



FREE CRO TOOLKIT

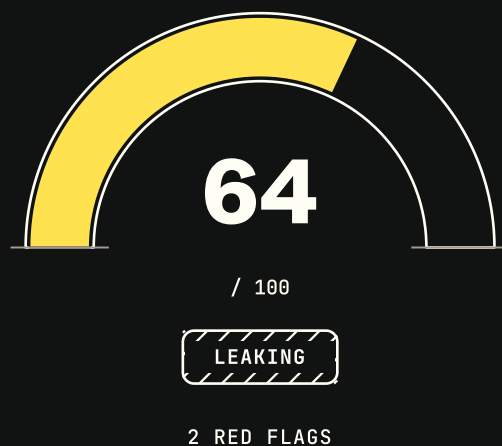
01

FOR ECOMMERCE BRANDS RUNNING ADS

Landing Page Scorecard

32 yes-or-no checks from ad to checkout. Find the 10 red flags in about 10 minutes on your phone, score the page in under an hour, and fix in the right order.

SCORESHEET • PHONE PASS				PTS
☒	L28	The ad's link opens the right page	5	
☒	L09	Nothing covers the headline or button	5	
☐	L01	Headline repeats the ad's promise	5	RED FLAG
☐	L02	The ad's offer is on the first screen	5	RED FLAG
☒	L08	A button with a verb sits up top	5	
☒	L19	Buttons go where their labels say	5	



Red flags in about 10 minutes. A score in under an hour.

32 yes-or-no checks on the page your ad sends traffic to, from the ad to checkout. Each has a Pass if line and a fix. You tick it or you don't, and a maybe is a fail.

1

The phone pass ABOUT 10 MINUTES • PAGE 4

Open the page your biggest-spending ad sends traffic to, on your phone, and run the phone pass. Count the red flags.

YOU LEAVE WITH **Your red flags.**

2

The full score UNDER AN HOUR • PAGE 9

Run every check, add up the points and read your band.

YOU LEAVE WITH **A score and a band, and the red flags that cap it.**

3

The fixes 30 DAYS • PAGE 59

Every failed check lands on a rung of the ladder, and the 30-day plan puts the rungs in weeks. 18 checks are marked Minutes.

YOU LEAVE WITH **A fix order: red flags first, then the ladder.**

WHAT IT LOOKS LIKE WHEN YOU'RE DONE

SCORESHEET	
✓ L28	
✓ L09	
○ L01	▶
○ L02	▶
64 / 100 2 RED FLAGS LEAKING	

A scored sheet: the score, the band and the red flags. [page 61](#)

WHAT YOU NEED

- ☐ A phone, a real one if you can.
- ☐ The ad you are scoring, open in Ads Manager or Meta Ad Library. No ad? See [page 51](#).
- ☐ A laptop.
- ☐ One person who has never seen the page, for 5 seconds.
- ☐ PageSpeed Insights in a browser, free at pagespeed.web.dev.

WHO IT IS FOR

Founders and agencies sending paid traffic to ecommerce pages: a dedicated lander, an advertorial, a collection page or a product page.

WHO IT IS NOT FOR

Lead-generation and software pages. These checks assume a product, a price and a checkout. To score a product page on its own, use scorecard 02 in this series.

A	B	C	D	E	F
Ad to page match	First screen	Story and proof	Offer and path to checkout	Focus and leaks	Links, speed and in-app browsers
18 POINTS PAGE 9	22 POINTS PAGE 16	12 POINTS PAGE 25	26 POINTS PAGE 33	7 POINTS PAGE 40	15 POINTS PAGE 45

A typical check takes 1 minute; each row shows its time. The phone pass takes about 10 minutes, the full score under an hour. Money amounts are in US dollars.

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

Rather have me look at the whole store? See [page 66](#).

HOW TO USE THIS EDITION

One check. One decision.

You do not need to read the whole guide before you start.

1. Short on time?

Print the phone pass on [page 4](#). It checks the critical items first.

2. Doing the full audit?

Choose a section below. Read the illustrated example, then test each check on your own page.

3. Ready to act?

Record results on [page 61](#), then use the fix-first plan on [page 59](#).

Jump to a section

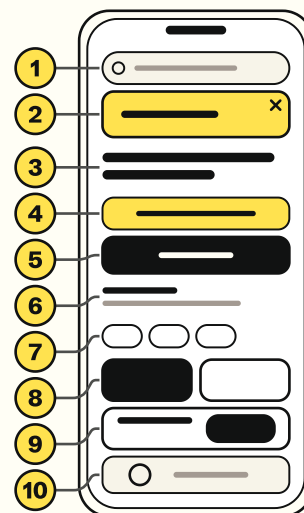
A	Ad to page match	p. 9
B	First screen	p. 16
C	Story and proof	p. 25
D	Offer and path to checkout	p. 33
E	Focus and leaks	p. 40
F	Links, speed and in-app browsers	p. 45

The screens in this edition are illustrative mockups. They show a design decision, not a measured conversion uplift. Keep the evidence from your own store.

The 10-minute phone pass

Send the ad's link to your phone. Open it in a private tab and wait 5 seconds: steps 1 and 2 look first. Then close any popup. Tick Pass for yes.

PASS	CAN'T TEST	STEP	CHECK	YES MEANS PASS	TIME
☐	☐	1	L28	Does the ad's link load the intended page, not an error or the homepage?	1 MIN
☐		2	L09	After 5 seconds, is the headline or button free of popups, cookie walls and chat bubbles?	1 MIN
☐	☐	3	L01	Does the headline repeat the ad's promise in the same key words?	30 S
☐	☐	4	L02	Is the ad's offer on the first screen with the same terms (yes if the ad has no offer)?	30 S
☐		5	L08	Does a button in the page body say what happens on tap, on the first screen?	30 S
☐		6	L22	Can you tell what delivery costs, or when it is free, anywhere on the page, including the top bar?	30 S
☐		7	L24	In two private tabs, do timers match and no stock count rise (yes if none)?	2 MIN
☐		8	L19	Does every main button go where its label says, including the sticky one?	1 MIN
☐		9	L20	Is the offer in the checkout total, or one tap away (yes if no offer)?	1 MIN
☐	☐	10	L29	In the Instagram or Facebook app, can you reach checkout with nothing breaking?	2 MIN



Steps run in the order you meet them on the page.

TOTAL TIME

About 10 minutes

RED FLAGS

 of 10

UNTESTED

No ad? Use no-ad mode ([page 51](#)): mark the 8 ad checks Can't test (L01 to L06, L28 and L30; this page shows only L28, L01 and L02). The full score is then out of 76 tested points, less any other Can't test boxes you tick.

A step you test and cannot tick is a red flag. A step you cannot test is not a red flag: tick Can't test and add "provisional".

Record the result of each check

Mark one result on the worksheet, then transfer it to the summary scoresheet.

1. Tick Pass only if the page meets the Pass if line. A maybe is a fail.
2. If part of a pass line cannot apply to this page (no sale, nothing sold out, one option), that part counts as met. If a check says “Not applicable: pass”, tick Pass.
3. If your store type or page type has its own line on a check, that line is the pass line.
4. Tick Can't test only on a check that shows a “Can't test if” line, and only for that reason. Anything else you cannot check is a fail.

Transferring your marks

Pass: tick the scoresheet's Pass box. Fail: leave both scoresheet boxes empty. Can't test: tick only its Can't test box. A failed Critical check is a red flag; an untested check is not.

Terms used in this scorecard

First screen: what a phone shows before you scroll. Chrome's 390 x 844 mode shows more: use it only with no phone.

Near the button: within half a screen. A row that opens on tap counts if its heading names it, such as Shipping.

Keep the screenshot or observation with the check. Continue to the calculation on page 6.

Calculate your score and flags

1. Points passed: add the points of the ticked checks. Points tested: 100 minus the points of the checks marked Can't test.
2. Score: points passed divided by points tested, times 100, rounded. Nothing marked Can't test? Your score is your points passed.
3. Red flags: Critical checks you tested and did not pass. Tested fewer than 50 points? Stop: there is too little to read a band.
4. Band: the lower of the score's band and the red-flag cap in the grid. If any Critical check went untested, write "provisional" after the band.

Worked example / fictional results

Full mode: $8 \text{ Critical} \times 5 + 9 \text{ High} \times 3 + 5 \text{ Medium} \times 1 = 72$ points, 2 red flags. Score band Leaking, flag cap Leaking: Leaking.

No-ad mode: Can't test L01 to L06, L28 and L30 (24 points): $49 / 76 \times 100 = 64$, 2 red flags, 3 untested Critical. Band: Leaking (provisional).

Use the band reference on [page 7](#). The score is an audit result, not a predicted conversion rate.

Read your band and check labels

Score bands: 90 to 100 = Ready for more traffic; 75 to 89 = Solid, with leaks; 50 to 74 = Leaking; below 50 = Fix before you scale.

Red-flag cap: 0 flags = no cap; 1 = Solid, with leaks; 2 = Leaking; 3 or more = Fix before you scale. Use whichever band is lower.

Provisional: add this word when a Critical check is untested. Fewer than 50 points tested means there is too little to read a band.

Read the labels

Critical / 5 points: a failed tested check is a red flag. **High / 3 points** and **Medium / 1 point:** contribute points but no red flags.

Phone / laptop / both: where to test. **Seconds or minutes:** the time to perform the check, not to fix it.

Fix + watch: make the correction and monitor it. **Test:** compare versions only when the sample can support the decision. **Minutes / hours / days:** the estimated effort to change it.

