FREE CRO TOOLKIT

04

FOR AGENCIES AND FREELANCERS

Agency CRO Audit Prompt Kit

12 AI prompts for a 5-day ecommerce CRO audit, from the data request to a one-page client summary.

CLIENT SUMMARY · CLIENT K

One page for your client

1	Returns answer sits only in the footer	$1,620
2	Ad offer is not shown on the page	$540
3	No photo shows the candle size	counted once

$1,944 $2,160 less 10% overlap, per month at stake, upper estimate

EDITION 2 · OCTOBER 2026 · BY ANSHUL

anshuldesigns.com

Find a prompt, part 1

Open a preparation brief, check the result, or jump straight to the complete copy prompt. Each page link uses this edition's actual page number.

A01 Kickoff and data request

Day 1, after the first call and before you ask for any data.

Prepare page 15 · Check page 16 · Copy page 17

A02 Data reconciliation

Day 2, when the exports arrive and before any number goes in a report.

Prepare page 23 · Check page 24 · Copy page 25

A03 Segment funnel memo

Day 2, after A02, to see where the funnel leaks and for whom.

Prepare page 28 · Check page 29 · Copy page 30

A04 Traffic source normaliser

Day 2, when source and campaign rows are messy or paid traffic is not converting.

Prepare page 33 · Check page 34 · Copy page 35

A05 Ad Library angle map

Day 3, to see what the client has been running and where those ads send people. About 15 minutes to run and 30 to collect the ads.

Prepare page 38 · Check page 39 · Copy page 40

A06 Message match batch

Day 3, for the client's top ads. About 30 minutes for five ads.

Prepare page 43 · Check page 44 · Copy page 46

Find a prompt, part 2

Open a preparation brief, check the result, or jump straight to the complete copy prompt. Each page link uses this edition's actual page number.

A07 Scorecard to findings

Day 4, when the scorecards are done and you have the outputs of A02 to A06.

Prepare page 52 · Check page 53 · Copy page 55

A08 Dollarise findings

Day 4, after A07, when every finding needs a monthly figure and its working.

Prepare page 64 · Check page 65 · Copy page 67

A09 Prioritise and 30/60/90

Day 4, after A08, when the client needs the work in order and by month.

Prepare page 73 · Check page 74 · Copy page 76

A10 Test plan

Day 4, for the one finding you will test first.

Prepare page 79 · Check page 80 · Copy page 81

A11 Red-team the report

Day 5, on the draft report, before the client sees it.

Prepare page 84 · Check page 85 · Copy page 86

A12 Client summary

Day 5, after A11. Run it again each month with last month's summary.

Prepare page 89 · Check page 90 · Copy page 92

Find a topic or example

Use these pages when you need setup help, worked examples, or a reference. Sources are optional background reading.

Start here	page 5
The audit week	page 7
How the pack works	page 9
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Evidence grading and findings	page 49
Worked findings example	page 59
Worked revenue-gap example	page 70
Filled client summary	page 20
Client summary worksheet	page 95
Claims and corrections	page 97
Rules of thumb	page 100
Optional sources	page 103

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Start here

One page for your client, built in 5 days.

12 prompts take an ecommerce CRO audit from the data request to the client summary.

1

Score one ad against its page ABOUT 10 MINUTES FOR ONE AD · PAGE 43
The fastest way in: paste one ad and its page, no exports needed. Five ads take about 30 minutes.
YOU LEAVE WITH **A match score out of 12 and the order to fix it in.**

2

Reconcile the numbers: A02 and A03 ABOUT 45 MINUTES · PAGE 23 AND PAGE 28
About 20 minutes of prompt time; the rest is checking.
YOU LEAVE WITH **One set of numbers you can quote, and the segment that leaks.**

3

Run the whole week 5 DAYS · PAGE 7
A day plan, and what each prompt hands on.
YOU LEAVE WITH **The client summary, ready to send.**

WHAT IT LOOKS LIKE WHEN YOU'RE DONE

Diagram reading
CLIENT K · $1,620 · $540 · counted once · $1,944

Client K's summary, filled in from A12. **page 20**

- A reconciled data set: one set of numbers you can quote.
- Up to 10 findings in one template, each graded by its evidence.
- A dollarised and prioritised plan with every number shown working.
- A one-page client summary.

WHAT YOU NEED

An AI assistant that accepts long text or files.

Read-only access to the client's Shopify analytics, and ideally GA4 and the ad account.

2 / 2

Start here, part 2

Landing Page Scorecard, Product Page Scorecard (Day 3) and Pack 03, which some prompts point to, for example Pack 03 · F01 Funnel locator.

The plain-text file of these prompts, for copying: anshuldesigns.com/downloads/anshul-agency-cro-audit-prompts.txt.

The editable client summary template: anshuldesigns.com/downloads/anshul-client-summary-template.txt.

The client's data terms. Check the contract before you paste anything. Money is in US dollars. Swap in the client's currency; the arithmetic does not change.

WHO IT IS FOR

You run CRO for ecommerce brands, as an agency or a freelancer. Every audit starts from a blank page, and the numbers get challenged.

WHO IT IS NOT FOR

Running your own store? Pack 03, the Store Data Prompt Pack, is written for you.

Before you paste: delete names, emails, phone numbers, addresses and order numbers. After: check every number against your export. AI tools can miscalculate and can invent figures. I tested every prompt in Claude on 7 October 2026. They should work in any assistant that accepts long text or files, but I have not yet tested ChatGPT or Gemini: check the arithmetic whatever you use.

Built from the 217-point checklist behind my free CRO audit.[1]

1 / 2

The audit week

Plan the week

Each prompt hands one thing to the next.

Audit week: 5 days, each with its prompts and the output it leaves, from kickoff and data request to red-team and summary.
DAY 1 · MON · Kickoff and datarequest · A01 · Kickoff and · data request · The exports the · client sends back. · OUTPUT · The request is sent · and access is asked · for. · DAY 2 · TUE · Reconcile andsegment · A02 · Data · reconciliation · The rows marked · YES or YES WITH · NOTE. · A03 · Segment funnel · memo · The Open first line. · A04 · Traffic source · normaliser · The funded but · leaking list. · OUTPUT · You know which · numbers you can · quote and where · the funnel leaks. · DAY 3 · WED · Ads and pages · A05 · Ad Library · angle map · The destination URLs · and the angle map. · A06 · Message match · batch · The worst ad and its · change list. · Scorecards · 01 and 02 · Failed check ids, · tags and your notes. · OUTPUT · Failed checks and · match scores, · ready to become · findings. · DAY 4 · THU · Findings, value,priority · A07 · Scorecard to · findings · Findings with grades. · A08 · Dollarise · findings · The table with its · overlap lines. · A09 · Prioritise and · 30/60/90 · The finding to test · first. · A10 · Test plan: top · test only · The test brief. · OUTPUT · A ranked plan the · client can approve. · DAY 5 · FRI · Red-team andsummary · A11 · Red-team the · report · The corrected · report. · A12 · Client summary · The page the client · reads. · OUTPUT · A report you can · defend and a · one-page summary · for your client.

Fig 1. 5 days is the plan, not a promise: a slow data request moves everything after it. Skip A05 and A06 for a client with no paid traffic, and A10 until a finding is worth testing.

The monthly client report

`A02` Reconcile the month's totals.

`A03` Re-run the segment funnel for the month.

`A12` Write the update, with last month's summary pasted in.

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The audit week, part 2

Day 3: the scorecards

01 Run scorecard 01 on the page each top ad sends traffic to, and scorecard 02 on the best-selling product page, before A07.

02 Run each check on the device its tag names. Phone checks go on a phone; any recent model will do. Clicks on Instagram and Facebook ads open inside the app's own browser by default, so test ad landing pages there too[2].

03 Paste the failed check ids, titles and tags into A07, with your notes. The notes are where the evidence lives.

04 Give the client the scorecard's one-page summary. You may send it, and the editable template, under your agency's name.

05 Re-score 30 days after your last rung 1 fix. The score change shows what was fixed; your numbers show whether it helped.

After the audit

Each month. Run A04 as well in a month when campaigns changed. Mark 21 to 23 September 2026 and each shipped fix with a note on the date in your own calendar or tracking sheet.

Check the build. Re-score the changed page, same checks, same device. For a test, run A10's Pre-launch QA rows on a phone and a laptop before any traffic is split. A tool that says a page is broken is not proof: open it on a real phone first.

Scope the retainer. Months 2 and 3 of the A09 plan and your real capacity are the work. The monthly value is an upper estimate, so do not price from it.

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How these prompts work

Read this once

Prompt anatomy: the 6 sections of prompt A01, ROLE, CONTEXT, INPUTS, STEPS, RULES, OUTPUT, in order, and the page parts around the copied text.
A01 · Kickoff and data request · 10 MIN · INPUTS · CHECKS · NOTES · A01 COPY FROM HERE · ROLE · You are a CRO strategist at an… · CONTEXT · Client: [CLIENT CODE NAME]. Sells… · INPUTS · My notes from the first call (goals,… · STEPS · 1. Write 8 discovery questions:… · RULES · 1. Use only what I pasted. If… · OUTPUT · Table 1 (8 rows) with columns:… · TO HERE · ROLE · The job, and the limit. · CONTEXT · The client, in [BRACKETS]. · INPUTS · Exports, then [PASTE HERE]. · STEPS · Numbered and fixed. · RULES · 7 shared rules, plus its own. · OUTPUT · Fixed tables, exact columns. · NOT COPIED · What you get, theminutes, the inputs topaste, the checks andthe notes. · COPIED TEXT · Only what sits betweenthe two tabs.

Fig 2. Copy only what sits between the two tabs.

The shared rules: they sit in every prompt, and they are why the output shows its working

```
1. Use only what I pasted. If something you need is missing, write "Not
enough data" and name the report or export that would answer it.
2. Show the arithmetic for every number you calculate, written as a / b =
c.
3. Do not use industry benchmarks, averages or statistics unless I pasted
them.
```

2 / 3

How these prompts work, part 2

```
4. Quote the exact row, number or sentence you are judging.
5. Label anything you infer as ASSUMPTION.
6. Never write copy that states a fact I did not give you (prices,
reviews, results, certifications, delivery times).
7. Output only the sections listed under OUTPUT, in that order. No
introduction and no closing summary.
```

Agency rules

Client data stays out of any tool the client has not approved: check the contract first. Use a code name for the client, and anonymise before you paste. Check every number against the export before it goes into a report.

Terms used in this kit

PDP product detail page. CVR conversion rate as Shopify defines it: sessions that completed checkout divided by sessions. AOV average order value: sales divided by orders. ICE Impact, Confidence, Ease: three scores from 1 to 10, averaged.

Shopify changed how it counts sessions in September 2026

Shopify changed how it counts sessions from 21 to 23 September 2026: sessions no longer end at midnight UTC, some sessions without a page view now count, and identified bots are filtered out by default[3]. Shopify says to treat data from after the change as a new baseline[4]. So start any range that uses sessions or conversion rate on or after 24 September 2026, or end it before 21 September; keep the Human or bot filter the same in both periods; and compare orders and sales, which did not change, across those dates.

ID KEY: L AND P ARE CHECKS, F AND A ARE PROMPTS

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How these prompts work, part 3

L

Scorecard 01 Landing Page Scorecard

anshuldesigns.com/downloads/anshul-landing-page-scorecard.pdf

P

Scorecard 02 Shopify Product Page Scorecard

anshuldesigns.com/downloads/anshul-shopify-product-page-scorecard.pdf

F

Pack 03 Store Data Prompt Pack

anshuldesigns.com/downloads/anshul-store-data-prompt-pack.pdf

A

Kit 04 Agency CRO Audit Prompt Kit

anshuldesigns.com/downloads/anshul-agency-cro-audit-prompt-kit.pdf

Fill the [BRACKETS] and paste each export where it says [PASTE … HERE]. Best copied from the plain-text file: anshuldesigns.com/downloads/anshul-agency-cro-audit-prompts.txt

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Client data handling

Before you ask for anything

What to request

- Summary reports, not lists of customers.
- One date range for every export, in one time zone.
- Read-only access where the client can give it, so you pull the reports yourself.

What to refuse

- Customer lists, and order exports that carry names or emails.
- Payment details, passwords and API keys.
- Anything the contract says stays inside the client's systems.

ONE RULE FOR AD PLATFORM DATA

Purchases and purchase value stay in, because A02 needs them. Spend is used only to choose the top ads, and is pasted only if the client approves. Audience names never go in.

What to remove from each export

2 / 3

Client data handling, part 2

Export	Remove before you paste
Shopify analytics reports	Nothing personal in a summary report. Check no custom column holds customer names.
GA4 reports	Nothing personal in a summary report. Do not export user-level data.
Ad platform reports	Audience names always; spend unless the client approved it. Keep purchases and value.
Meta Ad Library	Nothing: it is public. Remove what you added from the client's account.
Landing page text	Reviewer names and any customer details on the page.
Support emails, survey answers	Names, emails, phone numbers, order numbers. Paste your anonymised notes.

Export	Remove before you paste
Session recordings	Never paste them. Paste your own notes of what you saw.

Where to store it

> Keep raw exports in the client's folder, with restricted access.

3 / 3

Client data handling, part 3

> Name files with the client's code name, never the client's name.

> Keep each AI output next to the export it came from.

When to delete it

> Agree in writing when raw exports are deleted; the contract usually sets it. Keep the final report and working tables.

> Use a tool the contract allows. Where it lets you switch off training on your chats, do it, and delete the chat once you have saved the output.

Two limits in Shopify's numbers

Shopify's bot filter covers sessions from 7 October 2025 onwards only, so a 12-month range mixes two bot treatments[3].

In regions where your cookie banner asks for consent, such as the EEA and the UK, Shopify collects non-essential data only after consent, which it says shows up as lower session counts and conversion rates[5]. If most of your traffic is from those regions, compare orders, not only rates.

This is practical guidance, not legal advice.

A01 · 10 min

A01 Kickoff and data request

Eight questions and a data request the client can action.

Use when Day 1, after the first call and before you ask for any data.

