



FREE CRO TOOLKIT

03

FOR FOUNDERS WHO RUN THEIR OWN STORE

Store Data Prompt Pack

12 AI prompts that turn your own Shopify exports into a ranked fix list. First answer in 10 minutes from four Shopify numbers. Every prompt asks for real data and shows its working.

F01 FUNNEL LOCATOR • TABLE 1

MEASURE	ALL	MOBILE	DESKTOP	TABLET
Sessions	40,000	26,000	13,000	1,000
Add-to-cart rate	7.00%	6.00%	9.00%	7.00%
Checkout rate	50.00%	44.87%	56.41%	57.14%
Completion rate	45.71%	32.86%	59.09%	50.00%
Conversion rate	1.60%	0.88%	3.00%	2.00%

1 Open this first: checkout on a phone

Find a prompt, part 1

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

F01 Funnel locator

Start here. You want to know where the store leaks before you change anything.

Prepare [page 10](#) · Check [page 11](#) · Copy [page 13](#)

F02 Device gap

One device converts worse than the rest and you want to size the gap.

Prepare [page 30](#) · Check [page 31](#) · Copy [page 33](#)

F03 Landing page league table

You send traffic to several pages and do not know which to fix first.

Prepare [page 36](#) · Check [page 37](#) · Copy [page 38](#)

F04 Scorecard to fixes

You have a scored page and need the wording and settings to fix it.

Prepare [page 41](#) · Check [page 42](#) · Copy [page 43](#)

F05 Review miner

You have 30 or more reviews and the copy does not sound like your buyers.

Prepare [page 46](#) · Check [page 47](#) · Copy [page 49](#)

F06 Pre-sale question finder

Customers keep asking the same questions before they buy.

Prepare [page 56](#) · Check [page 57](#) · Copy [page 58](#)

Find a prompt, part 2

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

F07 Search miner

Your store has search and you suspect shoppers hit dead ends.

Prepare [page 61](#) · Check [page 62](#) · Copy [page 64](#)

F08 Discount code check

Discounts are everywhere and you cannot say which codes are worth keeping.

Prepare [page 67](#) · Check [page 68](#) · Copy [page 70](#)

F09 Free-shipping check

You have a free-shipping threshold and want to know if it moves carts.

Prepare [page 73](#) · Check [page 74](#) · Copy [page 76](#)

F10 Ad to page match

A paid ad sends clicks that land and leave.

Prepare [page 79](#) · Check [page 80](#) · Copy [page 81](#)

F11 Fix or test

You have one change idea and need to know whether your traffic can test it.

Prepare [page 88](#) · Check [page 89](#) · Copy [page 90](#)

F12 30-day fix plan

You have a scorecard result and a list of failures and need an order of work.

Prepare [page 93](#) · Check [page 94](#) · Copy [page 95](#)

Find a topic or example

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

Start here	<u>page 5</u>
How the pack works	<u>page 7</u>
Data to gather first	<u>page 22</u>
Chains and store facts	<u>page 28</u>
Worked funnel example	<u>page 18</u>
Worked review example	<u>page 52</u>
Worked message-match example	<u>page 84</u>
Finished ranked fix list	<u>page 98</u>
Fix an incorrect reply	<u>page 103</u>
Optional sources and methods	<u>page 106</u>

1/2

Start here

Turn your own Shopify exports into a ranked fix list.

Each prompt asks for real numbers, shows its arithmetic and returns fixed tables.

1

Find the weak stage 10 MINUTES · PAGE 10

Run F01 on the four funnel numbers for each device.

YOU LEAVE WITH **The stage where shoppers drop, and on which device.**

2

Size it and pick the page 45 MINUTES · PAGE 10

Run F01 to F03: 35 minutes of prompt time, the rest is pulling the reports.

YOU LEAVE WITH **The page to open first, with a monthly figure beside it.**

3

Fix it and plan it A WEEKEND · PAGE 28

Run chain 1, Find the leak: F01 to F03, a scorecard on the worst page, fixes with F04, a fix-or-test call with F11 and a 30-day plan with F12.