My rule: the author's judgement, not a research finding. Linked superscript numbers take you to the sources appendix.

The page has to finish the sentence the ad started.

An ad is half a sentence. It names a problem or an offer and stops there on purpose. The click is the visitor agreeing to hear the rest.

The page either finishes that sentence or starts a new one. If the ad said “Socks that stay up” and the page opens with “Our story”, the visitor has to work out whether this is the same deal. Each doubt is a reason to go back.

A fast, well-designed page can still lose the visitor in the first second, because it answers a question nobody asked. A phone screen has room for one idea, so the idea has to be the ad’s.

Score the match first. The picture uses six checks: L01 to L04 and L06 from section A, and the proof check L10. They carry 20 of the 100 points (all of section A carries 18); 2 are red flags.

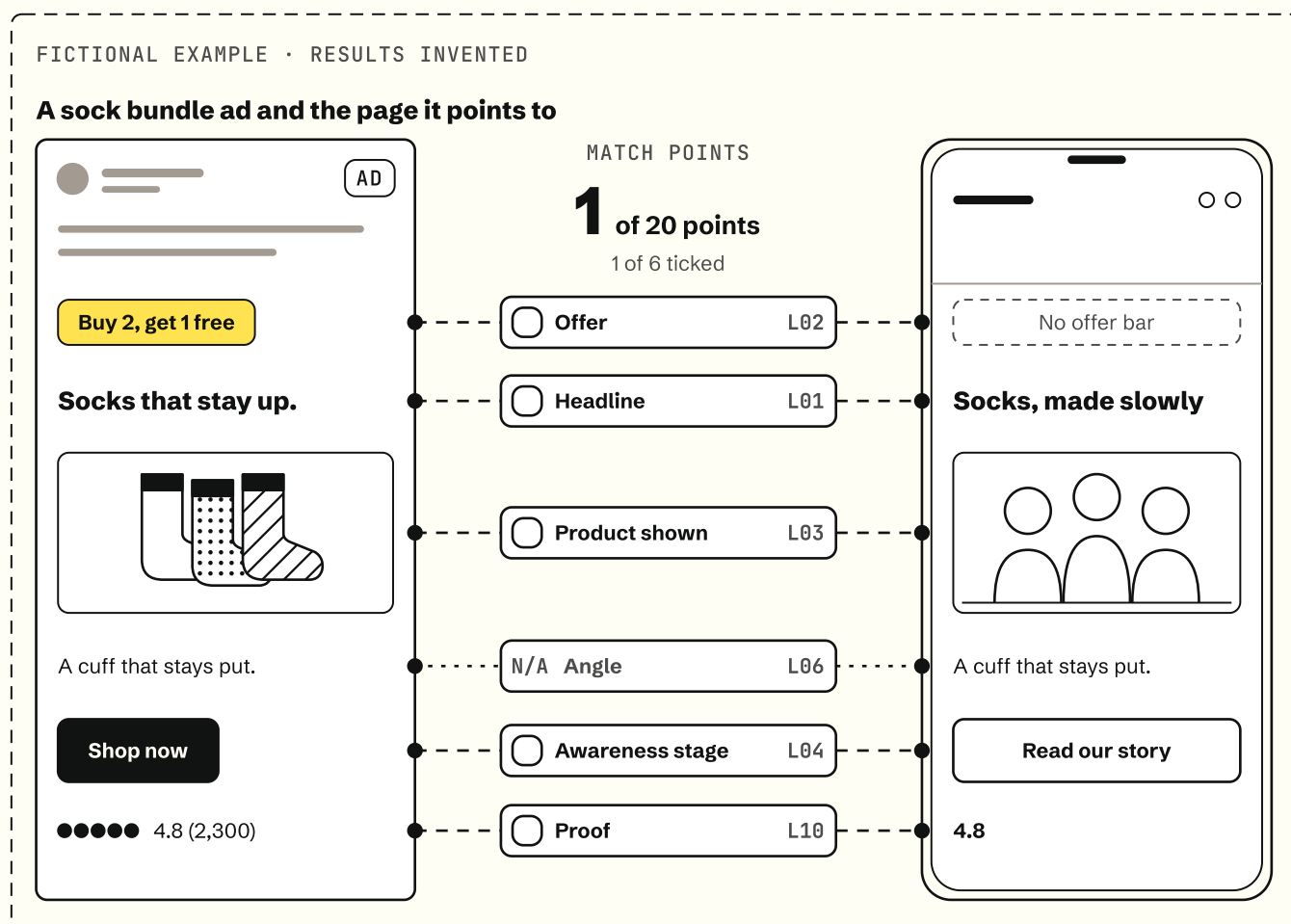


FIG 1. The page has to finish the sentence the ad started. Each of the six lines is a check of this scorecard: ticked when it passes. L06 passes as not applicable, because the example has one ad.

SECTION A / 6 CHECKS / 18 POINTS

Ad to page match

Keep the ad open next to the page for this whole section.

Finish the promise the ad started

Illustrative mock screens • invented product, claims, prices and dimensions

Before • unclear or incomplete	After • a clearer decision
Ad A lunch kit that keeps food warm Landing page Discover a better everyday Explore our range	Ad A lunch kit that keeps food warm Landing page A lunch kit that keeps food warm Shop the insulated lunch kit

1 Repeat the ad's product and benefit in the page headline.

2 Keep the destination and next action specific to that promise.

One page, several ads: score the biggest spender first

If several ads send traffic here, score the page against the ad that gets the most spend (L06 alone uses the oldest) and write its name on the scoresheet. Then read the next ad's first line against the same headline. A page can pass for one ad and fail for another, and each failure is a reason to give that ad its own page or headline.

Retargeting and email traffic already know you

Retargeting and email visitors already know you, so the first screen can skip the story and lead with the offer and a button (L04's warm rule). The match still holds for every audience: the same promise (L01), and the same offer on the page and at checkout (L02, L20).

Next: work through L01 to L06. Mark the result beside each check.

L01 The page headline repeats the ad's main promise, in the same key words.

CRITICAL 5 ●●● | 30 S | ☐ BOTH

TEST IT

Open the ad and the page side by side.

PASS IF

you can underline the same promise, or the same key noun and verb, in both. A headline that rephrases the promise as brand language fails.

Why it matters. The visitor decides in a second whether they landed where the ad promised. A new promise reads as another page.

IF IT FAILS / FIX + WATCH • MINUTES

Copy the ad's hook into the headline. Before: "Our story". After: "Socks that stay up, all day". Put the proof the ad had no room for in the subhead.

USE THIS STARTING POINT

Headline: [the ad's promise]. Subhead: [the proof the ad had no room for].

Can't test: you do not have the ad that sends traffic to this page.

☐ Pass ☐ Fail ☐ Can't test Evidence: _____

Your observation

What did you see? Save the screenshot name or URL here.

Next action

Who will change it, and what will you check afterwards?

AD TO PAGE MATCH / CHECK 2 OF 6

L02 The ad's offer appears on the first screen with the same terms.

CRITICAL 5 ●●● | 30 S | 📱 PHONE

TEST IT

Read the offer in the ad, then open the page on your phone.

PASS IF

the offer shows before any scroll with the same terms ("Buy 2, get 1 free" stays that).

Not applicable (ad has no offer): pass.

Why it matters. A changed offer reads as bait, and it puts every other claim in the ad in doubt.

IF IT FAILS / FIX • MINUTES

Put the offer in the ad's own words in the subhead or a bar under the header, with its terms in one line. If the offer has ended, pause the ad.

USE THIS STARTING POINT

[Offer in the ad's words]. [Terms: what counts, until when].

Can't test: you do not have the ad that sends traffic to this page.

☐ Pass ☐ Fail ☐ Can't test Evidence: _____

Your observation

What did you see? Save the screenshot name or URL here.

Next action

Who will change it, and what will you check afterwards?

AD TO PAGE MATCH / CHECK 3 OF 6

L03 The first product the visitor sees is the one in the ad, in the same colour or variant.

HIGH 3 ●●○ | 30 S | ☎ PHONE

TEST IT

Compare the ad with the first product image or card on your phone.

PASS IF

the first product image or card you reach is the ad's product, in the same colour or variant, with that variant preselected.

Why it matters. A shopper who clicks a grey jacket and lands on a rail of colours assumes the ad was careless, or that grey sold out.

IF IT FAILS / FIX · MINUTES

Link the ad to the variant URL (the product address plus ?variant= and the variant ID) and make that variant the default. For a bundle ad, lead with the bundle image.

Can't test: you do not have the ad that sends traffic to this page.

☐ Pass ☐ Fail ☐ Can't test Evidence: _____

Your observation

What did you see? Save the screenshot name or URL here.

Next action

Who will change it, and what will you check afterwards?

L04 The first screen fits how warm the traffic is.

HIGH 3 ●●○ | 1 MIN | 📱💻 BOTH

TEST IT

Find the ad set's audience in Ads Manager.

PASS IF

the first screen suits it: cold sees what it is and who it's for before the offer; warm sees the offer and a button first. Mixed or unknown: cold.

Why it matters. Strangers need the idea before the discount. People who know you need a reason to act now, and a story slows them.

IF IT FAILS / TEST • DAYS

Send cold and warm traffic to different URLs. Cold gets a first screen that names the product and the buyer. Warm gets the offer, the price and one button.

Can't test: you do not have the ad that sends traffic to this page.

☐ Pass ☐ Fail ☐ Can't test Evidence: _____

Your observation

What did you see? Save the screenshot name or URL here.

Next action

Who will change it, and what will you check afterwards?

