



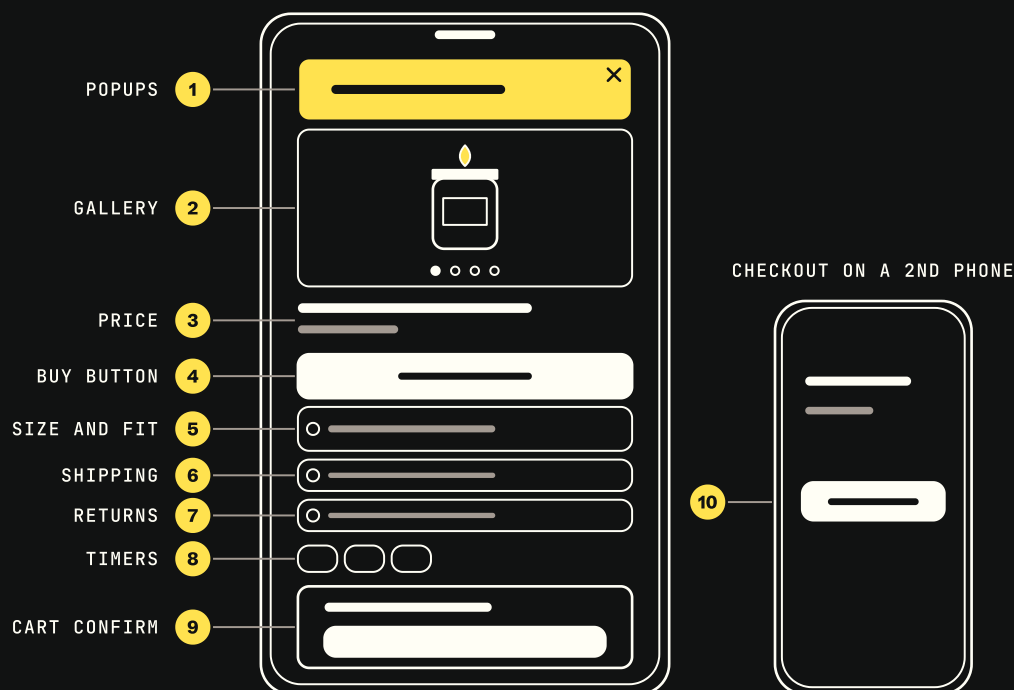
FREE CRO TOOLKIT

02

FOR SHOPIFY STORES

Shopify Product Page Scorecard

40 yes-or-no checks for the page where shoppers decide. Find the 10 red flags in about 12 minutes on your phone, score the page in under an hour, and fix in the right order.



Red flags in about 12 minutes. A full score in under an hour.

40 yes-or-no checks for one product page. A typical check takes 1 minute; each row shows its time. The phone pass takes about 12 minutes, the full score under an hour.

1

The phone pass ABOUT 12 MINUTES • PAGE 4

Run the phone pass on your best-selling product page and count the red flags.

YOU LEAVE WITH **Your red flags.**

2

The full score UNDER AN HOUR • PAGE 9

Work through all 40 checks, add the points and read your band.

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

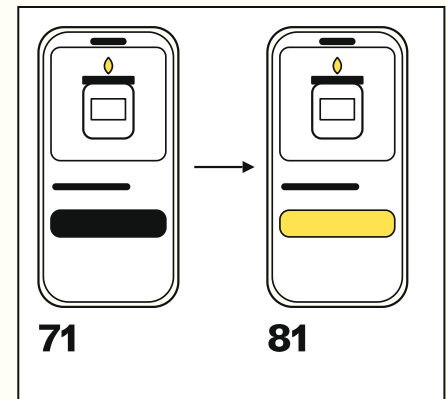
3

The fixes 30 DAYS • PAGE 72

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



The fictional page before and after two fixes: 71 to 81. [page 65](#)

WHAT YOU NEED

- ☐ A phone; any recent iPhone or Android. Chrome's device mode shows more than a phone does, so use it only if you have none.
- ☐ A laptop with your product page open, and [pagespeed.web.dev](#) in a browser.
- ☐ For the checkout check (step 10) a second phone of the other kind, iPhone or Android, or a browser-testing service; for the currency check a market preview or a VPN. The second phone and the market preview are each marked 2 MIN.

WHO IT IS FOR

Shopify founders who own their product pages, and the agencies and freelancers who work on them. Start with your best seller, or the product your ads send traffic to.

WHO IT IS NOT FOR

Stores with no product page yet, and anyone hoping a scorecard replaces their own data. It finds the gaps; only your numbers and your tests say which gap costs the most.

1 First screen 24 POINTS PAGE 9	2 Images 10 POINTS PAGE 18	3 Fit and facts 11 POINTS PAGE 24	4 Cost, delivery and risk 21 POINTS PAGE 31	5 Proof 10 POINTS PAGE 41	6 Add to cart and after 15 POINTS PAGE 46	7 Speed and access 9 POINTS PAGE 52
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The first screen is what your phone shows before you scroll, also called above the fold. Prices in examples are in US dollars (\$). Use your own currency.

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

Rather have me look at the whole store? See [page 80](#).

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 75](#), then use the fix-first plan on [page 72](#).

Jump to a section

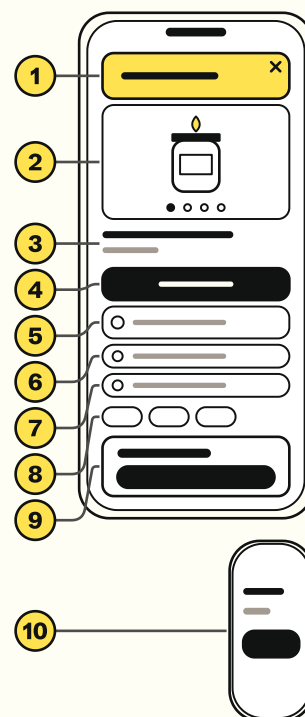
1	First screen	p. 9
2	Images	p. 18
3	Fit and facts	p. 24
4	Cost, delivery and risk	p. 31
5	Proof	p. 41
6	Add to cart and after	p. 46
7	Speed and access	p. 52

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 phone pass

First send the link to your second phone and open a second private tab here (for step 8). Then open the page in a private tab, wait 5 seconds and do step 1. Close any popup and go on. Yes means pass: tick Pass.

PASS	CAN'T TEST	STEP	CHECK	YES MEANS PASS	TIME
☐		1	P03	After 5 seconds, are the product, price and button all uncovered?	1 MIN
☐		2	P09	Are there at least 3 different images, one in use, worn or held?	1 MIN
☐		3	P02	Does the price follow the option you pick, and show both prices in a sale?	1 MIN
☐		4	P01	Is the buy button, or a buy bar, in reach within one short swipe?	30 S
☐		5	P13	Next to Add to cart, can you tell whether it will suit you?	1 MIN
☐		6	P18	Within a thumb-scroll of Add to cart, can you see what delivery costs?	30 S
☐		7	P19	Does one line near Add to cart give the return window, who pays and a link?	30 S
☐		8	P27	Compare with the second private tab you opened before step 1: do timers match and no counts jump?	2 MIN
☐		9	P29	After you tap Add to cart, do you see the item and a Checkout button?	30 S
☐	☐	10	P30	On an iPhone and an Android phone, does checkout open with the right item and price?	2 MIN



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

TOTAL TIME

About 12 minutes

The rows add up to less: the total also covers loading the page and writing.

RED FLAGS

of 10

UNTESTED

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". One red flag caps your band at Solid, with leaks, two at Leaking, three or more at Fix before you scale.

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

No reviews costs P05 and P25 (they test that proof exists) and passes P15 and P26 (they test what reviews say). A review app that doesn't load is no reviews: reload once before you score.

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

Critical: 8 of 10 ticked, $8 \times 5 = 40$. High: 6 of 10, $6 \times 3 = 18$. Medium: 13 of 20, 13. $40 + 18 + 13 = 71$, with 2 red flags: Leaking.

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 ONE IDEA

Four silent questions

Before tapping Add to cart, a shopper needs four answers near the button.

