

ANACRO



STANDARD SAMPLE

AI CRO Audit

A focused review of conversion barriers, user journeys and competitive positioning.

Illustrative sample report

Prepared to demonstrate the structure and clarity of an Anacro CRO Audit. Findings shown are representative and not based on a live client website.

Executive snapshot

This sample shows how Anacro turns website signals into a clear improvement plan. The final report is tailored to the purchased website and business objective.

67	72	54	61
Clarity	Trust	Journey	Persuasion

Priority findings

HIGH

Value proposition needs sharper hierarchy

The first screen explains the service, but the primary benefit and next step compete for attention.

Recommended: Lead with one customer outcome and keep one dominant CTA.

HIGH

Form creates avoidable friction

Seven fields appear before visitors understand what will happen after submission.

Recommended: Reduce the initial form to three essential fields and explain the response time.

MEDIUM

Proof arrives too late

Credibility signals sit below detailed service content and may not support early decision-making.

Recommended: Move one quantified result and a short testimonial closer to the primary CTA.

Analytics and competitor view

We connect heuristic evidence with available analytics signals and competitor patterns. This prevents recommendations from relying on visual opinion alone.

High landing-page exits	Message-to-intent mismatch	Align headlines to acquisition source
Mobile form drop-off	Effort rises on smaller screens	Shorten and sequence the form
Competitors surface proof early	Visitors can validate claims sooner	Bring specific evidence above the fold

Recommended next steps

1. Clarify the primary value proposition and CTA hierarchy.
2. Reduce mobile form effort and explain what happens next.
3. Introduce specific proof earlier in the journey.
4. Measure CTA engagement, form starts, field errors and completion by channel.
5. Validate the revised experience through controlled experimentation.

What your purchased report includes

A complete review of the submitted website, prioritised findings, supporting evidence and recommended measurement.