AD TO PAGE MATCH / CHECK 5 OF 6

L05 Colours, setting and model on the first screen match the ad creative.

MEDIUM 1 ●○○ | 30 S | 📱 PHONE

TEST IT

Screenshot the ad and the page's first screen side by side.

PASS IF

someone who saw only the ad would know it is the same campaign: same product shot, palette, setting or model.

Why it matters. Matching colour, setting and people is the cheapest proof that the click went where the ad said.

IF IT FAILS / FIX + WATCH · DAYS

Reuse the ad's hero image, or a crop of the same shoot, at the top of the page. Carry the ad's main colour into the first button. Start with the creative that gets the most spend.

Can't test: you do not have the ad that sends traffic to this page.

☐ Pass ☐ Fail ☐ Can't test Evidence: _____

Your observation

What did you see? Save the screenshot name or URL here.

Next action

Who will change it, and what will you check afterwards?

L06 The page leads with the angle of the oldest active ad that sends traffic here.

MEDIUM 1 ●○○○ | 1 MIN |  LAPTOP

TEST IT

Only when several ads send traffic here: in Meta Ad Library, find this page's oldest active ad.

PASS IF

the headline leads with that ad's angle. Not applicable (one ad, or yours is the oldest): pass.
No ad in hand: Can't test.

Why it matters. An ad you keep paying for is a test you have run. The Ad Library shows its start date, not its spend or results.²

IF IT FAILS / TEST · MINUTES

Rewrite the headline and first subhead around that ad's angle. The Ad Library lists no destination URL: tap the ad's button, and take the exact URL from Ads Manager. Note the date.

Can't test: you do not have the ad that sends traffic to this page.

☐ Pass ☐ Fail ☐ Can't test Evidence: _____

Your observation

What did you see? Save the screenshot name or URL here.

Next action

Who will change it, and what will you check afterwards?

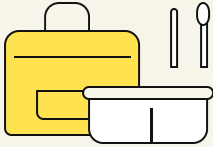
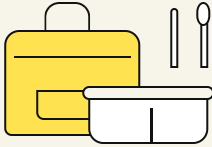
SECTION B / 6 CHECKS / 22 POINTS

First screen

What a phone shows before any scroll. It has to say what this is, show the offer and give a button.

Make the first screen answer three questions

Illustrative mock screens • invented product, claims, prices and dimensions

Before • unclear or incomplete	After • a clearer decision
Welcome A new way to live  Large decorative hero Scroll to discover more	Insulated lunch kit Keep lunch warm on your commute  Container, bag and cutlery Includes container, insulated bag and cutlery. Kit Rs. 1,800 • Delivery shown before payment Choose your lunch kit

1 Say what it is, who it is for and why it helps.

2 Expose the price context and the primary action together.

Research context. In Baymard's testing of direct-to-consumer sites, 62% of users said they would look for reviews outside an unfamiliar brand's own site³.

Look first, then close the popup

A first-time visitor meets the popup and the bars before your page. Open the link in a private tab and look at what loads before you close anything: that is L09. Then close the popup the way a shopper would and read the first screen as the checks ask. Screenshot both states and date them.

Next: work through L07 to L12. Mark the result beside each check.

FIRST SCREEN / CHECK 1 OF 6

L07 After 5 seconds on the first screen, a stranger can say what it is, who it's for and why it's better.

HIGH 3 ●●○ | 2 MIN | ☎ PHONE

TEST IT

Show one person who has never seen the page the first screen for 5 seconds, then hide it.

PASS IF

they say what it is, who it's for and why it's better, all three right.

Why it matters. A paid click gives you a few seconds. A visitor who can't say what the page sells by then scrolls past the rest.

IF IT FAILS / TEST • DAYS

Write the three answers as one sentence each. Make the first the headline and the third the subhead, with the product in use in the hero. Confirm with 5 people **MY RULE**.

Can't test: you have no one who has never seen this page.

☐ Pass ☐ Fail ☐ Can't test Evidence: _____

Your observation

What did you see? Save the screenshot name or URL here.

Next action

Who will change it, and what will you check afterwards?

L08 A button with a verb sits in the page body on the first phone screen.

CRITICAL 5 ●●● | 30 S | 📱 PHONE

TEST IT

After closing any popup, look at the first screen.

PASS IF

a button sits in the page body (not the top bar) whose label says what happens: “Add to cart”, “Get the bundle”, “Shop now” pass; “Learn more” and “Submit” fail.

Choose your store type: use the pass line on [page 19](#) before marking this check.

Why it matters. A warm visitor wants the button now. A cold one needs to see the next step before they scroll to look for it.

IF IT FAILS / FIX • MINUTES

Add a button under the subhead with a verb and an object, at least 44 by 44 px, WCAG’s stricter AAA level.⁴ Use one label on every button on the page.

USE THIS STARTING POINT

Add to cart | Get the bundle | Claim [offer]

Edit it in Online Store > Edit theme, in the button block’s label setting.

☐ Pass ☐ Fail Evidence: _____

Your observation

What did you see? Save the screenshot name or URL here.

Next action

Who will change it, and what will you check afterwards?

L08: choose your store-type pass line

Use the line for your type, then return to the preceding worksheet to record the result.

L08: Advertorial or listicle

A button or text link to the offer in the page body (not the top bar) within the first 2 screens.

L08: Collection page

Product cards with a price and a button or quick add on the first screen.

L09 Nothing covers the headline or the main button in the first 5 seconds on a phone.

CRITICAL 5 ••• | 1 MIN | 📱 PHONE

TEST IT

Open the link in a private tab on your phone and wait 5 seconds.

PASS IF

no popup, cookie wall or chat bubble covers the headline or the main button.

Why it matters. A popup, a cookie banner and a tall header stack up fast and can leave a sliver of page. The ad's promise never gets seen.

IF IT FAILS / FIX • MINUTES

Keep the announcement bar and header together under a quarter of the screen **MY RULE**, not counting the status bar, with the sticky header on. On scroll up. Delay popups by 30 seconds, or to exit intent **MY RULE**.

USE THIS STARTING POINT

Settings > Customer privacy > Cookie banner

Announcement bar: Dawn, untick Auto rotate announcements; Horizon rotates with two or more, so keep one.

☐ Pass ☐ Fail Evidence: _____

Your observation

What did you see? Save the screenshot name or URL here.

Next action

Who will change it, and what will you check afterwards?

FIRST SCREEN / CHECK 4 OF 6

L10 The first screen shows proof: a rating, a customer quote or a true number.

HIGH 3 ●●○ | 30 S | ☎ PHONE

TEST IT

Look at the first phone screen without scrolling.

PASS IF

it shows a rating with its review count from 10 or more reviews **MY RULE**, a short customer quote, or a true customer number.

Why it matters. In Baymard's testing, 62% of users said they would look for reviews elsewhere before buying from a brand they don't know (page 16).³ Show the count and its source.

IF IT FAILS / FIX + WATCH • MINUTES

Show the rating and review count from your reviews app up front. With fewer reviews, use one real, named quote.

☐ Pass ☐ Fail Evidence: _____

Your observation

What did you see? Save the screenshot name or URL here.

Next action

Who will change it, and what will you check afterwards?

FIRST SCREEN / CHECK 5 OF 6

L11 The hero image shows the product in use or the result.

HIGH 3 ●●○ | 30 S | ☒ PHONE

TEST IT

Cover the headline and look at the hero.

PASS IF

it makes sense alone: the product in use, in a hand, or the result. A logo, a lone packshot on white or a mood image with no product fails.

Why it matters. A hero is read first: a packshot says what the product is, use says what it does.

IF IT FAILS / TEST • DAYS

Swap in an in-use or result shot cropped for a 390 px screen; keep the packshot as image 2. A/B test it if traffic allows.

☐ Pass ☐ Fail Evidence: _____

Your observation

What did you see? Save the screenshot name or URL here.

Next action

Who will change it, and what will you check afterwards?

FIRST SCREEN / CHECK 6 OF 6

L12 The price, or the offer price, is visible before the visitor has to tap through.

HIGH 3 ●●○ | 30 S | ☎ PHONE

TEST IT

Scroll down the page on your phone.

PASS IF

the price, or the offer price with the saving, shows within two screens of scrolling **MY RULE**, without opening a menu, a tab or another page.

Choose your store type: use the pass line on [page 24](#) before marking this check.

Why it matters. A shopper who hunts for a price assumes it is high. Baymard: show it at a glance.⁵

IF IT FAILS / FIX • MINUTES

Put the price beside the main button on the first screen. For a bundle, show the total and the price per item, as live text.

☐ Pass ☐ Fail Evidence: _____

Your observation

What did you see? Save the screenshot name or URL here.

Next action

Who will change it, and what will you check afterwards?

L12: choose your store-type pass line

Use the line for your type, then return to the preceding worksheet to record the result.

L12: Advertorial or listicle

The price appears at the offer section, before the final button.

L12: Collection page

Every product card shows its price.

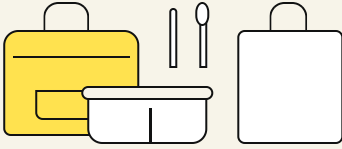
SECTION C / 6 CHECKS / 12 POINTS

Story and proof

Below the first screen, the page answers doubts in the order buyers have them.

