



REVENUE RECOVERY AUDIT

# **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 hesitation*.

FOR GROWING BUSINESSES

## Get More Sales From Your Current Website Traffic in 30 Days or You Don't Pay.

We help your visitors buy more and return again without paying for more traffic through a one time investment.

Get More Sales

View use cases

facebook TikTok klaviyo zapier shopify Google facebook



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 customers 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.

# Q Awareness Phase

What We Audited	Yes?	Fix Type
Does the headline tell me exactly what you sell and why buyers should care?	?	Overhaul
Is a buyer-relevant problem or frustration mentioned in the subheadline?	✓	Overhaul
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?	✓	Overhaul
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

# Q Awareness Phase

What We Audited	Yes?	Fix Type
Does the homepage become usable within 3 seconds, with no major layout shifts or delays?	X	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.	?	Overhaul
Is the best-selling product clearly identified with a visible "Best Seller" tag or badge on the product page or collection view?		Overhaul
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 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 hero section?		Quick Win

# Q 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		Quick Win
Top-level navigation is limited to 7 items or fewer to avoid "choice paralysis."		Quick Win
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		Overhaul
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?		Quick Win
404 Check: Does the site have a "Continue Shopping" button on its 404 page?		Quick Win

# Q Awareness Rating

Clear Next Step  
Direction



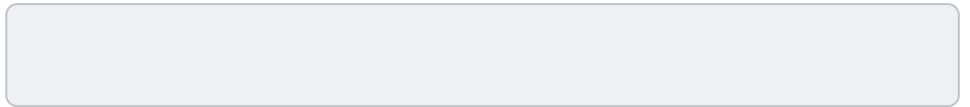
Clear Offer and Value  
Proposition



Clear Target Audience  
Fit



Simple and Intuitive  
Navigation



## Overall Score:

76/100



Recommended change  
1



Touchpoints Passed

4/5

From a buyer's perspective, Purple's homepage generally communicates the brand quickly and gives clear paths into shopping, so most visitors can start exploring without feeling lost. The biggest blocker at the Awareness stage is navigation reliability tied to speed: if the homepage takes too long to become usable or shifts around while loading, buyers may hesitate, mis-tap, or abandon before they ever reach a product page, which is likely lowering conversions. This shows up right on the homepage where the page loads but takes longer than expected to fully settle, making early navigation feel less dependable. Prioritize making the first view stable and usable fast by compressing oversized homepage images, deferring non-essential scripts, and confirming the header and primary navigation render first without visible movement. After these changes, monitor bounce rate and clicks into key categories, and consider an A/B test that compares the current load behavior versus a "fast-first" version to see whether more buyers reach product browsing sooner.



# Awareness Change Log

Actionable Findings	Impact
During testing, your homepage took 7.8 seconds to fully load and stabilize, which is longer than the recommended threshold. Compress large images and delay non-essential scripts so the page becomes usable within three seconds without layout shifts.	High

## 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?	?	Overhaul
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	✓	Quick Win
On the product page, are images aligned with the product's intended real-life use or setting to help users visualize the application?		Quick Win
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 before buying?		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
Does the product description explicitly name the buyer's problem or frustration it solves, instead of only describing the product itself?	?	Overhaul
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?	✓	Overhaul
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?		Overhaul
Do reviews make it easy for buyers to find examples from people with similar needs (through photos, review highlights, or clear themes)?		Quick Win
Does the page include real-world or in-use visuals that help validate the product's claims and reduce uncertainty before purchase?		Quick Win
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).		Overhaul
A visual comparison table is present to show the benefits against generic or competitor alternatives.		Quick Win
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

Authority and  
Credibility Signals



Clear Use Case For  
Target Audience



Customer Reviews and  
Stories



Proof Backing Claims  
Being Made



## Overall Score:

100/100



Recommended change  
0



Touchpoints Passed

6/6

From a buyer's perspective, the Consideration stage on Purple generally supports decision-making, with several key elements in place that help shoppers understand what they're looking at and continue evaluating options without immediate confusion. The biggest blocker here is that the product page experience appears to be missing or failing to load in the audit context, which likely prevents buyers from accessing the detailed information and reassurance they need before committing, and this is likely lowering conversions. This shows up specifically at the product page level, where the expected product details, proof, and comparison content may not be reliably available when a shopper lands from search, ads, or category browsing. The most direct action is to confirm product pages consistently render for first-time visitors across devices and browsers, then ensure the core sections (price, key benefits, sizing/fit, materials, delivery/returns, and reviews) appear without delays or errors. Once stability is confirmed, run a simple A/B test on the product page's above-the-fold messaging and proof order to see whether buyers engage more with key details and move to "Add to Cart" with fewer hesitations.

