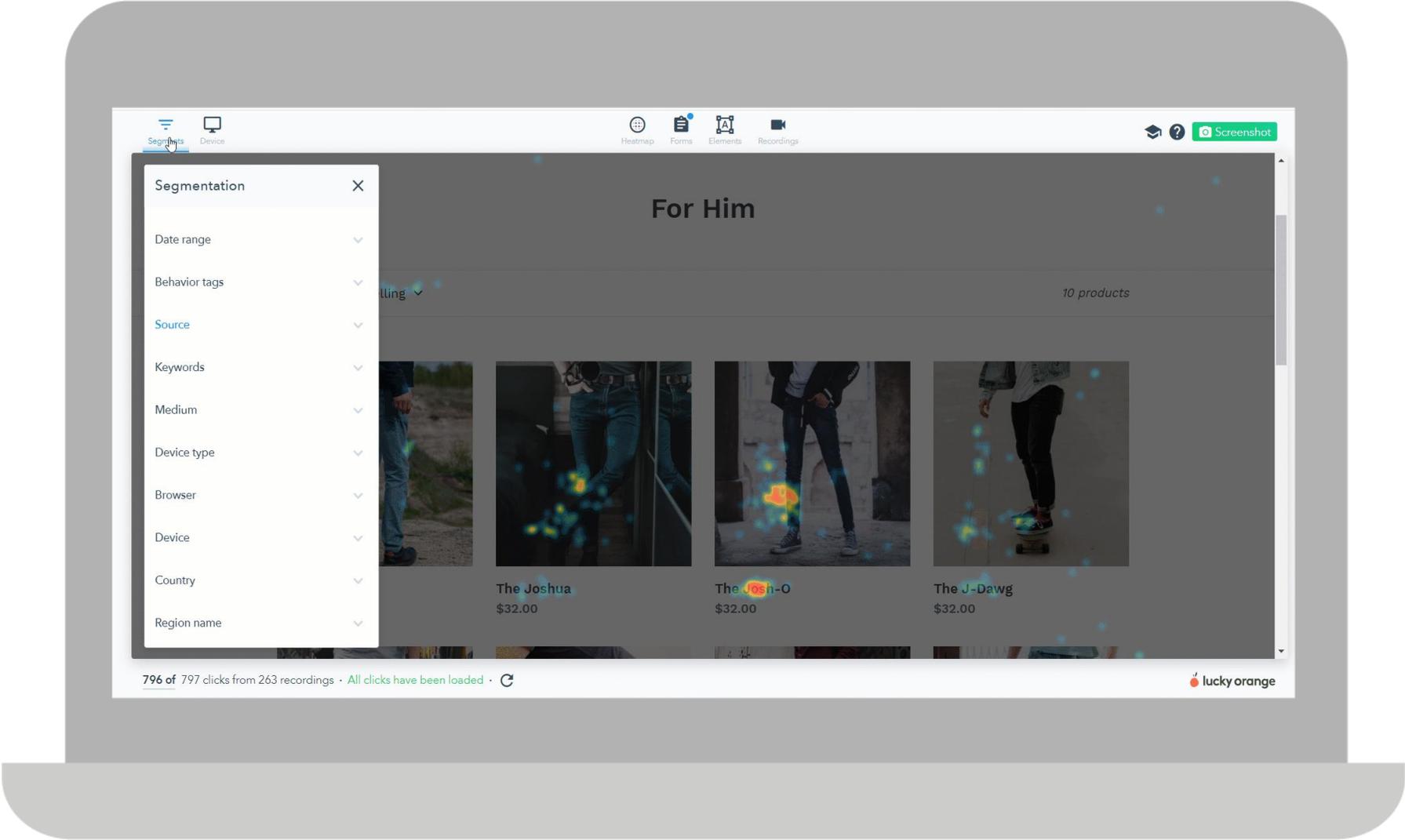
Review CTA placement