01 · Input	02 · AI	03 · Validate	04 · Decide
Collect & remove private data	Paste the complete prompt	Check evidence & calculations	Choose the next action

A01 · 1. Gather your inputs

Notes from the first call TEXT

Your own notes: goals, channels, what they tried, worries.

DELETE FIRST Staff names and contact details.

Store web address TEXT

The client's store URL, domain only.

DELETE FIRST Anything after the domain.

NEVER PASTE Passwords, keys, login links, margins

2. Run the complete prompt

Use the text file for reliable copying. Paste all parts of A01 in order, then add the inputs above. The prompt starts on page 17.
Best copied from the plain-text file:
anshuldesigns.com/downloads/anshul-agency-cro-audit-prompts.txt

Before you paste: delete names, emails, phone numbers, addresses and order numbers. After: check every number against your export. AI tools can miscalculate and can invent figures.

A01 · 10 min

A01: read & decide

Response preview 3 tables

Illustrative output shape · placeholders, not a model result

Field in the first table	What appears here
Question	[Value from supplied input]
Why we ask	[Value from supplied input]

Other requested tables

Table 2: Export · Where to find it · Date range · Why we need it · Remove before sending

Table 3: Access needed · Who grants it

A01 · 3. Validate the reply

- ☐ Table 2 rows end with a prompt tag.
- ☐ No customer-level export.
- ☐ Table 1 opens with outcome questions.

A01 · Read the result

Table 1 is the agenda for your next call.

A01 · 4. Do next

Send Tables 2 and 3 without the prompt ids.

Watch for this failure A customer-level request, or an untagged Table 2 row. Delete it.

Next prompt A02 Data reconciliation (page 23)

PAIRS WITH Pack 03 · F01 Funnel locator, F03 Landing page league table

Before you paste: delete names, emails, phone numbers, addresses and order numbers. After: check every number against your export. AI tools can miscalculate and can invent figures.

A01 · 10 min

A01: copy the prompt, part 1

Part 1 of 3 · Start here. Copy every part in order.

Best copied from the plain-text file:
anshuldesigns.com/downloads/anshul-agency-cro-audit-prompts.txt

COPY FROM HERE

```
A01 KICKOFF AND DATA REQUEST

ROLE
You are a CRO strategist at an ecommerce agency. You only use what I
paste.

CONTEXT
Client: [CLIENT CODE NAME]. Sells [WHAT THEY SELL] to [WHO BUYS].
Platform: [PLATFORM]. Ad channels: [AD CHANNELS]. Audit window: [START
DATE] to [END DATE].

INPUTS
My notes from the first call (goals, channels, what they have tried,
worries):
[PASTE CALL NOTES HERE]
The store web address, domain only:
[PASTE STORE URL HERE]
```

Continue on page 18.

Before you paste: delete names, emails, phone numbers, addresses and order numbers. After: check every number against your export. AI tools can miscalculate and can invent figures.

A01 · 10 min

A01: copy the prompt, part 2

Part 2 of 3 · Continue the same prompt; do not run this part alone.

Best copied from the plain-text file:
anshuldesigns.com/downloads/anshul-agency-cro-audit-prompts.txt

A01 CONTINUED

```
STEPS
1. Write 8 discovery questions: business outcome first (the result, the
metric, the page that matters), then constraints (theme access, release
rhythm). If my notes answer one, ask a sharper one. Questions ask for
goals, dates and decisions, never for figures or spend.
2. Build the data request from this menu only, one date range for all,
my audit window (if it crosses 21 to 23 Sep 2026, ask for session
metrics from 24 Sep 2026): funnel by device, new vs returning and top 5
sources (A03); sales and orders, all channels and online store (A02);
GA4 purchases and revenue (A02); ad platform purchases and value (A02);
sessions and orders by source, medium, campaign (A04); ads with
destination URLs (A05, A06); sessions and orders by landing page, with
AOV (A08).
3. Write Where to find it using only: Shopify Analytics > Reports
(Conversion rate breakdown, Sessions by landing page, Sales attributed
to marketing, Sessions attributed to marketing campaigns), Shopify
Orders, GA4 Reports or Explore, the ad platform reports. For another
platform, or if unsure, write: Client to confirm the report name.
4. Write Remove before sending: customer names, emails, addresses and
order numbers; for ad reports also audience names, and spend unless the
client approved pasting it.
5. List the view-only access and who grants it.
```

Continue on page 19.

Before you paste: delete names, emails, phone numbers, addresses and order numbers. After: check every number against your export. AI tools can miscalculate and can invent figures.

A01 · 10 min

A01: copy the prompt, part 3

Part 3 of 3 · Continue the same prompt; do not run this part alone.

Best copied from the plain-text file:
anshuldesigns.com/downloads/anshul-agency-cro-audit-prompts.txt

A01 CONTINUED

```
RULES
1. Use only what I pasted. If something you need is missing, write "Not
enough data" and name the report or export that would answer it.
2. Show the arithmetic for every number you calculate, written as a / b
= c.
3. Do not use industry benchmarks, averages or statistics unless I
pasted them.
4. Quote the exact row, number or sentence you are judging.
5. Label anything you infer as ASSUMPTION.
6. Never write copy that states a fact I did not give you (prices,
reviews, results, certifications, delivery times).
7. Output only the sections listed under OUTPUT, in that order. No
introduction and no closing summary.
8. Request nothing outside the menu. Ask for customer-level data only
if my notes show a need.
9. End each Why we need it with the tag, for example (A03).
10. Date rule: my range starts on or after 24 Sep 2026, or ends before
21 Sep 2026. Mention these dates only if my rows cross 21 to 23 Sep
2026: then say so and compare orders and sales, not sessions or
conversion rates.

OUTPUT
Table 1 (8 rows) with columns: Question | Why we ask
Table 2 with columns: Export | Where to find it | Date range | Why we
need it | Remove before sending
Table 3 with columns: Access needed | Who grants it
```

TO HERE · End of prompt

Before you paste: delete names, emails, phone numbers, addresses and order numbers. After: check every number against your export. AI tools can miscalculate and can invent figures.

1 / 3

Client K's summary, filled in

What you hand over

WORKED EXAMPLE · FICTIONAL STORE

$1,944

A MONTH AT STAKE, UPPER ESTIMATE

WHAT CAME OUTRUN IN CLAUDE ON 7 OCTOBER 2026, TRIMMED.

Headline: Shoppers cannot find your returns answer near Add to cart

Table 1

Number	Value	Where it comes from
Online store orders per 100 visits now	1.6 (640 / 40,000 x 100 = 1.6)	"Current online store orders 640 and sessions 40,000, 1 Jun to 31 Aug 2026."
Monthly value at stake (upper estimate, overlap removed)	1,944 USD per month	Dollarised table: "After overlap 1,944 per month" (10% overlap, because visitors from the candles collection page also reach the best-selling product page)

[rows trimmed]

Table 2

2 / 3

Client K's summary, filled in, part 2

What is already strong	Evidence
Desktop shoppers who reach checkout finish it	"400 of 640 sessions"
Email brings buyers	"85 completed checkouts from 3,000 email sessions"

Table 3

Top fix	Who	When
Add one returns line under Add to cart	Client developer	Month 1
Show the offer in a bar under the header (the Meta ad offer is missing on the page it leads to)	Client developer	Month 1
Add a photo that shows the candle next to a hand	Client designer	Month 2

Table 4

3 / 3

Client K's summary, filled in, part 3

What we cannot tell you yet	Export that would settle it
Reviews are hard to use: not yet confirmed. Row quoted: "Reviews are hard to use … Link the stars to the reviews and keep low-star reviews visible".	Not enough data. A store report showing how many visitors click the stars or the reviews on the product page, and how many leave from that page right after, would answer it.

Hand check

Rate: 640 / 40,000 x 100 = 1.6. Only 1,944 appears, never the raw 2,160. Reviews sit under what we cannot tell you yet. Table 2: 640 is desktop sessions that reached checkout (400 finished, 62.5%), not the 640 store orders of Table 1.

A02 · 10 min

A02 Data reconciliation

Which numbers to quote, with every difference explained.

Use when Day 2, when the exports arrive and before any number goes in a report.

01 · Input	02 · AI	03 · Validate	04 · Decide
Collect & remove private data	Paste the complete prompt	Check evidence & calculations	Choose the next action

A02 · 1. Gather your inputs

Shopify totals, attributed orders TABLE

Analytics > Reports: orders, net sales, Sales attributed to marketing.

GA4 purchases and revenue TABLE

Reports > Monetization > Ecommerce purchases (client to confirm).

Ad platform purchases and value TABLE OPTIONAL

Ads Manager, with each ad set's attribution setting.

DELETE FIRST Spend, audience names.

NEVER PASTE Order-level exports

2. Run the complete prompt

Use the text file for reliable copying. Paste all parts of A02 in order, then add the inputs above. The prompt starts on page 25.
Best copied from the plain-text file:
anshuldesigns.com/downloads/anshul-agency-cro-audit-prompts.txt

Before you paste: delete names, emails, phone numbers, addresses and order numbers. After: check every number against your export. AI tools can miscalculate and can invent figures.

A02 · 10 min

A02: read & decide

Response preview 1 table

Illustrative output shape · placeholders, not a model result

Field in the first table	What appears here
Metric	[Value from supplied input]
Source	[Value from supplied input]
Value	[Value from supplied input]
Compared with	[Value from supplied input]
Difference	[Value from supplied input]
Likely reason	[Value from supplied input]
Quote this?	[Value from supplied input]

A02 · 3. Validate the reply

- ☐ Recompute one Difference from the figures you pasted.
- ☐ Each ad platform is compared with its own Shopify orders.
- ☐ No figure was averaged; every reason says ASSUMPTION.

A02 · Read the result

Quote only YES and YES WITH NOTE rows. Google's spec omits shipping and tax from purchase value; check the tag[6].

A02 · 4. Do next

A flag is a finding only if a second source agrees.

Watch for this failure A platform compared with all store orders, or GA4 revenue called net or gross. Check the Compared with column.

Next prompt A03 Segment funnel memo (page 28)

PAIRS WITH Pack 03 · F01 Funnel locator, F02 Device gap

Before you paste: delete names, emails, phone numbers, addresses and order numbers. After: check every number against your export. AI tools can miscalculate and can invent figures.

A02 · 10 min

A02: copy the prompt, part 1

Part 1 of 3 · Start here. Copy every part in order.

Best copied from the plain-text file:
anshuldesigns.com/downloads/anshul-agency-cro-audit-prompts.txt

COPY FROM HERE

```
A02 DATA RECONCILIATION

ROLE
You are a data analyst at an ecommerce agency. You only use the numbers
I paste.

CONTEXT
Client: [CLIENT CODE NAME]. Sells [WHAT THEY SELL] to [WHO BUYS]. Date
range: [START DATE] to [END DATE]. Currency: [CURRENCY]. Time zone:
[TIME ZONE].

INPUTS
Totals for the date range and time zone above:
Shopify online store orders and net sales (all channels too, if shown),
and the orders Shopify attributes to each ad platform:
[PASTE SHOPIFY TOTALS HERE]
GA4 purchases and purchase revenue:
[PASTE GA4 TOTALS HERE]
Ad platform purchases and purchase value, with the attribution setting
of each ad set:
[PASTE AD PLATFORM TOTALS HERE]
```

Continue on page 26.

Before you paste: delete names, emails, phone numbers, addresses and order numbers. After: check every number against your export. AI tools can miscalculate and can invent figures.

A02 · 10 min

A02: copy the prompt, part 2

Part 2 of 3 · Continue the same prompt; do not run this part alone.

Best copied from the plain-text file:
anshuldesigns.com/downloads/anshul-agency-cro-audit-prompts.txt

A02 CONTINUED

```
STEPS
1. List each figure as Metric, Source and Value, in the units I pasted.
2. Reference: for GA4, Shopify online store orders and net sales; for
an ad platform, the Shopify orders attributed to it, never all orders.
If the reference is missing, write "Not enough data".
3. Difference = (row value - reference) / reference, as a percentage.
Flag more than 20% (a rule of thumb).
4. Likely reason, only from: the platform counts only orders it
attributes to its own ads, attribution setting (7-day click, 1-day
view), consent banners, pixel settings or blocked tracking, duplicate
events, refund timing, time zone, currency, all channels vs online
store. Label it ASSUMPTION.
5. Quote this? YES for Shopify, YES WITH NOTE where the difference is
explained and defined, NO where not.

RULES
1. Use only what I pasted. If something you need is missing, write "Not
enough data" and name the report or export that would answer it.
2. Show the arithmetic for every number you calculate, written as a / b
= c.
3. Do not use industry benchmarks, averages or statistics unless I
pasted them.
4. Quote the exact row, number or sentence you are judging.
5. Label anything you infer as ASSUMPTION.
6. Never write copy that states a fact I did not give you (prices,
reviews, results, certifications, delivery times).
```

Continue on page 27.

Before you paste: delete names, emails, phone numbers, addresses and order numbers. After: check every number against your export. AI tools can miscalculate and can invent figures.

A02 · 10 min

A02: copy the prompt, part 3

Part 3 of 3 · Continue the same prompt; do not run this part alone.

Best copied from the plain-text file:
anshuldesigns.com/downloads/anshul-agency-cro-audit-prompts.txt

A02 CONTINUED

```
7. Output only the sections listed under OUTPUT, in that order. No
introduction and no closing summary.
8. Shopify is the reference. Never average sources or pick the figure
that looks best. Compare orders with orders, revenue with revenue.
9. Never call GA4 revenue net or gross: Google's spec leaves shipping
and tax out of purchase value; check the client's tag.

OUTPUT
Table 1 with columns: Metric | Source | Value | Compared with |
Difference | Likely reason | Quote this?
Then one line for each flagged row: Tracking flag: <source>,
<difference>, <what to check first>.
Then, only if all ad platforms' purchases added together exceed Shopify
online store orders: Over-attribution: <sum> / <orders> = <c to 2
decimals>, with nothing after it.
```

TO HERE · End of prompt

Before you paste: delete names, emails, phone numbers, addresses and order numbers. After: check every number against your export. AI tools can miscalculate and can invent figures.

A03 · 10 min

A03 Segment funnel memo

The segment that hides the defect, and a 5-bullet memo.