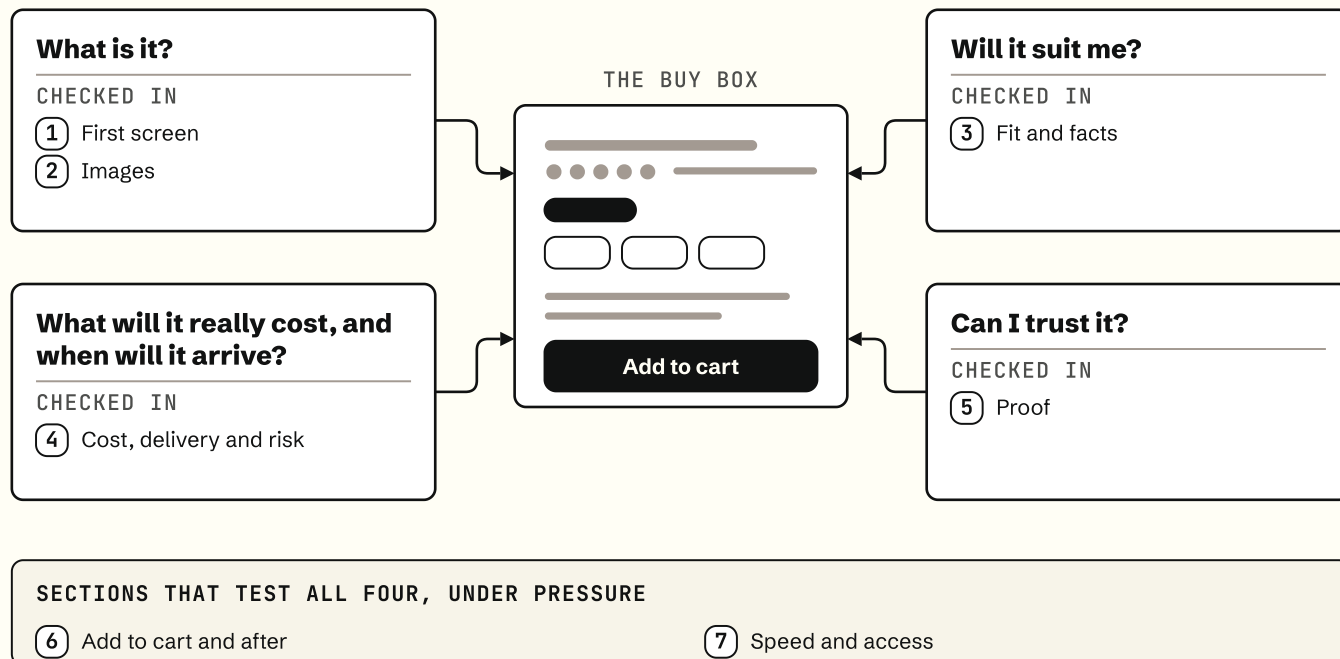


FIG 1. Sections 1 to 5 answer one question each; sections 6 and 7 test all four.

Nobody says these out loud. A shopper on a product page is asking them anyway: what is it, will it suit me, what will it really cost and when will it arrive, and can I trust it.

If the page answers all four near the button, the shopper taps. If it leaves one open, the shopper goes looking for the answer somewhere else.

In my audits, most product pages answer the first question well, because it is the part a designer enjoys. The second gets a paragraph nobody reads, the third waits for checkout, and the fourth gets a row of badges.

Sections 6 and 7 test all four under pressure: tapping the button, reaching checkout, loading on a phone.

The benchmark

Baymard Institute's 2026 benchmark found that only 48% of leading desktop sites and 38% of mobile sites have decent or better product page UX².

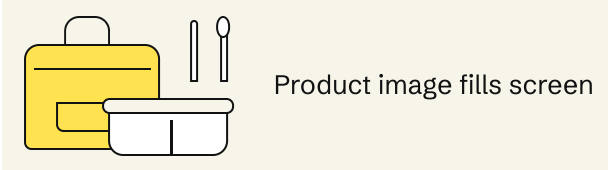
SECTION 1 / 8 CHECKS / 24 POINTS

First screen

What a phone shows before any scroll: the product, the price and a way to buy.

Keep the purchase decision together

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

Before • unclear or incomplete	After • a clearer decision
 Product image fills screen Name, price and options require more scrolling. Keep scrolling	Insulated lunch kit Rs. 1,800 Colour: Forest • Kit contents explained Delivery estimate available by postcode Add Forest kit to cart

1 Show identity, price and essential choice in one coherent area.

2 Do not let decorative space hide the next purchase step.

Look before you close anything

Open the page in a private tab and wait 5 seconds before you close anything: that is the first screen your visitors meet. Then close the popup and judge the rest. Announcement bar, header, cookie banner and popup together can leave little room for the product. Popups that arrive later still cost you; P03 only scores the first 5 seconds.

Next: work through P01 to P08. Mark the result beside each check.

FIRST SCREEN / CHECK 1 OF 8

P01 A way to buy is in reach from the first screen: the Add to cart button or a buy bar.

CRITICAL 5 ●●● | 30 S | 📱 PHONE

TEST IT

Close any popup.

PASS IF

a buy bar with a button shows without scrolling, or the whole Add to cart button is on screen after one short swipe up (half a screen on a phone about 6 inches tall).

Why it matters. A shopper who has to hunt for the button has a reason to leave, and every extra scroll is another chance to go.

IF IT FAILS / FIX + WATCH • DAYS

Move Buy buttons above the description, shorten the title and use square images, since tall ones push the button down. If it still sits low, add a sticky buy bar (P31). Days if you need a sticky bar app.

USE THIS STARTING POINT

Online Store > Edit theme > Products (template menu) > Product information: drag Buy buttons up

☐ 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?

P02 The price shown is the price of the option picked, and a sale shows both prices.

CRITICAL 5 ••• | 1 MIN | 📱 PHONE

TEST IT

Pick each option.

PASS IF

the price shows without scrolling (a sticky bar hiding it fails), changes when you pick an option **MY RULE**, and a sale shows the old price struck through. No option changes the price: that part is met.

Why it matters. Baymard: price and discount visible at a glance, the new price unmistakable beside the old³.

IF IT FAILS / FIX • MINUTES

Set each variant's Price, and Compare-at price for a sale, in Products > the product > Variants. Keep the Price block above Buy buttons; switch off any app that rewrites it.

USE THIS STARTING POINT

Was \$60. Now \$45.

☐ 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 3 OF 8

P03 Nothing covers the product, price or button in the first 5 seconds.

CRITICAL 5 ●●● | 1 MIN | 📱 PHONE

TEST IT

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

PASS IF

no popup, cookie banner or chat bubble covers the product, the price or the button.

Why it matters. Bars, banner and popup compete for one small screen; what they leave is all the shopper sees of the product.

IF IT FAILS / FIX • MINUTES

Bars above the product: a quarter of the screen MY RULE. Popups: delay 30 seconds MY RULE or drop them here. Cookie banner: Settings > Customer privacy.

USE THIS STARTING POINT

Header > Sticky header: None, On scroll up, Always (Dawn); Never, On scroll up, Always (Horizon)

☐ 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 8

P04 One line under the product name says what the product does for the buyer.

MEDIUM 1 ●○○ | 30 S | 📱 PHONE

TEST IT

Read the line under the title.

PASS IF

it names an outcome in 6 to 12 words **MY RULE**, in the buyer's words: "Stops candles tunnelling". The product name again or a spec ("Soy wax, 220 g") fails.

Why it matters. A visitor who can't tell what it does for them leaves; this line is the cheapest place to say it.

IF IT FAILS / TEST • MINUTES

Add a Text block under the Title with one line that names the result (Edit theme > the product template > Add block > Text). A/B test it only if the page has the visitors.

☐ 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 8

P05 Stars and review count sit by the product name and jump to the reviews when tapped.

HIGH 3 ●●○ | 30 S | 📱 PHONE

TEST IT

Look without scrolling.

PASS IF

stars and the review count sit by the product name and a tap jumps to the reviews. No reviews yet: this fails, and an empty “0 reviews” widget is worse.

Why it matters. In Baymard’s testing of direct-to-consumer sites, 62% of users said they would look for reviews outside an unfamiliar brand’s own site⁴, so show the count and where it comes from.

IF IT FAILS / FIX + WATCH • DAYS

Themes need a reviews app for ratings: add its star block under the Title (Add block > Apps) and link it to the reviews. Show it from the first real review.

☐ 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 8

P06 Sizes and colours are buttons or swatches, and sold-out options are marked.

HIGH 3 ●●○ | 30 S | ☒ PHONE | RESEARCH ⁵

TEST IT

Open the options.

PASS IF

none hides in a dropdown, sold-out options are crossed out or labelled, and the image changes to the colour picked MY RULE.

Not applicable (one option): pass.

Why it matters. In Baymard's product page benchmark, 57% of sites don't use buttons for size selection⁵.

IF IT FAILS / FIX + WATCH • DAYS

In the Variant picker block set Style: Pills (Dawn) or Buttons (Horizon). Give each colour its own image in Products > the product > Variants.

☐ 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 7 OF 8

P07 The buy button's label is a verb and matches the label on your other product pages.

MEDIUM 1 ●○○ | 1 MIN |  BOTH

TEST IT

Open one other product page.

PASS IF

the button's label is a verb ("Add to cart") and the same on both. "Select a size" before a size is picked passes if it turns into the verb after the pick.

Why it matters. A shopper learns the button once. A label that changes by product, or names no action ("Continue"), makes them stop and read.

IF IT FAILS / FIX • MINUTES

Edit the label in Online Store > the menu beside your theme > Edit default theme content (filter for "Add to cart"). Check that app buttons use the same words.

☐ 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 8 OF 8

P08 The bar at the top states one concrete offer or promise.

MEDIUM 1 ●○○○ | 1 MIN |  BOTH

TEST IT

Read the announcement bar.

PASS IF

it names one concrete offer or promise (“Free delivery over \$50”) and any rotating message stays up at least 5 seconds **MY RULE**: watch the bar for 15 seconds. A slogan fails.

Why it matters. The bar is the first line of text on the page. A slogan wastes it; a promise answers a doubt before it forms.

IF IT FAILS / TEST • MINUTES

Repeat a free-delivery offer next to the price or button, not only in the bar⁶. Dawn: untick Auto rotate announcements. Horizon rotates whenever there are two or more: 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?