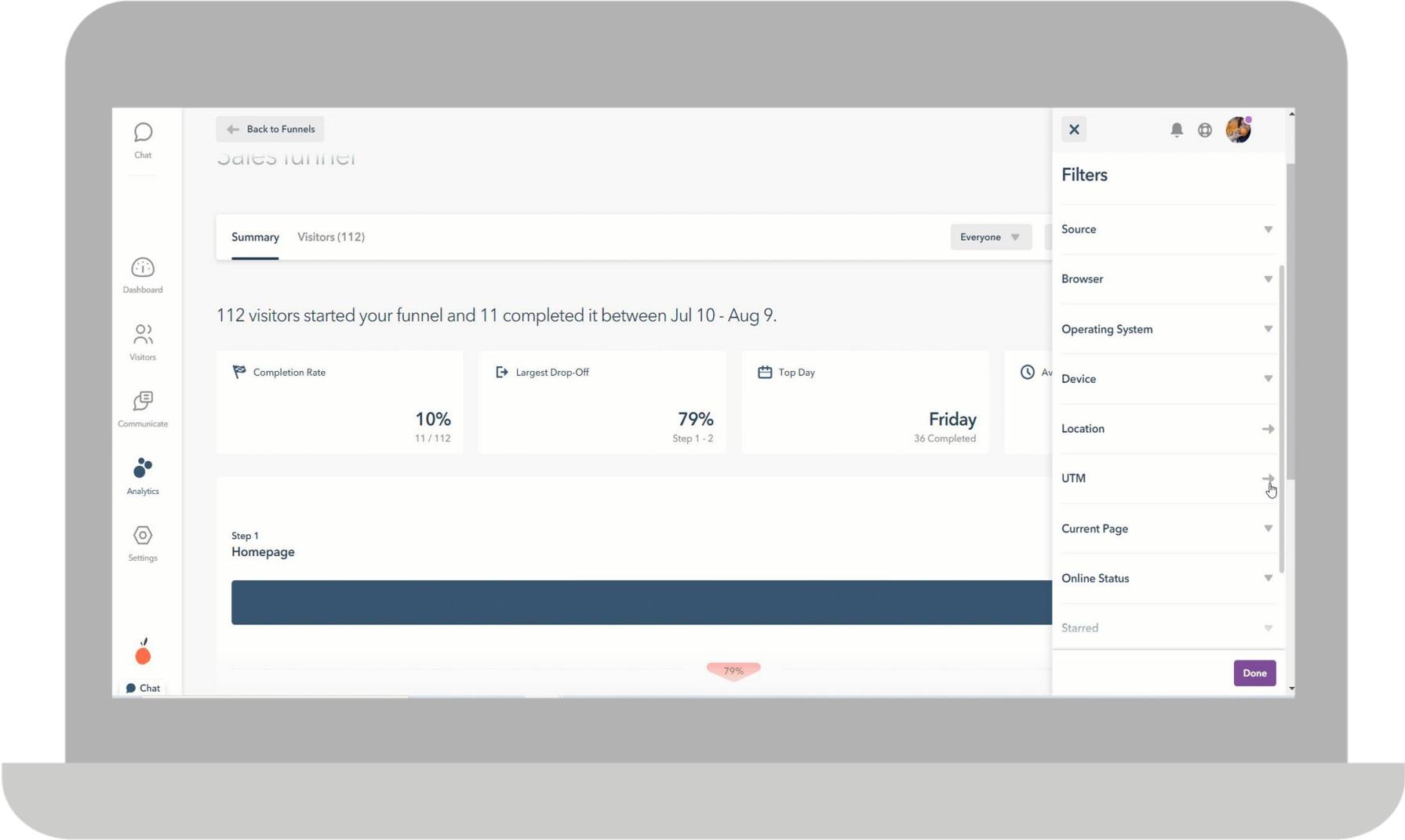
Study how your audience interacts with content



