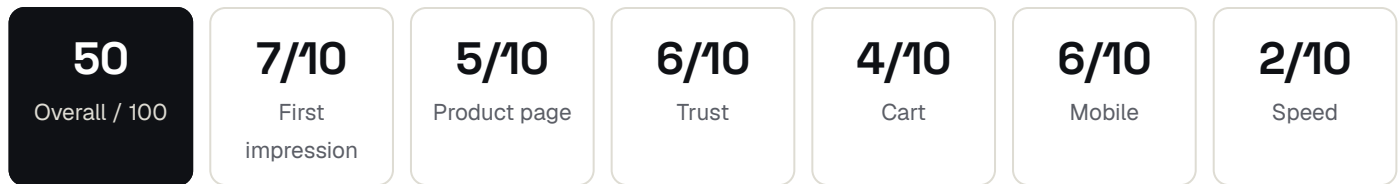


Store Conversion Audit SAMPLE

A home goods 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] is a polished, design-led home-textile store with strong press proof and a clear 20% sitewide [early sale] offer. The biggest drags are a mobile PageSpeed score of 36 with a 37.0 s LCP, a cart that shows the \$124.80 shortfall to the \$150 free-shipping threshold but offers no way to close it, and a product page that shows no star rating near the title and keeps shipping, returns and sizing behind links. The mobile [partner] collection page also opens with a broken promo banner and no products on the first screen.



Do today (minutes of work):

- Check whether the "final sale" line applies to this product. If it does, move it next to the price with a clear reason; if not, remove it.

Every fix, most impact first

#	Impact	Page	What's wrong	What to change	Effort
1	high	cart	The cart shows "You're only \$124.80 from Free Ground Shipping*" with the amount in red, but nothing on the cart page helps close the gap. There is no progress bar, no add-on products and no recommendations. The page goes from the item straight to the subtotal and Checkout. Why: Showing the shortfall and offering easy ways to close it raises order value and cuts cart abandonment.	Turn the message into a progress bar toward \$150, and under it suggest items that actually close the gap in one tap, such as the [bath bundle] (\$142, which takes this cart to \$167.20 and ships free). Show the new total and "ships free" on each suggestion. A single hand towel (\$19) leaves the cart \$105 short, so don't lead with it.	hours
2	high	product	No review stars or rating count appear near the "[bath mat]" title on the first mobile screen. The facts say Yotpo and Judge.me are installed, but nothing in the first 3 screens of the product page shows customer reviews. Why: Social proof next to the price and button is among the strongest nudges for first-time buyers.	Place the star rating and review count directly under the product title, linking to the reviews section, and add 2-3 short customer quotes below the Add to Bag button.	hours

3	high	product	Shipping and returns are folded away. Below Add to Bag there is only a small blue "Get free Ground Shipping on orders \$150+" line, and "PRODUCT DETAILS & CARE", "SIZE GUIDE", "[guide link]" and "SHIPPING & RETURNS" are text links under the description. Why: Answering delivery and returns questions at the point of decision removes a common reason to hesitate.	Add a short benefit strip under the button, such as the return window and delivery time, taken from the real policy. Show a visible "Shipping & Returns" summary instead of links only.	hours
4	high	collection	The mobile collection page (/collections/[partner]) opens with a promo banner reading "Something special for [partner promo] fans / Use a partner code for \$30 towards your purchase." The line "One use per customer. Valid on orders \$150+" is set much larger than the lines above it and runs to the left edge of the screen with no margin. The first screen shows no products. Why: A broken banner looks careless and pushes products below the fold, so shoppers browse less.	Fix the text sizing and wrapping on the banner, make the terms a small line, and move products higher so some show on the first screen. Add a short note on how the [partner] code works with the 20% sale.	hours
5	high	sitewide	Mobile PageSpeed is 36 with an LCP of 37.0 s (runs of 35.9 s, 37.0 s and 47.2 s), 1,690 ms total blocking time and a 7,204 KiB page weight. The top flagged issue is "Reduce unused JavaScript". The site also loads Justuno, Wisepops, Yotpo, Judge.me, Klaviyo, Klarna and Elevar. Why: A load time measured in tens of seconds loses a large share of paid and mobile visitors before they see the offer.	Audit the app list: keep one reviews app and one popup app, and remove the duplicates (Yotpo vs Judge.me, Justuno vs Wisepops). Defer non-critical scripts, compress and resize the hero and grid images, and lazy-load everything below the first screen.	days
6	medium	product	The mobile product page mixes two sale signals: a strikethrough "\$35 // \$25.20" price and a red line "[final-sale note]" between the description and the bullets. The "final sale" wording is below the first screen, and next to a visible discount it may raise doubts about returns. Why: Unclear return terms on a discounted item can stop a purchase just before the button.	Check whether the "final sale" line applies to this product. If it does, move it next to the price with a clear reason; if not, remove it.	minutes
7	medium	product	Product benefits are a plain three-line bullet list under "About the Product" and are mostly feature statements such as "Heavier weight makes for a super plush post-shower experience." The bullets give no numbers. Why: Specific benefits near the button answer "why this one" before the shopper scrolls away.	Add icons or short headings (e.g. size, material, drying time) with real numbers next to the bullets.	hours