# Consideration Change Log

Actionable Findings	Impact
No high-impact findings for this phase.	Low

## 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).		Overhaul
When product quantities are updated in the cart, the subtotal and item count adjust automatically.		Overhaul
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?		Overhaul
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

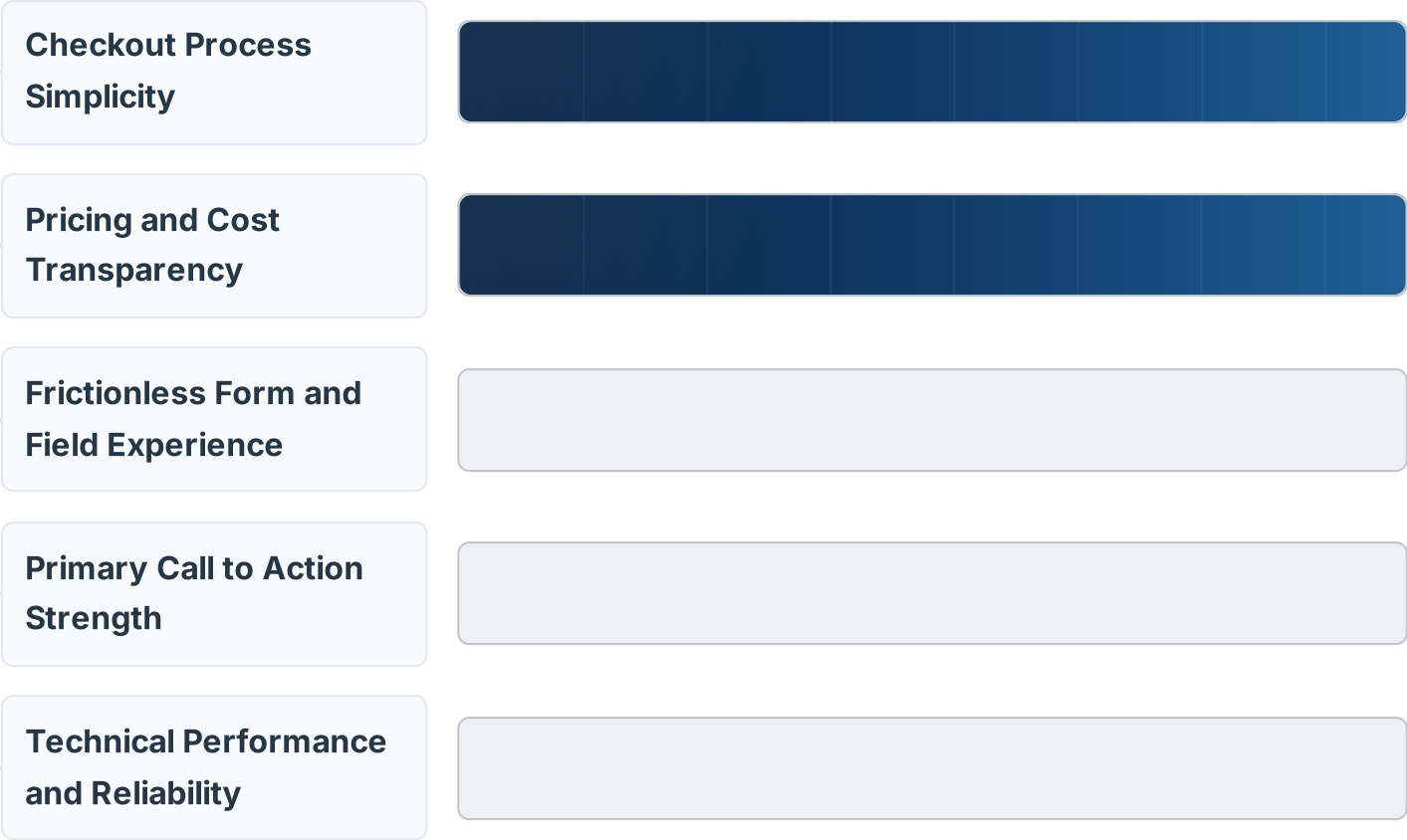
## ➤ Conversion Phase

What We Audited	Yes?	Fix Type
All fees (e.g., tax, shipping) are shown before the final checkout screen.	✓	Overhaul
The checkout page loads without delay and is visually stable within 3 seconds.	✗	Overhaul
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'?	✓	Overhaul
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?		Overhaul
When returning to the site, buyers still see previously added items in their cart.		Quick Win

## ➤ 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?		Quick Win
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.	?	Overhaul

