YOUR WEBSITE Costs Your Store THOUSANDS OF SALES Every Month

We'll show you EXACTLY where your store is leaking revenue and how to fix it.

WITHIN 48 HOURS.

Your Website Is Already Losing

Not to competitors. To *confusion and hestitation*.

⊘ **These issues show up again and again on underperforming sites.**

- Missing trust signals
- Unclear target customer
- Clunky checkout process
- Unclear call to action

- Not enough social proof
- Confusing navigation
- Confusing navigation
- Broken links or forms

🔍 *This audit examines how buyers navigate your site, highlighting where they can be dropping off, leading to lost potential sales.*

Buyers in 2026 Decide in Stages

Trust has to be earned at every stage for buyers to feel confident moving forward. This report looks at how your site would appear to a potential buyer as they interact and explore your storefront.

Awareness
The First Impression

01

Buyers Ask:

"Do I understand what this brand does and who it's for?"

Consideration
Building Trust In Products

02

Buyers Ask:

"Does the page give enough proof to prove its what I need"

Conversion
Making Buying Simple & Easy

03

Buyers Ask:

"Is it obvious and effortless to move forward with a purchase?"

Retention
Get Buyers Coming Back

04

Buyers Ask:

"Does this brand give me a reason to come back?"

Most brands lose cusomers because uncertainty or friction at one of these stages puts customers in "comparison mode"

(1) **Awareness**

> This phase is all about your first impression. If you lose them here, the rest of your website never gets a chance to do its job.

👤 BUYERS ASK

"Do I understand what this brand does and who it's for?"

The impact of a strong first impression:

When it comes to making a great first impression, you really don't get a second chance. Think about it: buyers will take just a few seconds to glance at your homepage and decide if they want to stick around. If they can't quickly understand what you do or what you offer, they won't spend time trying to figure it out. Instead, they'll likely just open a new tab and move on, missing out on the chance to learn about your products, offers, and brand story. A lackluster first impression can not only confuse potential customers but can also limit your audience right from the start.

> ⚠ When clarity is missing, buyers don't assume anything is wrong. They simply assume your brand not for them.