YOU LEAVE WITH **A ranked 30-day fix list, like the finished one shown here.**

WHAT IT LOOKS LIKE WHEN YOU'RE DONE

Diagram reading

30-DAY PLAN · 1 · Uncover the product · P03 · 2 · Add a returns line near Buy · P19 · 3 · Show the product in use · P09 · 4 · Make the button label a verb · P07

A finished ranked fix list: the real F12 run on a fictional candle store. page 98

The stage and device where shoppers drop

The page to open first

A week-by-week fix plan

WHAT YOU NEED

Shopify admin access. You export a few reports from Analytics and Orders.

An AI assistant that reads long text. A file upload works if it reads every row.

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Start here, part 2

The plain-text file. Every prompt, copy-safe.

anshuldesigns.com/downloads/anshul-store-data-prompts.txt

Scorecards 01 and 02. F04, F11 and F12 start from your failed checks. [Landing page](#) · [Product page](#)

WHO IT IS FOR

Founders who run their own Shopify store and can export reports from Analytics and Orders.

WHO IT IS NOT FOR

A store with no orders yet. The prompts need your numbers, and under 30 completed checkouts is read as LOW.

Shopify changed how it counts sessions on 21 to 23 Sep 2026¹. Compare ranges on one side of that date. The rule is on page 22².

Start with F01 on page 10: it needs four numbers from Shopify. Before you paste, delete names, emails, phone numbers, addresses and order numbers. After the answer comes back, check every number against your export: AI tools can miscalculate and can invent figures.

I tested every prompt in Claude on 7 October 2026. They should work in any assistant that accepts long text or files, but I have not yet tested ChatGPT or Gemini: check the arithmetic whatever you use.

Built from the 217-point checklist behind my free CRO audit.³

Rather have me look at the whole store? See [page 112](#).

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How a prompt page works

Every prompt page has the same parts in the same places, so you always know what to paste, what to copy and what to check.

Prompt anatomy: the 6 sections of prompt F01, ROLE, CONTEXT, INPUTS, STEPS, RULES, OUTPUT, in order, and the page parts around the copied text.

F01 · Funnel locator · 10 MIN · INPUTS · CHECKS · NOTES · F01 COPY FROM HERE · ROLE · You are an ecommerce analyst. You only... · CONTEXT · Store: [STORE NAME]. Sells [WHAT YOU... · INPUTS · Shopify Analytics > Reports >... · STEPS · 1. For each row calculate add-to-cart... · RULES · 1. Use only what I pasted. If... · OUTPUT · Table 1 with columns: Measure | All... · TO HERE · ROLE · The job, and the limit. · CONTEXT · The client, in [BRACKETS]. · INPUTS · Exports, then [PASTE HERE]. · STEPS · Numbered and fixed. · RULES · 7 shared rules, plus its own. · OUTPUT · Fixed tables, exact columns. · NOT COPIED · What you get, the minutes, the inputs to paste, the checks and the notes. · COPIED TEXT · Only what sits between the two tabs.

Fig 1. Six sections, always in this order. Copy only what sits between the two tabs.

Why most CRO prompts fail

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How a prompt page works, part 2

The gap in most prompts	What closes it in these prompts
A persona and no data (“act as a CRO expert”).	Rule 1: write Not enough data and name the missing report.
Numbers with no working.	Rule 2: every calculated number is written as $a / b = c$.
Benchmarks from nowhere.	Rule 3: no outside averages; your own best page or device.
“Paste your URL” for a page it cannot load.	INPUTS ask for the page text; rule 4 quotes what it judges.
Guesses presented as findings.	Rule 5: anything inferred is labelled ASSUMPTION.
Copy instead of diagnosis, with invented facts.	Rule 6: no claim you did not give it; FACT NEEDED marks the gap.
The gap in most prompts	What closes it in these prompts
No output format, so you get an essay.	Rule 7 and OUTPUT: fixed tables with named columns.

Marks you will see

3 / 3

How a prompt page works, part 3

Mark	What it means
[CAPITALS]	A blank to fill in, such as [PASTE HERE].
<angle brackets>	In OUTPUT: the assistant fills this in.
Not enough data	Input missing; it names the report to pull.
ASSUMPTION	An inference. Your data does not state it.
LOW	Under 30 sessions that completed checkout MY RULE : read it as a question.
EARLY, LATE	EARLY is before the cart; LATE is cart to order.

Best copied from the plain-text file: anshuldesigns.com/downloads/anshul-store-data-prompts.txt

F01 · 10 min

F01 Funnel locator

The stage where shoppers drop, by device.