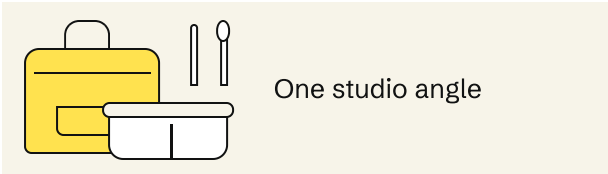
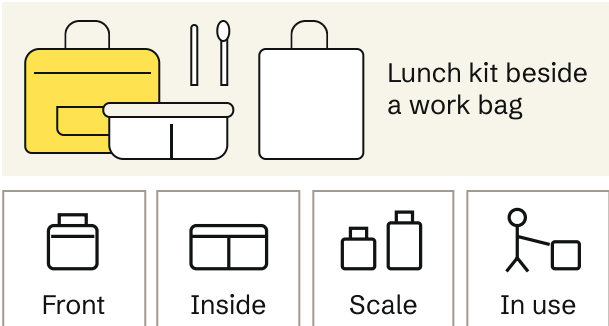
SECTION 2 / 4 CHECKS / 10 POINTS

Images

The pictures answer “What is it?” before any word does. They have to show size, use and detail.

Make the gallery answer practical questions

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

Before • unclear or incomplete	After • a clearer decision
 One studio angle ○ ○ ○ ○ Other views are hidden behind anonymous dots.	 Lunch kit beside a work bag Front Inside Scale In use Selectable previews reveal what each view adds.

1 Use visible thumbnails so buyers can select useful views.

2 Show scale, contents and use; avoid repeating the same angle.

What to capture

Keep a screenshot or a short observation for each failed check. Record what the shopper sees before you decide on a fix.

Next: work through P09 to P12. Mark the result beside each check.

P09 The gallery has at least 3 different images, and one shows the product in use or worn.

CRITICAL 5 ●●● | 1 MIN | 📱 PHONE | RESEARCH ⁷

TEST IT

Swipe the gallery.

PASS IF

the gallery has at least 3 different images and one shows the product in use, worn or held (photos lower down the page don't count). Crops of one photo count once.

Why it matters. In Baymard's 2017 testing, 56% of participants first explored the images⁷. Baymard recommends 3 to 5 per product (2021)⁸.

IF IT FAILS / FIX + WATCH • DAYS

Add one close-up of texture or detail MY RULE, then drag the in-use image to position 2 in Products > the product > Media.

USE THIS STARTING POINT

In use: "[Product] on [person or place], [what it is doing]"

Close-up: "[Detail or texture], close up"

☐ 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?

IMAGES / CHECK 2 OF 4

P10 One image shows the product at real-life size.

HIGH 3 ●●○ | 30 S | 📱 PHONE | RESEARCH ⁹

TEST IT

Look at the gallery.

PASS IF

one image shows the product at real-life size, the way your store type's line below says. Find your store type by the rule on [page 60](#).

Choose your store type: use the pass line on [page 21](#) before marking this check.

Why it matters. 42% of users in Baymard's testing tried to judge a product's size from its images, and 37% of sites lack an in-scale image⁹.

IF IT FAILS / FIX + WATCH • DAYS

Add one in-scale image: a person, a hand or an everyday object beside the product, second or third in Products > the product > Media. Put the size in the alt text too.

☐ 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?

P10: choose your store-type pass line

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

P10: Apparel and footwear

On a person, with the model's height and the size worn written beside the image.

P10: Consumables

In a hand or beside an everyday object, so the size of the pack is clear.

P10: Home and high-ticket

In a room, or with the dimensions drawn on the image.

P10: Gifts

In its gift packaging, held or on a table.

IMAGES / CHECK 3 OF 4

P11 On a phone, the gallery shows thumbnails or an image count, not only dots.

MEDIUM 1 ●○○○ | 30 S | 📱 PHONE | RESEARCH 10

TEST IT

Open the gallery on a phone.

PASS IF

you can see how many images there are (thumbnails, or a count such as “1 / 6”) and reach any of them in one tap. Dots alone fail.

Why it matters. In Baymard’s 2020 benchmark, all desktop sites used thumbnails for extra images but only 24% of mobile sites did¹⁰.

IF IT FAILS / FIX + WATCH · DAYS

Dawn: Product information > Media > Mobile layout > Show thumbnails. Horizon: Product media > Mobile pagination > Thumbnails. Check on a phone.

☐ 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?

IMAGES / CHECK 4 OF 4

P12 Tapping an image opens it full screen, and zooming shows detail you can read.

MEDIUM 1 ●○○ | 1 MIN |  BOTH | RESEARCH ¹¹

TEST IT

Tap an image.

PASS IF

it opens full screen and, zoomed in until texture or label text is readable, the detail holds. On a laptop, the zoom view must show it.

Why it matters. In Baymard's 2020 benchmark, 25% of sites had too little image resolution or zoom¹¹.

IF IT FAILS / FIX + WATCH • DAYS

Shopify says 2048 x 2048 px usually displays best for square product images, up to 5000 x 5000 px and under 20 MB¹². Use one aspect ratio for every image. Zoom: Open lightbox (Dawn); Enable zoom (Horizon).

☐ 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 3 / 5 CHECKS / 11 POINTS

Fit and facts

“Will it suit me?” answered next to the button, in the buyer’s words.

Turn specifications into a usable fit check

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

Before • unclear or incomplete	After • a clearer decision
Details Premium quality. Perfect for everyone. Technical dimensions are buried in a tab. Buy now	Will it fit your lunch? Inner container: 18 × 12 × 6 cm Shown with two sandwiches and a small side. Check your bag opening against the 22 cm outer width. View dimensions and kit contents

1 Expose the dimensions or compatibility details needed to decide.

2 Illustrate the facts with a realistic scale or use example.

Read the 3-star reviews first

Read your 3-star reviews before you touch the description. They name the doubts your page leaves open, in the words buyers use. Lift the headline from them.

Spec-driven products

For buyers who shop by specification (electronics, tools, parts) the spec is the benefit. Lead with it: the three lines under the price should be the numbers that decide the purchase. For these products, P14 passes if the first three lines are the deciding specs in plain words. Benefits first suits products where the feeling is the reason to buy.

Next: work through P13 to P17. Mark the result beside each check.

P13 Within one tap of the buy button, a shopper can tell whether it will suit them.

CRITICAL 5 ●●● | 1 MIN | 📱 PHONE | RESEARCH ⁹

TEST IT

Look next to Add to cart.

PASS IF

the fit, suitability or compatibility answer is there or one tap away as a link. Your store type's line below replaces this; no type: use this line ([page 60](#)).

Choose your store type: use the pass line on [page 26](#) before marking this check.

Why it matters. Shoppers try to judge fit from the images and from the option buttons (see P10 and P06)^{5,9}.

IF IT FAILS / FIX + WATCH · DAYS

Put the answer by the button: a size guide link beside the options, or a Text block under the Variant picker. Size chart: Online Store > Pages > Add page.

USE THIS STARTING POINT

Apparel: “[How it fits]. Model is [height] and wears [size]. Size guide”

Consumables: “For [who]. Use: [how]. One pack lasts [days]”

Home: “[W x D x H], [material]. Works with [what]”

☐ 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?

P13: choose your store-type pass line

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

P13: Apparel and footwear

Size guide link beside the size buttons, with measurements in cm, and in inches if you sell in the US [MY RULE](#).

P13: Consumables

All three: who it is for, how to use it, and how long one pack lasts.

P13: Home and high-ticket

Dimensions, materials, and what it works with (sizes, models, voltages).

P13: Gifts

Who it suits, and the last day to order for it to arrive by the occasion.

P14 The first lines of the description are benefits in the buyer's words, with specs after.

HIGH 3 ●●○ | 30 S | ☐☐ BOTH

TEST IT

Read the first 3 sentences or bullets of the description.

PASS IF

each says what the buyer gets, in words a customer would use. Sizes, materials and other specs come after them.

Why it matters. Shoppers scan before they read, so the opening lines carry the pitch. Specs answer a question the benefit has to raise first.

IF IT FAILS / TEST • DAYS

Rewrite the first 3 lines as results, in your reviews' words. Move materials and sizes into a collapsible row (Dawn) or accordion row (Horizon) below them.

☐ 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?

P15 The page names the problem the product solves, in words a customer has used.

MEDIUM 1 ●○○○ | 1 MIN | 📱 BOTH

TEST IT

Read 5 reviews on this page.

PASS IF

one sentence near the top of the description uses the words a reviewer used for the problem or the result.

Not applicable (no reviews): pass.

Why it matters. Buyers recognise their own problem in their own words. Copy that describes it differently reads as being about someone else.

IF IT FAILS / TEST • DAYS

Copy the phrase customers use for the problem from your 3-star and 4-star reviews into the first sentence. Ask permission before quoting a customer by name.

☐ 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?

P16 What it is made of, its size and how to care for it are listed as text.

MEDIUM 1 ●○○○ | 1 MIN | 📱 BOTH

TEST IT

Look for all three.

PASS IF

what it is made of (materials or ingredients), its size (dimensions, weight or volume) and how to care for or store it are listed as text, and not only inside an image.