Use when Day 2, after A02, to see where the funnel leaks and for whom.

01 · Input	02 · AI	03 · Validate	04 · Decide
Collect & remove private data	Paste the complete prompt	Check evidence & calculations	Choose the next action

A03 · 1. Gather your inputs

Conversion rate breakdown TABLE

Analytics > Reports. Note open or closed funnel.

New vs returning, top 5 sources TABLE

If your admin shows them; else GA4 funnel exploration.

The same, by device type TABLE

New exploration, dimension Device category (client to confirm).

NEVER PASTE Order or customer rows

2. Run the complete prompt

Use the text file for reliable copying. Paste all parts of A03 in order, then add the inputs above. The prompt starts on page 30.
Best copied from the plain-text file:
anshuldesigns.com/downloads/anshul-agency-cro-audit-prompts.txt

Before you paste: delete names, emails, phone numbers, addresses and order numbers. After: check every number against your export. AI tools can miscalculate and can invent figures.

A03 · 10 min

A03: read & decide

Response preview 1 table

Illustrative output shape · placeholders, not a model result

Field in the first table	What appears here
Segment	[Value from supplied input]
All sessions	[Value from supplied input]
Add-to-cart rate	[Value from supplied input]
Checkout rate	[Value from supplied input]
Completion rate	[Value from supplied input]
Conversion rate	[Value from supplied input]
Weakest stage	[Value from supplied input]

A03 · 3. Validate the reply

- ☐ Recalculate one rate from the pasted counts.
- ☐ Each LOW segment has fewer than 30 completed checkouts.
- ☐ No memo number comes from outside your paste.

A03 · Read the result

EARLY points at the page, message or product; LATE at cost, friction or trust. GA4 counts users, not sessions[7].

A03 · 4. Do next

Run the scorecards on the page for the Open first segment.

Watch for this failure A segment with few completed checkouts picked as weakest, or two tools mixed. Check the LOW tags.

Next prompt A04 Traffic source normaliser (page 33)
PAIRS WITH Pack 03 · F01 Funnel locator; Scorecard 02 · P29 Add to cart confirms, shows checkout

Before you paste: delete names, emails, phone numbers, addresses and order numbers. After: check every number against your export. AI tools can miscalculate and can invent figures.

A03 · 10 min

A03: copy the prompt, part 1

Part 1 of 3 · Start here. Copy every part in order.

Best copied from the plain-text file:
anshuldesigns.com/downloads/anshul-agency-cro-audit-prompts.txt

COPY FROM HERE

```
A03 SEGMENT FUNNEL MEMO

ROLE
You are an ecommerce analyst at an agency. You only use the numbers I
paste.

CONTEXT
Client: [CLIENT CODE NAME]. Sells [WHAT THEY SELL] to [WHO BUYS]. Date
range: [START DATE] to [END DATE]. Currency: [CURRENCY].

INPUTS
The conversion funnel for the date range above, one table per split:
device category, new vs returning visitors, top 5 traffic sources. Per
segment: All sessions, Sessions with cart additions, Sessions that
reached checkout, Sessions that completed checkout. Name the tool of
each table and, for Shopify, open or closed funnel.
[PASTE THE TABLES HERE]
```

Continue on page 31.

Before you paste: delete names, emails, phone numbers, addresses and order numbers. After: check every number against your export. AI tools can miscalculate and can invent figures.

A03 · 10 min

A03: copy the prompt, part 2

Part 2 of 3 · Continue the same prompt; do not run this part alone.

Best copied from the plain-text file:
anshuldesigns.com/downloads/anshul-agency-cro-audit-prompts.txt

A03 CONTINUED

```
STEPS
1. Per segment: add-to-cart rate = sessions with cart additions / all
sessions; checkout rate = reached checkout / sessions with cart
additions; completion rate = completed checkout / reached checkout;
conversion rate = completed checkout / all sessions.
2. Write LOW after the segment name if it has fewer than 30 completed
checkouts (a rule of thumb).
3. Within each split, a segment's weakest stage is where its rate
divided by the best rate in that split is lowest. None if its ratio is
1 at every stage. Label it EARLY (add to cart) or LATE (checkout,
completion).
4. Choose the segment and stage that hide the defect: the lowest ratio
among segments not marked LOW.
5. Write a client memo of 5 plain-English bullets, each with one number
and what it means. Never draw a conclusion from a LOW segment.

RULES
1. Use only what I pasted. If something you need is missing, write "Not
enough data" and name the report or export that would answer it.
2. Show the arithmetic for every number you calculate, written as a / b
= c.
3. Do not use industry benchmarks, averages or statistics unless I
pasted them.
4. Quote the exact row, number or sentence you are judging.
5. Label anything you infer as ASSUMPTION.
6. Never write copy that states a fact I did not give you (prices,
reviews, results, certifications, delivery times).
```

Continue on page 32.

Before you paste: delete names, emails, phone numbers, addresses and order numbers. After: check every number against your export. AI tools can miscalculate and can invent figures.

A03 · 10 min

A03: copy the prompt, part 3

Part 3 of 3 · Continue the same prompt; do not run this part alone.

Best copied from the plain-text file:
anshuldesigns.com/downloads/anshul-agency-cro-audit-prompts.txt

A03 CONTINUED

```
7. Output only the sections listed under OUTPUT, in that order. No
introduction and no closing summary.
8. Shopify counts sessions; GA4 funnel exploration counts users. If a
later stage is larger than an earlier one, say so and do not force it
to fit.
9. Compare segments only within one split and one tool. Never mix
Shopify and GA4 rows in one comparison.
10. Date rule: my range starts on or after 24 Sep 2026, or ends before
21 Sep 2026. Mention these dates only if my rows cross 21 to 23 Sep
2026: then say so and compare orders and sales, not sessions or
conversion rates.

OUTPUT
Table 1 with columns: Segment | All sessions | Add-to-cart rate |
Checkout rate | Completion rate | Conversion rate | Weakest stage,
written as stage (EARLY or LATE, ratio a / b = c)
Then one line: Open first: <segment and stage>.
Then the client memo: 5 bullets.
```

TO HERE · End of prompt

Before you paste: delete names, emails, phone numbers, addresses and order numbers. After: check every number against your export. AI tools can miscalculate and can invent figures.

A04 · 10 min

A04 Traffic source normaliser

Clean campaign rows, and the funded traffic that does not convert.

Use when Day 2, when source and campaign rows are messy or paid traffic is not converting.

01 · Input	02 · AI	03 · Validate	04 · Decide
Collect & remove private data	Paste the complete prompt	Check evidence & calculations	Choose the next action

A04 · 1. Gather your inputs

Sessions and orders by source, medium and campaign CSV

Analytics > Reports > Sales attributed to marketing (it includes UTM campaign name) with Sessions attributed to marketing campaigns; or GA4 Traffic acquisition, Session source / medium, Session campaign, Ecommerce purchases added. Top 100 rows, one tool.

DELETE FIRST Any column with customer names or order numbers.

NEVER PASTE Unreleased product names or prices

2. Run the complete prompt

Use the text file for reliable copying. Paste all parts of A04 in order, then add the inputs above. The prompt starts on page 35.
Best copied from the plain-text file:
anshuldesigns.com/downloads/anshul-agency-cro-audit-prompts.txt

Before you paste: delete names, emails, phone numbers, addresses and order numbers. After: check every number against your export. AI tools can miscalculate and can invent figures.

A04 · 10 min

A04: read & decide

Response preview 2 tables

Illustrative output shape · placeholders, not a model result

Field in the first table	What appears here
Campaign (merged)	[Value from supplied input]
Rows merged	[Value from supplied input]
Sessions	[Value from supplied input]
Orders	[Value from supplied input]
Conversion rate	[Value from supplied input]
Confidence	[Value from supplied input]

Other requested tables

Table 2: Campaign · Sessions · Orders · Conversion rate

A04 · 3. Validate the reply

- ☐ No merged row mixes paid and unpaid media.
- ☐ Rows marked NAME MISSING were not merged with anything.
- ☐ Direct traffic is called unknown, never loyal customers.

A04 · Read the result

Quote orders beside every rate. The leaking list shows funded traffic that does not convert, not the cause.

A04 · 4. Do next

Use the same date range as A01.

Watch for this failure A direct or organic row merged into a paid campaign. Open two merged rows and check each source row.

Next prompt A05 Ad Library angle map (page 38)

PAIRS WITH Scorecard 01 · L30 Destination URL is clean

Before you paste: delete names, emails, phone numbers, addresses and order numbers. After: check every number against your export. AI tools can miscalculate and can invent figures.

A04 · 10 min

A04: copy the prompt, part 1

Part 1 of 3 · Start here. Copy every part in order.

Best copied from the plain-text file:
anshuldesigns.com/downloads/anshul-agency-cro-audit-prompts.txt

COPY FROM HERE

```
A04 TRAFFIC SOURCE NORMALISER

ROLE
You are a paid media analyst at an ecommerce agency. You only use the
rows I paste.

CONTEXT
Client: [CLIENT CODE NAME]. Sells [WHAT THEY SELL] to [WHO BUYS]. Date
range: [START DATE] to [END DATE]. Currency: [CURRENCY]. Paid media
values: [PAID MEDIUM VALUES]. Minimum sessions for a leak: [MINIMUM
SESSIONS].

INPUTS
Sessions and orders by source, medium and campaign for the date range
above, from one tool (the top 100 rows by sessions). Columns: source,
medium, campaign, sessions, orders.
[PASTE THE ROWS HERE]
```

Continue on page 36.

Before you paste: delete names, emails, phone numbers, addresses and order numbers. After: check every number against your export. AI tools can miscalculate and can invent figures.

A04 · 10 min

A04: copy the prompt, part 2

Part 2 of 3 · Continue the same prompt; do not run this part alone.

Best copied from the plain-text file:
anshuldesigns.com/downloads/anshul-agency-cro-audit-prompts.txt

A04 CONTINUED

```
STEPS
1. Make a merge key for each row: the campaign name in lowercase, with
spaces, hyphens and underscores treated as the same character. Merge
rows with an identical key only when their media are both in my paid
list. Never merge a paid row with an unpaid row.
2. A campaign name that is blank, "(not set)", "(direct)", "(organic)",
"(referral)", "(none)", only digits, or an unfilled template tag in
curly braces is NAME MISSING. Do not merge it.
3. For each merged campaign add the sessions and the orders, count the
rows merged, and calculate conversion rate = orders / sessions.
4. Confidence is LOW if the merged campaign has fewer than 30 orders (a
rule of thumb), otherwise OK.
5. Funded but leaking: paid campaigns with at least the minimum
sessions and a conversion rate below the combined rate of all rows
whose medium is in my paid list. Show at most 5, most sessions first.

RULES
1. Use only what I pasted. If something you need is missing, write "Not
enough data" and name the report or export that would answer it.
2. Show the arithmetic for every number you calculate, written as a / b
= c.
3. Do not use industry benchmarks, averages or statistics unless I
pasted them.
4. Quote the exact row, number or sentence you are judging.
5. Label anything you infer as ASSUMPTION.
6. Never write copy that states a fact I did not give you (prices,
reviews, results, certifications, delivery times).
```

Continue on page 37.

Before you paste: delete names, emails, phone numbers, addresses and order numbers. After: check every number against your export. AI tools can miscalculate and can invent figures.

A04 · 10 min

A04: copy the prompt, part 3

Part 3 of 3 · Continue the same prompt; do not run this part alone.

Best copied from the plain-text file:
anshuldesigns.com/downloads/anshul-agency-cro-audit-prompts.txt

A04 CONTINUED

```
7. Output only the sections listed under OUTPUT, in that order. No
introduction and no closing summary.
8. Merge only identical keys. Never merge similar names.
9. Direct means unknown. Never call direct traffic loyal or returning
customers.

OUTPUT
Table 1 with columns: Campaign (merged) | Rows merged | Sessions |
Orders | Conversion rate | Confidence
Table 2, Funded but leaking, with columns: Campaign | Sessions | Orders
| Conversion rate
Then one line: Paid conversion rate: a / b = c.
```

TO HERE · End of prompt

Before you paste: delete names, emails, phone numbers, addresses and order numbers. After: check every number against your export. AI tools can miscalculate and can invent figures.

A05 · 15 + 30 MIN

A05 Ad Library angle map

Which angles the client keeps paying for, and where the ads land.

Use when Day 3, to see what the client has been running and where those ads send people. About 15 minutes to run and 30 to collect the ads.

01 · Input	02 · AI	03 · Validate	04 · Decide
Collect & remove private data	Paste the complete prompt	Check evidence & calculations	Choose the next action

A05 · 1. Gather your inputs

Active ads: text, start date, format, URL TABLE

Meta Ad Library (facebook.com/ads/library), by advertiser: copy the ads into a sheet; if your search shows a download option, use it. Exact URLs come from Ads Manager.

DELETE FIRST Spend, results and audience names.

Today's date TEXT

Type it in the [TODAY DATE] bracket.

NEVER PASTE Spend or results from Ads Manager

2. Run the complete prompt

Use the text file for reliable copying. Paste all parts of A05 in order, then add the inputs above. The prompt starts on page 40.
Best copied from the plain-text file:
anshuldesigns.com/downloads/anshul-agency-cro-audit-prompts.txt

Before you paste: delete names, emails, phone numbers, addresses and order numbers. After: check every number against your export. AI tools can miscalculate and can invent figures.

A05 · 15 + 30 MIN

A05: read & decide

••• Response preview 3 tables

Illustrative output shape · placeholders, not a model result

Field in the first table	What appears here
Angle	[Value from supplied input]
Ads	[Value from supplied input]
Longest running (days)	[Value from supplied input]
Example hook	[Value from supplied input]
Landing pages	[Value from supplied input]

Other requested tables

Table 2: URL · Issue

Table 3: Angle · Best page for it · Exists?

A05 · 3. Validate the reply

- ☐ Recompute one run length: today minus the start date.
- ☐ Each example hook is a quote from an ad.
- ☐ No line says an ad works. Ad Library shows no spend or results.

A05 · Read the result

Ad Library shows when an ad started running, not its spend or results[8]. A long run is a signal, not proof.