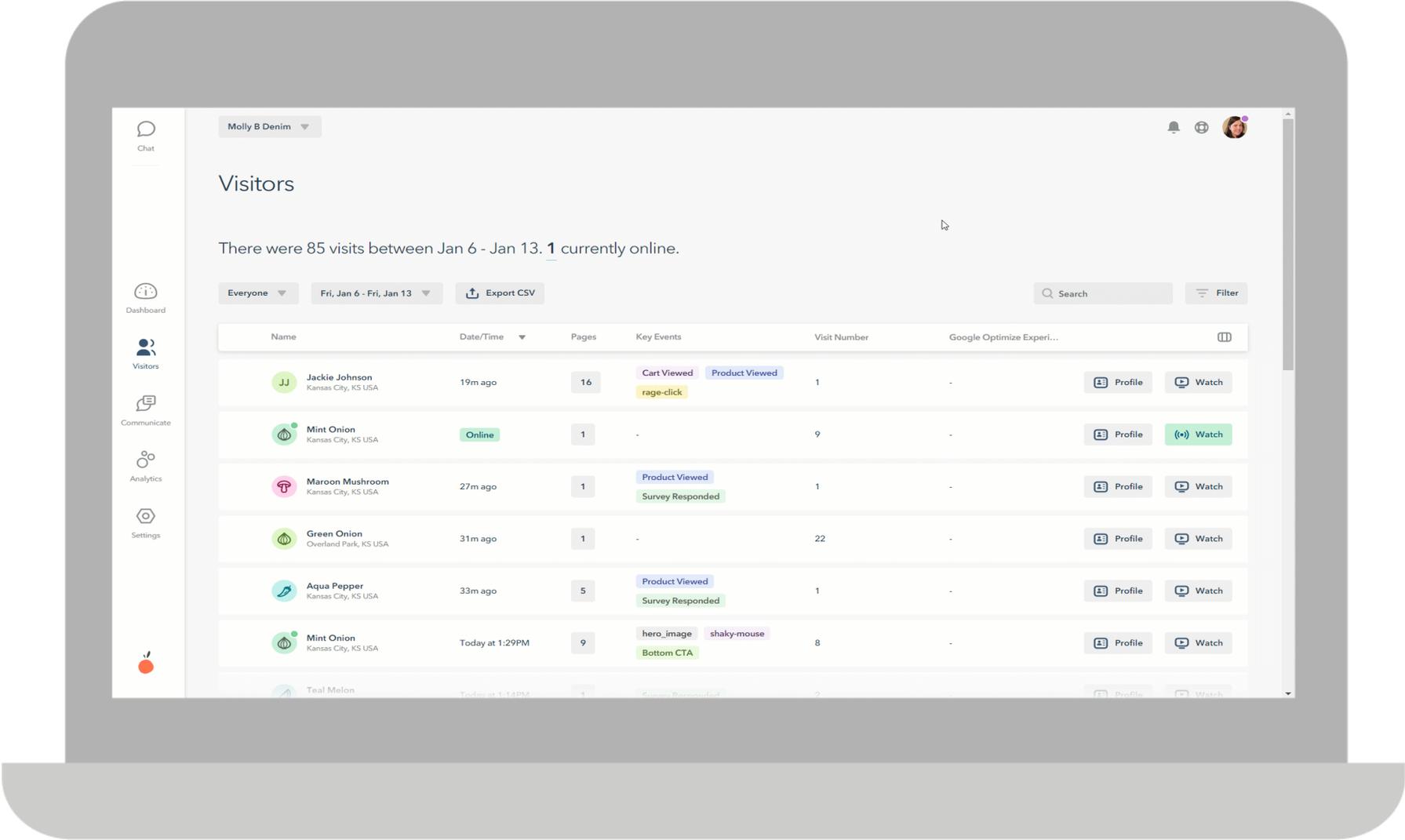
Compare traffic sources



Monitoring conversion drop off by campaign



Spot patterns with repeat visitors





Improve weak points on your forms

The screenshot displays the Lucky Orange Forms interface. The main area shows a form titled "Interested in Wholesale?" with a "Conversion" button. The form fields and their abandonment rates are:

Field	Abandonment Rate
Your name	11%
Email	0%
Your business name	22%
Your phone	56%
Your retail type	11%

