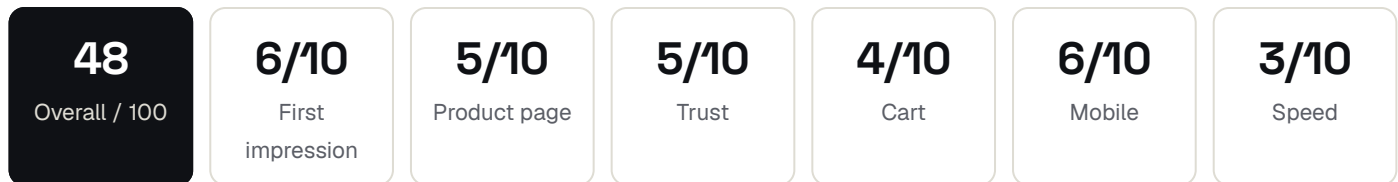


Store Conversion Audit SAMPLE

An organic-cotton apparel brand · a real audit of a live Shopify store. Its name, logo and identifying product names are hidden (blurred in screenshots, [bracketed] in the text).

[Brand] has a clear USA-made, organic story and clean photography. The first screen leads with the values message ('[hero headline]') and not with a product or price. The product page has no star reviews in the first 3 screens, only 'Shipping calculated at checkout' and no returns detail near Add to Cart, and no add-on offer next to the buy button. The cart has a free-shipping message but no suggested add-on. Mobile speed is weak, with an LCP of 9.5 s and a PageSpeed score of 57.



Do today (minutes of work):

- Under the buttons, add a short block with the real terms, e.g. 'Free shipping over \$200' and the return window, plus a '100% Satisfaction Guaranteed' line if that is the policy. Replace 'calculated at checkout' with an estimated delivery time.

Every fix, most impact first

#	Impact	Page	What's wrong	What to change	Effort
1	high	product	Shipping and returns information is thin around Add to Cart. The only line is 'Shipping calculated at checkout.' There is no returns line in the first 3 screens. Why: Answering the shipping and returns question at the buy button removes a common last-second hesitation.	Under the buttons, add a short block with the real terms, e.g. 'Free shipping over \$200' and the return window, plus a '100% Satisfaction Guaranteed' line if that is the policy. Replace 'calculated at checkout' with an estimated delivery time.	minutes
2	high	product	No star rating or customer review is visible near the title ('[two-piece pack]: [jogger + tee]') or anywhere in the first 3 mobile screens. Under the title there is only a '[sustainability badge]' badge, then the price, so a \$117.00 purchase has no social proof. Why: Shoppers buying a \$117 outfit from a lesser-known brand look for proof from other buyers before committing.	Install a reviews app and show a star rating with count directly under the product title, linking to a reviews block under the description. Add 2-3 photo reviews in the first screens below Add to Cart.	hours

3	high	product	On mobile, the product price and title sit under a tall image, so Add to Cart is below the first screen. The first screen shows the image, the title (partly overlapped by the floating 'Get 10% Off' button) and the price at the bottom edge, with no benefit line, rating or button. Why: Shoppers who see the price and button without long scrolling are more likely to add to cart.	Shrink the mobile image height, or put a benefit line under the title such as 'Grown, milled & sewn in the USA'. Consider a sticky Add to Cart bar that appears once the real button scrolls out of view.	hours
4	high	cart	The cart shows 'You are only \$83.00 away from Free Domestic Shipping!' as plain text only. There is no progress bar and no suggested add-on to close the gap, and nothing sits below the cart item except notes and the totals. Why: A visible goal plus an easy add-on raises order value, since the \$200 threshold is well above this \$117.00 pack.	Turn the message into a progress bar. Under it add an 'Add to reach free shipping' row with 2-3 items priced at \$83 or more, such as the [socks pack] (\$86.00 in the collection), and a one-tap add button.	hours
5	high	cart	The cart has no express checkout buttons above or beside 'Check Out' (no Shop Pay, Apple Pay or PayPal button) even though the bottom of the page shows those payment icons. On mobile the 'Check Out' button is below Subtotal, Tax, Shipping and Total, past the first screen. Why: One-tap payment shortens mobile checkout and cuts cart abandonment.	Enable dynamic checkout buttons on the cart (Shop Pay, Apple Pay, Google Pay, PayPal) under 'Check Out'. Reduce the space above the totals so the totals and button sit higher on mobile.	hours
6	high	sitewide	Mobile page speed is poor: PageSpeed score 57 and LCP 9.5 s (runs: 9.0 s, 9.5 s, 9.1 s), TBT 580 ms, and a 2,380 KiB page. The top issue named is 'Reduce unused JavaScript'. Why: A 9-second load on mobile loses visitors before they see the offer.	Audit and remove unused app and theme scripts, starting with those flagged as unused JavaScript. Serve smaller mobile image sizes and lazy-load images below the first screen.	days
7	medium	sitewide	A round 'Get 10% Off' floating button covers part of page content on every mobile screen checked. It overlaps the product title ('Pants + Unisex Style Tee'), cart subtotal labels and collection images. On arrival at the home page, a popup with the headline 'Unlock 10% Off', an email field and a 'Continue' button covers the hero immediately. Why: Text hidden behind the tab is harder to read, and an immediate popup interrupts the first impression.	Delay the popup until the visitor has scrolled or spent about 20 seconds on the site. Move the floating tab to a corner where it covers no text, or fold it into a small bar.	minutes
8	medium	home	The first mobile screen leads with brand values ('[hero headline]') and gives no product, price or benefit. The two buttons ('Shop women's' and 'Shop men's') sit on top of a busy photo. No best-seller or bundle offer is on the first screen, and the 'Pack price' savings are not shown in the first 3 screens. Why: A first-time visitor decides in seconds. Leading with what you sell and a reason to buy now gets more people to the collection.	Make the headline say what the brand sells, e.g. 'Organic cotton basics, grown & sewn in the USA'. Add a third button or line for the packs that shows the saving (e.g. \$97.00 against \$108.00).	hours