A05 · 4. Do next

Pick the client's top ads for A06.

Watch for this failure Date arithmetic, and an angle judged from the URL. Recompute one run length; UTM flags from Ad Library say ASSUMPTION.

Next prompt A06 Message match batch (page 43)

PAIRS WITH Scorecard 01 · L06 Oldest ad's angle leads; one ad: tick, L30 Destination URL is clean

Before you paste: delete names, emails, phone numbers, addresses and order numbers. After: check every number against your export. AI tools can miscalculate and can invent figures.

A05 · 15 + 30 MIN

A05: copy the prompt, part 1

Part 1 of 3 · Start here. Copy every part in order.

Best copied from the plain-text file:
anshuldesigns.com/downloads/anshul-agency-cro-audit-prompts.txt

COPY FROM HERE

```
A05 AD LIBRARY ANGLE MAP

ROLE
You are a paid social strategist at an ecommerce agency. You only use
the ads I paste.

CONTEXT
Client: [CLIENT CODE NAME]. Sells [WHAT THEY SELL] to [WHO BUYS]. Date
range: [START DATE] to [END DATE]. Currency: [CURRENCY]. Today: [TODAY
DATE].

INPUTS
10 to 30 ads that are active now, from Meta Ad Library or the client's
Ads Manager. For each ad: body text, the date it started running,
format, destination URL (from Ads Manager if the client gave access,
otherwise the page you reached from the ad's button).
[PASTE THE ADS HERE]
```

Continue on page 41.

Before you paste: delete names, emails, phone numbers, addresses and order numbers. After: check every number against your export. AI tools can miscalculate and can invent figures.

A05 · 15 + 30 MIN

A05: copy the prompt, part 2

Part 2 of 3 · Continue the same prompt; do not run this part alone.

Best copied from the plain-text file:
anshuldesigns.com/downloads/anshul-agency-cro-audit-prompts.txt

A05 CONTINUED

```
STEPS
1. Give each ad one angle, judged from its first sentence: PROBLEM
(names a pain), IDENTITY (speaks to who the buyer is), USE CASE (a
situation or occasion), OFFER (price, discount, bundle, free gift),
PROOF (reviews, numbers, press), OTHER.
2. Run length in days = today minus start date. Find the longest-
running ad in each angle.
3. List the distinct destination paths used by each angle.
4. Flag each URL that has any of: no utm_source or utm_campaign; ?
page=; _pos=; _sid=; a hard-coded fbclid= value; http:// instead of
https://; /collections/ followed later by /products/.
5. For each angle with 2 or more ads, name the pasted URL whose path
best fits it. Exists? is YES if one fits, NO if every ad in that angle
goes to the homepage or a general collection. If no angle has 2 ads,
write None.

RULES
1. Use only what I pasted. If something you need is missing, write "Not
enough data" and name the report or export that would answer it.
2. Show the arithmetic for every number you calculate, written as a / b
= c.
3. Do not use industry benchmarks, averages or statistics unless I
pasted them.
4. Quote the exact row, number or sentence you are judging.
5. Label anything you infer as ASSUMPTION.
6. Never write copy that states a fact I did not give you (prices,
reviews, results, certifications, delivery times).
```

Continue on page 42.

Before you paste: delete names, emails, phone numbers, addresses and order numbers. After: check every number against your export. AI tools can miscalculate and can invent figures.

A05 · 15 + 30 MIN

A05: copy the prompt, part 3

Part 3 of 3 · Continue the same prompt; do not run this part alone.

Best copied from the plain-text file:
anshuldesigns.com/downloads/anshul-agency-cro-audit-prompts.txt

A05 CONTINUED

```
7. Output only the sections listed under OUTPUT, in that order. No
introduction and no closing summary.
8. Ad Library shows the start date but no spend or results (ads shown
in the EU or UK also show reach and targeting). Run length is a signal,
not proof an ad works. Never say an ad performs.
9. Judge the angle from the ad text only, never from the URL. Label the
no-UTM flag ASSUMPTION for any URL that did not come from Ads Manager.

OUTPUT
Table 1 with columns: Angle | Ads | Longest running (days) | Example
hook | Landing pages. Write Longest running as days and the two dates,
for example 41 (5 Oct minus 25 Aug). Quote the hook.
Table 2 (15 rows at most, most issues first) with columns: URL | Issue
Table 3 with columns: Angle | Best page for it | Exists?
```

TO HERE · End of prompt

Before you paste: delete names, emails, phone numbers, addresses and order numbers. After: check every number against your export. AI tools can miscalculate and can invent figures.

A06 · 10 MIN

A06 Message match batch

The top ads scored against their landing pages, worst first.

Use when Day 3, for the client's top ads. About 30 minutes for five ads.

01 · Input	02 · AI	03 · Validate	04 · Decide
Collect & remove private data	Paste the complete prompt	Check evidence & calculations	Choose the next action

A06 · 1. Gather your inputs

The ads: text, creative, audience, URL TEXT

Ads Manager: pick the top ads by spend yourself and paste the copy. Describe each creative in words.

DELETE FIRST Spend and results.

Each landing page: first screen and full text TEXT

On a laptop, open the page in Chrome's device mode at 390 x 844, copy the first screen, then select all.

DELETE FIRST Reviewer names and customer details.

NEVER PASTE Spend, unless the client approved

2. Run the complete prompt

Use the text file for reliable copying. Paste all parts of A06 in order, then add the inputs above. The prompt starts on page 46.
Best copied from the plain-text file:
anshuldesigns.com/downloads/anshul-agency-cro-audit-prompts.txt

Before you paste: delete names, emails, phone numbers, addresses and order numbers. After: check every number against your export. AI tools can miscalculate and can invent figures.

A06 · 10 MIN

A06: read & decide

Response preview 2 tables

Illustrative output shape · placeholders, not a model result

Field in the first table	What appears here
Ad	[Value from supplied input]
Headline	[Value from supplied input]
Offer	[Value from supplied input]
Product	[Value from supplied input]
Angle	[Value from supplied input]
Awareness	[Value from supplied input]
Proof	[Value from supplied input]
Total of 12	[Value from supplied input]

Other requested tables

Table 2: Order · Match point · Change · Score now to target

A06 · 3. Validate the reply

- ☐ Every score has a quote from the ad and from the page.
- ☐ Product is 1 or less unless you described the hero image.
- ☐ Re-add the six scores for one ad and compare with its total.

A06 · Read the result

Rank the ads against each other; the worst ad's change list is the work. A 12 is a full match.

A06 · 4. Do next

Score the pages with scorecards 01 and 02.

Watch for this failure A score with no quote, or Product above 1 with no hero image described. Delete any score without a quote.

Next prompt A07 Scorecard to findings (page 52)

PAIRS WITH Scorecard 01 · L01 Headline repeats the ad's promise; Pack 03 · F10 Ad to page match

Before you paste: delete names, emails, phone numbers, addresses and order numbers. After: check every number against your export. AI tools can miscalculate and can invent figures.

A06 · 10 MIN

A06: see how it works

Illustrative example · fictional inputs, not an AI result

Compare the ad promise with the first screen

Fictional ad and landing-page mock, not a captured website.

Ad promise · fictional mock

Lightweight carry-on

For weekend travel

Shop carry-on

First screen · fictional mock

Premium bags

For every adventure

Explore collection

01

A06 · Source to input

AD: “A lightweight carry-on for weekend travel.” FIRST SCREEN: “Premium bags for every adventure” with a large lifestyle image and no carry-on details.

02

A06 · Calculate / read

The ad names a use case and weight benefit. The page’s visible headline provides neither. This is a message mismatch to verify, not proof that it caused lost orders.

03

A06 · Decide / verify

Show the matching carry-on product, weight and weekend use case in the first screen. Verify that the claims are true before testing.

Before you paste: delete names, emails, phone numbers, addresses and order numbers. After: check every number against your export. AI tools can miscalculate and can invent figures.

A06 · 10 MIN

A06: copy the prompt, part 1

Part 1 of 3 · Start here. Copy every part in order.

Best copied from the plain-text file:
anshuldesigns.com/downloads/anshul-agency-cro-audit-prompts.txt

COPY FROM HERE

```
A06 MESSAGE MATCH BATCH

ROLE
You are a CRO and paid media specialist at an ecommerce agency. You
only use what I paste.

CONTEXT
Client: [CLIENT CODE NAME]. Sells [WHAT THEY SELL] to [WHO BUYS]. Date
range: [START DATE] to [END DATE]. Currency: [CURRENCY]. Ads: the
[NUMBER OF ADS] top ads, chosen by me.

INPUTS
For each ad: primary text and headline; a description of the creative
(what the image or video shows, colours, product and variant); audience
COLD or WARM; destination URL.
For each page (paste it once if several ads use it): the first-screen
text, then the full page text.
[PASTE THE ADS AND PAGES HERE]
```

Continue on page 47.

Before you paste: delete names, emails, phone numbers, addresses and order numbers. After: check every number against your export. AI tools can miscalculate and can invent figures.

A06 · 10 MIN

A06: copy the prompt, part 2

Part 2 of 3 · Continue the same prompt; do not run this part alone.

Best copied from the plain-text file:
anshuldesigns.com/downloads/anshul-agency-cro-audit-prompts.txt

A06 CONTINUED

```
STEPS
1. Score each ad against its page on six points, 0 to 2 each (2 = same
promise in the same words, 1 = partly or in other words, 0 = missing or
contradicts). Headline: the page headline repeats the ad promise.
Offer: the ad offer shows on the first screen with the same terms; no
offer in the ad scores 2. Product: the first product shown is the ad
product, same variant. Angle: the page leads with the ad angle.
Awareness: COLD gets what it is and who it is for first, WARM gets the
offer and a button first. Proof: the first screen shows the kind of
proof the ad used; no proof in the ad scores 2.
2. Score Product 1 at most if I gave no description of the page hero
image.
3. Write each score as n plus a short quote from each side, for example
1 (ad: "Buy 2, get 1 free" / page: "Free gift with 2"). Total of 12 is
the sum of the six scores.
4. Rank the ads worst first. For the worst ad, list the changes in the
order that gains the most points, then a last row Total: its score now
to the score if all are made.

RULES
1. Use only what I pasted. If something you need is missing, write "Not
enough data" and name the report or export that would answer it.
2. Show the arithmetic for every number you calculate, written as a / b
= c.
3. Do not use industry benchmarks, averages or statistics unless I
pasted them.
4. Quote the exact row, number or sentence you are judging.
```

Continue on page 48.

Before you paste: delete names, emails, phone numbers, addresses and order numbers. After: check every number against your export. AI tools can miscalculate and can invent figures.

A06 · 10 MIN

A06: copy the prompt, part 3

Part 3 of 3 · Continue the same prompt; do not run this part alone.

Best copied from the plain-text file:
anshuldesigns.com/downloads/anshul-agency-cro-audit-prompts.txt

A06 CONTINUED

```
5. Label anything you infer as ASSUMPTION.
6. Never write copy that states a fact I did not give you (prices,
reviews, results, certifications, delivery times).
7. Output only the sections listed under OUTPUT, in that order. No
introduction and no closing summary.
8. Score only the text I pasted. Never use the URL or what you know
about the brand. Write changes in the ad's own words.

OUTPUT
Table 1, ads worst first, with columns: Ad | Headline | Offer | Product
| Angle | Awareness | Proof | Total of 12
Table 2, for the worst ad only, with columns: Order | Match point |
Change | Score now to target
Then one line: A 2 equals a tick in Scorecard 01; a 0 or 1 is not
ticked.
```

TO HERE · End of prompt

Before you paste: delete names, emails, phone numbers, addresses and order numbers. After: check every number against your export. AI tools can miscalculate and can invent figures.

1 / 3

Evidence grading and the finding template

Grade what you find

A06 in practice: three ads and their pages for Client K, Table 2 for the worst, Ad 1

WHAT CAME OUTRUN IN CLAUDE ON 7 OCTOBER 2026, TRIMMED.

Table 2 (Ad 1)

Record 1

Order: 1

Match point: Offer

Change: Put "Buy 2, get 1 free on vanilla candles" on the first screen, next to "Shop the collection."

Score now to target: 0 to 2 (+2)

[rows trimmed]

A 2 equals a tick in Scorecard 01; a 0 or 1 is not ticked.

Hand check. Offer: the biggest gain. Gain: 2 minus 0 = 2. Ad 1: six scores add to 6.

Evidence grading: one source is a hypothesis; two or more sources gathered separately are triangulated.
One source · Funnel numbers · HYPOTHESIS · Not yet confirmed. · The same source twice · Funnel numbers · Funnel numbers, again · HYPOTHESIS · Still one source. · same source · Two or more, gathered separately · Scorecard check · Funnel numbers · Recording or survey note · TRIANGULATED · Confirmed by separatesources.

Fig 3. One source is a hypothesis. Two sources gathered separately make a finding triangulated. The same export twice is still one source.

2 / 3

Evidence grading and the finding template, part 2

A finding is only as strong as the number of independent places it shows up.

HYPOTHESIS

One source backs it. Report it as an open question and name the export or test that would settle it.

TRIANGULATED

Two or more independent sources back it. Report it as a finding.

Independent

Independent means a different tool or a different kind of evidence: an analytics export, a scorecard observation, customer words or ad data. Failed checks from one scorecard count as one source.

The finding template

```
N. HIGH: Title
```

The title is a claim. HIGH, MEDIUM or LOW is the priority. Keep this exact shape so findings can be sorted and parsed later.

What we found

What is on the page or in the data.

Evidence

List each source (S1, S2), then the grade.

3 / 3

Evidence grading and the finding template, part 3

Why it costs money

The path to lost orders, with numbers and arithmetic. A08 adds dollars.

Fix

What to change, specific enough to brief.

Priority, effort

HIGH, MEDIUM or LOW, then Minutes, Days or Project.

Priority. HIGH only if it rests on a failed Critical check or its problem is on A03's Open first line. MEDIUM: a failed High check. LOW: the rest.

Effort. Minutes: under 30 minutes, no code. Days: 1 to 3 days. Project: more than 3 days, or needs a developer, a designer or a test.

A07 · 20 min

A07 Scorecard to findings

Up to 10 findings in one template, each graded by its sources.