Put evidence beside the claim

Illustrative mock screens · invented product, claims, prices and dimensions

Before · unclear or incomplete	After · a clearer decision
Our promise Built for the daily commute Buy now Brand story then Collection then Proof, far below	Our promise Built for the daily commute  Kit and work bag Example fit evidence: kit width 22 cm; work-bag opening 24 cm. The illustration shows the actual comparison being claimed. See the kit and choose a colour

1 Demonstrate the benefit immediately after introducing it.

2 State evidence conditions; avoid unsupported performance claims.

Lift headlines from your reviews

Customers describe the result in words your copy never uses. Read your 5-star reviews for the result and your 3-star reviews for the doubt, and highlight every phrase that names a time, a result or a before and after. The next buyer thinks in the same words, so those phrases make better headlines than anything written in a brand meeting. Ask permission before you quote a review by name.

Next: work through L13 to L18. Mark the result beside each check.

L13 The page runs in buying order, with a button after the product, proof and offer.

HIGH 3 ●●○ | 1 MIN | 📱 PHONE

TEST IT

Scroll and name each section.

PASS IF

problem and product come before the proof, the offer comes after it, and a button follows the product, proof and offer. A sticky button counts.

Choose your store type: use the pass line on [page 27](#) before marking this check.

Why it matters. Buyers raise doubts in a rough order. A page that answers them out of order makes the reader do the sorting.

IF IT FAILS / TEST · PROJECT

Draw the page as 5 boxes (hook, problem, product, proof, offer) and reorder the sections to fit. Cut any section that fits no box. Add a button after the product, proof and offer.

☐ Pass ☐ Fail Evidence: _____

Your observation

What did you see? Save the screenshot name or URL here.

Next action

Who will change it, and what will you check afterwards?

L13: choose your store-type pass line

Use the line for your type, then return to the preceding worksheet to record the result.

L13: Advertorial or listicle

Hook and problem before the product; the product by the middle; the offer and its button last.

L13: Collection page

In-stock best sellers come first, and filters don't hide the ad's product.

STORY AND PROOF / CHECK 2 OF 6

L14 The page answers what buyers ask: shipping, returns and “will it work for me”.

HIGH 3 ●●○ | 1 MIN | 📄 BOTH

TEST IT

Search the page for shipping, returns and who it suits.

PASS IF

this page answers shipping, returns and “will it work for me” in plain text, near the offer or in an FAQ.

Why it matters. Each unanswered doubt sends the shopper to another tab for the answer. Not all of them come back.

IF IT FAILS / FIX + WATCH · DAYS

Add a short FAQ under the offer: delivery time and cost, returns, who it suits, how to use it, what's in the box. Write answers from real pre-sale emails and chats.

☐ Pass ☐ Fail Evidence: _____

Your observation

What did you see? Save the screenshot name or URL here.

Next action

Who will change it, and what will you check afterwards?

STORY AND PROOF / CHECK 3 OF 6

L15 At least 3 quoted reviews carry a name or initial and name a specific result or detail.

HIGH 3 ●●○ | 30 S | 📄 BOTH

TEST IT

Find the quoted reviews.

PASS IF

at least 3 carry a first name or initial and name a specific result, time or detail. “Great product” and “Love it” don’t count.

Why it matters. Specific quotes are believable; “Great product” reads as brand-written. A shopper weighing a real purchase looks for the detail that only a buyer would know.

IF IT FAILS / FIX + WATCH · DAYS

Choose reviews that name a result, a time or a comparison. Ask permission, show a first name and last initial, and set each next to the claim it backs. Trim for length, never meaning.

☐ Pass ☐ Fail Evidence: _____

Your observation

What did you see? Save the screenshot name or URL here.

Next action

Who will change it, and what will you check afterwards?

STORY AND PROOF / CHECK 4 OF 6

L16 A simple comparison shows why this beats the usual alternative.

MEDIUM 1 ●○○ | 30 S |  BOTH

TEST IT

Find the comparison.

PASS IF

a table or side-by-side compares this with the usual alternative (not a named rival) on at least 3 points a buyer can check (MY RULE), as text or a readable image.

Why it matters. Buyers compare anyway. A comparison on your terms saves a search that can end on a competitor's page.

IF IT FAILS / TEST · DAYS

Build a table with 3 columns: the usual alternative, your product, why it matters. Give each row a point a buyer could check, name the category not a rival, and put a reason beside every tick.

☐ Pass ☐ Fail Evidence: _____

Your observation

What did you see? Save the screenshot name or URL here.

Next action

Who will change it, and what will you check afterwards?

STORY AND PROOF / CHECK 5 OF 6

L17 On a phone, a buyer reaches everything by scrolling down, not sideways.

MEDIUM 1 ●○○○ | 1 MIN | 📱 PHONE

TEST IT

Scroll the page on your phone with your thumb.

PASS IF

prices, benefits, reviews and FAQs are all reached by scrolling down, with no sideways carousel hiding any. Product galleries are exempt.

Why it matters. Content in a carousel takes a deliberate swipe, and nothing says there is more. Whatever sits on slide 3 goes unread.

IF IT FAILS / FIX + WATCH · DAYS

Turn carousels of benefits, reviews and FAQs into stacked blocks or a 2-column grid. If a slider must stay, show the edge of the next card and keep the main claim in slide 1.

☐ Pass ☐ Fail Evidence: _____

Your observation

What did you see? Save the screenshot name or URL here.

Next action

Who will change it, and what will you check afterwards?

L18 The returns promise says how long, what's covered, who pays and how to claim.

MEDIUM 1 ●○○ | 30 S |  BOTH | RESEARCH 6

TEST IT

Read the returns or guarantee line.

PASS IF

it says how long, what is covered, who pays return shipping and the one step to claim.

Why it matters. “Hassle-free returns” gives a shopper nothing to rely on. Baymard recommends a plain summary that says who pays return shipping.⁶

IF IT FAILS / FIX · MINUTES

Rewrite it as one sentence with all 4 parts: “Return any unused item within [N] days for a refund. [We or you] pay return postage. Email your order number to start.” Link the full policy.

☐ Pass ☐ Fail Evidence: _____

Your observation

What did you see? Save the screenshot name or URL here.

Next action

Who will change it, and what will you check afterwards?

SECTION D / 6 CHECKS / 26 POINTS

Offer and path to checkout

Tap every button and go to checkout. The promise has to survive all the way.

Carry one offer all the way to checkout

Illustrative mock screens • invented product, claims, prices and dimensions

Before • unclear or incomplete	After • a clearer decision
Landing page Kit Rs. 1,800 • Free delivery Cart Kit Rs. 1,800 + delivery Rs. 150 A surprise cost breaks the promise.	Landing page Kit Rs. 1,800 • Free delivery Cart Kit Rs. 1,800 • Delivery Rs. 0 Continue • Total Rs. 1,800

1 Match product, discount and delivery terms across the path.

2 Show the payable total before asking for payment details.

Research context. 40% of US shoppers who abandoned a cart for a reason other than “just browsing” named extra costs that were too high⁷.

Type a made-up discount code

At checkout, type a code that doesn’t exist and read the error. Does it tell the shopper what to do, or leave them with an empty box and a search engine? You can’t always rewrite that error, so fix it upstream: apply the offer automatically or through a discount link, and most shoppers never meet the box at all.

A countdown is right only when the deadline is real

Urgency helps a decision that is ready to be made, and a real deadline is the honest way to create it: a sale that ends on a stated date and hour. A timer that restarts for every visitor does the opposite. Once one shopper notices, every other claim on the page, including the true ones, is read as a lie. L24 is the check for this.

Next: work through L19 to L24. Mark the result beside each check.

L19 Every main button goes where its label promises.

CRITICAL 5 | 1 MIN |  PHONE

TEST IT

Tap every button in the page body (not the top bar), and the sticky button.

PASS IF

each goes where its label says: Add to cart adds the offer's product; Shop now opens that product or a filtered collection, never the homepage.

Why it matters. A button that lands somewhere else breaks the one promise it made, and the visitor has to start the decision again.

IF IT FAILS / FIX • MINUTES

Open each button in the theme editor and set its link: the product, a filtered collection or the cart. For an Add to cart button outside the product form, use the cart link below. Not for subscription products.

USE THIS STARTING POINT

[https://yourstore.com/cart/\[VARIANT_ID\]:1?storefront=true](https://yourstore.com/cart/[VARIANT_ID]:1?storefront=true)

VARIANT_ID: the number after ?variant= in the product address. Without ?storefront=true it opens checkout.⁸

☐ Pass ☐ Fail Evidence: _____

Your observation

What did you see? Save the screenshot name or URL here.

Next action

Who will change it, and what will you check afterwards?

L20 The offer is applied at checkout, or one tap away.

CRITICAL 5 • • • | 1 MIN | 📱 PHONE**TEST IT**

Add the offer to the cart and open checkout.

PASS IF

the discount or gift is in the total, or the code sits by the button with one-tap copy. Not applicable (no offer): pass. A subscription discount the shopper must pick is not the offer.

Why it matters. The ad promised a price. If the total doesn't show it, the shopper hunts for a code or decides the offer was bait.

IF IT FAILS / FIX • MINUTES

Use an automatic discount, or send the ad to a discount link that saves the code in the shopper's browser. Check on a phone, in a private tab with an empty cart, that the offer shows in the total.

USE THIS STARTING POINT

[https://yourstore.com/discount/\[CODE\]?redirect=/products/\[HANDLE\]](https://yourstore.com/discount/[CODE]?redirect=/products/[HANDLE])

Works only while the discount is active.⁹ A cart link can carry it: add &discount=[CODE] after ?storefront=true.⁸

☐ Pass ☐ Fail Evidence: _____

Your observation

What did you see? Save the screenshot name or URL here.

Next action

Who will change it, and what will you check afterwards?

L21 Next to the main button, one short line answers the last doubt.