Use when Start here. You want to know where the store leaks before you change anything.

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

F01 · 1. Gather your inputs

Conversion rate breakdown, All devices TABLE

Analytics > Reports > Conversion rate breakdown, open or closed funnel (say which).
 The four stages: all sessions, cart additions, reached checkout, completed checkout.

The same numbers per device

TABLE OPTIONAL

If your admin shows them: Analytics > Reports > New exploration, the four session metrics by Device category. If not, use the All devices row only. Do not mix in GA4 funnel rows: GA4 funnels count users, not sessions⁴.

NEVER PASTE Customer lists or order exports

2. Run the complete prompt

Use the text file for reliable copying. Paste all parts of F01 in order, then add the inputs above. The prompt starts on page 13.

Best copied from the plain-text file:

anshuldesigns.com/downloads/anshul-store-data-prompts.txt

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

F01 • 10 min

F01: read & decide

Example preview		Partial output
From the guide’s fictional example inputs; use your own evidence.		
Measure	Mobile	
Completion	32.86%	
Weakest	Completion	
Full first-table fields		
Measure · All devices		
Keep every requested table and field from the complete prompt.		

F01 • 3. Validate the reply

- ☐ Redo one rate: completed checkouts / all sessions.
- ☐ All rows share one range and report, no GA4.
- ☐ A phone visit can end in a laptop order: the split is a guide.

F01 • Read the result

Weakest stage = lowest share of your best device. Table 2 ranks guesses (ASSUMPTION).

F01 • 4. Do next

Open the step in the last line on a real phone, then run F02.

Watch for this failure A tablet with 20 completed checkouts once set the best rate. Under 30 is now LOW.

Next prompt F02 Device gap (page 30)

PAIRS WITH Scorecard 02 • P01 Buy button in reach on the first screen, P29 Add to cart confirms, shows checkout

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

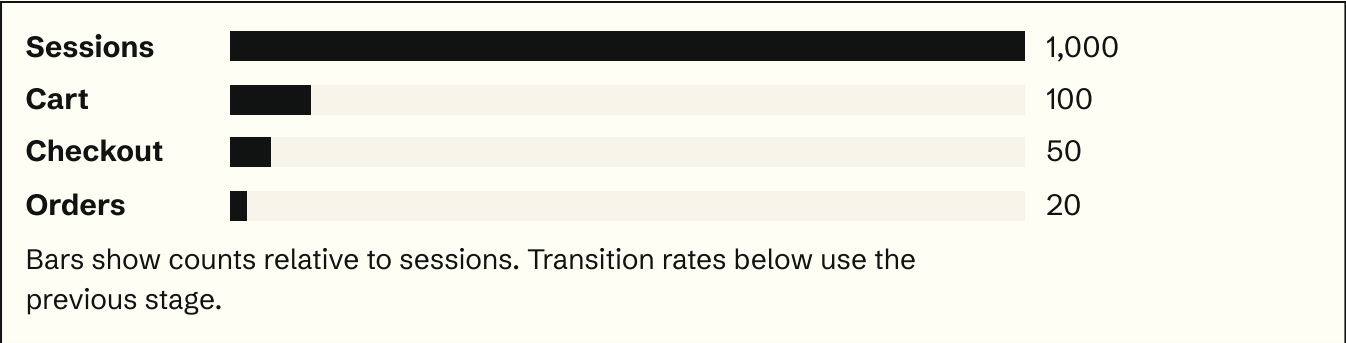
F01 · 10 min

F01: see how it works

Illustrative example · fictional inputs, not an AI result

Read a funnel without mixing denominators

Fictional store: one report, one date range, one device.



- 01

F01 · Source to input
1,000 sessions to 100 added to cart to 50 reached checkout to 20 completed checkout.
- 02

F01 · Calculate / read
Cart rate: $100 / 1,000 = 10\%$. Checkout reach: $50 / 100 = 50\%$.
Completion: $20 / 50 = 40\%$. These stages use different denominators.
- 03

F01 · Decide / verify
Compare matching segments before selecting a stage to inspect.
These totals describe transitions; they do not prove where a fix will help.