🔍 **Awareness** Phase

What We Audited	Yes?	Fix Type
Does the headline tell buyers exactly what you sell and what outcome they get from your products?	✗	A/B Test
Is a buyer-relevant problem or frustration mentioned in the headline or subheadline?	✗	A/B Test
On the homepage, does the main image show your products being used in a relatable, real-world context that reinforces the brand promise?	✓	Quick Win
Does the homepage provide a clear reason to trust the brand before asking for a click (e.g., credentials, scale, longevity, or proof of seriousness)?		Quick Win
Does the homepage avoid long uninterrupted blocks of text without visual breaks which can cause users to miss important information?		A/B Test
Above the fold, the visual hierarchy makes the headline and primary CTA the most dominant elements, with no competing blocks that distract from the first click	✓	Overhaul
On mobile, does the homepage use clear headers, spacing, and visual hierarchy to guide users through the content?	✗	Quick Win
If a search yields zero results, does it suggest best sellers?		Quick Win
As the user scrolls, is there a clear next action presented again (secondary CTA), not just at the very top?		Quick Win
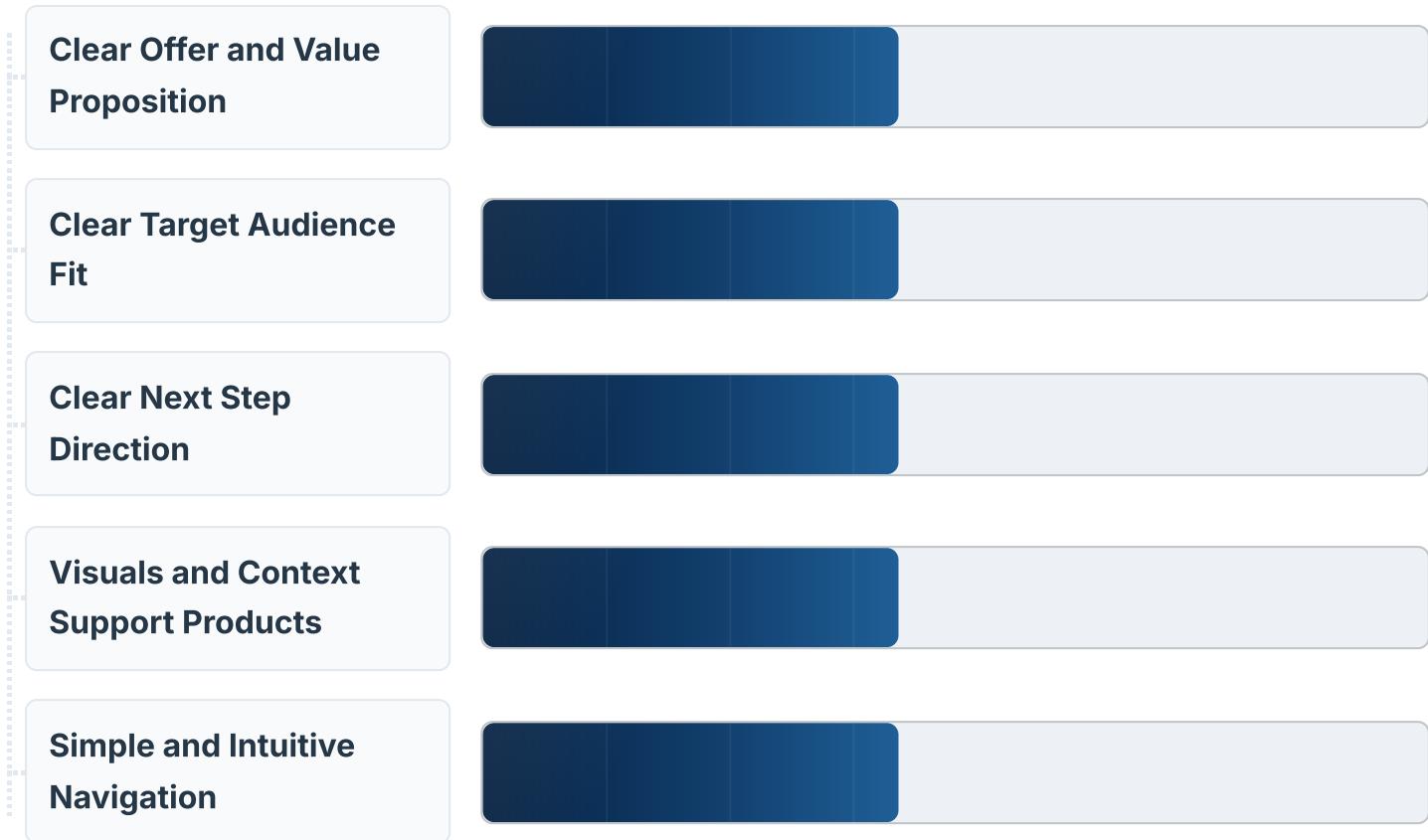
🔍 **Awareness** Phase

What We Audited	Yes?	Fix Type
Does the homepage become usable within 3 seconds, with no major layout shifts or delays?		**Overhaul**
If applicable, is a bold risk-reversal (e.g., 'Money-Back Guarantee') prominently visible instead of buried in the footer?	✓	**Quick Win**
An aggregate star rating (e.g., "4.8/5 Stars") or social proof (Used by 5,000+ people) is visible near the top of the home page.	✗	**Quick Win**
Buyers can quickly find your return policy, privacy policy, and terms and conditions	✓	**Quick Win**
Do buyers have a clear and easy way to contact the company for questions, comments, concerns, or order information?		**Quick Win**
The meta description clearly explains what your business does	✓	**Quick Win**
The meta page title includes your brand name so buyers recognize it	✗	**Quick Win**
Does the link preview image match the visual brand identity found in the website's homepage?	✓	**Quick Win**
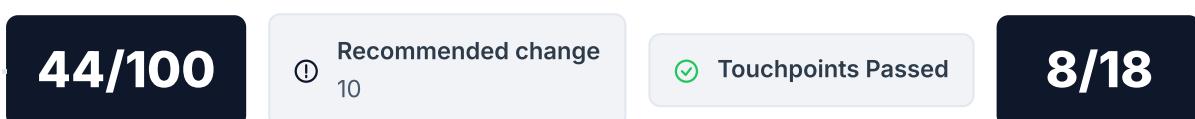
🔍 **Awareness** Phase