HIGH 3 ●●○ | 30 S | 📞 PHONE

TEST IT

Look beside and under the main button.

PASS IF

a line of under 12 words **MY RULE** sits by the main button and answers delivery, returns or a guarantee, in words; badges alone fail.

Why it matters. One short line at the moment of decision answers the last doubt before the shopper decides to think it over.

IF IT FAILS / FIX + WATCH • MINUTES

Write one line under the button from your real policy, such as “Free returns on unused items.” Keep it as plain text, and put the full policy one tap away.

☐ Pass ☐ Fail Evidence: _____

Your observation

What did you see? Save the screenshot name or URL here.

Next action

Who will change it, and what will you check afterwards?

L22 The delivery cost, or the free-delivery threshold, is stated anywhere on the page, including the top bar.

CRITICAL 5 ●●● | 30 S | 📱 PHONE | RESEARCH ⁷

TEST IT

Look for the delivery cost anywhere on the page.

PASS IF

a buyer can tell what delivery costs, or the free-delivery threshold, from text anywhere on the page, including the top bar, before reaching checkout.

Why it matters. Extra costs top the reasons shoppers give for abandoning a cart (the 40% on page 33).⁷

IF IT FAILS / FIX • MINUTES

Add a line near the button (below). If the cost depends on where the order goes, give the lowest and highest. The top bar passes, but shoppers miss it there: repeat a free-delivery offer by the price or button.¹⁰

USE THIS STARTING POINT

Free delivery over [AMOUNT]. Otherwise [AMOUNT].

Delivery from [LOWEST] to [HIGHEST], worked out at checkout.

☐ Pass ☐ Fail Evidence: _____

Your observation

What did you see? Save the screenshot name or URL here.

Next action

Who will change it, and what will you check afterwards?

OFFER AND PATH TO CHECKOUT / CHECK 5 OF 6

L23 On a phone, a button stays in reach once the first one scrolls away.

HIGH 3 ●●○ | 30 S | 📱 PHONE

TEST IT

Scroll past the first button and wait a second; many bars appear only then.

PASS IF

a sticky button or bar shows and covers no text, form field or chat button.

Why it matters. A long page puts the decision far from the first button. A sticky one saves the scroll back up.

IF IT FAILS / FIX + WATCH • DAYS

Turn on your theme's sticky add-to-cart setting, or add a sticky bar app. Leave white space at its sides, not a full-width slab.¹¹

☐ Pass ☐ Fail Evidence: _____

Your observation

What did you see? Save the screenshot name or URL here.

Next action

Who will change it, and what will you check afterwards?

OFFER AND PATH TO CHECKOUT / CHECK 6 OF 6

L24 Every deadline, countdown and stock claim is true.

CRITICAL 5 ••• | 2 MIN |  BOTH

TEST IT

Open the page in two private tabs a minute apart.

PASS IF

every countdown shows the same end time and no stock or “people viewing” number jumps.

Not applicable (none used): pass.

Why it matters. A fake timer is a false statement the shopper can catch with one reload.

IF IT FAILS / FIX • MINUTES

Set each countdown to a real end date in your discount settings and delete any timer that resets per visit. Show stock only from live inventory. No deadline? Say nothing.

USE THIS STARTING POINT

Sale ends [DAY] [DATE] at [TIME] [TIMEZONE].

Discounts > the discount > Active dates: set the end date there, and match the timer to it.

☐ Pass ☐ Fail Evidence: _____

Your observation

What did you see? Save the screenshot name or URL here.

Next action

Who will change it, and what will you check afterwards?

SECTION E / 3 CHECKS / 7 POINTS

Focus and leaks

Every link that isn't the buy button is a way out you're paying for.

Give the visitor one obvious next step

Illustrative mock screens • invented product, claims, prices and dimensions

Before • unclear or incomplete	After • a clearer decision
Shop the kit Browse all products Join newsletter Follow us	Today's next step Choose your lunch kit Shop the kit Secondary navigation stays quieter and out of the buying path.

1 Prioritise the action that fulfils the ad's intent.

2 Reduce competing buttons before adding more persuasion.

Count the exits

On a laptop, click every link in the header, body and footer and write down where each goes. Policy links count too: open them in a drawer or new tab, so the page is still there when the shopper returns.

Next: work through L25 to L27. Mark the result beside each check.

L25 Every button and link in the page body leads to the same goal: buying this offer.

HIGH 3 ●●○ | 1 MIN | 📱💻 BOTH

TEST IT

Click every link in the page body, not the header or footer.

PASS IF

each one leads to the offer or its checkout: no links to other products, the blog, social profiles or an About page.

Choose your store type: use the pass line on [page 42](#) before marking this check.

Why it matters. Every other place to go is a reason not to buy here. A page with one goal gives the visitor one thing to do.

IF IT FAILS / FIX • MINUTES

Unlink everything in the body that isn't the offer, and move social icons to the footer. Open policy links in a drawer or new tab.

☐ Pass ☐ Fail Evidence: _____

Your observation

What did you see? Save the screenshot name or URL here.

Next action

Who will change it, and what will you check afterwards?

L25: choose your store-type pass line

Use the line for your type, then return to the preceding worksheet to record the result.

L25: Advertorial or listicle

Every link goes to the one offer.

L25: Collection page

Every product shown fits the ad's promise.

L26 The header has no full menu: the logo and at most 2 other links.

HIGH 3 ●●○ | 30 S | 🖥️ LAPTOP

TEST IT

Count the header links on a laptop.

PASS IF

the header has no menu and at most 2 links besides the logo **MY RULE**, such as cart and help.

Why it matters. A full menu offers many ways off a page built for one decision.

IF IT FAILS / TEST • DAYS

Hide the menu on this template (ask your developer), or build the page in a builder with its own header. Unlink the logo or point it to the top of this page **MY RULE**.

☐ Pass ☐ Fail Evidence: _____

Your observation

What did you see? Save the screenshot name or URL here.

Next action

Who will change it, and what will you check afterwards?

L27 The footer links to shipping, returns, contact and privacy.

MEDIUM 1 ●○○ | 1 MIN |  BOTH

TEST IT

Tap each footer link.

PASS IF

shipping, returns, contact and privacy each open their content: a page, a section of one page, or a popup showing the policy.

Why it matters. Careful shoppers check these before paying. Baymard found some consistently look in the footer for shipping and returns.¹²

IF IT FAILS / FIX • MINUTES

Add Shipping, Returns, Contact and Privacy to the footer: Content > Menus > Footer menu. Policies live in Settings > Policies (the return policy ends /policies/refund-policy).

☐ Pass ☐ Fail Evidence: _____

Your observation

What did you see? Save the screenshot name or URL here.

Next action

Who will change it, and what will you check afterwards?

Links, speed and in-app browsers

Clicks on Instagram and Facebook ads open inside the app's own browser by default. Test there, not only on your laptop.¹³

Test the route the visitor actually takes

Illustrative mock screens · invented product, claims, prices and dimensions

Before · unclear or incomplete	After · a clearer decision
Testing shortcut Open homepage in desktop Chrome No campaign link. No ad browser. No checkout attempt. Looks fine	Actual path Tap the campaign link in the ad app Confirm the intended page and retained campaign parameters. Choose an item then cart then payment hand-off. Record device, browser and failure

1 Start with the live ad URL, including its campaign parameters.

2 Walk through the path in the in-app browser on a real phone.

A tool that says “broken” isn’t proof

Ad URLs hide problems the ads tool doesn’t show: ?page=2, a hard-coded fbclid and internal search parameters are the usual ones. Read the URL one character at a time, then open it on a real phone, from the market the ad targets. Currency and redirects follow the visitor’s location, and yours may differ. If a checker reports the link as broken, believe the phone first.

Next: work through L28 to L32. Mark the result beside each check.

L28 The ad's link opens the intended page, with no error and no jump to the homepage.

CRITICAL 5 ●●● | 1 MIN | 📱 PHONE

TEST IT

Copy the ad's website URL from Ads Manager and open it on your phone.

PASS IF

the intended page loads first time, with no error and no jump to the homepage.

Why it matters. A renamed, unpublished or sold-out product can send clicks to an error or the homepage while the ad keeps spending.

IF IT FAILS / FIX • MINUTES

Paste the destination into a phone browser and fix what you find: the product handle, the redirect or the link in the ad. After a product rename, add a redirect (below).

USE THIS STARTING POINT

[https://yourstore.com/products/\[handle\]](https://yourstore.com/products/[handle])

Content > Menus > View URL redirects > Create URL redirect (Redirect from, Redirect to)

Can't test: you do not have the ad that sends traffic to this page.

☐ Pass ☐ Fail ☐ Can't test Evidence: _____

Your observation

What did you see? Save the screenshot name or URL here.

Next action

Who will change it, and what will you check afterwards?

L29 Inside the Instagram or Facebook app's own browser, a shopper can reach checkout.

CRITICAL 5 ●●● | 2 MIN | 📱 PHONE

TEST IT

Send yourself the ad link in an Instagram or Messenger chat and open it inside the app.

PASS IF

you can add to cart and reach checkout with nothing breaking: no stuck popup, blank page or login wall.

Why it matters. Meta says links in its ads open in the app's own browser by default.¹³ Popups and wallet buttons can behave differently there.

IF IT FAILS / FIX • DAYS

Find what broke (a popup, a login wall, a script) and remove it for this page. Retest inside the app after each change: a page that works in Safari proves nothing here.

USE THIS STARTING POINT

To find the cause, switch an app off: Online Store > Edit theme > App embeds, in the editor's top bar.

Can't test: you have neither the Instagram nor the Facebook app.