# ➤ Conversion Rating



## Overall Score:

74/100

ⓘ

Recommended change  
1

✓

Touchpoints Passed

3/4

From a buyer’s perspective, the purchase path is generally reachable and functional, with the cart and checkout both loading successfully and allowing shoppers to continue toward payment without obvious dead ends. The biggest conversion blocker here is performance on the checkout experience, because even small delays or visual shifting at this moment can trigger hesitation, second-guessing, and abandonment when buyers are ready to commit. This shows up specifically on the checkout page, where it took longer than the recommended few seconds to fully load and stabilize, which likely makes the page feel less reliable to time-sensitive shoppers. Prioritize checkout speed and stability by auditing the heaviest scripts and third-party tags on checkout, deferring anything not required to complete payment, and confirming key elements (order summary, shipping, payment fields) render consistently without shifting. After improvements, run a simple before/after test on checkout completion rate and time-to-interactive to confirm buyers move through payment with fewer drop-offs and less hesitation.

# Conversion Change Log

Actionable Findings	Impact
During performance testing, we found your checkout took approximately 5.0 seconds to fully load and stabilize, which exceeds the recommended 3-second threshold. Slower or shifting checkouts significantly increase abandonment, making load speed one of the highest-impact conversion fixes.	High

## 4

# Retention



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

### BUYERS ASK

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

## **Retention is the engine to long term growth:**

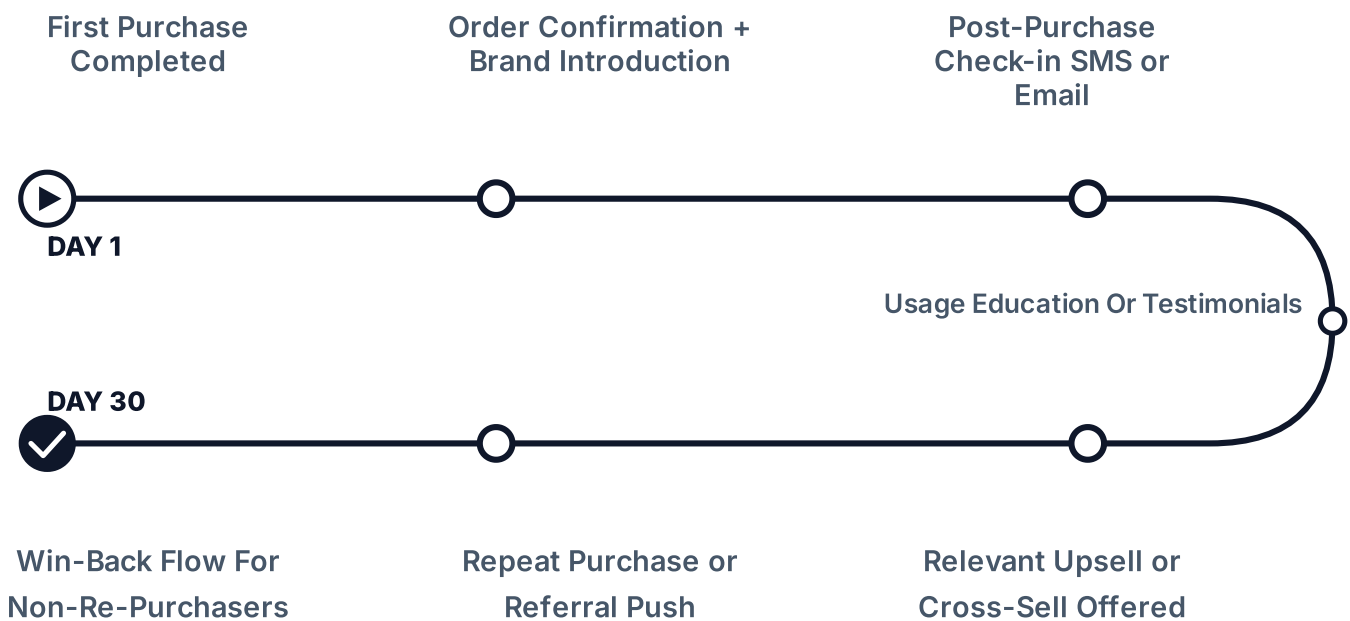
The first purchase isn't the endgame; it's just the beginning. When someone makes that initial buy, they have two paths: they might fade away, or they might become a loyal supporter who boosts your revenue without you needing to spend more on ads. Acquiring customers requires your time, effort, and money, 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.



