

IM CHECKLIST AI • FREE STARTER CHECKLIST

The Conversion Boost Checklist

You do not always need more traffic. Often you need more of your existing traffic to say yes. This checklist covers the quick, proven tweaks that lift conversions on a page you already have. Work through it on your most important page and measure the difference.

Project: _____ Date: _____

Part 1 - Clarity First

- ☐ 1 **Make sure the headline names one clear benefit.**
Confused visitors do not buy. Clarity is the first conversion lever.
- ☐ 2 **Cut anything on the page that does not help the visitor decide.**
Every extra element is a chance to click away. Remove ruthlessly.
- ☐ 3 **Make the single call to action impossible to miss.**
If a stranger cannot find the button in two seconds, fix it.

Part 2 - Build Trust

- ☐ 4 **Add real proof near the call to action.**
Trust is highest right where the decision is made.
- ☐ 5 **Answer the most common objection right on the page.**
Every unanswered doubt is a silent no.
- ☐ 6 **Show exactly what happens after they click buy.**
Certainty reduces hesitation and refund requests both.

Part 3 - Reduce Friction

☐ 7 **Check the page loads fast on a phone.**

A slow page loses buyers before they ever read your headline.

☐ 8 **Shorten any form to only the fields you truly need.**

Every field you remove lifts completion.

☐ 9 **Test one change at a time and keep what wins.**

Change ten things at once and you learn nothing about what worked.

PRO TIPS

- Watch a real person use your page. You will spot problems no checklist can predict.
- Small lifts compound. A few points here and there add up to a very different month.
- Split Testing and Optimization is a full volume inside IM Checklist AI for going deeper.

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