☐ Pass ☐ Fail ☐ Can't test Evidence: _____

Your observation

What did you see? Save the screenshot name or URL here.

Next action

Who will change it, and what will you check afterwards?

L30 The ad's destination URL is clean.

MEDIUM 1 ●○○○ | 1 MIN | 🖥️ LAPTOP

TEST IT

In Ads Manager, read the ad's website URL plus its URL parameters (Tracking section).

PASS IF

the final link has `utm_source` and `utm_campaign`, and none of `?page=`, `_pos=`, `_sid=`, a hard-coded `fbclid=` or `/collections/.../products/`.

Why it matters. Parameters copied from a browser split one page into many in your reports, so you can't tell which campaign earns what.

IF IT FAILS / FIX · MINUTES

Rebuild the URL from the product's own address plus ?

`utm_source=facebook&utm_medium=paid_social&utm_campaign=[campaign]&utm_content=[ad]` . Delete everything pasted from the address bar.

Can't test: you do not have the ad that sends traffic to this page.

☐ Pass ☐ Fail ☐ Can't test Evidence: _____

Your observation

What did you see? Save the screenshot name or URL here.

Next action

Who will change it, and what will you check afterwards?

L31 PageSpeed Insights rates the page's mobile loading well.

HIGH 3 ●●○ | 2 MIN | 📱 PHONE | STANDARD ¹⁴

TEST IT

On pagespeed.web.dev in a browser, choose Mobile and use This URL if it is not greyed out.

PASS IF

the Core Web Vitals assessment passes. Only the Origin view, or no field data: pass if the lab Largest Contentful Paint is green.

Why it matters. Google rates loading good at a Largest Contentful Paint of 2.5 seconds or less at the 75th percentile of page loads.¹⁵

IF IT FAILS / FIX + WATCH • PROJECT

Judge by the assessment, not the 0 to 100 score (one simulated load). Compress the hero, delay chat and review widgets, remove unused apps. Field data lags by weeks: read lab LCP meanwhile.

Can't test: PageSpeed Insights returns no result after two tries a few minutes apart.

☐ Pass ☐ Fail ☐ Can't test Evidence: _____

Your observation

What did you see? Save the screenshot name or URL here.

Next action

Who will change it, and what will you check afterwards?

LINKS, SPEED AND IN-APP BROWSERS / CHECK 5 OF 5

L32 Buttons and links are big enough, and far enough apart, to hit with a thumb.

MEDIUM 1 ●○○○ | 1 MIN | 📱 PHONE | STANDARD ¹⁶

TEST IT

Tap the main button, the cart icon, the popup's close and each size or variant option once.

PASS IF

every tap hits its target.

Why it matters. Crowded links on a phone become mis-taps that open the wrong page.

IF IT FAILS / FIX · DAYS

Make every target at least 24 by 24 px, WCAG's floor,¹⁶ or space it out. Make main buttons 44 by 44 px, the stricter AAA level.⁴ Check the cart icon, popup close and size options first.

☐ Pass ☐ Fail Evidence: _____

Your observation

What did you see? Save the screenshot name or URL here.

Next action

Who will change it, and what will you check afterwards?

Page types, no-ad mode and extras

Tick your page type on the scoresheet. Where a check has a line for it (L08, L12, L13 and L25), that line is the pass line.

Dedicated lander

Score it as written: the checks assume one page built for one ad.

Advertorial or listicle

Use its line on L08, L12, L13 and L25. A reason list has no problem step, so L13 asks only that hook and problem come first.

Collection page as a lander

Use its line on L08, L12, L13 and L25. A catalogue ad that shows many products can land on the full grid.

Product page as a lander

Score it here and expect L25 and L26 to fail: a product page links to other products and has a full menu. L13: the buy box is the offer section. Scorecard 02 scores the page itself.

Homepage

Score it as a dedicated lander. It will often fail L01, L03 and L25.

No-ad mode

Scoring a page without its ad? Mark the 8 checks that need the ad Can't test (L01 to L06, L28 and L30, 24 points). The page is then scored out of 76 tested points (out of 68 if you also tick L07 and L29, which need a person and the apps; L31 too if PageSpeed fails), less any other Can't test boxes, and the band is provisional while a Critical check is untested. L20 stays testable: its offer is the page's own. If the brand runs ads, Meta Ad Library shows them free: use its oldest active ad that links to this page and score in full mode.

Optional checks for forms

These checks do not change your 100-point score. Use them only when this page type applies.

E-F1 The form asks only for the fields you will use.

Count the fields. Pass if there are at most 3 fields MY RULE and each is used in your first message or the offer. A discount form needs only the email address.

E-F2 Errors show next to the field.

Type a bad email address and move on. Pass if the error appears beside the field, in words that say what to fix, before you submit.

E-F3 A multi-step quiz shows progress.

Start the quiz. Pass if every step shows where you are (a bar, or “step 2 of 5”) and Back keeps your answers.

E-F4 SMS consent wording sits next to the phone field.

Look at the phone field. Pass if the consent text sits right under it and names the messages and how to opt out. Use your SMS provider’s wording; this is not legal advice.

Optional checks for advertorials

These checks do not change your 100-point score. Use them only when this page type applies.

E-A1 The page says it comes from the brand.

Read the top of the page. Pass if the first screen shows the brand published it: an “Advertisement” label, or the brand in the byline.

E-A2 The byline is a real person.

Check the author line. Pass if it names a real person from your team or a real customer, with their role. An invented expert or an unnamed “staff writer” fails.

Optional checks for collection pages

These checks do not change your 100-point score. Use them only when this page type applies.

E-C1 Sold-out products are hidden or sorted last.

Scan the first 2 rows on a phone. Pass if every product can be bought today: in-stock first, or sold-out hidden. A catalogue ad can land on the full grid.

E-C2 The first row matches the ad's product.

Compare the ad with the first row. Pass if the ad's product is there, in its colour, and no filter hides it.

FICTIONAL EXAMPLE / NUMBERS INVENTED

Teardown: a sock ad and the page it points to

The ad says: Socks that stay up.. Offer: Buy 2, get 1 free.

L01: Headline

Page before	Page after
Socks, made slowly	Socks that stay up.

L02: Offer

Page before	Page after
No offer bar	Buy 2, get 1 free

L03: Product

Page before	Page after
a photo of the founders	The sock bundle shown in the ad

What changed

The product, promise and offer now agree with the ad. The shopper can recognise the page without decoding a new brand message.

FICTIONAL EXAMPLE / NUMBERS INVENTED

Match the offer, action and proof

The ad says: Socks that stay up.. Offer: Buy 2, get 1 free.

L04: Audience and action

Page before	Page after
Brand story first, then Read our story	Offer first, then Add to cart

L10: Proof

Page before	Page after
4.8	4.8 (2,300)

L06: Several ads?

Page before	Page after
One ad: not applicable, pass	One ad: not applicable, pass

What the score means

1 to 20 match points. L06 passes in both versions because there is only one ad. This is a scored fictional example, not a measured conversion increase.

Fix or test?

Start at the top. Stop at the first answer that decides the action.