What We Audited	Yes?	Fix Type
A "Quick Add" button is available on all product collection grid images so users don't have to load a new page to begin a conversion.	✗	**Overhaul**
Collection pages default to a helpful sort order (Best Sellers, Top Rated, Newest)		**Quick Win**
Collection page filters are easy to find and use on mobile without covering the screen or hiding options and include a visible results count and clear filter state	✗	**Overhaul**
Top-level navigation is limited to 7 items or fewer to avoid "choice paralysis."	✗	**A/B Test**
A search function (icon or bar) is accessible in the header on both desktop and mobile.	✓	**Quick Win**
The CTA button passes WCAG 2.1 AA color contrast ratio of 4.5:1 or higher for accessibility	✗	**Quick Win**
On mobile, does a sticky primary call to action stay visible as users scroll, allowing them to move forward without scrolling back up?	✗	**Quick Win**
On mobile, does a sticky header keep navigation accessible as users scroll, making it easy to move between pages?	✓	**Quick Win**
When browsing collections or products, can users clearly see where they are and easily go back to the previous category or page?		**Overhaul**
404 Check: Does the site have a "Continue Shopping" button on its 404 page?		**Quick Win**

🔍 **Awareness** Rating

Clear Offer and Value Proposition	
Clear Target Audience Fit	
Clear Next Step Direction	
Visuals and Context Support Products	
Simple and Intuitive Navigation	

Overall Score:

| **44/100** | ⓘ Recommended change 10 | ✓ Touchpoints Passed | **8/18** |

Analyzed 18 touchpoints. 8 passed and 10 failed. Use failed rows as highest-priority fixes.

(2) Consideration

This stage creates confidence and moves buyers forward either toward buying your product or exploring other options

👤 BUYERS ASK

"Does the page give enough proof to prove its what I need"

The impact of strong social proof

When buyers reach the Consideration stage, they begin weighing whether your offer is truly worth their time. At this point, your product pages need to do a great job of clearing up any uncertainties. It's all about showcasing the value of what you're offering and helping potential customers feel confident that choosing you is the right move. If this part of the process isn't strong, it's not that buyers aren't interested; they just don't feel convinced yet. Even a small gap in clarity can be a big problem, affecting your sales long before you see the numbers reflected in your analytics.

> ❗ Most buyers are already interested. They just need a reason to believe your brand is the best option for them.

🪄 **Consideration** Phase

What We Audited	Yes?	Fix Type
At a quick glance, does the product page clearly communicate what the best-selling product is and why it matters without requiring detailed reading?		**A/B Test**
Are trust signals (such as star ratings or review counts) placed near the price or primary call to action where the buying decision is made?	✗	**Quick Win**
Does the page clearly describe the 'ideal user' and the specific situation where this product works best?	✗	**Overhaul**
Technical details are easy to find in a dedicated section such as accordion tabs or specs, and are not buried inside long paragraphs	✓	**Overhaul**
On the product page, are images aligned with the product's intended real-life use or setting to help users visualize the application?	✓	**Overhaul**
Choosing a color, size, or variant visibly updates the product image to reflect the selection.	✗	**Quick Win**
A clear how to use section with steps is visible on the product page.	✓	**Quick Win**
Can a buyer visually evaluate the physical quality of the product by looking at your product images?	✗	**Quick Win**
The product is shown next to a scale reference or on a model with listed height/size to confirm dimensions.	✗	**Quick Win**
Are the product's dimensions or sizing clearly visible on the product page?	✓	**Quick Win**
On mobile, are key product details easy to scan quickly without requiring sustained reading or excessive scrolling?	✓	**Overhaul**

♡ **Consideration** Phase

What We Audited	Yes?	Fix Type
Do the customer reviews specifically mention the same benefits or results that are promised in the product description?	✓	**Quick Win**
Are trust signals such as reviews, ratings, or customer counts placed near primary CTAs or pricing where buying decisions are made?		**Quick Win**
Collection page product cards show key purchase signals (price, star rating, top benefit) so buyers can choose faster.	✓	**Quick Win**
Individual reviews include a "Verified Buyer" badge to objectively distinguish authentic feedback from general comments.	✗	**Quick Win**
Does the page feature at least one strong customer testimonial or example near key decision points that reinforces the product's promised outcome?		**Quick Win**
Do reviews make it easy for buyers to find examples from people with similar needs (through photos, review highlights, or clear themes)?	✓	**Overhaul**
Does the page include real-world or in-use visuals that help validate the product's claims and reduce uncertainty before purchase?	✗	**Overhaul**
Does the product page include an image gallery with multiple product views to reduce buyer uncertainty?	✓	**Quick Win**
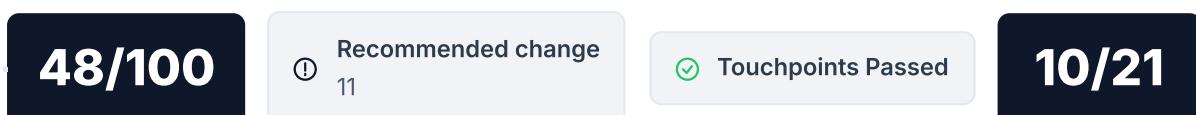
♡ **Consideration** Phase