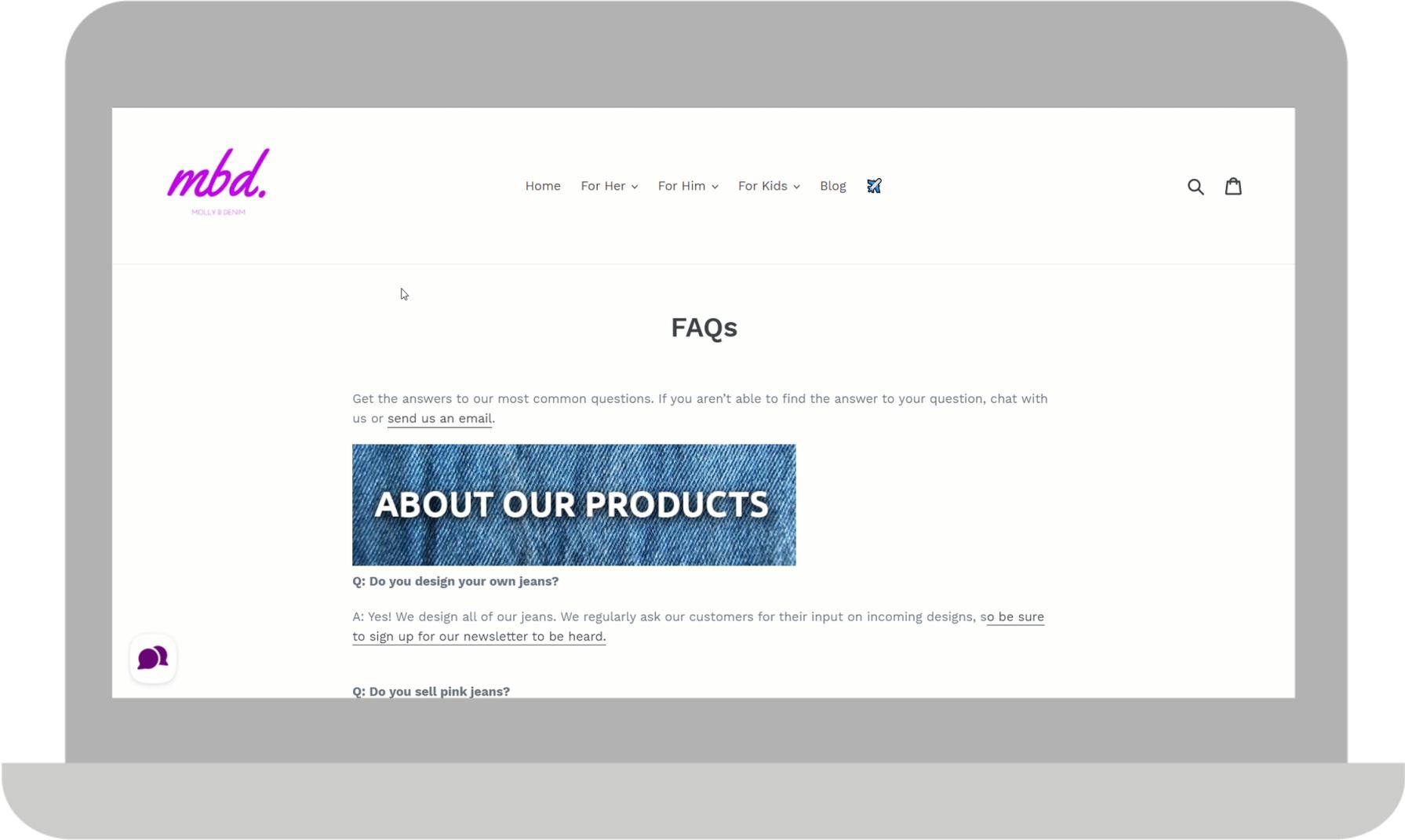
The right sidebar shows the "Wholesale Inquiry" report, with an "Abandonment report" section. It lists the abandonment rates for each field, with "phone" highlighted in red as the highest at 56%.

75 clicks from 12 recordings · All clicks have been loaded ·

lucky orange



Help visitors before they leave your site



Ask visitors for their feedback