Use when Day 4, when the scorecards are done and you have the outputs of A02 to A06.

01 · Input	02 · AI	03 · Validate	04 · Decide
Collect & remove private data	Paste the complete prompt	Check evidence & calculations	Choose the next action

A07 · 1. Gather your inputs

Failed checks with Tier and Effort TEXT

Your scoresheets from scorecards 01 and 02, plus A03's Open first line.

DELETE FIRST Client names in file names.

Earlier outputs and notes TABLE

A02 to A06 outputs and your recording or survey notes.

DELETE FIRST Names, emails, order numbers.

NEVER PASTE Raw recordings or customer messages

2. Run the complete prompt

Use the text file for reliable copying. Paste all parts of A07 in order, then add the inputs above. The prompt starts on page 55.
Best copied from the plain-text file:
anshuldesigns.com/downloads/anshul-agency-cro-audit-prompts.txt

Before you paste: delete names, emails, phone numbers, addresses and order numbers. After: check every number against your export. AI tools can miscalculate and can invent figures.

A07 · 20 min

A07: read & decide

Response preview 1 table

Illustrative output shape · placeholders, not a model result

Field in the first table	What appears here
#	[Value from supplied input]
Finding	[Value from supplied input]
Sources	[Value from supplied input]
Grade	[Value from supplied input]
Effort	[Value from supplied input]

A07 · 3. Validate the reply

- ☐ Every finding lists sources you can show the client.
- ☐ TRIANGULATED needs 2 independent sources, not 2 failed checks.
- ☐ At most 10 findings, and none states a dollar value yet.

A07 · Read the result

A TRIANGULATED finding can go to the client as a finding; a HYPOTHESIS goes in as an open question.

A07 · 4. Do next

Keep the finding numbers for A08.

Watch for this failure Two failed checks from one scorecard counted as two sources. Recount the Sources column.

Next prompt A08 Dollarise findings (page 64)
PAIRS WITH Scorecards 01 and 02

Before you paste: delete names, emails, phone numbers, addresses and order numbers. After: check every number against your export. AI tools can miscalculate and can invent figures.

A07 · 20 min

A07: see how it works

Illustrative example · fictional inputs, not an AI result

Match confidence to the evidence available

Fictional audit evidence comparison.

01	**A07 · Source to input** Observation: a mobile screenshot shows a covered CTA. Missing: tap test, session recording, frequency and conversion impact.
02	**A07 · Calculate / read** The screenshot supports “CTA is covered in this captured state.” It does not support “this blocks all users” or a revenue-loss estimate. Confidence in the visible state differs from confidence in business impact.
03	**A07 · Decide / verify** Reproduce the viewport and interaction on a device. Keep the impact hypothesis provisional until measured.

Before you paste: delete names, emails, phone numbers, addresses and order numbers. After: check every number against your export. AI tools can miscalculate and can invent figures.

A07 · 20 min

A07: copy the prompt, part 1

Part 1 of 4 · Start here. Copy every part in order.

Best copied from the plain-text file:
anshuldesigns.com/downloads/anshul-agency-cro-audit-prompts.txt

COPY FROM HERE

```
A07 SCORECARD TO FINDINGS

ROLE
You are a senior CRO analyst at an ecommerce agency. You only use what
I paste.

CONTEXT
Client: [CLIENT CODE NAME]. Sells [WHAT THEY SELL] to [WHO BUYS]. Date
range: [START DATE] to [END DATE]. Currency: [CURRENCY].

INPUTS
Scorecard results: failed check ids and titles with their Tier and
Effort tags, my notes, and A03's Open first line:
[PASTE SCORECARD RESULTS HERE]
Outputs from earlier steps (A02 to A06), as many as I have, and any
anonymised recording notes or survey answers:
[PASTE EARLIER OUTPUTS AND NOTES HERE]
```

Continue on page 56.

Before you paste: delete names, emails, phone numbers, addresses and order numbers. After: check every number against your export. AI tools can miscalculate and can invent figures.

A07 · 20 min

A07: copy the prompt, part 2

Part 2 of 4 · Continue the same prompt; do not run this part alone.

Best copied from the plain-text file:
anshuldesigns.com/downloads/anshul-agency-cro-audit-prompts.txt

A07 CONTINUED

```
STEPS
1. Number every observation I pasted: S1, S2 and so on (one failed
check, one table row or one note each; the Open first line is not
numbered). Keep the numbers the same throughout.
2. Group observations about the same problem into one finding. Write at
most 10 findings. Drop observations that do not bear on lost orders.
3. Grade each finding: TRIANGULATED if 2 or more independent sources
back it (a different tool or kind of evidence: analytics export,
scorecard observation, customer words, ad data), otherwise HYPOTHESIS.
Failed checks from one scorecard count as one source. Sources in the
summary is that count.
4. Priority: HIGH only if the finding rests on a failed Critical check
or its problem is on A03's Open first line; MEDIUM if a failed High
check; else LOW. Effort: as the scorecard tags it (Minutes, Days,
Project), else ASSUMPTION.
5. Rank: HIGH first, then TRIANGULATED before HYPOTHESIS, then smaller
effort first.
6. Why it costs money uses only my numbers, with arithmetic, and no
dollar value; the next step adds the dollars.
```

Continue on page 57.

Before you paste: delete names, emails, phone numbers, addresses and order numbers. After: check every number against your export. AI tools can miscalculate and can invent figures.

A07 · 20 min

A07: copy the prompt, part 3

Part 3 of 4 · Continue the same prompt; do not run this part alone.

Best copied from the plain-text file:
anshuldesigns.com/downloads/anshul-agency-cro-audit-prompts.txt

A07 CONTINUED

```
RULES
1. Use only what I pasted. If something you need is missing, write "Not
enough data" and name the report or export that would answer it.
2. Show the arithmetic for every number you calculate, written as a / b
= c.
3. Do not use industry benchmarks, averages or statistics unless I
pasted them.
4. Quote the exact row, number or sentence you are judging.
5. Label anything you infer as ASSUMPTION.
6. Never write copy that states a fact I did not give you (prices,
reviews, results, certifications, delivery times).
7. Output only the sections listed under OUTPUT, in that order. No
introduction and no closing summary.
8. One problem per finding. Never split one to add findings or merge
two to save space.
9. A source counts toward the grade only if it shows that finding's
problem. A number that only sizes the cost is context.

OUTPUT
For each finding, these lines in this order:
N. HIGH: Title (or MEDIUM or LOW)
What we found: ...
Evidence: S1: ... S2: ... Grade: HYPOTHESIS or TRIANGULATED
Why it costs money: ...
Fix: ...
Priority, effort: ...
```

Continue on page 58.

Before you paste: delete names, emails, phone numbers, addresses and order numbers. After: check every number against your export. AI tools can miscalculate and can invent figures.

A07 · 20 min

A07: copy the prompt, part 4

Part 4 of 4 · Continue the same prompt; do not run this part alone.

Best copied from the plain-text file:
anshuldesigns.com/downloads/anshul-agency-cro-audit-prompts.txt

A07 CONTINUED

```
Then a summary table with columns: # | Finding | Sources | Grade |
Effort
```

TO HERE · End of prompt

Before you paste: delete names, emails, phone numbers, addresses and order numbers. After: check every number against your export. AI tools can miscalculate and can invent figures.

1 / 5

A07 in practice: findings on a fictional candle brand

FICTIONAL EXAMPLE · NUMBERS INVENTED

What went in

2 / 5

A07 in practice: findings on a fictional candle brand, part 2

```
Client K. Sells scented candles to gift buyers. Date range: 1 Jun 2026 to
31 Aug 2026. Currency: USD.

Scorecard 02, best-selling product page (Vanilla Soy Candle). Failed
checks:
P19; A one-line returns summary sits near the buy button and links to the
full policy.; Critical; Minutes
P05; Stars and review count sit by the product name and jump to the
reviews when tapped.; High; Days
P25; The reviews show star counts, can be sorted, and keep low-star
reviews visible.; High; Days
P10; One image shows the product at real-life size.; High; Days
Open first (from A03): facebook / paid, add to cart.

A03 row (Shopify funnel, 1 Jun to 31 Aug 2026): facebook / paid; 12,000
sessions; add-to-cart rate 4.50%; checkout rate 37.04%; completion rate
40.00%; conversion rate 0.67%; weakest stage: add to cart (EARLY, 4.50 /
11.00 = 0.41)
A04 row (Funded but leaking): facebook, paidsocial, Summer sale (3 rows
merged); 5,000 sessions; 80 orders; 1.60%; paid conversion rate 1.74%
A06 row: Ad 1 "Buy 2, get 1 free on vanilla candles"; total 6 of 12; the
page never shows the offer
Support notes (anonymised), 40 pre-sale emails: 9 ask about returns.
Recording notes (anonymised): in 3 of 5 mobile recordings the shopper
scrolls to the footer, then leaves the page.
Survey answer (anonymised), 1 of 12 answers: "I could not tell how big
the candle is."
```

WHAT CAME OUTRUN IN CLAUDE ON 7 OCTOBER 2026, TRIMMED.

3 / 5

A07 in practice: findings on a fictional candle brand, part 3

1. No returns summary near the buy button

HIGH

What we found

The best-selling product page (Vanilla Soy Candle) fails the returns check, and shoppers are asking about returns by email before they buy.

Why it costs money

9 / 40 = 0.225, so 22.5% of the pre-sale emails are about returns, a question the page does not answer near the buy button. ...

Priority, effort: HIGH (failed Critical check P19), Minutes

2. The page never shows the Facebook ad's offer

HIGH

What we found

Ad 1 promises an offer, but the landing page never shows it. This sits on A03's Open first line (facebook / paid, add to cart).

Why it costs money

A03 shows facebook / paid add-to-cart rate 4.50%, so 12,000 x 4.50% = 540 add-to-carts, and 12,000 - 540 = 11,460 sessions did not add to cart. The A03 weakest-stage score is 4.50 / 11.00 = 0.41 (as pasted, EARLY). ...

Priority, effort: HIGH (problem is on A03's Open first line), ASSUMPTION (no effort tag was given for this fix)

4 / 5

A07 in practice: findings on a fictional candle brand, part 4

#	Finding	Sources	Grade	Effort
1	No returns summary near the buy button	2	TRIANGULATED	Minutes
2	The page never shows the Facebook ad's offer	1	HYPOTHESIS	ASSUMPTION
3	No image shows the candle at real-life size	2	TRIANGULATED	Days

[rows trimmed]

Hand check

Returns: 9 / 40 = 0.225, 22.5%

Add to cart: 12,000 x 4.50% = 540

Offer finding: one source, so HYPOTHESIS

What to notice

> Returns has two independent sources, so it is TRIANGULATED and HIGH. The Evidence lines are cut to fit; the summary table keeps the grades.

5 / 5

A07 in practice: findings on a fictional candle brand, part 5

> The offer finding is a HYPOTHESIS: the funnel rows size the cost, so the reply lists them as context, not sources.

> Cost lines use only pasted numbers. No dollars until A08.

A08 · 10 min

A08 Dollarise findings

An upper estimate per month for each finding, with the working.

Use when Day 4, after A07, when every finding needs a monthly figure and its working.

01 · Input	02 · AI	03 · Validate	04 · Decide
Collect & remove private data	Paste the complete prompt	Check evidence & calculations	Choose the next action

A08 · 1. Gather your inputs

Findings from A07 TEXT

The numbered titles and grades.

Page numbers for each finding TABLE

Analytics > Reports > Sessions by landing page, with Conversion rate and Orders added. Client to confirm.

The store's own comparable page TABLE

Same page type, best rate in the same report.

NEVER PASTE Margins and cost data

2. Run the complete prompt

Use the text file for reliable copying. Paste all parts of A08 in order, then add the inputs above. The prompt starts on page 67.
Best copied from the plain-text file:
anshuldesigns.com/downloads/anshul-agency-cro-audit-prompts.txt

Before you paste: delete names, emails, phone numbers, addresses and order numbers. After: check every number against your export. AI tools can miscalculate and can invent figures.

A08 · 10 min

A08: read & decide

Response preview 1 table

Illustrative output shape · placeholders, not a model result

Field in the first table	What appears here
Finding	[Value from supplied input]
Monthly sessions	[Value from supplied input]
Current to target rate	[Value from supplied input]
Gap	[Value from supplied input]
Monthly value	[Value from supplied input]
Working	[Value from supplied input]
Confidence	[Value from supplied input]

A08 · 3. Validate the reply

- ☐ Targets come from the store's own pages that you pasted.
- ☐ Recompute one row: monthly sessions x gap x AOV.
- ☐ Findings on one page are counted once in the raw sum.

A08 · Read the result

An upper estimate; part of any gap is the product, not the page. Overlap percent (a haircut): 0% on one page.

A08 · 4. Do next

Write down why you pick a higher percent.

Watch for this failure One gap counted for every finding, which pads the sum. Only the first finding on a page has a value.

Next prompt A09 Prioritise and 30/60/90 (page 73)

PAIRS WITH Pack 03 · F02 Device gap, F03 Landing page league table

Before you paste: delete names, emails, phone numbers, addresses and order numbers. After: check every number against your export. AI tools can miscalculate and can invent figures.

A08 · 10 min

A08: see how it works

Illustrative example · fictional inputs, not an AI result

Size an upper estimate without calling it a forecast

Fictional monthly segment comparison.

01	**A08 · Source to input** 10,000 sessions. Current order rate 2%; comparison rate 3%. AOV Rs 1,000. Verify comparable segments and date ranges first.
02	**A08 · Calculate / read** Gap: 3% - 2% = 1 percentage point. Extra orders at parity: 10,000 x 0.01 = 100. Gross revenue gap: 100 x Rs 1,000 = Rs 100,000/month. This assumes parity; it excludes costs and attribution.
03	**A08 · Decide / verify** Label the result an upper estimate. Check sample strength and the actual evidence before using it to rank a finding; do not promise this uplift.

Before you paste: delete names, emails, phone numbers, addresses and order numbers. After: check every number against your export. AI tools can miscalculate and can invent figures.

A08 · 10 min

A08: copy the prompt, part 1

Part 1 of 3 · Start here. Copy every part in order.