What We Audited	Yes?	Fix Type
Is it easy for shoppers to increase quantity directly on the product page without friction or confusion?	✕	**Quick Win**
Does the main imagery show the specific result or 'after-state' the customer achieves by using the product?	✕	**Overhaul**
A "Frequently Bought Together" or "Bundle & Save" widget is present to increase Average Order Value (AOV).	✓	**Quick Win**
A visual comparison table is present to show the benefits against generic or competitor alternatives.	✕	**Overhaul**
Does the product page offer a clear option for subscriptions, replenishment, or long-term renewals that shoppers can add with minimal effort?		**Quick Win**
The page proactively answers buyer questions about fit, sizing, compatibility, or expectations with an FAQ or similar section	✕	**Overhaul**

♡ **Consideration** Rating

Customer Reviews and Stories	
Proof Backing Claims Being Made	
Clear Use Case For Target Audience	
Authority and Credibility Signals	
Guarantees or "Risk Reducers"	

Overall Score:

48/100

⚠ **Recommended change**
11

✓ **Touchpoints Passed**

10/21

Analyzed 21 touchpoints. 10 passed and 11 failed. Use failed rows as highest-priority fixes.

③ Conversion

> This stage removes friction from the buying process or turns ready buyers into hesitant ones

👤 BUYERS ASK

"Is it obvious and effortless to move forward with a purchase?"

The simpler the checkout, the easier the sale:

By the time buyers get to the Conversion stage, they've already made up their minds that your product is worth it. Now, their focus shifts from what they're buying to how easy it is to get through the final steps. If there's any delay, extra decision to make, or confusing screen, it can really throw them off and turn an eager buyer into someone who hesitates. The smoother and quicker the whole experience feels, the more likely people are to follow through and complete the purchase.

> ❗ Buyers don't stop wanting your product. They leave checkouts when the process feels too slow or difficult.

⊚ **Conversion** Phase

| What We Audited	Yes?	Fix Type
After adding to cart, the page clearly confirms success (e.g., animation, mini-cart, or confirmation message).	✕	**Quick Win**
When product quantities are updated in the cart, the subtotal and item count adjust automatically.	✕	**Quick Win**
Does the cart or checkout clearly show delivery timing or shipping estimates?	✕	**Quick Win**
The mini-cart or cart page offers 1-click "Frequently Bought Together" additions to increase order size before the final checkout.	✓	**Overhaul**
Does the cart or checkout clearly link to return or cancellation policies before purchase?	✕	**Quick Win**
The mini-cart shows a spend-based progress message (e.g., "$10 to free shipping!") that updates as items are added.	✕	**Quick Win**
Does the cart offer optional gift or personalization options without interrupting checkout flow?		**Quick Win**

⊛ **Conversion** Phase

What We Audited	Yes?	Fix Type
All fees (e.g., tax, shipping) are shown before the final payment screen.	✕	**Quick Win**
The checkout page loads without delay and is visually stable within 3 seconds.	✕	**Quick Win**
The payment page includes a persistent summary showing product, quantity, and total cost. including shipping	✕	**Quick Win**
Can a user reach the shipping info screen without being forced to create a password or 'Sign In'?	✓	**Quick Win**
Express payment buttons (e.g., Apple Pay, ShopPay, Google Pay) are loaded at the top of the checkout to enable "2-click" purchasing.	✓	**Quick Win**
Are trust signals like 'Secure Checkout,' lock icons, or payment logos shown near credit card fields?	✕	**Quick Win**
When returning to the site, buyers still see previously added items in their cart.		**Overhaul**