8	medium	product	The "[cross-sell section]" block shows "[bath towel]" and "[hand towel]" each with its own colour picker and add button. The lower row fades out and its text and button appear greyed. There is no bundle price or saving shown. Why: A clear bundle discount lifts items per order and brings carts closer to the \$150 free-shipping line.	Show the block at full contrast, add a "Complete the set" price with an explicit saving, and offer a one-tap add of both items.	hours
9	medium	cart	The cart page shows a single "Checkout" button with no express payment buttons (Shop Pay, Apple Pay) and no returns or secure-checkout reassurance near it. The facts list Shop Pay and Klarna as installed. Why: Express pay shortens checkout on mobile and reassurance at the button reduces drop-off.	Add Shop Pay and other express buttons under Checkout, and show a short line with the returns window and secure checkout beneath the button.	hours
10	medium	sitewide	The email offer is a small "10% OFF AWAITS" tab that sits at the lower left of the first screen on all four mobile pages checked, and the cart footer repeats "JOIN US AND GET 10% OFF." with an email-only field. On desktop the home page opened with an "Email Continue" popup. This 10% sits alongside a 20% sitewide sale, so it is unclear whether the two stack. Why: A clearer offer grows the email and SMS list without confusing the sale message.	State the email offer in one line, say whether it stacks with the 20%, and consider adding an optional SMS field to the signup form.	hours
11	low	collection	The collection page's meta description is empty. Why: A written description gives search results a clear snippet for the page.	Write a unique meta description for the collection template.	hours
12	low	sitewide	On mobile collection pages the category row ([category list], Best Sellers) has no "Sale" item, despite the sitewide 20% offer. The desktop collection side list does include "Sale". Why: The sale is the main reason for traffic, so it should be one tap away on every page.	Add a highlighted "Sale" item to the mobile category row.	hours
13	low	sitewide	Basic SEO housekeeping: the facts show 107 images without alt text on the home page, 75 on the collection, 66 on the product page and 41 on the cart. The home H1 is "[sale name]", a promo line rather than a keyword. The collection H1s include "One use per customer. Valid on orders \$150+.", and the cart has no H1 and no meta description. Why: Cleaner markup helps search engines and screen-reader users understand the pages.	Add descriptive alt text to product and lifestyle images, make the home H1 describe the store, use the collection name as the collection H1, and add a meta description to the cart and collection templates.	hours