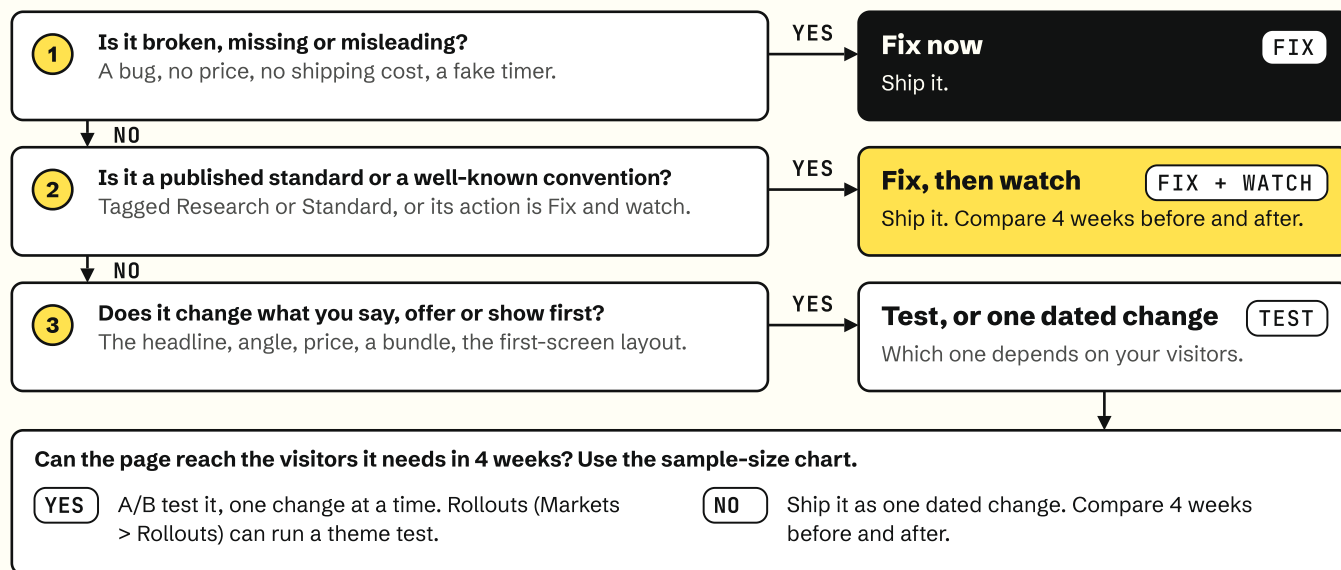


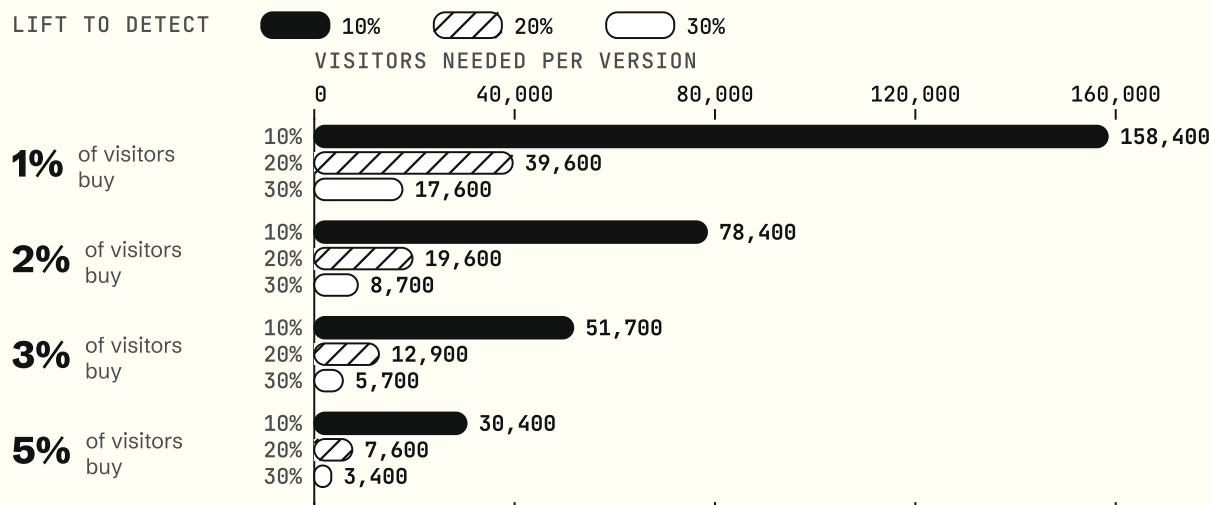
FIG 2. Fix a broken function or a false promise before experimenting with persuasion.

Record the decision

Which failed check will you change first? Is it a correction, an experiment or a monitored rollout?

Can your traffic support a test?

Small effects need large samples. Use this as a planning estimate, not a stopping rule.



YOUR LINE: HALF YOUR VISITORS IN 4 WEEKS

1 Halve your page's visitors over the last 4 weeks: a test splits them in two. Mark that number on the scale and draw a line down the chart.

2 A bar that ends left of your line is a test the page can run, by hand or with Rollouts. A bar to the right: ship one dated change and compare before and after.

FIG 3. Approximate visitors per version. Compare the required sample with the traffic you can realistically collect.

Visitors needed per version, by Lehr's rule of thumb: about $16 \times p \times (1 - p) / (p \times \text{lift})^2$, for 80% power at a two-sided 5% significance level¹⁷. 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.

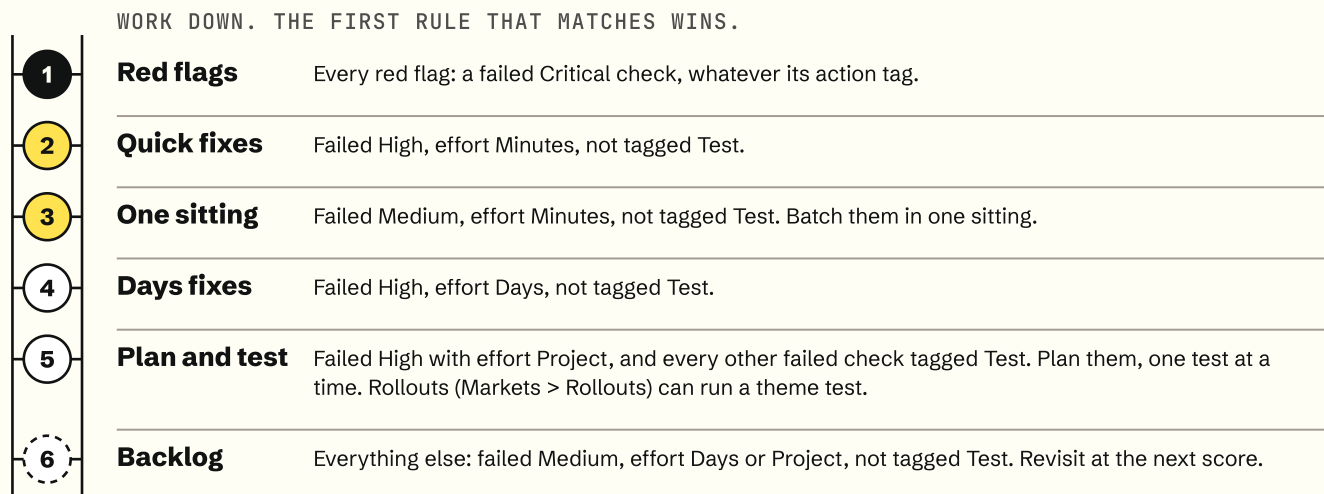
L04, L06, L07, L11, L13, L16 and L26 carry the Test tag. On a page with modest traffic, the chart tells you to ship them as one dated change.

Shopify can now run the A/B test for you. Rollouts (Markets > Rollouts) compares a theme change with your live theme on real traffic¹⁸. Shopify Help says experiments need the Grow plan or higher, and a rollout cannot change Liquid templates¹⁹. It still needs the visitors in the chart, and it avoids the before-and-after problem of the September 2026 session change.

Comparing before and after? Shopify changed how it counts sessions from 21 September 2026. Compare orders and sales across that date, not sessions or conversion rate²⁰.

The fix-first ladder and the 30-day plan

Every failed check lands on one rung. Work down.



Inside a rung: Critical before High before Medium, then Minutes before Days before Project, then by check id. Re-score 30 days after your last rung 1 fix.

FIG 4. Put each failed check on its rung, then work from the top down.

Use the prompt packs when you need help

Pack 03 · F10 Ad to page match: Scores one ad on the six match points; a 2 there is a tick here.

Pack 03 · F04 Scorecard to fixes: Turns your failed check ids and page text into exact fixes.

Kit 04 · A06 Message match batch: Scores your top 5 ads against their pages, worst first.

Write your first month on page 60.

Your next four weeks

Choose a few evidence-backed changes. Name an owner and a way to check the result.

Week 1: Every red flag, Minutes ones first

Checks / action / owner / follow-up measure

Week 2: Rungs 2 and 3

Checks / action / owner / follow-up measure

Week 3: Rung 4

Checks / action / owner / follow-up measure

Week 4: Re-score, then plan one rung 5 item

Checks / action / owner / follow-up measure

Scoresheet

Tick Pass only if the page meets the Pass if line. Mark Can't test only where the row shows its box. Then work down the formula box.

MODE ☐ Full ☐ No ad AD SCORED (NAME OR LINK)

PAGE TYPE ☐ Lander ☐ Advertorial or listicle ☐ Collection page ☐ Product page ☐ Homepage

CAN'T	PASS TEST	CHECK	PTS
A	Ad to page match	P ☐ T ☐ of 18	
☐	☐	L01 Headline repeats the ad's promise	••• 5
☐	☐	L02 Ad offer on first screen; none: tick	••• 5
☐	☐	L03 First product matches the ad	••• 3
☐	☐	L04 First screen fits the audience	••• 3
☐	☐	L05 Look and feel match the ad	••• 1
☐	☐	L06 Oldest ad's angle leads; one ad: tick	••• 1

B	First screen	P ☐ T ☐ of 22	
☐	☐	L07 Passes the 5-second test	••• 3
☐		L08 Verb button on first phone screen	••• 5
☐		L09 Nothing covers the page in 5 seconds	••• 5
☐		L10 Proof on the first screen	••• 3
☐		L11 Hero shows use or result	••• 3
☐		L12 Price within two screens	••• 3

C	Story and proof	P ☐ T ☐ of 12	
☐		L13 Buying order, buttons after sections	••• 3
☐		L14 Shipping, returns and fit answered	••• 3
☐		L15 3 specific, named reviews	••• 3
☐		L16 Comparison with the usual alternative	••• 1
☐		L17 Vertical scroll, no sideways carousels	••• 1
☐		L18 Returns promise is specific	••• 1

CAN'T	PASS TEST	CHECK	PTS
D	Offer and path to checkout	P ☐ T ☐ of 26	
☐		L19 Every main button goes where it says	••• 5
☐		L20 Offer applied at checkout; none: tick	••• 5
☐		L21 One short line by the button	••• 3
☐		L22 Delivery cost or threshold stated	••• 5
☐		L23 Button stays in reach on scroll	••• 3
☐		L24 Timers and stock claims true; none: tick	••• 5

E	Focus and leaks	P ☐ T ☐ of 7	
☐		L25 Body links all lead to the offer	••• 3
☐		L26 Header: logo and 2 links at most	••• 3
☐		L27 Footer: shipping, returns, contact, privacy	••• 1

F	Links, speed and in-app browsers	P ☐ T ☐ of 15	
☐	☐	L28 Ad link opens the right page first time	••• 5
☐	☐	L29 In-app browser reaches checkout	••• 5
☐	☐	L30 Destination URL is clean	••• 1
☐	☐	L31 Mobile page speed rated well	••• 3
☐		L32 Targets big enough for a thumb	••• 1

Points passed (P)		Points of the ticked checks.
Points tested (T)		100 minus the points of Can't test checks.
Score		P divided by T, times 100, rounded.
Red flags		of 10: Critical checks tested, not ticked.
Untested Critical		Critical checks marked Can't test.
Capped by red flags?	☐ Yes ☐ No	
The lower of the score band and the flag cap.		
Band		
Add "provisional" if a Critical check went untested. Under 50 points tested: Too little tested to read a band.		