⊘ **Conversion** Phase

What We Audited	Yes?	Fix Type
On mobile, the primary checkout button is placed within reach (e.g., bottom half of screen or fixed to bottom).	✓	**Quick Win**
On mobile, can shoppers move through checkout without needing to constantly scroll to find the next step?		**Overhaul**
Mobile checkout fields support browser autofill (e.g., address or contact info).	✕	**Quick Win**
On mobile, are checkout actions large, clearly labeled, and easy to tap without accidental clicks?	✕	**Quick Win**
On mobile, does the checkout experience stay focused on completing the purchase without pop-ups or unnecessary distractions?	✓	**Quick Win**
If a field is missed, the form shows the error clearly, instantly, and scrolls the user back to the problem area.	✕	**Quick Win**

⊙ **Conversion** Rating

Primary Call-to-Action Strength	
Checkout Process Simplicity	
Pricing and Cost Transparency	
Frictionless Form & Field Experience	
Technical Performance and Reliability	

Overall Score:

29/100

⚠ **Recommended change**
12

✓ **Touchpoints Passed**   **5/17**

Analyzed 17 touchpoints. 5 passed and 12 failed. Use failed rows as highest-priority fixes.

(4) **Retention**

Retention decides whether your business compounds as you grow, or starts from zero every month.

"Does this brand give me a reason to come back?"
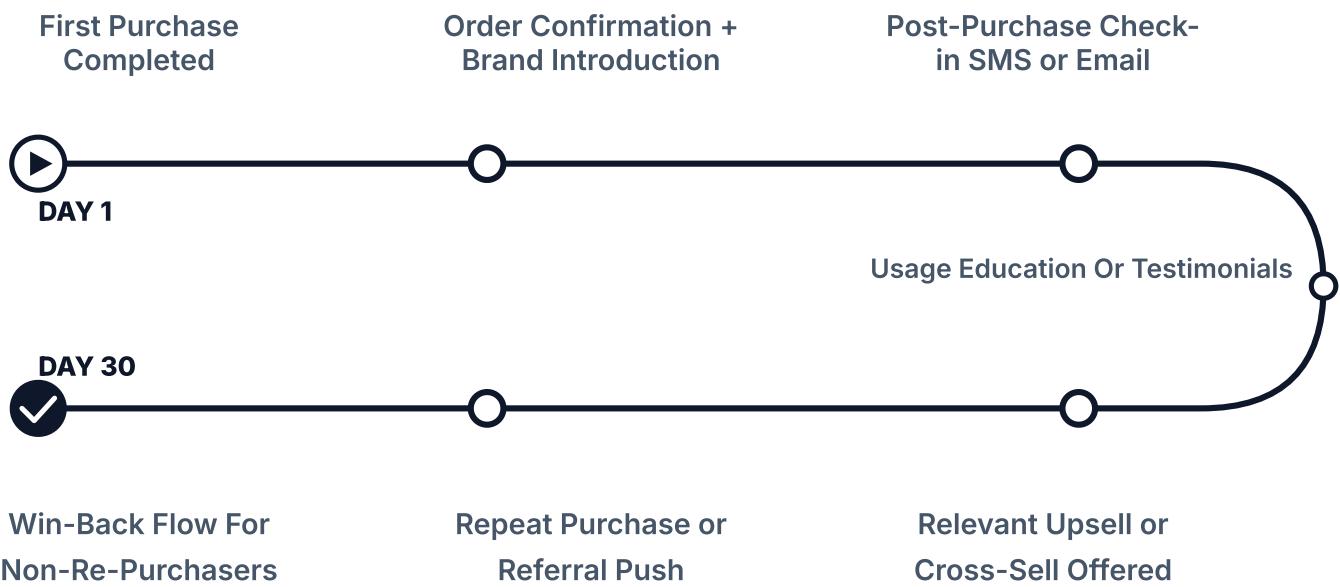
Retention is the engine to long term growth:

The first purchase isn't the endgame; it's just the beginning. When someone makes that initial buy, they have two paths: they might fade away, or they might become a loyal supporter who boosts your revenue without you needing to spend more on ads. Acquiring customers requires your time, effort, and money, but building strong relationships with them maximizes the value of what you've already invested. It's like taking the energy you used to win them over and transforming it into ongoing momentum that doesn't cost you anything extra. A business that focuses on keeping its customers tends to grow steadily and predictably, while one that struggles with retention finds itself starting over each month.