Why it matters. Facts locked inside a photo can't be searched, copied or read aloud, and shoppers do look for them.

IF IT FAILS / FIX · MINUTES

Type the specs as a short list in Products > the product > Description, or in a collapsible row. For consumables, add ingredients and allergens as text. Keep the image as a bonus.

☐ 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?

P17 Pre-sale questions are answered on the page, in expandable sections or plain text.

MEDIUM 1 ●○○○ | 1 MIN |  BOTH | RESEARCH ¹³

TEST IT

Count the questions a shopper asks before buying (delivery, returns, use, fit) that this page answers.

PASS IF

it answers 3 or more MY RULE. Count answers, not headings: “Materials” is a spec.

Why it matters. In Baymard’s testing, expanded or vertically collapsed sections work better than horizontal tabs, which 29% of sites still use¹³.

IF IT FAILS / FIX + WATCH · DAYS

Add Collapsible row blocks (Dawn) or an Accordion block with Accordion rows (Horizon) to the product template, one per question from your inbox.

☐ 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 4 / 7 CHECKS / 21 POINTS

Cost, delivery and risk

The total, the arrival date and the way back, before the cart.

Resolve delivery and return uncertainty early

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

Before • unclear or incomplete	After • a clearer decision
Price Rs. 1,800 Add to cart Shipping calculated later. Returns policy in footer.	Price Rs. 1,800 + delivery shown by postcode Deliver to 110001: estimated 16 to 18 Oct. Shipping Rs. 0. Returns: unused items within 30 days; buyer pays return postage. Check delivery for my postcode

1 Explain cost and delivery timing beside the buying area.

2 Surface the actual return conditions; do not substitute “easy returns”.

Test from your buyer’s market

Preview each market you sell to before you trust your own screenshots. Shopify can set currency and language by market, and the storefront and the checkout can disagree. The cart’s default line, “Taxes and shipping calculated at checkout”, answers nothing.

Next: work through P18 to P24. Mark the result beside each check.

P18 The delivery cost, or the free-delivery threshold, is stated near the buy button.

CRITICAL 5 ●●● | 30 S | 📱 PHONE | RESEARCH 14

TEST IT

Look within one thumb-scroll of Add to cart.

PASS IF

a shopper can tell what delivery costs for this order without leaving the page. A row labelled Shipping or Delivery that opens on tap counts.

Why it matters. 40% of US shoppers who abandoned a cart for a reason other than “just browsing” named extra costs that were too high¹⁴.

IF IT FAILS / FIX • MINUTES

Add a Text block under the price (Edit theme > the product template > Add block > Text), matched to Settings > Shipping and delivery. “Calculated at checkout” fails.

USE THIS STARTING POINT

Free delivery over \$50. Otherwise \$4.95.

Delivery from \$4.95. See rates by country.

☐ 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?

P19 A one-line returns summary sits near the buy button and links to the full policy.

CRITICAL 5 ●●● | 30 S | 📱 PHONE | RESEARCH 15

TEST IT

Look within one scroll of Add to cart.

PASS IF

one line there states the return window and who pays return postage, and links to the full policy. Your store type's line below replaces this; no type: use this line ([page 60](#)).

Choose your store type: use the pass line on [page 34](#) before marking this check.

Why it matters. Shoppers look for return information on the product page (see the 60% above), and 44% of sites don't show or link it¹⁵. It is Critical here, where the buyer decides; Medium in scorecard 01.

IF IT FAILS / FIX • MINUTES

Add a Text block under Buy buttons linking to Settings > Policies > Return policy (its address ends /policies/refund-policy). Say who pays return shipping when returns are free¹⁶.

USE THIS STARTING POINT

[30]-day returns, [free] return postage. Read the 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?

P19: choose your store-type pass line

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

P19: Apparel and footwear

Return window, who pays return postage and how size exchanges work, in one line with a link to the policy.

P19: Consumables

Return window, who pays return postage and what happens if they don't like it after opening, in one line with a link.

P19: Home and high-ticket

Return window, who pays return postage and who collects large items, and what it costs, in one line with a link.

P19: Gifts

Return window, who pays return postage and that the recipient can return or exchange, in one line with a link.

COST, DELIVERY AND RISK / CHECK 3 OF 7

P20 Delivery is shown as a date or date range, not a number of days.

HIGH 3 ●●○ | 30 S | 📱 PHONE | RESEARCH 17

TEST IT

Look near the button.

PASS IF

delivery reads like “Arrives 9 to 11 Oct”: a date or range for this shopper’s location, worked out by the store. “3 to 5 business days” fails.

Why it matters. In Baymard’s 2025 checkout benchmark, 48% of sites show delivery speed (such as business days) instead of a date¹⁷. Showing the date near the buy button is my advice, not a Baymard finding.

IF IT FAILS / FIX + WATCH • DAYS

Add a delivery-date app or theme block that works the range out from today’s date, your order cut-off and your handling time. Never type a date into the template: it is wrong the next day.

☐ 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?

COST, DELIVERY AND RISK / CHECK 4 OF 7

P21 Next to the buy button, one plain line answers the last doubt.

HIGH 3 ●●○ | 30 S | 📞 PHONE

TEST IT

Read directly under or directly above Add to cart.

PASS IF

one line of under 12 words **MY RULE** answers the last doubt in words: delivery, returns, a guarantee or secure payment. Badges alone fail.

Why it matters. Among US shoppers who abandoned a cart for a reason other than “just browsing”, 19% did not trust the site with their card details¹⁴.

IF IT FAILS / FIX + WATCH • MINUTES

Add a Text block directly under Buy buttons: “Free returns within [30] days. Secure checkout.” Keep it under 12 words **MY RULE** and true. Payment logos are no substitute.

☐ 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?

COST, DELIVERY AND RISK / CHECK 5 OF 7

P22 Sold-out options still take orders or offer an alert, and stock messages are true.

HIGH 3 ●●○ | 1 MIN | 📱 PHONE | RESEARCH ¹⁸

TEST IT

Tap a crossed-out size or swatch.

PASS IF

the shopper can still order it for later delivery, or at least gets a back-in-stock alert, and stock messages are true. Nothing sold out: pass if stock messages are true.

Why it matters. Baymard found that “Email me” buttons and waitlists were far less effective than letting shoppers order with a later delivery date¹⁸.

IF IT FAILS / FIX • DAYS

Allow orders on a sold-out option with a later delivery date, or at least add a back-in-stock alert. Shopify gives you a Flow trigger (Product variant back in stock) and a Messaging email, but the sign-up box usually comes from an app. Stock counts: see P27.

☐ 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?

P23 The price shows what the buyer gets, so value can be judged without a calculator.

MEDIUM 1 ●○○ | 30 S |  BOTH | RESEARCH ¹⁹

TEST IT

Look at the price block.

PASS IF

the comparison your store type needs (its line below) is shown (rule on [page 60](#)). No store type fits: pass if buyers can compare sizes or packs without maths.

Choose your store type: use the pass line on [page 39](#) before marking this check.

Why it matters. 81% of sites don't show a price per unit for products sold in several sizes or quantities¹⁹.

IF IT FAILS / FIX • MINUTES

If your country offers it, set Products > the product > Pricing > Unit price (Total product measurement, Base measurement). Shopify says showing a price per unit is a legal requirement in some regions and that you need to check whether it applies to you²⁰.

☐ 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?

P23: choose your store-type pass line

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

P23: Apparel and footwear

Multi-buy or bundle savings shown as money saved.

P23: Consumables

Price per unit, serving or 100 ml shown.

P23: Home and high-ticket

The total with delivery, and the total cost of any instalment plan.

P23: Gifts

Gift wrap or message cost shown before the cart.

COST, DELIVERY AND RISK / CHECK 7 OF 7

P24 Currency and language stay the same from product page to checkout, in every market.

MEDIUM 1 ●○○ | 2 MIN | 📱 BOTH

TEST IT

Preview a market you serve (the market menu in the theme editor's top bar, or a VPN), then go to checkout.

PASS IF

currency and language don't switch.

Not applicable (one market): pass.

Why it matters. A shopper who sees one currency or language on the page and another at checkout stops to work out why, and some may leave.

IF IT FAILS / FIX • DAYS

Markets (admin sidebar), and the market menu in the theme editor's top bar to preview each market; translations with Shopify's Translate & Adapt app.

Can't test: you have no market preview and no VPN.

☐ 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 5 / 4 CHECKS / 10 POINTS

Proof

Reviews and claims a sceptic would believe.

Make reviews useful for this decision

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

Before • unclear or incomplete	After • a clearer decision
Customer love 5 out of 5 “Amazing” • “Love it” No product, variant or use context.	Review filters This product • This variant • With photos Mira • Forest kit • 6 Oct 2026 • Verified purchase 4 out of 5 “Fits my work bag. The outer pocket is useful, but the handle feels narrow when the kit is full.” Illustrative review text, not a real customer quote. Read reviews for this kit

1 Connect reviews to the product and variant being considered.

2 Provide useful context and access to critical reviews.

Empty widgets

From my audits, not a measured result: an empty “0 reviews” widget does more harm than no widget. Hide it until the page has something true to show.

Next: work through P25 to P28. Mark the result beside each check.