Best copied from the plain-text file:
anshuldesigns.com/downloads/anshul-agency-cro-audit-prompts.txt

COPY FROM HERE

```
A08 DOLLARISE FINDINGS

ROLE
You are a CRO analyst at an ecommerce agency. You only use the numbers
I paste.

CONTEXT
Client: [CLIENT CODE NAME]. Sells [WHAT THEY SELL] to [WHO BUYS]. Date
range: [START DATE] to [END DATE]. Currency: [CURRENCY]. Overlap
percent and my reason: [OVERLAP PERCENT AND REASON].

INPUTS
The findings from the previous step:
[PASTE THE FINDINGS HERE]
For each finding: the page or segment, its sessions, the months in the
range, its conversion rate and orders, the store AOV, and the rate and
orders of the store's own comparable page (same page type and source if
possible):
[PASTE THE PAGE NUMBERS HERE]
```

Continue on page 68.

Before you paste: delete names, emails, phone numbers, addresses and order numbers. After: check every number against your export. AI tools can miscalculate and can invent figures.

A08 · 10 min

A08: copy the prompt, part 2

Part 2 of 3 · Continue the same prompt; do not run this part alone.

Best copied from the plain-text file:
anshuldesigns.com/downloads/anshul-agency-cro-audit-prompts.txt

A08 CONTINUED

```
STEPS
1. Monthly sessions = sessions / months.
2. Gap = target rate - current rate, in percentage points; the target
is the rate of the store's own comparable page. If there is none, or it
is not higher, write "Not enough data" and no value.
3. Monthly value = monthly sessions x gap x AOV. Show rates as
decimals: 6,000 x 0.006 x 45 = 1,620.
4. Findings on the same page or segment share one gap: put the value on
the first, write "shared with #n" on the others, and count it once.
5. Confidence is LOW if either page has fewer than 30 orders (a rule of
thumb), MEDIUM if the grade is HYPOTHESIS, else HIGH. Lowest applies.
6. Raw sum = the counted values. After overlap = raw sum x (1 - overlap
percent); the percent applies only to values from different pages that
share visitors, and is 0% on one page.

RULES
1. Use only what I pasted. If something you need is missing, write "Not
enough data" and name the report or export that would answer it.
2. Show the arithmetic for every number you calculate, written as a / b
= c.
3. Do not use industry benchmarks, averages or statistics unless I
pasted them.
4. Quote the exact row, number or sentence you are judging.
5. Label anything you infer as ASSUMPTION.
6. Never write copy that states a fact I did not give you (prices,
reviews, results, certifications, delivery times).
```

Continue on page 69.

Before you paste: delete names, emails, phone numbers, addresses and order numbers. After: check every number against your export. AI tools can miscalculate and can invent figures.

A08 · 10 min

A08: copy the prompt, part 3

Part 3 of 3 · Continue the same prompt; do not run this part alone.

Best copied from the plain-text file:
anshuldesigns.com/downloads/anshul-agency-cro-audit-prompts.txt

A08 CONTINUED

```
7. Output only the sections listed under OUTPUT, in that order. No
introduction and no closing summary.
8. Targets come only from the store's own pages that I pasted. Part of
any gap is the product, not the page. If the comparison page is a
different product, confidence is at most MEDIUM and Working says why.
9. Call every value an upper estimate, not a forecast. Never promise a
lift or show the raw sum to the client.
10. Date rule: my range starts on or after 24 Sep 2026, or ends before
21 Sep 2026. Mention these dates only if my rows cross 21 to 23 Sep
2026: then say so and compare orders and sales, not sessions or
conversion rates.

OUTPUT
Table 1 with columns: Finding | Monthly sessions | Current to target
rate | Gap | Monthly value | Working | Confidence
Then these three lines:
Raw sum (internal only): <counted values added>
Overlap percent: <my percent and my reason, copied>
After overlap: <working and result> per month, an upper estimate, not a
forecast
```

TO HERE · End of prompt

Before you paste: delete names, emails, phone numbers, addresses and order numbers. After: check every number against your export. AI tools can miscalculate and can invent figures.

1 / 3

A08 in practice: three findings, two pages, one gap counted once

FICTIONAL EXAMPLE · NUMBERS INVENTED

Numbers invented, not benchmarks. Three findings and the numbers of two pages went in. Findings 1 and 3 share one gap, so it was valued once, and one figure after overlap came out.

WHAT WENT IN

```
Client K, 1 Jun to 31 Aug 2026 (3 months). AOV: $45.
Overlap percent I choose: 0%. My reason: both findings sit on one page.

FINDINGS:
1. The returns answer sits only in the footer (TRIANGULATED)
2. Tapping the stars does not jump to the reviews (HYPOTHESIS)

PAGE NUMBERS:
Both findings sit on the best-selling product page: 18,000 sessions,
conversion rate 1.5%, 270 orders.
Comparable page, the second best seller's product page: conversion rate
2.1%, 210 orders.
```

WHAT CAME OUT Worked out by hand from the steps and rules; arithmetic checked by script.

2 / 3

A08 in practice: three findings, two pages, one gap counted once, part 2

Record 1

Finding: 1. Returns answer only in the footer

Monthly sessions: 6,000 a month

Current to target rate: 1.5% to 2.1%

Gap: 0.6 points

Monthly value: $1,620

Working: 18,000 / 3 = 6,000; 2.1% minus 1.5% = 0.6 points; 6,000 x 0.006 x 45 = 1,620

Confidence: MEDIUM

Record 2

Finding: 2. Stars do not jump to the reviews

Monthly sessions: 6,000 a month

Current to target rate: 1.5% to 2.1%

Gap: 0.6 points

Monthly value: shared with #1

Working: Same page and gap as #1

Confidence: MEDIUM

Raw sum (internal only): $1,620 per month, counted once

Overlap percent: 0%, both findings sit on one page

After overlap: 1,620 x (1 - 0) = $1,620 per month, an upper estimate, not a forecast

WHAT TO NOTICE

3 / 3

A08 in practice: three findings, two pages, one gap counted once, part 3

01 Findings 1 and 3 share one page and one gap, valued once. Only the first row of the table is printed.

02 A different comparison product caps finding 1 at MEDIUM. Finding 2 has 24 orders, so it is LOW.

03 The overlap percent and reason are yours. Only the figure after overlap goes to the client.

A09 · 15 min

A09 Prioritise and 30/60/90

ICE scores, buckets and a 30, 60 and 90 day plan.

Use when Day 4, after A08, when the client needs the work in order and by month.

01 · Input	02 · AI	03 · Validate	04 · Decide
Collect & remove private data	Paste the complete prompt	Check evidence & calculations	Choose the next action

A09 · 1. Gather your inputs

The table from A08 TABLE

Without the raw sum line.

Effort and FIX or TEST TEXT

From the scorecard tags and your judgement.

Team capacity TEXT

Who does what, hours a week.

DELETE FIRST Names and rates: use roles.

NEVER PASTE Rates, salaries, what the client pays

2. Run the complete prompt

Use the text file for reliable copying. Paste all parts of A09 in order, then add the inputs above. The prompt starts on page 76.
Best copied from the plain-text file:
anshuldesigns.com/downloads/anshul-agency-cro-audit-prompts.txt

Before you paste: delete names, emails, phone numbers, addresses and order numbers. After: check every number against your export. AI tools can miscalculate and can invent figures.

A09 · 15 min

A09: read & decide

Response preview 2 tables

Illustrative output shape · placeholders, not a model result

Field in the first table	What appears here
Finding	[Value from supplied input]
Impact	[Value from supplied input]
Confidence	[Value from supplied input]
Ease	[Value from supplied input]
ICE	[Value from supplied input]
Bucket	[Value from supplied input]

Other requested tables

Table 2: Period · Work · Owner · Evidence we'll have

A09 · 3. Validate the reply

- ☐ Month 1 holds FIX NOW items only. Move any test out.
- ☐ Recompute one ICE: (Impact + Confidence + Ease) / 3.
- ☐ No cell forecasts revenue or lift.

A09 · Read the result

ICE ranks the work and measures nothing. The anchors are a convention, listed in the rules of thumb.

A09 · 4. Do next

To scope a retainer, use Months 2 and 3.

Watch for this failure Month 1 filled with tests, or a score moved by more than 1 with no reason.

Next prompt A10 Test plan (page 79)

PAIRS WITH Pack 03 · F11 Fix or test, F12 30-day fix plan

Before you paste: delete names, emails, phone numbers, addresses and order numbers. After: check every number against your export. AI tools can miscalculate and can invent figures.

A09 · 15 min

A09: see how it works

Illustrative example · fictional inputs, not an AI result

Rank the next investigation, not a guaranteed win

Fictional prioritisation comparison; no fabricated uplift.

01	**A09 · Source to input** Candidate A: reproduce an apparently covered mobile CTA, 30-minute check. Candidate B: redesign the entire hero, 2-day task, weak evidence.
02	**A09 · Calculate / read** Candidate A has a concrete observed issue and a small verification cost. Candidate B has a larger cost and an untested assumption. Priority should expose those differences, not hide them behind an invented uplift.
03	**A09 · Decide / verify** Verify A first. Use the pack's required scoring and confidence fields with your actual evidence before committing to a change.

Before you paste: delete names, emails, phone numbers, addresses and order numbers. After: check every number against your export. AI tools can miscalculate and can invent figures.

A09 · 15 min

A09: copy the prompt, part 1

Part 1 of 3 · Start here. Copy every part in order.

Best copied from the plain-text file:
anshuldesigns.com/downloads/anshul-agency-cro-audit-prompts.txt

COPY FROM HERE

```
A09 PRIORITISE AND 30/60/90

ROLE
You are a CRO programme lead at an ecommerce agency. You only use what
I paste.

CONTEXT
Client: [CLIENT CODE NAME]. Sells [WHAT THEY SELL] to [WHO BUYS]. Date
range: [START DATE] to [END DATE]. Currency: [CURRENCY].

INPUTS
The dollarised table from the previous step:
[PASTE THE TABLE HERE]
For each finding: effort (Minutes, Days or Project) and FIX or TEST.
Then team capacity: who can do what, and hours per week:
[PASTE EFFORT AND CAPACITY HERE]
```

Continue on page 77.

Before you paste: delete names, emails, phone numbers, addresses and order numbers. After: check every number against your export. AI tools can miscalculate and can invent figures.

A09 · 15 min

A09: copy the prompt, part 2

Part 2 of 3 · Continue the same prompt; do not run this part alone.

Best copied from the plain-text file:
anshuldesigns.com/downloads/anshul-agency-cro-audit-prompts.txt

A09 CONTINUED

```
STEPS
1. Impact (1 to 10) = Monthly value / highest Monthly value x 10,
rounded, minimum 1. Findings that share a value share the Impact. A
finding with no value gets 1.
2. Confidence (1 to 10) from my Confidence column: HIGH = 8, MEDIUM =
5, LOW = 2. Ease (1 to 10) from effort: Minutes = 9, Days = 6, Project
= 3 (a rule of thumb). Move a score by 1 at most, and give the reason.
3. Write each score as the number, a colon and a reason of up to 8
words. ICE = (Impact + Confidence + Ease) / 3, to one decimal, with the
sum shown.
4. Bucket: FIX NOW = FIX with effort Minutes or Days; PROJECT = FIX
with effort Project; TEST = TEST. Order each bucket by ICE.
5. 30/60/90: Month 1 holds FIX NOW items only, no tests, within my
capacity (label any hours you assume ASSUMPTION). Month 2: PROJECT
items and the first TEST. Month 3: the next TEST and a re-score of the
changed pages. One test at a time. Owner is a role from my capacity
list. Write None for a month with no items.
6. Evidence we'll have names what we can show at the end of the period,
such as a dated before and after or a test decision. It is never a
forecast.
```

Continue on page 78.

Before you paste: delete names, emails, phone numbers, addresses and order numbers. After: check every number against your export. AI tools can miscalculate and can invent figures.

A09 · 15 min

A09: copy the prompt, part 3

Part 3 of 3 · Continue the same prompt; do not run this part alone.

Best copied from the plain-text file:
anshuldesigns.com/downloads/anshul-agency-cro-audit-prompts.txt

A09 CONTINUED

```
RULES
1. Use only what I pasted. If something you need is missing, write "Not
enough data" and name the report or export that would answer it.
2. Show the arithmetic for every number you calculate, written as a / b
= c.
3. Do not use industry benchmarks, averages or statistics unless I
pasted them.
4. Quote the exact row, number or sentence you are judging.
5. Label anything you infer as ASSUMPTION.
6. Never write copy that states a fact I did not give you (prices,
reviews, results, certifications, delivery times).
7. Output only the sections listed under OUTPUT, in that order. No
introduction and no closing summary.
8. Do not forecast revenue or lift for any period.

OUTPUT
Table 1 with columns: Finding | Impact | Confidence | Ease | ICE |
Bucket
Table 2 (Period is 30, 60 or 90) with columns: Period | Work | Owner |
Evidence we'll have
```

TO HERE · End of prompt

Before you paste: delete names, emails, phone numbers, addresses and order numbers. After: check every number against your export. AI tools can miscalculate and can invent figures.

A10 · 10 min

A10 Test plan

A test brief with the sample size and the decision rule.

Use when Day 4, for the one finding you will test first.

01 · Input	02 · AI	03 · Validate	04 · Decide
Collect & remove private data	Paste the complete prompt	Check evidence & calculations	Choose the next action

A10 · 1. Gather your inputs

One finding with its evidence TEXT

The finding block from your A07 output.

Page sessions and orders, 4 weeks TABLE

Analytics > Reports > Sessions by landing page, Orders added.

The variant idea and the smallest lift TEXT

Your idea in 1 or 2 sentences; a lift such as 20%.

NEVER PASTE Customer quotes with names

2. Run the complete prompt

Use the text file for reliable copying. Paste all parts of A10 in order, then add the inputs above. The prompt starts on page 81.
Best copied from the plain-text file:
anshuldesigns.com/downloads/anshul-agency-cro-audit-prompts.txt

Before you paste: delete names, emails, phone numbers, addresses and order numbers. After: check every number against your export. AI tools can miscalculate and can invent figures.