> ⚠ Most growth problems aren't traffic problems. They're retention problems that compound over time.

Billion Dollar Retention

How top brands turn buyers into lifetime customers

First Purchase Completed

Order Confirmation + Brand Introduction

Post-Purchase Check-in SMS or Email

DAY 1

Usage Education Or Testimonials

DAY 30

Win-Back Flow For Non-Re-Purchasers

Repeat Purchase or Referral Push

Relevant Upsell or Cross-Sell Offered

WHAT MOST BRANDS DO:

First Purchase Completed

Basic Order Tracking Info

Add to Basic Mailing List

Hope Buyers Purchase Again

THE RESULTS:

- ⊗ Buyers forget about your brand
- ⊗ Average order value stays low
- ⊗ Revenue depends on traffic

- ⊗ Repeat purchases drop off
- ⊗ Fewer reviews and referrals
- ⊗ Lifetime customer value plateaus

✿ Core Revenue Flows

These flows prevent revenue from slipping through the cracks. Missing even one flow loses you potential revenue.

Checkout Recovery Flow	Recovers sales from buyers who started checkout but didn't finish.
Cart Abandonment Recovery Flow	Brings back shoppers who added items but left before purchasing.
Browse Abandonment Recovery Flow	Re-engages visitors who viewed products but didn't take action.
Post Purchase Flow	Increases repeat purchases by staying in front of customers after they buy.
Welcome Flow	Builds trust with new opt-in subscribers so they feel confident buying.
Win Back Flow	Reactivates past customers who haven't purchased in a while.
Upsell Flow	Increases average order value with relevant follow-up offers.
Review Capture Flow	Prompts customers to leave reviews post-purchase.

Storefront Report Card

① Awareness
↳ Needs focused improvements

44/100

② Consideration
↳ Needs focused improvements

48/100

③ Conversion
↳ Needs focused improvements

29/100

④ Retention
↳ Not analyzed.

N/A

Final Thoughts

filler text with detailed writeup goes hereRationale: First-time visitors scan your homepage in seconds. If your headline doesn't immediately anchor them with clarity and relevance, they mentally bounce. Ambiguous or clever language confuses instead of converting. filler text with detailed writeup goes hereRationale: First-time visitors scan your homepage in seconds. If your headline doesn't immediately anchor them with clarity and relevance, they mentally bounce. Ambiguous or clever language confuses instead of converting.

Recommended Change Log
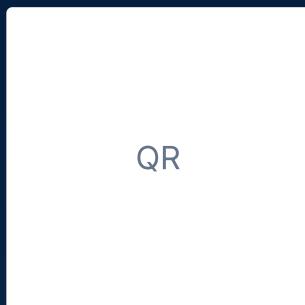
Actionable Findings	Impact
Does the headline tell buyers exactly what you sell and what outcome they get from your products?	High
Is a buyer-relevant problem or frustration mentioned in the headline or subheadline?	High
On mobile, does the homepage use clear headers, spacing, and visual hierarchy to guide users through the content?	High
A "Quick Add" button is available on all product collection grid images so users don't have to load a new page to begin a conversion.	High
An aggregate star rating (e.g., "4.8/5 Stars") or social proof (Used by 5,000+ people) is visible near the top of the home page.	High
On mobile, does a sticky primary call to action stay visible as users scroll, allowing them to move forward without scrolling back up?	High
The meta page title includes your brand name so buyers recognize it	High
Top-level navigation is limited to 7 items or fewer to avoid "choice paralysis."	High
The CTA button passes WCAG 2.1 AA color contrast ratio of 4.5:1 or higher for accessibility	High
Collection page filters are easy to find and use on mobile without covering the screen or hiding options and include a visible results count and clear filter state	High
Choosing a color, size, or variant visibly updates the product image to reflect the selection.	High
Does the page include real-world or in-use visuals that help validate the product's claims and reduce uncertainty before purchase?	High

We'll Implement All Changes On Your Storefront in 14 Days

- ✓ One Fixed Price
- ✓ No Hidden Fees or Charges
- ✓ No Monthly Retainers
- ✓ No Long Term Contracts

- ✓ Performance Or You Don't Pay
- ✓ Completed in 14 Days Or Less
- ✓ Storefront Access Required
- ✓ Fully Customized To Your Brand

If your conversion rate doesn't increase in 30 days, you don't pay

Scan to get started

QR

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