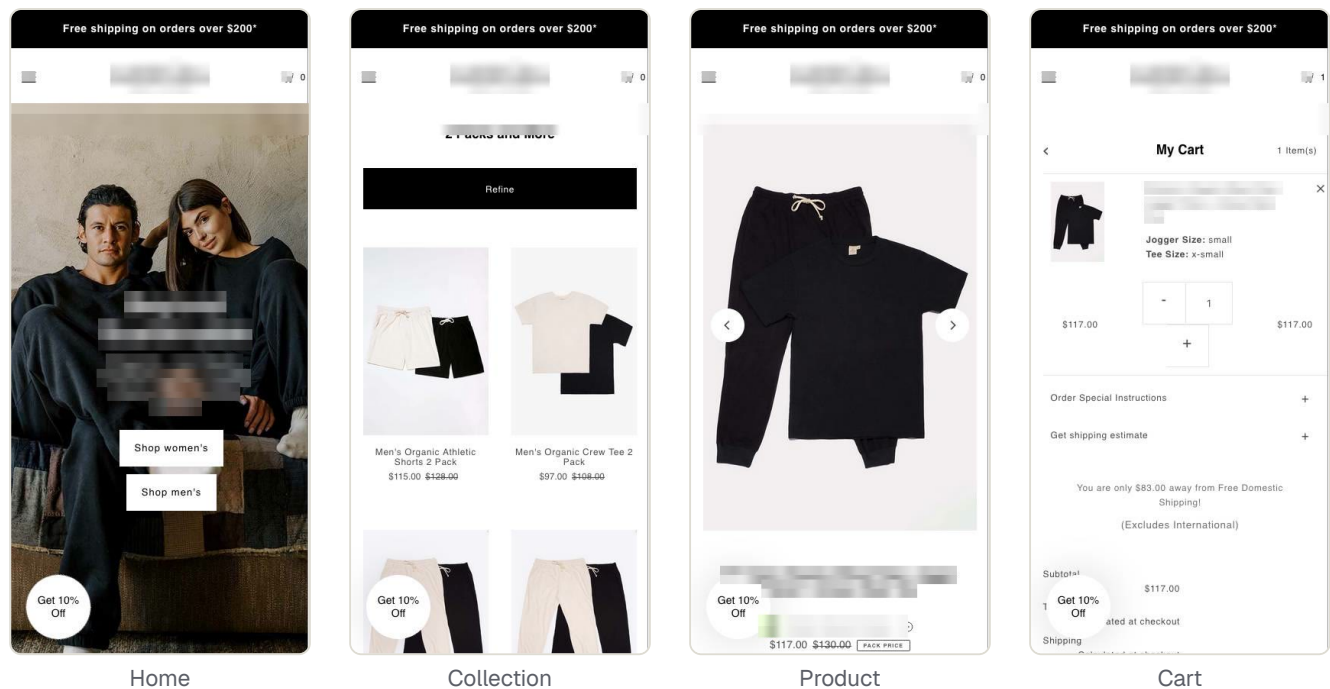
9	medium	collection	The mobile collection page offers only a full-width black 'Refine' button as filtering. In the first 3 screens, tiles show name and price but no badges (best seller, new), no review stars and no swatches or colour info. Packs with similar names ('[men's pack]') look almost the same in a long list. Why: Clearer tiles and filters help shoppers choose faster in a long list.	Show the saving on each tile (e.g. 'Save \$11') in place of strike-through alone. Add a 'Best Seller' badge to top items and star ratings once reviews exist. Keep 'Refine' visible as a sticky bar while scrolling.	hours
10	medium	product	The 'You may also like' block sits below the benefits and impact section, and there is no bundle or add-on directly under the buy button. The product is already a pack, but nothing next to Add to Cart helps reach the \$200 free-shipping level. Why: Upsells at the point of purchase raise order value toward free shipping.	Add a 'Complete the set' row right under Add to Cart showing one add-on item (e.g. a 6-pack of socks) with a checkbox, and put 'You may also like' higher on mobile.	hours
11	medium	product	Product copy is one dense paragraph followed by three bullets (Fabric, Origins, Color). The fit points ('Joggers are true to size', stretch waistband) are inside the paragraph, and the '[impact block]' block with '[impact widget]' numbers (e.g. '[impact stat]') takes more space than the fit details. Why: Scannable fit points help shoppers decide and cut sizing doubt.	Pull the fit points (true to size, stretch waistband that stays in place) out of the paragraph into short bullets above Fabric and Origins, and put fabric, origin and impact details in collapsible tabs.	hours
12	medium	home	On the home page, the '[story section]' story comes before the '[product row]' product row. In the first 3 screens there is no review, press mention or guarantee callout, even though the meta description says '100% Satisfaction Guaranteed'. Why: New visitors need reassurance before they will browse deeper.	Add a short trust strip under the hero: '100% Satisfaction Guaranteed' and 'Grown & sewn in the USA'. Add a customer review or press row after '[product row]'.	hours
13	low	sitewide	Housekeeping SEO gaps: the home page H1 is 'Instagram [Brand]' and not the brand message. The collection page has an empty meta description. Each page checked has 2-4 images without alt text. The collection URL carried a long tracking string (_su_rec). Why: Basic on-page fixes improve search visibility at low cost.	Make the home H1 a descriptive line such as 'Organic cotton clothing, grown & sewn in the USA'. Write a unique meta description for each collection. Add alt text to the images missing it.	hours