PROOF / CHECK 1 OF 4

P25 The reviews show star counts, can be sorted, and keep low-star reviews visible.

HIGH 3 ●●○ | 1 MIN | 🖥️ BOTH | RESEARCH ²¹

TEST IT

Open the reviews.

PASS IF

they show how many reviews each star level has, can be sorted or filtered by rating, and low-star reviews are visible. No reviews: fail.

Why it matters. Baymard's testers used the star breakdown most²¹. In its product page benchmark, 63% of sites don't let shoppers browse reviewer photos²².

IF IT FAILS / FIX + WATCH • DAYS

In your reviews app's settings, turn on the rating breakdown, the sort menu and photo reviews. Keep 3-star and 4-star reviews visible. Ask for a photo in the post-purchase review email.

☐ 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?

PROOF / CHECK 2 OF 4

P26 Low-star reviews have a visible, helpful reply from the brand.

MEDIUM 1 ●○○ | 2 MIN | LAPTOP | RESEARCH ²²

TEST IT

Open the 3 most recent reviews of 3 stars or fewer.

PASS IF

each has a reply from the brand that isn't copy-paste.

Not applicable (no review of 3 stars or fewer): pass.

Why it matters. Most sites leave negative reviews unanswered (see the 89% above)²²; a reply shows the next shopper what happens when something goes wrong.

IF IT FAILS / FIX + WATCH • MINUTES

Reply to each low review within a week (MY RULE): thank them, name the problem, say what you did, give a contact. Keep a template and edit it every time.

☐ 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?

PROOF / CHECK 3 OF 4

P27 Every urgency, scarcity and “people bought this” claim is true.

CRITICAL 5 ●●● | 2 MIN | 📱 BOTH

TEST IT

Open the page in two private tabs a minute apart.

PASS IF

timers show the same end time, no stock or “just bought” number jumps and no popup repeats a name.

Not applicable (none used): pass.

Why it matters. A timer that restarts tells the shopper the page lies, and then every other claim on it, the true ones included, loses weight.

IF IT FAILS / FIX • MINUTES

Remove any claim you can't back with data and switch off timer and popup apps (Edit theme > App embeds). Keep a countdown only for a real sale end date. A count that never changes is also a claim.

USE THIS STARTING POINT

Real stock: Inventory status > Low inventory threshold (Dawn); Product inventory > Low stock threshold (Horizon)

☐ 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?

PROOF / CHECK 4 OF 4

P28 Press, awards and certifications name their source and link to it, or are not shown.

MEDIUM 1 ●○○ | 30 S |   BOTH

TEST IT

Tap every logo or badge.

PASS IF

each names who gave it and links to it where that source has a page.

Not applicable (none shown): pass.

Why it matters. A logo with no source is the first thing a sceptic discounts. One they can check is more likely to be believed.

IF IT FAILS / FIX • MINUTES

Remove badges you can't source. Name the outlet or certifier on the rest, link each to its article or certificate, and date the awards. No "as seen in" for paid listings.

☐ 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 6 / 5 CHECKS / 15 POINTS

Add to cart and after

Tap the button and go to checkout, on two phones.

Explain availability before the buy action

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

Before • unclear or incomplete	After • a clearer decision
Colour Forest / Sand / Navy Add to cart After tap: "Selected option unavailable."	Forest (selected) Sand Navy: sold out Selected: Forest kit • Rs. 1,800 Add Forest kit to cart After tap: item and quantity confirmed in cart.

1 Show unavailable options before the visitor commits to an action.

2 Name the selected variant and confirm the cart changed after the tap.

Scroll before you judge

Scroll past the main button before you call the sticky bar missing: many themes reveal it only then. Cross-sell lives in three places (next to the button, in the cart, right after Add to cart), so check all three before you say it is absent.

The full-width sticky bar

Some advice says to make the sticky bar full-width. Baymard Institute's public guidance (2021) recommends a bar with white space around it⁸. A bar that covers the page edge to edge also covers the chat button and the cookie link.

Next: work through P29 to P33. Mark the result beside each check.

ADD TO CART AND AFTER / CHECK 1 OF 5

P29 Tapping Add to cart confirms the add and shows a way to checkout.

CRITICAL 5 ●●● | 30 S | 📱 PHONE

TEST IT

Tap Add to cart.

PASS IF

a drawer, a message or the cart page it opens shows the item and a Checkout button right after the tap.

Why it matters. A button that gives no sign it worked gets tapped twice; a missing checkout link sends the shopper hunting.

IF IT FAILS / FIX • MINUTES

Choose a cart type that confirms the add: a drawer or a page. It must show the item, the subtotal and a Checkout button. If it breaks, switch off app embeds one by one.

USE THIS STARTING POINT

Edit theme > Theme settings > Cart > Type: Drawer, Page or Popup notification (Dawn); Page or Drawer (Horizon)

☐ 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?

ADD TO CART AND AFTER / CHECK 2 OF 5

P30 A shopper can get from this page to checkout on both an iPhone and an Android phone.

CRITICAL 5 ••• | 2 MIN | 📱 PHONE

TEST IT

On an iPhone in Safari and an Android phone in Chrome, add the product and open checkout.

PASS IF

both reach checkout with the right item and price. A browser-testing service counts as a second phone.

Why it matters. A theme or app that works in one browser can break in the other. The shopper on the broken one doesn't report it. They leave.

IF IT FAILS / FIX • DAYS

Find the breaker by switching off app embeds one at a time (Edit theme > App embeds, top bar) and retesting. Update the theme and drop apps you don't use.

USE THIS STARTING POINT

Test log: [iPhone or Android], [browser], [date]. Right item? [yes or no] Right price? [yes or no]

Can't test: you have one phone and no browser-testing service.

☐ 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?

ADD TO CART AND AFTER / CHECK 3 OF 5

P31 After you scroll past the main button, a buy bar with the price stays in reach.

HIGH 3 ●●○ | 30 S | 📱 PHONE

TEST IT

Scroll past Add to cart and wait a second; many bars appear only then.

PASS IF

a bar with the price and a button shows and covers no text or chat button. A bar with only a button fails.

Why it matters. On a long page the decision often comes during the reviews, far from the button.

IF IT FAILS / FIX + WATCH • DAYS

Horizon: Product information > Sticky add to cart bar (on by default). Dawn has none: use an app. Leave white space at the sides of the bar⁸.

☐ 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?

ADD TO CART AND AFTER / CHECK 4 OF 5

P32 A relevant add-on is offered next to the button, in the cart or right after Add to cart.

MEDIUM 1 • ○ ○ | 1 MIN |  BOTH

TEST IT

Look next to the button and after you tap Add to cart (the drawer or the cart).

PASS IF

one of those places offers a product that goes with this one.

Why it matters. Cross-sell has three places to appear, and a small extra meets the least resistance in the cart and right after Add to cart.

IF IT FAILS / TEST • DAYS

Set complementary products in Search & Discovery, Shopify's free app (up to 10 per product), and show them with the theme's complementary products block or in your cart app.

☐ 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?

ADD TO CART AND AFTER / CHECK 5 OF 5

P33 On a laptop, the buy button stays in reach on a long page.

MEDIUM 1 ●○○ | 1 MIN |  LAPTOP

TEST IT

Scroll to the reviews on a laptop.

PASS IF

a sticky buy box or bar keeps the price and button visible, or the button is never more than one scroll away.

Why it matters. On a laptop the reviews sit far below the first buy button, so a shopper who finishes reading has to scroll back up to act.

IF IT FAILS / FIX + WATCH • DAYS

Pin the product info: Media > Sticky content (Dawn); Details block > Sticky on desktop (Horizon). Check the pinned box fits a 1366 x 768 laptop 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?

SECTION 7 / 7 CHECKS / 9 POINTS

Speed and access

Slow, fiddly or unreadable pages lose people before any of the above.

Keep the action usable on a small screen

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

Before • unclear or incomplete	After • a clearer decision
Mobile screen Product information Popup covers the buy button Tiny controls are difficult to tap or read.	Mobile screen Product information stays readable Option names and focus state remain visible. Add selected kit • Rs. 1,800 Sticky bar leaves content and system controls accessible.

1 Ensure popups and sticky elements do not block buying controls.

2 Check readable labels, touch targets and keyboard focus.

Test on a mid-range phone

A page that feels quick on your own phone and on office wifi can still be slow for most visitors. Run the pass on an older phone on mobile data, and treat a good lab score as a lead, not proof.

A fast page that says nothing

A fast page that answers none of the four questions still fails. Speed is a gate: it stops a good page from losing people, and it gives nobody a reason to buy. A missing delivery line can cost more than a better score gains.

Next: work through P34 to P40. Mark the result beside each check.

P34 PageSpeed Insights rates the page's mobile loading well.

HIGH 3 ●●○ | 2 MIN | 📱 PHONE | STANDARD ²³

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's good-loading line is the 2.5 seconds above, at the 75th percentile of page loads²³.

IF IT FAILS / FIX + WATCH • PROJECT

Load the first gallery image straight away (not lazy) and keep any video or slider off the first screen. Switch off unneeded app embeds (Edit theme > App embeds) and retest on the live URL.

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?