A10 · 10 min

A10: read & decide

Response preview 1 table

Illustrative output shape · placeholders, not a model result

Field in the first table	What appears here
Field	[Value from supplied input]
Entry	[Value from supplied input]

A10 · 3. Validate the reply

- ☐ Re-run n = 16 x p x (1 - p) / (p x lift)^2 on a calculator.
- ☐ Weeks needed doubles n: two versions share the visitors.
- ☐ The decision rule names the z-test and was written before launch.

A10 · Read the result

n is Lehr's crude rule of thumb[9], a floor. Shopify Rollouts can run the test[10].

A10 · 4. Do next

If weeks needed is over 4, ship and watch.

Watch for this failure A variant kept on a better number alone. Re-run n yourself and check the rule names the z-test.

Next prompt A11 Red-team the report (page 84)
PAIRS WITH Pack 03 · F11 Fix or test

Before you paste: delete names, emails, phone numbers, addresses and order numbers. After: check every number against your export. AI tools can miscalculate and can invent figures.

A10 · 10 min

A10: copy the prompt, part 1

Part 1 of 3 · Start here. Copy every part in order.

Best copied from the plain-text file:
anshuldesigns.com/downloads/anshul-agency-cro-audit-prompts.txt

COPY FROM HERE

```
A10 TEST PLAN

ROLE
You are an experimentation lead at an ecommerce agency. You only use
the numbers I paste.

CONTEXT
Client: [CLIENT CODE NAME]. Sells [WHAT THEY SELL] to [WHO BUYS]. Date
range: [START DATE] to [END DATE]. Currency: [CURRENCY].

INPUTS
One finding with its evidence (the block from A07):
[PASTE THE FINDING HERE]
Page sessions and orders, 4 weeks (see date rule):
[PASTE SESSIONS AND ORDERS HERE]
The variant idea and the smallest relative lift worth detecting, 20% if
none (a rule of thumb):
[PASTE THE VARIANT IDEA HERE]
```

Continue on page 82.

Before you paste: delete names, emails, phone numbers, addresses and order numbers. After: check every number against your export. AI tools can miscalculate and can invent figures.

A10 · 10 min

A10: copy the prompt, part 2

Part 2 of 3 · Continue the same prompt; do not run this part alone.

Best copied from the plain-text file:
anshuldesigns.com/downloads/anshul-agency-cro-audit-prompts.txt

A10 CONTINUED

```
STEPS
1. p = orders / sessions for the 4 weeks. Under 30 orders (a rule of
thumb), say so in the Sample size row.
2. Visitors per version n = 16 x p x (1 - p) / (p x lift)^2, lift as a
decimal (20% = 0.2): a crude planning estimate (80% power, 5%
significance, two-sided): a floor.
3. Weeks needed = (n x 2) / (sessions / 4), rounded up. Over 4 weeks (a
rule of thumb), the verdict is "Do not A/B test; ship and watch".
4. Hypothesis: Because [evidence], changing [element] for [who] will
move [metric]. One primary metric, 2 guardrails from my paste.
5. Pre-launch QA: 5 checks for a person (what to open, on what device,
what should show): variant, tracking, original, traffic split.
6. Decision rule, written before launch. A/B test: at the planned
sample keep the variant only if the primary metric is better and a two-
proportion z-test is significant at 5%, two-sided. A guardrail blocks
only if it is significantly worse. Otherwise keep the original. Never
stop early. Ship and watch: a before and after cannot prove a lift;
report a dated observation on orders, not conversion rate, for the 4
weeks before and after.
7. z-test: z = (p2 - p1) / sqrt(p x (1 - p) x (1/n1 + 1/n2)), p pooled;
show as a / b = c.
```

Continue on page 83.

Before you paste: delete names, emails, phone numbers, addresses and order numbers. After: check every number against your export. AI tools can miscalculate and can invent figures.

A10 · 10 min

A10: copy the prompt, part 3

Part 3 of 3 · Continue the same prompt; do not run this part alone.

Best copied from the plain-text file:
anshuldesigns.com/downloads/anshul-agency-cro-audit-prompts.txt

A10 CONTINUED

```
RULES
1. Use only what I pasted. If something you need is missing, write "Not
enough data" and name the report or export that would answer it.
2. Show the arithmetic for every number you calculate, written as a / b
= c.
3. Do not use industry benchmarks, averages or statistics unless I
pasted them.
4. Quote the exact row, number or sentence you are judging.
5. Label anything you infer as ASSUMPTION.
6. Never write copy that states a fact I did not give you (prices,
reviews, results, certifications, delivery times).
7. Output only the sections listed under OUTPUT, in that order. No
introduction and no closing summary.
8. Test one change. If the idea changes two, say so and ask which to
test.
9. Never predict the result.
10. Date rule: my range starts on or after 24 Sep 2026, or ends before
21 Sep 2026. Mention these dates only if my rows cross 21 to 23 Sep
2026: then say so and compare orders and sales, not sessions or
conversion rates.

OUTPUT
Table 1 with columns: Field | Entry, one row each for: Hypothesis,
Variant, Primary metric, Guardrails, Sample size (formula and working),
Duration, Pre-launch QA, Decision rule
Then one line: Verdict: A/B TEST, or Verdict: Do not A/B test; ship and
watch.
```

TO HERE · End of prompt

Before you paste: delete names, emails, phone numbers, addresses and order numbers. After: check every number against your export. AI tools can miscalculate and can invent figures.

A11 · 15 min

A11 Red-team the report

The errors a client would catch in your draft, before they do.

Use when Day 5, on the draft report, before the client sees it.

01 · Input	02 · AI	03 · Validate	04 · Decide
Collect & remove private data	Paste the complete prompt	Check evidence & calculations	Choose the next action

A11 · 1. Gather your inputs

Draft report text TEXT

The report as plain text, from the heading to the last line.

DELETE FIRST Logos, names and contact details.

The tables it quotes TABLE

The A02, A03 and A08 outputs, and any export a figure came from.

NEVER PASTE Screenshots of the client's admin

2. Run the complete prompt

Use the text file for reliable copying. Paste all parts of A11 in order, then add the inputs above. The prompt starts on page 86.
Best copied from the plain-text file:
anshuldesigns.com/downloads/anshul-agency-cro-audit-prompts.txt

Before you paste: delete names, emails, phone numbers, addresses and order numbers. After: check every number against your export. AI tools can miscalculate and can invent figures.

A11 · 15 min

A11: read & decide

Response preview 1 table

Illustrative output shape · placeholders, not a model result

Field in the first table	What appears here
Claim (quote)	[Value from supplied input]
Where	[Value from supplied input]
Problem	[Value from supplied input]
Fix	[Value from supplied input]

A11 · 3. Validate the reply

- ☐ Recheck each ARITHMETIC flag; drop any you cannot reproduce.
- ☐ Spot-check 2 claims that were not flagged.
- ☐ Each flag quotes the claim and the conflicting row or source.

A11 · Read the result

A flag you cannot reproduce is a prompt error: drop it. The count shows how much was checked.

A11 · 4. Do next

Fix every flag you can reproduce.

Watch for this failure Flags with no quote behind them. Drop any flag that has no quoted claim and no conflicting row.

Next prompt A12 Client summary (page 89)
PAIRS WITH Scorecards 01 and 02

Before you paste: delete names, emails, phone numbers, addresses and order numbers. After: check every number against your export. AI tools can miscalculate and can invent figures.

A11 · 15 min

A11: copy the prompt, part 1

Part 1 of 3 · Start here. Copy every part in order.

Best copied from the plain-text file:
anshuldesigns.com/downloads/anshul-agency-cro-audit-prompts.txt

COPY FROM HERE

```
A11 RED-TEAM THE REPORT

ROLE
You are a sceptical client-side analyst who checks agency reports. You
only use what I paste.

CONTEXT
Client: [CLIENT CODE NAME]. Sells [WHAT THEY SELL] to [WHO BUYS]. Date
range: [START DATE] to [END DATE]. Currency: [CURRENCY].

INPUTS
The draft report text:
[PASTE THE REPORT TEXT HERE]
The tables and exports it takes its numbers from:
[PASTE THE TABLES HERE]
```

Continue on page 87.

Before you paste: delete names, emails, phone numbers, addresses and order numbers. After: check every number against your export. AI tools can miscalculate and can invent figures.

A11 · 15 min

A11: copy the prompt, part 2

Part 2 of 3 · Continue the same prompt; do not run this part alone.

Best copied from the plain-text file:
anshuldesigns.com/downloads/anshul-agency-cro-audit-prompts.txt

A11 CONTINUED

```
STEPS
1. Number every claim in the report: each figure, percentage,
comparison or cause (words such as because, will, caused).
2. Test each claim against these problems, one row for each problem
found. ARITHMETIC: recalculate from my tables. NO SOURCE: no pasted row
supports it. SMALL SAMPLE: a rate built on fewer than 30 orders (a rule
of thumb). DEFINITION MISMATCH: one name for two figures with different
sources, ranges, gross vs net, sessions vs people, or session numbers
from before and after Shopify's September 2026 change. OVERCLAIM:
promises a lift, treats a hypothesis as fact or names a cause the data
cannot show. ADDED FINDINGS: values of overlapping findings added
together.
3. In the Where column write the heading or paragraph number. Fix is
the corrected sentence or the missing source, using only my paste.
4. Count the claims checked and the claims flagged.

RULES
1. Use only what I pasted. If something you need is missing, write "Not
enough data" and name the report or export that would answer it.
2. Show the arithmetic for every number you calculate, written as a / b
= c.
3. Do not use industry benchmarks, averages or statistics unless I
pasted them.
4. Quote the exact row, number or sentence you are judging.
5. Label anything you infer as ASSUMPTION.
6. Never write copy that states a fact I did not give you (prices,
reviews, results, certifications, delivery times).
```

Continue on page 88.

Before you paste: delete names, emails, phone numbers, addresses and order numbers. After: check every number against your export. AI tools can miscalculate and can invent figures.

A11 · 15 min

A11: copy the prompt, part 3

Part 3 of 3 · Continue the same prompt; do not run this part alone.

Best copied from the plain-text file:
anshuldesigns.com/downloads/anshul-agency-cro-audit-prompts.txt

A11 CONTINUED

```
7. Output only the sections listed under OUTPUT, in that order. No
introduction and no closing summary.
8. Flag a claim only if you can quote it and point to the row that
conflicts with it or to the missing source.
9. Do not review style. Do not suggest new findings.

OUTPUT
Table 1 with columns: Claim (quote) | Where | Problem | Fix
Then one line: Flagged: n of m claims checked.
```

TO HERE · End of prompt

Before you paste: delete names, emails, phone numbers, addresses and order numbers. After: check every number against your export. AI tools can miscalculate and can invent figures.

A12 · 10 min

A12 Client summary

A one-page summary for your client.

Use when Day 5, after A11. Run it again each month with last month's summary.

01 · Input	02 · AI	03 · Validate	04 · Decide
Collect & remove private data	Paste the complete prompt	Check evidence & calculations	Choose the next action

A12 · 1. Gather your inputs

Final findings, plan, two strengths TEXT

Your A07 findings after A11, the A09 plan, two things that work.

Last month's summary TEXT OPTIONAL

Your A12 output from last month, or NONE.

Values, orders and sessions TABLE

Your A08 output and the current online store orders and sessions.

NEVER PASTE Internal notes and margins

2. Run the complete prompt

Use the text file for reliable copying. Paste all parts of A12 in order, then add the inputs above. The prompt starts on page 92.
Best copied from the plain-text file:
anshuldesigns.com/downloads/anshul-agency-cro-audit-prompts.txt

Before you paste: delete names, emails, phone numbers, addresses and order numbers. After: check every number against your export. AI tools can miscalculate and can invent figures.

A12 · 10 min

A12: read & decide

Response preview 4 tables

Illustrative output shape · placeholders, not a model result

Field in the first table	What appears here
Number	[Value from supplied input]
Value	[Value from supplied input]
Where it comes from	[Value from supplied input]

Other requested tables

Table 2: What is already strong · Evidence

Table 3: Top fix · Who · When

Table 4: What we cannot tell you yet · Export that would settle it

A12 · 3. Validate the reply

- ☐ Every number is from your paste; only the after-overlap figure appears.
- ☐ No word a founder must look up: CVR, AOV, PDP, ICE, funnel.
- ☐ Each HYPOTHESIS finding is under What we cannot tell you yet.

A12 · Read the result

Read it aloud as the client would and replace any word you would have to explain.

A12 · 4. Do next

A monthly update starts with what changed.

Watch for this failure A number the client never saw, or the raw sum. Check every figure against A08.

PAIRS WITH Scorecards 01 and 02

Before you paste: delete names, emails, phone numbers, addresses and order numbers. After: check every number against your export. AI tools can miscalculate and can invent figures.

A12 · 10 min

A12: see how it works

Illustrative example · fictional inputs, not an AI result

Turn an audit note into a usable client action

Fictional client deliverable example.

01	**A12 · Source to input** Raw note: “Product details need work.” Evidence supplied: dimensions are absent near the size selector in a dated mobile capture.
02	**A12 · Calculate / read** Finding: dimensions are missing near selection. Evidence: dated capture and viewport. Action: add verified dimensions beside the selector. Acceptance check: measurements remain readable and visible on a phone.
03	**A12 · Decide / verify** Assign an owner and verification date. Keep revenue impact as an unmeasured hypothesis; deliver a checkable action, not a vague redesign request.

Before you paste: delete names, emails, phone numbers, addresses and order numbers. After: check every number against your export. AI tools can miscalculate and can invent figures.

A12 · 10 min

A12: copy the prompt, part 1

Part 1 of 3 · Start here. Copy every part in order.