What's working

- The home hero has a clear brand story ('[hero headline]' / '[hero subtitle]'). It has two obvious buttons, 'Shop women's' and 'Shop men's', on the first screen.
- The announcement bar says 'Free shipping on orders over \$200*' on every page checked. The cart shows 'You are only \$83.00 away from Free Domestic Shipping!', which is correct for a \$117.00 cart.
- Pack and bundle products have strike-through pricing on the collection page (e.g. \$97.00 against \$108.00) and a 'PACK PRICE' tag on the product page. The product page shows a Shop Pay installments line.
- The product page has a large main image with an arrow slider on mobile. Add to Cart and the purple Shop Pay button sit directly under the size selectors, and the size selectors are clear buttons with a 'Size chart' link.
- Origin and material details are specific and credible: 'Organic cotton grown in the USA, yarn spun and knit in the USA, sewn in the [a US region]'. There is an '[impact block]' block with [impact widget] figures and a '[sustainability badge]' badge by the title.
- The bottom of the cart page shows card, Apple Pay, Google Pay, PayPal and Shop Pay icons.
- Consistent, high-quality lifestyle photography. Collection tiles show clean product-on-light-background shots that are easy to scan.

What shoppers see on a phone

The first screen of each page on an iPhone-sized screen, as reviewed for this audit.



Speed (mobile)

Google speed score	Main image shows after	Layout shift	Blocked time	Page weight
57/100	9.5 s	0	580 ms	Total size was 2,380 KiB

Median of 3 runs (scores 56, 57, 59; main image 9.0 s / 9.5 s / 9.1 s). Google counts a main image after 2.5 s as slow. These are Google Lighthouse lab tests on a simulated mid-range phone; scores move between runs, so compare the size of the problem, not the exact number. Re-test any time at pagespeed.web.dev.

Store facts

Products	Prices	Photos per product	Products with thin descriptions	Theme
about 140	[hidden]	7.3	0	[hidden]

Apps found in the home page's code: Google Analytics, Google Tag Manager, Klaviyo (email), Meta Pixel, Shop Pay

How this audit was made

Captured 2026-10-24 as a first-time visitor on an iPhone-sized screen (390 × 844) and a desktop (1440 × 900): the home page, one collection, one product and the cart with one item that we added. Popups seen on arrival were noted, then closed. Screenshots show the first 3 screens of each page. A review model drafted the fixes against our conversion checklist; a second pass checked every claim against the screenshots (78 claims checked, 9 removed, 16 corrected); then a person read every fix. Impact ratings are our judgment from what shoppers see, not measured results: this audit doesn't use your analytics, and it doesn't review checkout after the cart, or your ads.

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Fix implementation, \$497: we make your top 5 fixes in 7 days on a copy of your theme, and you approve before anything goes live.

Ad batch, \$497: 20 new static ads built from what's running in your niche and your own reviews, in 5 days.

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