P35 Option buttons and Add to cart can be hit with a thumb without a mis-tap.

MEDIUM 1 ●○○○ | 1 MIN | 📱 PHONE | STANDARD ²⁴

TEST IT

Tap Add to cart, each quantity button and each size or colour option once, with your thumb.

PASS IF

every tap hits its target.

Why it matters. The thumb test is my proxy; the standard is 24 by 24 px²⁴, with 44 by 44 as the stricter AAA level²⁵.

IF IT FAILS / FIX • DAYS

Add padding to icon buttons and option pills in the theme's custom CSS, towards 44 px, with an 8 px gap **MY RULE** between them. Use buttons for small text links.

☐ 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?

P36 Text can be enlarged to 200% without the layout breaking near the price and button.

MEDIUM 1 • ○ ○ | 1 MIN |  LAPTOP | STANDARD ²⁶

TEST IT

Zoom the browser to 200% (Ctrl or Cmd and +).

PASS IF

nothing near the price and button overlaps or is cut off.

Why it matters. WCAG 2.2: except for captions and images of text, text can be resized to 200 percent without losing content or function²⁶.

IF IT FAILS / FIX • DAYS

Use relative units (rem, em) for text and padding in custom CSS, and never fix the height of buttons or containers. Replace app widgets that clip enlarged 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?

P37 Meaningful product images have alt text that says what each one shows.

MEDIUM 1 ●○○○ | 2 MIN |  LAPTOP | STANDARD ²⁷

TEST IT

On a laptop, right-click the first two gallery images and choose Inspect.

PASS IF

each alt text says what that image shows. An empty alt, a file name or the same text on both fails.

Why it matters. WCAG 2.2: every meaningful image needs a text alternative that serves the same purpose; decorative images are exempt²⁷.

IF IT FAILS / FIX • MINUTES

In Products > the product > Media, click an image and choose Add alt text: “Model wearing the oat linen shirt, front view”. Describe the view; best sellers 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?

P38 Sold-out options and errors are shown with words or marks, not colour alone.

MEDIUM 1 ●○○ | 30 S |  BOTH | STANDARD 28

TEST IT

Pick a sold-out option, then trigger an error, for example a quantity above the stock.

PASS IF

sold-out is crossed out or labelled and the error says in words what is wrong.

Why it matters. WCAG 2.2 says colour must not be the only way to convey information²⁸.

IF IT FAILS / FIX • MINUTES

Use a variant picker that strikes through unavailable options, or add “(sold out)”. Make error text name the problem (“Choose a size”) instead of only a red outline.

☐ 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?

SPEED AND ACCESS / CHECK 6 OF 7

P39 A search icon or box is visible in the phone header.

MEDIUM 1 ●○○ | 30 S | 📱 PHONE

TEST IT

Open the product page on a phone.

PASS IF

a search icon or box is visible in the header without opening the menu, and one tap reaches the search field.

Why it matters. A shopper who decides this isn't the product has one other move: search. Without it they go back.

IF IT FAILS / FIX + WATCH • MINUTES

In the Header section choose a layout that keeps the search icon on phones. Set up synonym groups in Search & Discovery, Shopify's free app (Search > Synonyms).

☐ 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?

P40 The footer shows this year and links to shipping, returns, contact and privacy.

MEDIUM 1 ●○○○ | 2 MIN |  BOTH

TEST IT

Scroll to the footer.

PASS IF

the copyright year is this year and 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. Baymard found some shoppers consistently look in the footer for shipping and returns²⁹.

IF IT FAILS / FIX • MINUTES

Build a footer menu with the four links in Content > Menus > Footer menu. Write the policies in Settings > Policies. If the year is typed by hand, switch it to the theme's date tag.

☐ 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?

Apparel and footwear

Use this type for clothes, shoes and bags, whatever the price.

Four checks change with what you sell (P10, P13, P19, P23). Where your type has a line, that line is the pass line.

E-A1 The reviews summarise fit.

Pass if a fit summary (runs small, true to size, large) from customers sits with the reviews.

E-A2 Each colour has its own photos, on a model.

Pass if picking a colour shows that colour's own worn photos.

E-A3 Fabric weight and stretch are in words.

Pass if the page says how heavy and how stretchy it is.

13 extras, no points: a to-do list for after the scored checks pass.

Consumables

Use this type for products that are eaten, drunk, put on skin or burned.

Four checks change with what you sell (P10, P13, P19, P23). Where your type has a line, that line is the pass line.

E-C1 Subscribe and save says how to skip or cancel.

Pass if one line says how and where to skip, pause or cancel. No subscription: skip this.

E-C2 Multi-buy tiers show the price per unit.

Pass if each tier (1, 3, 6 packs) shows its price per unit or serving.

E-C3 Ingredients and allergens are in text.

Pass if ingredients and allergens are written as text. A label photo alone fails.

13 extras, no points: a to-do list for after the scored checks pass.

Home and high-ticket

Use this type for furniture, electronics or anything else over about \$200 MY RULE.

Four checks change with what you sell (P10, P13, P19, P23). Where your type has a line, that line is the pass line.

E-H1 A video or 360 view is in the gallery.

Pass if the gallery has a short video or 360 view. Baymard recommends video for complex items⁸.

E-H2 Delivery method and cost are stated.

Pass if the page says how it arrives, what that costs and how long it takes.

E-H3 A question can be asked before buying.

Pass if chat, a phone number or an “Ask a question” link is near Add to cart.

13 extras, no points: a to-do list for after the scored checks pass.

Gifts

Use this type when the buying decision is centred on sending the item to someone else.

Four checks change with what you sell (P10, P13, P19, P23). Where your type has a line, that line is the pass line.

E-G1 An order-by date for the occasion is shown.

Pass if the page states the last day to order for the next gifting date.

E-G2 A gift message or wrap is offered.

Pass if a gift message or wrap can be added before checkout.

E-G3 The recipient can return or exchange.

Pass if the page says the recipient can return or exchange, and what they need.

13 extras, no points: a to-do list for after the scored checks pass.

Every store type

These optional checks apply across the store types.

Four checks change with what you sell (P10, P13, P19, P23). Where your type has a line, that line is the pass line.

E-ACC Accelerated checkout buttons work.

On a phone, pass if Shop Pay and the other buttons open checkout with the right item.

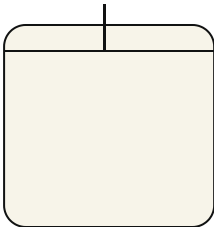
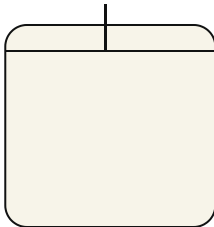
Setting: Buy buttons > Show accelerated checkout buttons (Dawn: Dynamic).

13 extras, no points: a to-do list for after the scored checks pass.

Before and after the red flags

A fictional candle page, before and after correcting P19 and P27.

The other failed checks follow.

Before / 71 points	After / 81 points
 Candle / illustrative product page Add to cart Returns information is missing. Sale ends in 01:59:59. Timer resets on refresh. 2 red flags Leaking	 Add to cart Returns information beside the button Unused candles: return within 30 days; buyer pays return shipping. Opened candles: no change-of-mind returns. Damaged items: contact us for a replacement. No restarting timer. 0 red flags Solid, with leaks

What the example demonstrates

Fixing P19 and P27 removes the two red flags. The score changes from 71 to 81, using the scorecard's existing points. This is not a measured uplift in sales.

The other failed checks follow on the next pages. Correcting two red flags does not make every check pass.

Read the candle-page findings, part 1

P05 Stars and review count by the title

Hollow stars and “0 reviews”; three reviews are unpublished.

Fix priority: Days fixes.

P10 One image at real-life size

Every image is a close-up; none shows the candle’s size.

Fix priority: Days fixes.

P11 Thumbnails or a count, not only dots

The gallery shows five dots and no thumbnails.

Fix priority: Backlog.

P15 Problem in customer words

The copy talks about wax; reviews complain of tunnelling.

Fix priority: Plan and test.

Read the candle-page findings, part 2

P19 Returns line near the button, linked

No returns line by the button; the policy is only in the footer.

Fix priority: Red flags.

P20 Delivery shown as a date or range

Delivery reads “3 to 5 business days”.

Fix priority: Days fixes.

P23 Value judged without a calculator

The 3-pack saves money but only its price shows.

Fix priority: One sitting.

P26 Replies to low stars; none: pass

Three 2-star reviews have no reply.

Fix priority: One sitting.

Read the candle-page findings, part 3

P27 Urgency claims true; none used: pass

The countdown restarts on every reload.

Fix priority: Red flags.

P32 A relevant add-on is offered

No add-on by the button, in the cart or after the tap.

Fix priority: Plan and test.

P34 PageSpeed Insights mobile loading is good

The speed check fails and lab Largest Contentful Paint is red.

Fix priority: Plan and test.

P36 Text enlarges to 200% without breaking

At 200% zoom the button slides under the price.

Fix priority: Backlog.

FICTIONAL EXAMPLE / RESULTS INVENTED

Read the candle-page findings, part 4

P39 Search visible in the phone header

The phone header has a logo and a menu, no search icon.

Fix priority: One sitting.

Fix or test?

Ask the questions in order. Stop at the first answer that decides the action.