Best copied from the plain-text file:
anshuldesigns.com/downloads/anshul-agency-cro-audit-prompts.txt

COPY FROM HERE

```
A12 CLIENT SUMMARY

ROLE
You are a CRO consultant writing for a founder with no analytics
background. You only use what I paste.

CONTEXT
Client: [CLIENT CODE NAME]. Sells [WHAT THEY SELL] to [WHO BUYS]. Date
range: [START DATE] to [END DATE]. Currency: [CURRENCY].

INPUTS
The final findings (title, grade, fix, owner, timing), the 30/60/90
plan, and 2 things that already work, with their evidence:
[PASTE FINDINGS AND PLAN HERE]
The dollarised table (raw sum, overlap percent, after-overlap figure)
and the current online store orders and sessions:
[PASTE VALUES HERE]
Last month's summary, or NONE for a first one:
[PASTE LAST SUMMARY HERE]
```

Continue on page 93.

Before you paste: delete names, emails, phone numbers, addresses and order numbers. After: check every number against your export. AI tools can miscalculate and can invent figures.

A12 · 10 min

A12: copy the prompt, part 2

Part 2 of 3 · Continue the same prompt; do not run this part alone.

Best copied from the plain-text file:
anshuldesigns.com/downloads/anshul-agency-cro-audit-prompts.txt

A12 CONTINUED

```
STEPS
1. Copy every number from my paste unchanged, except where step 3 says
to calculate. Add no figure.
2. Headline: a claim a founder can repeat, under 12 words, from the
number 1 finding.
3. Give the current rate as online store orders per 100 visits: orders
/ sessions x 100 = c. Never call it conversion rate.
4. Use the after-overlap monthly figure only, never the raw sum, as
monthly value at stake (upper estimate, overlap removed).
5. Choose 2 strengths with their evidence. If I gave none, write "Not
enough data".
6. Top 3 fixes: what, who and when, from my plan.
7. What we cannot tell you yet: each finding graded HYPOTHESIS, worded
"not yet confirmed" (print no grade names), and the export that would
settle it.
8. If I pasted last month's summary, the headline says what changed;
each Value reads "now (last month: x)".

RULES
1. Use only what I pasted. If something you need is missing, write "Not
enough data" and name the report or export that would answer it.
2. Show the arithmetic for every number you calculate, written as a / b
= c.
3. Do not use industry benchmarks, averages or statistics unless I
pasted them.
4. Quote the exact row, number or sentence you are judging.
5. Label anything you infer as ASSUMPTION.
```

Continue on page 94.

Before you paste: delete names, emails, phone numbers, addresses and order numbers. After: check every number against your export. AI tools can miscalculate and can invent figures.

A12 · 10 min

A12: copy the prompt, part 3

Part 3 of 3 · Continue the same prompt; do not run this part alone.

Best copied from the plain-text file:
anshuldesigns.com/downloads/anshul-agency-cro-audit-prompts.txt

A12 CONTINUED

```
6. Never write copy that states a fact I did not give you (prices,
reviews, results, certifications, delivery times).
7. Output only the sections listed under OUTPUT, in that order. No
introduction and no closing summary.
8. Write for a founder. Do not use CVR, AOV, PDP, ICE, funnel, haircut
or hypothesis. Say it in plain words.
9. Never promise a result, a lift or a date for one.
10. Date rule: my range starts on or after 24 Sep 2026, or ends before
21 Sep 2026. Mention these dates only if my rows cross 21 to 23 Sep
2026: then say so and compare orders and sales, not sessions or
conversion rates.

OUTPUT
Headline: <a claim, under 12 words>
Table 1 (3 rows) with columns: Number | Value | Where it comes from.
The rows are: online store orders per 100 visits now, monthly value at
stake (upper estimate, overlap removed), and the number 1 finding
Table 2 (2 rows) with columns: What is already strong | Evidence
Table 3 (3 rows) with columns: Top fix | Who | When
Table 4 with columns: What we cannot tell you yet | Export that would
settle it
Then: Next 30 days, 3 bullets.
```

TO HERE · End of prompt

Before you paste: delete names, emails, phone numbers, addresses and order numbers. After: check every number against your export. AI tools can miscalculate and can invent figures.

Client summary (print page)

Fill it in from the output of A12, or paste that output into the editable copy.

Prepared for

Prepared by

Date

Headline: a claim the client can repeat · Under 12 words

Three numbers, with their working

Online store orders per 100 visits · Show numerator, denominator and date range

Monthly value at stake · Upper estimate, overlap removed

The number 1 finding · Name the supporting evidence

What is already strong · Two things that work today, with the evidence

Client summary: actions and unknowns

Top 3 fixes: what, who, when

1. What changes?

Owner: _____ Due: _____

2. What changes?

Owner: _____ Due: _____

3. What changes?

Owner: _____ Due: _____

What we cannot tell you yet · Name the export that would settle it

Next 30 days · Three things, in order

Editable copy: anshuldesigns.com/downloads/anshul-client-summary-template.txt

1 / 3

Claims that lose client trust

What clients catch

Each of these is easy to write and easy for a client to catch. Each has a fix in this kit.

Claim	Why a client catches it	Instead
Adding up overlapping findings	Findings on one page share one gap, so the total counts the same orders twice.	Count each page once, set an overlap percent for pages that share visitors, and call the figure an upper estimate (A08).
Industry benchmarks without a source	The client will ask where the number comes from, and published averages mix stores, definitions and traffic.	Compare the store with its own best page or segment (A03, A08).
Promised lifts	A fix can fail to move the numbers and a test can lose. A promise is a debt with your name on it.	Say what you will measure and when you will report it (A09, A10).

2 / 3

Claims that lose client trust, part 2

Claim	Why a client catches it	Instead
Small samples called wins	A rate built on a few orders moves a lot when one order changes.	Show orders beside every rate and mark anything under 30 orders LOW (a rule of thumb).
“Direct” called loyal	Direct means no source was recorded. Untagged campaign links can end up there.	Write “direct (source unknown)” (A04).
One-source findings stated as fact	One observation can be a coincidence or a tracking fault.	Grade it HYPOTHESIS and name the export that would settle it (A07, A12).

Claim	Why a client catches it	Instead
A rate change across Shopify’s September 2026 change	Sessions are counted differently from 21 to 23 September 2026, so a conversion rate before and after is two definitions.	Compare orders and sales across the date, and say so (A10, A12).

When the output is generic or wrong

Bad output usually traces back to a thin paste. Try these in order.

3 / 3

Claims that lose client trust, part 3

Try	For example
Paste more rows	A04 on 20 rows hides the long tail of campaign names. Paste the top 100 by sessions.
Add the client facts	Put one line in CONTEXT on what the client sells, its price range and the claims it must never make.
Ask for the table only	Reply: “Output the tables only, in the order listed under OUTPUT.”
Split the job	Run A07 on the scorecard results first, then add the earlier outputs and run it again.
Ask it to quote its evidence	Reply: “Quote the row that supports finding 3.” Drop the finding if it cannot.

Try	For example
Run it again and compare	Run A02 twice. A number that differs between runs is one to recalculate by hand. For long exports, paste the top rows and the totals row, and ask the tool to count the rows back.

1 / 3

Rules of thumb used in this kit

Conventions

These are my judgement, not studies. Change one when your client has a reason, and say so in the report.

Every convention, with the prompts that use it

Rule of thumb	Prompts	Why
A source more than 20% from Shopify gets a closer look MY RULE.	A02	A gap this size is worth checking and has ordinary causes: attribution windows, consent, refunds.
A rate built on fewer than 30 orders, or 30 completed checkouts, is LOW MY RULE.	A03, A04, A08, A11	Below this, a few orders move the rate a lot. It is not a significance test.
A test must fit in 4 weeks, or you ship and watch MY RULE.	A10	The same limit as the scorecards and Pack 03: half the page's visitors in 4 weeks is the sample you have.

2 / 3

Rules of thumb used in this kit, part 2

Rule of thumb	Prompts	Why
Ship and watch compares the 4 weeks before and after, on orders MY RULE.	A10	It is a dated observation. A before and after cannot prove a lift.
ICE anchors: Confidence HIGH 8, MEDIUM 5, LOW 2; Ease Minutes 9, Days 6, Project 3 MY RULE.	A09	A convention so two people score alike. A score moves by 1 at most, with a reason.
The smallest lift worth detecting is 20% when none is given MY RULE.	A10	A planning default, not a prediction.
The overlap percent is 0% unless findings on different pages share visitors MY RULE.	A08	Your judgement, and you write the reason. The raw sum is never shown.

3 / 3

Rules of thumb used in this kit, part 3

Rule of thumb	Prompts	Why
Caps: 8 questions, 10 findings, 5 leaking campaigns, 15 URL issues, 10 to 30 ads MY RULE.	A01, A07, A04, A05	Each output stays small enough to check by hand.
Start a range that uses sessions on or after 24 Sep 2026, or end it before 21 Sep MY RULE.	A01, A03, A08, A10, A11, A12	Shopify says to treat data after its change as a new baseline; 24 September is my reading of “21 to 23”.

Planning a test (A10)

Visitors needed per version, by Lehr’s rule of thumb: about 16 x p x (1 - p) / (p x lift)^2, for 80% power at a two-sided 5% significance level[9]. Lehr calls it a crude estimate; exact calculators give somewhat higher numbers, so treat it as a floor. Here p is orders divided by sessions on this page. Compare the bar with half your page’s visitors in 4 weeks (a test splits them in two).

Shopify can now run the A/B test for you. Rollouts (Markets > Rollouts) compares a theme change with your live theme on real traffic[10]. Shopify Help says experiments need the Grow plan or higher, and a rollout cannot change Liquid templates[11]. It still needs enough visitors (see the sample size above), and it avoids the before-and-after problem of the September 2026 session change.

How these prompts were tested: every prompt ran at least twice in fresh Claude chats with only the prompt and invented data, and twelve also ran with one input missing, some more than once. I checked the arithmetic of every reply and the key numbers against hand-worked answers. I reworded the prompts that failed and ran them again. Every prompt passed on its final runs. I have not yet tested ChatGPT or Gemini.

Optional agency sources, part 1

A number after a sentence links to its row here.

NO.	SOURCE	USED FOR
1	**Anshul (author's own record)** Ecommerce experiments case study: the audit checklist in use anshuldesigns.com/projects/ecommerce-ab-tests	1 The size of the checklist behind the free audit is the author's own statement, not a study; the audit page states it too.
2	**Meta Business Help Center** About the in-app browser on Facebook and Instagram facebook.com/business/help/206578174518231	2 Meta says links in Facebook and Instagram ads open in the app's own in-app browser by default, on iOS and Android; people can choose to open them in their system browser.
3	**Shopify Help Center** Changes to sessions and conversion rate in Shopify Analytics help.shopify.com/en/manual/reports-and-analytics/discrepancies/session-measurement-update	3 The change rolled out from 21 to 23 September 2026: sessions no longer end at midnight UTC, some sessions without a page view count, identified bots are filtered out by default, orders and sales are unchanged, and bot classification covers sessions from 7 October 2025 only.
4	**Shopify** Shopify Analytics session measurement improvements 21 Sep 2026 · changelog.shopify.com/posts/shopify-analytics-session-measurement-improvements	4 From 21 September 2026 Shopify counts sessions differently and says to treat data from after the change as a new baseline for session-based metrics such as sessions and conversion rate.

Every source was checked on 6 October 2026.

Optional agency sources, part 2

A number after a sentence links to its row here.

NO.	SOURCE	USED FOR
5	**Shopify Help Center** Configuring customer privacy settings help.shopify.com/en/manual/privacy-and-security/privacy/customer-privacy-settings/privacy-settings	5 In regions where the cookie banner asks for consent, such as the EEA and the UK, Shopify collects non-essential data only after consent, which can lower session counts and conversion rates.
6	**Google for Developers** Recommended events (GA4 events reference): purchase 16 Sep 2026 · developers.google.com/analytics/devguides/collection/ga4/reference/events	6 Google's recommended purchase event value is the sum of price times quantity for the items, without shipping or tax.
7	**Google Analytics Help** Funnel exploration support.google.com/analytics/answer/9327974	7 GA4's funnel exploration counts users moving through the steps; with a breakdown such as Device category, each user counts under the first value that applies to them.
8	**Meta Business Help Center** About the Meta Ad Library facebook.com/business/help/2405092116183307	8 Meta's Ad Library shows the date an ordinary ad started running but not its spend or results; ads delivered in the EU or the UK also show reach and targeting.

Every source was checked on 6 October 2026.

Optional agency sources, part 3

A number after a sentence links to its row here.

NO.	SOURCE	USED FOR
9	**Statistics in Medicine** Sixteen S-squared over D-squared: a relation for crude sample size estimates (Lehr, 1992) 1992 · doi.org/10.1002/sim.4780110811	9 Lehr's rule of thumb gives the sample size per group for 80% power at a two-sided 5% significance level as 16 times the variance divided by the square of the difference to detect. For a conversion rate p and a relative lift, that is n = 16 x p x (1 minus p) / (p x lift)^2. Lehr calls it a relation for crude sample size estimates.
10	**Shopify** Schedule and test storefront changes with Rollouts 31 Mar 2026 · changelog.shopify.com/posts/schedule-and-test-storefront-changes-with-rollouts	10 Rollouts (Markets > Rollouts) can A/B test theme changes against the current theme with real traffic.
11	**Shopify Help Center** Requirements and considerations for using rollouts help.shopify.com/en/manual/markets/rollouts/requirements-and-considerations	11 Shopify Help says Rollouts experiments need the Grow plan or higher, and a rollout cannot change Liquid templates or apply to vintage themes.
12	**Anshul (author's own record)** Ecommerce experiments case study anshuldesigns.com/projects/ecommerce-ab-tests	12 The number of experiments and the share that failed are the author's own count, from the case study page.

Every source was checked on 6 October 2026.

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Next step

Once the audit is done, the fixes still need building.

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I'm Anshul, a designer and developer in Gurgaon, India. I design and build product pages, landing pages and ads for ecommerce brands and the agencies that run their ads. Between 2022 and 2025 I worked on 50+ conversion experiments across seven D2C brands, and roughly 40% of them failed, which is why every prompt here shows its working instead of promising a lift.[12] One that worked: a bridal-robe product page and cart I rebuilt for Blossom & Syrup; the case study shows the before and after.

50+ conversion experimentshttps://www.anshuldesigns.com/projects/ecommerce-ab-tests

Blossom & Syrup product page and carthttps://www.anshuldesigns.com/projects/blossom-syrup-pdp-cart

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Next step, part 2

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