SCORE	0▶	1▶	2▶	3+▶
90 to 100				
75 to 89				
50 to 74				
0 to 49				

Ring the cell that matches your score and red flags. The dashed cell cannot occur.

Client summary

Fill this in after you score the page, and hand it over as it is.

PREPARED FOR

PREPARED BY

DATE

PAGE URL

MODE

☐ Full☐ No ad

POINTS PASSED

POINTS TESTED

of 100

SCORE

/ 100

BAND

☐☐ Ready for more traffic☐☐ Solid, with leaks☐☐ Leaking☐☐ Fix before you scale☐ Provisional: a Critical check went untested

RED FLAGS: CRITICAL CHECKS TESTED AND NOT PASSED

1	2	3	4	5
6	7	8	9	10

UNTESTED CRITICAL

TOP 5 FIXES

#	WHAT CHANGES (CHECK ID AND THE FIX)	OWNER	DUE
1			
2			
3			
4			
5			

WHAT WE CAN'T TELL YET

METHOD AND SOURCES

Method, limits and sources

HOW THESE CHECKS WERE CHOSEN

I started from the 217-point checklist behind my free CRO audit, took every check that applies to landing pages, merged duplicates, dropped anything you can't verify by looking (analytics setup, security scans) and rewrote each one as a yes-or-no test with a pass line. I added 6 checks from lessons in my own audits; none rests on a study. Tiers are my judgement of how directly a failure blocks a purchase. They are not measured lift figures, and nothing here promises a lift.

Each check carries an evidence tag. On this list: Research 2, Standard 2, no tag 28. I would rather label a judgement than dress it up as a study. Baymard Institute's abandonment figure comes from a survey of US shoppers.

What comparable kits cost: paid landing page and ecommerce checklist kits list at \$29 and \$49 (one also has a free starter), as listed on 6 October 2026.^{21, 22} An agency's fixed-scope CRO audit lists at \$1,800 (netalico.com, seen 6 October 2026).²³ Figures from Baymard Institute come from its public articles, linked below with their dates. Baymard has not reviewed or endorsed this guide. Sources are numbered in the order they are first cited.

WHAT IT CANNOT TELL YOU

A scorecard checks one page against good practice. It can't tell you which fix will move your numbers. Your own data and tests do that; the prompt packs help.

- It can't see your traffic mix. A page can pass every check and still convert badly for the wrong audience.
- It can't size a fix. Two failed checks of the same tier can be worth very different amounts, and only your own data says which.

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 Meta Ad Library facebook.com/business/help/2405092116183307	2 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.
3	Baymard Institute DTC E-Commerce: User Reviews Are Much Less Important for DTC Sites 4 Jan 2022 · baymard.com/research-articles/user-reviews-dtc	3 In Baymard's testing of direct-to-consumer sites, 62% of users said they would look for reviews outside an unfamiliar brand's own site before buying.
4	W3C Web Content Accessibility Guidelines (WCAG) 2.2, success criterion 2.5.5 12 Dec 2024 · w3.org/TR/WCAG22/#target-size-enhanced	4 WCAG 2.2 Success Criterion 2.5.5 Target Size (Enhanced), level AAA: targets at least 44 by 44 CSS pixels.
5	Baymard Institute How to Display Price Discounts on the Product Page: Avoid These 4 Pitfalls 25 May 2022 · baymard.com/research-articles/product-page-price-discounts	5 Baymard's product page research: the price and any discount should be visible at a glance, with the new price unmistakable next to the old one.
6	Baymard Institute Data-driven ecommerce best practices (guideline 1501, return policies) 9 Dec 2021 · baymard.com/blog/ecommerce-ux-best-practices	6 Baymard recommends a short, plain-language returns summary that says who pays return shipping when returns are free.
7	Baymard Institute Cart abandonment rate statistics 22 Sep 2025 · baymard.com/lists/cart-abandonment-rate	7 Among US shoppers who abandoned a cart for a reason other than "just browsing", 40% named extra costs that were too high, 20% delivery that was too slow, 19% not trusting the site with their card details and 12% not being able to see the total cost upfront.

Every source was checked on 6 October 2026.

SOURCES

NO.	SOURCE	USED FOR
8	Shopify (shopify.dev) Create cart permalinks shopify.dev/docs/apps/build/checkout/create-cart-permalinks	8 A cart permalink (/cart/VARIANT_ID:QUANTITY) opens checkout with the cart loaded; adding ?storefront=true sends the shopper to the online store cart instead; a discount query parameter (?discount=CODE) applies a discount code; cart permalinks do not work with selling plans.
9	Shopify Help Center Managing and editing your discounts help.shopify.com/en/manual/discounts/managing-discounts	9 A shareable discount link (/discount/CODE, with the redirect option, ?redirect=/path, for the landing page) saves the code in the shopper's browser so it applies at checkout, and works only for active discounts.
10	Baymard Institute Product Pages: 'Free Shipping' Should Not Only Be in a Site-Wide Banner 22 Aug 2017 · baymard.com/research-articles/avoid-banners-only-free-shipping	10 In Baymard's 2017 testing, many users missed a free-shipping offer shown only in a site-wide banner.
11	Baymard Institute Data-driven ecommerce best practices 9 Dec 2021 · baymard.com/blog/ecommerce-ux-best-practices	11 Recommendations, not figures: show 3 to 5 images per product; add video for top sellers and for complex or expensive items; if you use a sticky add-to-cart button, surround it with white space rather than making it full-width.
12	Baymard Institute Have Direct Links to Returns and Shipping Info 16 Jan 2019 (text updated 2025) · baymard.com/research-articles/footer-needs-return-shipping-links	12 Baymard found that some shoppers consistently look in the footer for shipping and returns information.
13	Meta Business Help Center About the in-app browser on Facebook and Instagram facebook.com/business/help/206578174518231	13 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.
14	Google About PageSpeed Insights 21 Oct 2024 · developers.google.com/speed/docs/insights/v5/about	14 PageSpeed Insights shows real-user (field) data. A page passes its Core Web Vitals assessment when the 75th percentiles of Largest Contentful Paint, Interaction to Next Paint and Cumulative Layout Shift are all good. Each metric is marked good, needs improvement or poor, in green, amber or red. Without page-level field data, PageSpeed Insights falls back to the origin (the whole site).
15	Google Web Vitals 31 Oct 2024 · web.dev/articles/vitals	15 Google's thresholds for a good experience, at the 75th percentile of page loads: Largest Contentful Paint within 2.5 seconds, Interaction to Next Paint of 200 milliseconds or less, Cumulative Layout Shift of 0.1 or less.
16	W3C Web Content Accessibility Guidelines (WCAG) 2.2, success criterion 2.5.8 12 Dec 2024 · w3.org/TR/WCAG22/#target-size-minimum	16 WCAG 2.2 success criterion 2.5.8, Target Size (Minimum), asks for pointer targets of at least 24 by 24 CSS pixels, with exceptions such as small targets that have enough space around them.
17	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	17 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 $n = 16 \times p \times (1 \text{ minus } p) / (p \times \text{lift})^2$. Lehr calls it a relation for crude sample size estimates.

Every source was checked on 6 October 2026.

SOURCES

NO.	SOURCE	USED FOR
18	Shopify Schedule and test storefront changes with Rollouts 31 Mar 2026 · changelog.shopify.com/posts/schedule-and-test-storefront-changes-with-rollouts	18 Rollouts (Markets > Rollouts) can A/B test theme changes against the current theme with real traffic.
19	Shopify Help Center Requirements and considerations for using rollouts help.shopify.com/en/manual/markets/rollouts/requirements-and-considerations	19 Shopify Help says Rollouts experiments need the Grow plan or higher, and a rollout cannot change Liquid templates or apply to vintage themes.
20	Shopify Shopify Analytics session measurement improvements 21 Sep 2026 · changelog.shopify.com/posts/shopify-analytics-session-measurement-improvements	20 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.
21	postclickstudio.gumroad.com Landing page optimisation kit (Notion template) postclickstudio.gumroad.com/l/lpo-kit	21 A Notion landing page optimisation kit sells for \$29.
22	ecomchecklist.com Ecommerce checklist ecomchecklist.com/	22 The Booster tier of a 422-task ecommerce checklist lists at \$49; the same site has a free 75-task Starter tier.
23	netalico.com Professional CRO audit with recommendations netalico.com/products/cro-audit-recommendations	23 An agency's fixed-scope Shopify CRO audit lists at \$1,800.
24	Anshul (author's own record) Ecommerce experiments case study anshuldesigns.com/projects/ecommerce-ab-tests	24 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.

Use what you found

Choose the highest-priority failed check. Make the correction, then verify the actual buying path again.

Use the client summary on [page 62](#) to share the findings without sending the entire workbook.

Return to the plan on [page 60](#) to name an owner and a follow-up measure.

[Download the other CRO toolkit guides](#) when you need a product-page scorecard or a structured prompt for your store data.

[Request a free CRO audit](#) if you want help reviewing the rest of the store.

About the author

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 check here tells you how to verify it instead of promising a lift.²⁴ One that worked: a bridal-robe product page and cart I rebuilt for Blossom & Syrup; the case study shows the before and after.

[Read the conversion experiments case study.](#)

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