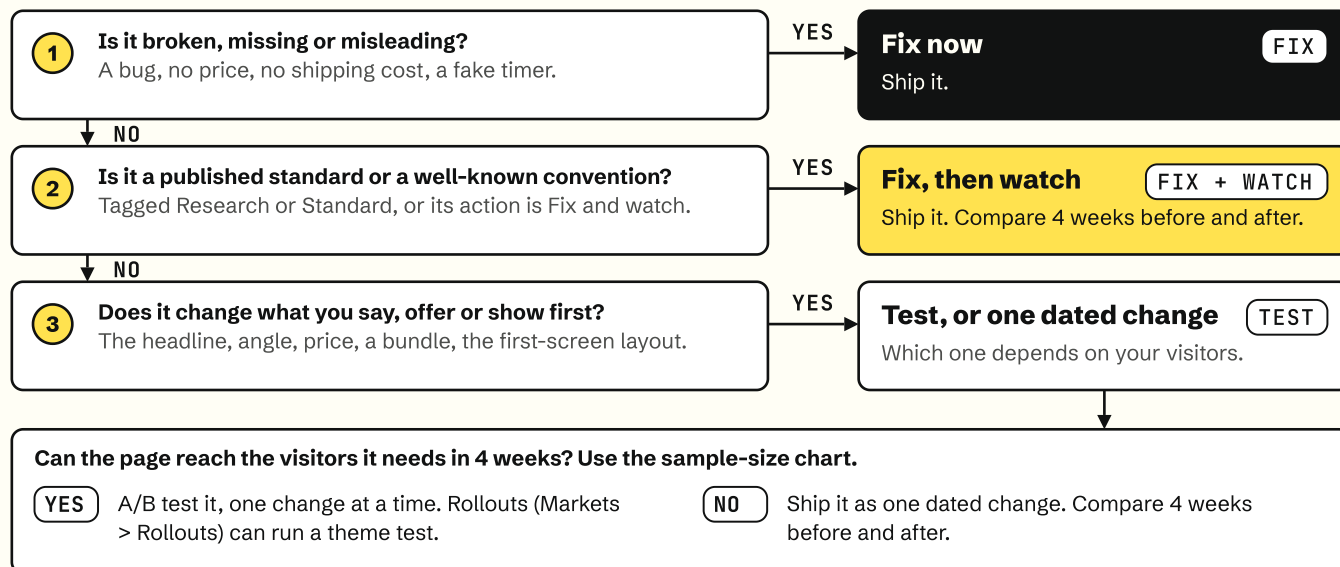


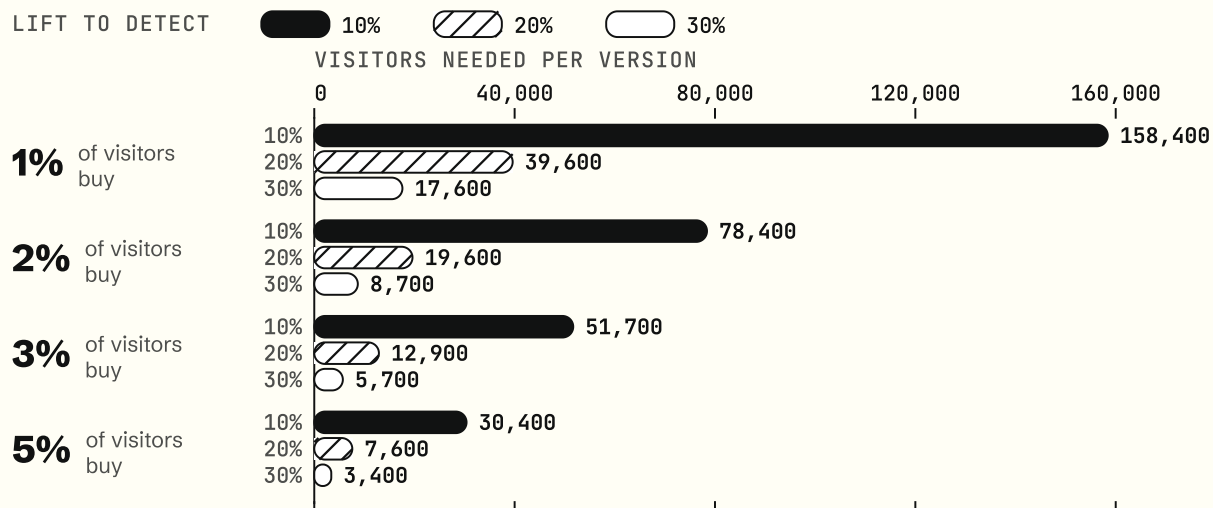
FIG 2. Use the sample-size reference on the following page when the answer calls for a test.

Your next decision

Which failed check will you correct, test or monitor first?

Can your traffic support a test?

Plan the sample before promising a decision date.



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. Small effects need larger samples.

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 level³⁰. 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).

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 rate³¹.

Shopify can now run the A/B test for you. Rollouts (Markets > Rollouts) compares a theme change with your live theme on real traffic³². Shopify Help says experiments need the Grow plan or higher, and a rollout cannot change Liquid templates³³. It still needs the visitors in the chart, and it avoids the before-and-after problem of the September 2026 session change.

The fix-first ladder and the 30-day plan



FIG 4. Start with the highest rung that has a failed check.

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.

Prompts that pair with this scorecard

Pack 03 · F04 Scorecard to fixes: Writes fixes from your own facts.

Pack 03 · F05 Review miner: Finds customer words in reviews (P14, P15, P17).

Pack 03 · F11 Fix or test: Decides fix, test or ship for Test checks.

Kit 04 · A07 Scorecard to findings: Turns scorecards into client findings.

Your next four weeks

Record the change, its owner and the evidence you will use to check it.

Week 1: Every red flag, Minutes ones first

Check / action / owner / follow-up measure

Week 2: Rungs 2 and 3

Check / action / owner / follow-up measure

Week 3: Rung 4

Check / action / owner / follow-up measure

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

Check / action / owner / follow-up measure

Read the change back against your evidence

Compare the 4 weeks after your last change with the 4 weeks before your first. Across 21 September 2026, compare orders and sales, not sessions³¹.

Repeat the exact buying path on the device and browser you originally recorded.

Retest the changed check and any nearby choices, prices or policies that could have been affected.

Keep the date, original evidence, change and follow-up result together. A score increase is not proof of a conversion increase.

What changed?

What did the follow-up show?

Scoresheet

Print this page or copy the boxes. Tick Pass only for what passes. A maybe is a fail. Can't test is for the 3 checks that allow it.

STORE TYPE ☐ Apparel and footwear ☐ Consumables ☐ Home and high-ticket ☐ Gifts

PASS	CAN'T TEST	CHECK	PTS
1 First screen P ☐ T ☐ of 24			
☐	☐	P01 Buy button in reach on the first screen	••• 5
☐	☐	P02 Price follows the option; sale shows both	••• 5
☐	☐	P03 Nothing covers product, price or button	••• 5
☐	☐	P04 One line says what it does for the buyer	••• 1
☐	☐	P05 Stars and review count by the title	••• 3
☐	☐	P06 Option buttons; sold-out options marked	••• 3
☐	☐	P07 Button label is a verb, same everywhere	••• 1
☐	☐	P08 Top bar names one concrete offer	••• 1

2 Images P ☐ T ☐ of 10			
☐	☐	P09 3 different images, one in use	••• 5
☐	☐	P10 One image at real-life size	••• 3
☐	☐	P11 Thumbnails or a count, not only dots	••• 1
☐	☐	P12 Full-screen image with readable zoom	••• 1

3 Fit and facts P ☐ T ☐ of 11			
☐	☐	P13 Fit or suitability answered by the button	••• 5
☐	☐	P14 Benefits before specs in the description	••• 3
☐	☐	P15 Problem in customer words	••• 1
☐	☐	P16 Materials, size and care as text	••• 1
☐	☐	P17 Pre-sale questions answered on the page	••• 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.

PASS	CAN'T TEST	CHECK	PTS
4 Cost, delivery and risk P ☐ T ☐ of 21			
☐	☐	P18 Delivery cost shown near the button	••• 5
☐	☐	P19 Returns line near the button, linked	••• 5
☐	☐	P20 Delivery shown as a date or range	••• 3
☐	☐	P21 One plain line by the buy button	••• 3
☐	☐	P22 Sold-out option orderable or has an alert	••• 3
☐	☐	P23 Value judged without a calculator	••• 1
☐	☐	P24 Currency, language same; one market: pass	••• 1

5 Proof P ☐ T ☐ of 10			
☐	☐	P25 Reviews: star counts, sort, low stars	••• 3
☐	☐	P26 Replies to low stars; none: pass	••• 1
☐	☐	P27 Urgency claims true; none used: pass	••• 5
☐	☐	P28 Press and badges name a source	••• 1

6 Add to cart and after P ☐ T ☐ of 15			
☐	☐	P29 Add to cart confirms, shows checkout	••• 5
☐	☐	P30 Checkout works on iPhone and Android	••• 5
☐	☐	P31 Buy bar stays in reach when scrolling	••• 3
☐	☐	P32 A relevant add-on is offered	••• 1
☐	☐	P33 Sticky buy button on laptop	••• 1

7 Speed and access P ☐ T ☐ of 9			
☐	☐	P34 PageSpeed Insights mobile loading is good	••• 3
☐	☐	P35 Thumb-sized buttons and links	••• 1
☐	☐	P36 Text enlarges to 200% without breaking	••• 1
☐	☐	P37 Meaningful images have useful alt text	••• 1
☐	☐	P38 Sold-out and errors not colour alone	••• 1
☐	☐	P39 Search visible in the phone header	••• 1
☐	☐	P40 Footer: this year and four policy links	••• 1

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 and send it with the scoresheet.