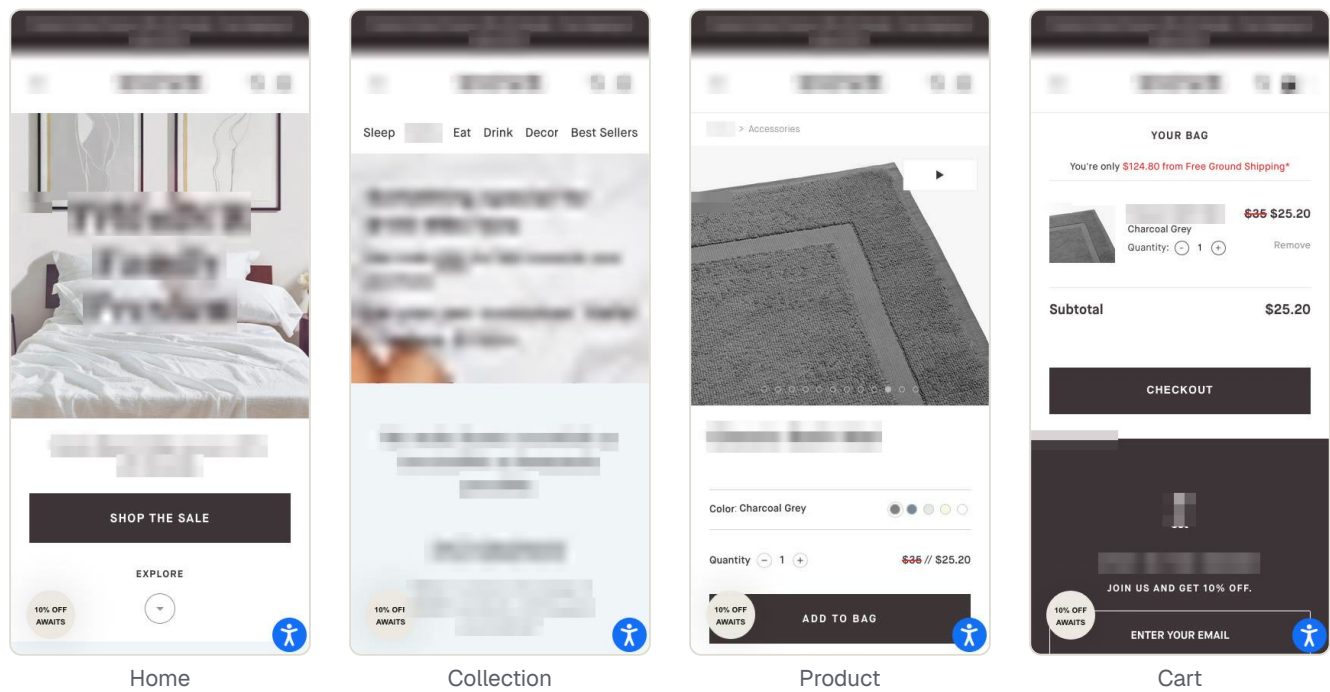
14	low	collection	The collection page is a stacked list of sections (Sleep, [category] and so on) with "SHOP ALL" buttons. The first 3 screens show no filter or sort controls, and no review stars on the product cards. Cards show name, price, colour dots and, on some, a "Best Seller" badge. Why: Filters and ratings help shoppers pick faster across the catalogue of about 70 products.	Add a filter and sort bar (room, colour, price) near the top of the grid and show a star rating on each card.	days
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What's working

- The mobile home first screen states the offer plainly: the "[sale name]" headline, "[early sale] access: 20% off sitewide." and a full-width dark "SHOP THE SALE" button all show before scrolling.
- The top announcement bar repeats "[sale name]: 20% off sitewide · Free shipping on orders \$150+" on every page checked, so the offer and shipping threshold are always visible.
- Press proof is strong: the home page shows an [a design magazine] quote ("[press quote]"), and the collection page shows [press outlet], [press outlet], [press outlet] and [press outlet] quotes (e.g. "[press quote]"), with a [press outlet] quote also on the mobile version.
- Product pages are image-rich (8.5 images per product on average), with colour swatches, a quantity selector and a full-width dark "ADD TO BAG" button that is on the first mobile screen.
- Strikethrough pricing is clear on the collection and product pages (e.g. "\$35 // \$25.20"), and "Best Seller" badges and colour dots help scanning on the collection grid.
- Navigation is simple: [category list] and Best Sellers sit in one row under the header on mobile collection pages, with search and bag icons in the header.
- The cart is short and clean: the free-shipping message, item, subtotal and a large "Checkout" button all show on the first screen.

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
36/100	37.0 s	0	1,690 ms	Total size was 7,204 KiB

Median of 3 runs (scores 36, 36, 36; main image 35.9 s / 37.0 s / 47.2 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 70	[hidden]	8.5	2	[hidden]

Apps found in the home page's code: Elevar, Google Analytics, Google Tag Manager, Judge.me (reviews), Justuno (popups), Klarna, Klaviyo (email), Meta Pixel, Shop Pay, Wisepops (popups), Yotpo (reviews)

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 (96 claims checked, 9 removed, 12 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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