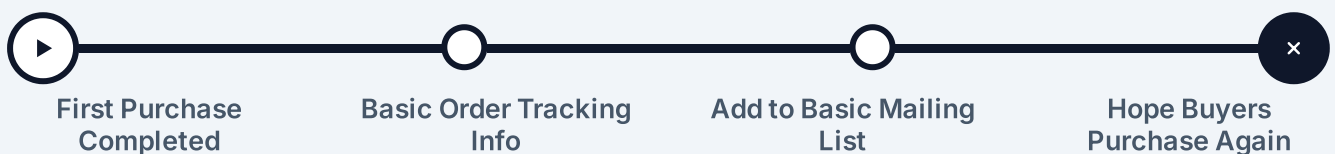
Most growth problems aren't traffic problems. They're retention problems that compound over time.

# Billion Dollar Retention

How top brands turn buyers into lifetime customers



## WHAT MOST BRANDS DO:



## 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.



# Your Store's Report Card

Overall Score <b>83</b> /100 <small>Weighted across stages</small>	Total Checks <b>74</b> <small>Checks run</small>	Pass Rate <b>18%</b> <small>Passed checks</small>	Highest Impact Stage <b>Awareness</b> <small>Biggest opportunity</small>
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Stage	Score	Grade	Passed	Flagged	Top Issue
Awareness	76	C+	4	24	During testing, your homepage took 7.8 secon...
Consideration	100	A-	6	20	N/A
Conversion	74	C	3	17	During performance testing, we found your c...
Retention	N/A	N/A	0	0	N/A

## 1 Awareness

↳ Homepage communicates the brand and shopping paths clearly. Improve load speed and layout stability to prevent early drop-offs.

## 2 Consideration

↳ Strong decision-support elements, but product pages failing to load may block evaluation.

## 3 Conversion

↳ Checkout flow works, but checkout performance and layout shifts may drive abandonment.

## Final Thoughts

Purple's storefront is performing strongly overall (83.61/100), with best-in-class Consideration (100%) that supports confident decision-making, but weaker Awareness (76.2%) and Conversion (73.7%) scores that signal preventable drop-off before shoppers engage and at the moment of purchase. The most critical opportunities are speed and stability improvements on the homepage (7.8s load) and checkout (5.0s load), because slow, shifting experiences reduce first-click engagement and materially increase checkout abandonment. In business terms, the current funnel likely captures high-intent shoppers once they reach product pages, but performance friction at the top and bottom of the funnel suppresses traffic-to-cart and cart-to-order rates, limiting revenue from otherwise qualified demand. Prioritize performance fixes with the highest ROI: compress and properly size hero imagery, defer non-essential scripts/third-party tags, improve Core Web Vitals (LCP/CLS/INP), and streamline checkout

# 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



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PREPARED BY

**Daniel Gomez**

CEO of Cirrus Media

# Estimate How Much Revenue Your Store Could Recover Each Month

- 1 Choose between retention or conversion calculator
- 2 Input your store metrics into the fields
- 3 Get a revenue recovery diagnostic in 15 seconds

The image shows a digital interface for a revenue recovery diagnostic tool. It features two main calculator options: 'Retention Calculator' and 'Conversion Calculator'. The 'Retention Calculator' includes sliders for 'Monthly Orders', 'Average Order Value (\$)', 'Returning Customer (%)', and 'Target Returning Customer (%)'. The 'Conversion Calculator' includes sliders for 'Monthly Website Visitors', 'Average Order Value (\$)', 'Conversion Rate (%)', and 'Goal Conversion Rate (%)'. Both calculators display a message: 'You're missing approximately \$60,000 in first-time sales every month. Cirrus automations turn lost conversions into recurring revenue.' and a 'Get More Sales' button.

## Free Lost Revenue Estimator Tool

Adjust your numbers to see how small conversion improvements could unlock major revenue.



# Purple Revenue Recovery Audit

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## A Note From The Founder

Most Shopify storefronts are losing sales for a reason that most owners can't see. In 2026, customers are trained skeptics. They have endless options, low patience, and they assume risk until you prove otherwise. If anything feels unclear or untrustworthy on your page, buyers don't dig deeper anymore; they just leave your site.

So many underperforming stores aren't failing because the product is bad. That's usually the LAST thing that's underperforming. Most stores are failing because their sites create hesitation and fail to present key points that move someone closer to buying your product. Confusing messaging, missing proof, unclear expectations, and slow checkout processes kill sales, and your analytic platforms won't ever tell you WHY it's happening.

This Revenue Recovery Audit is built around one goal: to remove uncertainty and friction at every step of the customer journey. We grade your storefront through a repeatable four-stage process that simulates how a buyer thinks internally as they navigate your site. Each stage has a specific job, and each stage has predictable failure points that create hidden revenue leaks that most brands struggle to catch.

## **"Clarity > Cleverness"**

-Daniel Gomez | Founder of Cirrus Media