PREPARED FOR

PREPARED BY

DATE

PAGE URL

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 product 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 3 checks: 2 from Baymard Institute's public research and 1 from lessons in my own audits. Tiers are my judgement of how directly a failure blocks a purchase. They are not measured lift figures, and nothing here promises a lift.

Evidence tags: 14 Research, 5 Standard, 21 with no tag. Baymard Institute's benchmark figures rate large retail sites; its abandonment figures come 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.^{34,35} An agency's fixed-scope CRO audit lists at \$1,800 (netalico.com, seen 6 October 2026).³⁶

Figures from Baymard Institute come from its public articles, linked below with their dates. Baymard has not reviewed or endorsed this guide.

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.

- Which fix will move conversion most. Only the store's analytics and a test can say.
- How the page performs for each traffic source.
- What shoppers think of it. Reviews, support emails and recordings would show that.

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, 5	Baymard Institute Product Page UX 2026: 10 pitfalls and best practices 18 Mar 2026 · baymard.com/research-articles/current-state-ecommerce-product-page-ux	2 Only 48% of leading desktop sites and 38% of mobile sites have "decent" or better product page UX. 5 57% of sites do not use buttons for size selection.
3	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	3 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.
4	Baymard Institute DTC E-Commerce: User Reviews Are Much Less Important for DTC Sites 4 Jan 2022 · baymard.com/research-articles/user-reviews-dtc	4 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.
6	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	6 In Baymard's 2017 testing, many users missed a free-shipping offer shown only in a site-wide banner.
7	Baymard Institute Product page UX: all products need at least one in-scale image 30 May 2017 · baymard.com/research-articles/in-scale-product-images · checked 5 Oct 2026	7 In Baymard's 2017 testing, 56% of participants' first action on a product page was to explore the images.
8	Baymard Institute Data-driven ecommerce best practices 9 Dec 2021 · baymard.com/blog/ecommerce-ux-best-practices	8 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.

Checked on 6 October 2026, except where a row gives its own date.

SOURCES

NO.	SOURCE	USED FOR
9, 15, 19, 22	Baymard Institute Product Page UX 2026: 10 pitfalls and best practices 18 Mar 2026 · baymard.com/research-articles/current-state-ecommerce-product-page-ux	9 In Baymard's testing, 42% of users tried to judge a product's size from its images; 37% of sites lack an in-scale image and 23% lack a human-model image for worn products. 15 44% of sites do not show or link their return policy on the product page; 60% of 1,032 surveyed shoppers said they look for return information there. 19 81% of sites do not show a price per unit for products sold in several sizes or quantities; 67% do not show an estimate of the total order cost near the buy section. 22 In Baymard's product page benchmark, 89% of sites don't respond to negative reviews and 63% don't let shoppers browse reviewer photos across reviews.
10	Baymard Institute Always use thumbnails to represent additional product images 20 Oct 2020 · baymard.com/research-articles/always-use-thumbnails-additional-images · checked 5 Oct 2026	10 All desktop benchmark sites used thumbnails for additional product images; only 24% of mobile sites did (2020 benchmark).
11	Baymard Institute Ensure sufficient image resolution and zoom 2 Apr 2020 · baymard.com/research-articles/ensure-sufficient-image-resolution-and-zoom	11 In Baymard's 2020 benchmark, 25% of sites had product images with too little resolution or zoom.
12	Shopify Help Center Product media types help.shopify.com/en/manual/products/product-media/product-media-types	12 Shopify says 2048 x 2048 px usually displays best for square product images; images can be up to 5000 x 5000 px (25 megapixels) and must be under 20 MB.
13	Baymard Institute Product Page UX: Avoid "Horizontal Tabs" 8 Jul 2026 · baymard.com/research-articles/avoid-horizontal-tabs	13 In Baymard's testing, expanded and vertically collapsed sections work better on product pages than horizontal tabs, which 29% of sites still use.
14	Baymard Institute Cart abandonment rate statistics 22 Sep 2025 · baymard.com/lists/cart-abandonment-rate	14 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.
16	Baymard Institute Data-driven ecommerce best practices (guideline 1501, return policies) 9 Dec 2021 · baymard.com/blog/ecommerce-ux-best-practices	16 Baymard recommends a short, plain-language returns summary that says who pays return shipping when returns are free.
17	Baymard Institute Checkout UX 2025: 10 pitfalls and best practices 25 Nov 2025 · baymard.com/research-articles/current-state-of-checkout-ux	17 In Baymard's 2025 checkout benchmark, 48% of sites show delivery speed (such as business days) instead of a delivery date.
18	Baymard Institute Let Users Purchase Temporarily 'Out of Stock' Products 18 Jul 2017 (text updated 2025) · baymard.com/research-articles/handling-out-of-stock-products	18 Baymard found that "Email me" buttons and waitlists were far less effective than letting shoppers order with a later delivery date.
20	Shopify Help Center Displaying unit prices for products help.shopify.com/en/manual/products/details/product-pricing/unit-pricing	20 Shopify says showing a price per unit is a legal requirement in some regions and that each business must check whether it applies.
21	Baymard Institute 5 Requirements for the 'Ratings Distribution Summary' 8 Aug 2017 (text updated 2025) · baymard.com/research-articles/user-ratings-distribution-summary	21 In Baymard's testing, the ratings distribution was the most-used part of the reviews section.

Checked on 6 October 2026, except where a row gives its own date.

SOURCES

NO.	SOURCE	USED FOR
23	Google Web Vitals 31 Oct 2024 · web.dev/articles/vitals	23 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.
24	W3C Web Content Accessibility Guidelines (WCAG) 2.2, success criterion 2.5.8 12 Dec 2024 · w3.org/TR/WCAG22/#target-size-minimum	24 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.
25	W3C Web Content Accessibility Guidelines (WCAG) 2.2, success criterion 2.5.5 12 Dec 2024 · w3.org/TR/WCAG22/#target-size-enhanced	25 WCAG 2.2 Success Criterion 2.5.5 Target Size (Enhanced), level AAA: targets at least 44 by 44 CSS pixels.
26	W3C Web Content Accessibility Guidelines (WCAG) 2.2, success criterion 1.4.4 12 Dec 2024 · w3.org/TR/WCAG22/#resize-text	26 Except for captions and images of text, text can be resized without assistive technology up to 200 percent without loss of content or functionality.
27	W3C Web Content Accessibility Guidelines (WCAG) 2.2, success criterion 1.1.1 12 Dec 2024 · w3.org/TR/WCAG22/#non-text-content	27 WCAG 2.2 success criterion 1.1.1, Non-text Content, says non-text content has a text alternative that serves the equivalent purpose, except in listed situations such as decoration, formatting and invisible content.
28	W3C Web Content Accessibility Guidelines (WCAG) 2.2, success criterion 1.4.1 12 Dec 2024 · w3.org/TR/WCAG22/#use-of-color	28 WCAG 2.2 success criterion 1.4.1 says colour must not be the only visual means of conveying information, indicating an action, prompting a response or distinguishing an element.
29	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	29 Baymard found that some shoppers consistently look in the footer for shipping and returns information.
30	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	30 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.
31	Shopify Shopify Analytics session measurement improvements 21 Sep 2026 · changelog.shopify.com/posts/shopify-analytics-session-measurement-improvements	31 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.
32	Shopify Schedule and test storefront changes with Rollouts 31 Mar 2026 · changelog.shopify.com/posts/schedule-and-test-storefront-changes-with-rollouts	32 Rollouts (Markets > Rollouts) can A/B test theme changes against the current theme with real traffic.
33	Shopify Help Center Requirements and considerations for using rollouts help.shopify.com/en/manual/markets/rollouts/requirements-and-considerations	33 Shopify Help says Rollouts experiments need the Grow plan or higher, and a rollout cannot change Liquid templates or apply to vintage themes.
34	postclickstudio.gumroad.com Landing page optimisation kit (Notion template) postclickstudio.gumroad.com/l/lpo-kit	34 A Notion landing page optimisation kit sells for \$29.
35	ecomchecklist.com Ecommerce checklist ecomchecklist.com/	35 The Booster tier of a 422-task ecommerce checklist lists at \$49; the same site has a free 75-task Starter tier.
36	netalico.com Professional CRO audit with recommendations netalico.com/products/cro-audit-recommendations	36 An agency's fixed-scope Shopify CRO audit lists at \$1,800.
37	Anshul (author's own record) Ecommerce experiments case study anshuldesigns.com/projects/ecommerce-ab-tests	37 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 76](#) to share the findings without sending the entire workbook.

Return to the plan on [page 73](#) 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.³⁷ 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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