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

F01 • 10 min

F01: copy the prompt, part 1

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

Best copied from the plain-text file: anshuldesigns.com/downloads/anshul-store-data-prompts.txt

COPY FROM HERE

F01 FUNNEL LOCATOR

ROLE

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

CONTEXT

Store: [STORE NAME]. Sells [WHAT YOU SELL] to [WHO BUYS]. Date range: [START DATE] to [END DATE]. Currency: [CURRENCY].

INPUTS

Shopify Analytics > Reports > Conversion rate breakdown as session counts (All sessions, Sessions with cart additions, Sessions that reached checkout, Sessions that completed checkout): one row for All devices and, if I have them, one per device:

[PASTE THE TABLE HERE]

Continue on [page 14](#).

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

F01 · 10 min

F01: copy the prompt, part 2

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

Best copied from the plain-text file: anshuldesigns.com/downloads/anshul-store-data-prompts.txt

F01 CONTINUED

STEPS

1. For each row calculate add-to-cart rate = cart additions / all sessions; checkout rate = reached checkout / cart additions; completion rate = completed checkout / reached checkout; conversion rate = completed checkout / all sessions. Write each as a / b = c% to 2 decimals (1,560 / 26,000 = 6.00%).
2. Per stage, the best rate is the highest among non-LOW devices; a device's share = its rate / the best rate, as a / b = c. Its weakest stage is its lowest share (None under rule 9). Label it EARLY (add to cart) or LATE (checkout, completion). All devices: Not applicable.
3. Pick the weakest stage, ignoring LOW and None. If there is none, or only an All devices row, write Not enough data and name Analytics > Reports > New exploration, dimension Device category.
4. Write 3 hypotheses for it, ranked by data support. Name a next report only if it has a column that could confirm or reject the hypothesis, else write None and a check I can do by hand.

RULES

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

Continue on [page 15](#).

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

F01 · 10 min

F01: copy the prompt, part 3

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

Best copied from the plain-text file: anshuldesigns.com/downloads/anshul-store-data-prompts.txt

F01 CONTINUED

6. Never write copy that states a fact I did not give you (prices, reviews, results, certifications, delivery times).
7. Output only the sections listed under OUTPUT, in that order. No introduction and no closing summary.
8. GA4 counts users, Shopify sessions: never mix their rows. If a later stage exceeds an earlier one, say so.
9. A device with fewer than 30 sessions that completed checkout is LOW (a rule of thumb): never the best, weakest stage Not enough data. A stage within 10% of the best rate is None (a rule of thumb).
10. Date rule: my range starts on or after 24 Sep 2026, or ends before 21 Sep 2026. Mention these dates only if my rows cross 21 to 23 Sep 2026: then say so and compare orders and sales, not sessions or conversion rates.

OUTPUT

Table 1 with columns: Measure | All devices | one column per device.
Rows: Sessions, Add-to-cart rate, Checkout rate, Completion rate, Conversion rate, Weakest stage (stage, EARLY or LATE, share).
Table 2 with columns: Rank | Hypothesis | Stage (EARLY or LATE) | Evidence from my numbers | Next report to pull
Then one line: "Open this first: <page or step>".

TO HERE · End of prompt

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

1/2

What F01 tells you

F01 in ten minutes

Four numbers per device go in. One stage and one device come out, with the arithmetic to check.

Funnel: All sessions 40,000, Sessions with cart additions 2,800, Sessions that reached checkout 1,400, Sessions that completed checkout 640.

All sessions · 40,000 · Sessions with cart additions · 2,800 · Sessions that reached checkout · 1,400 · Sessions that completed checkout · 640 · Add-to-cart rate · $2,800 / 40,000 = 7.00\%$ · Checkout rate · $1,400 / 2,800 = 50.00\%$ · Completion rate · $640 / 1,400 = 45.71\%$ · EARLY · LATE · Conversion rate · $640 / 40,000 = 1.60\%$ · EARLY · before the cart · LATE · cart to order · FICTITIONAL EXAMPLE · NUMBERS INVENTED · A funnel, stage by stage

Fig 2. Each rate divides one stage by the one before it. The step that falls furthest below your other devices is where to look first.

FIELD NOTE

How to read F01’s answer

Look at the completion row first. If one device sits far below your best device there, the leak is late: after the cart, at checkout. If the weakest stage is add to cart, the leak is early: the product page and the offer. A device marked LOW has fewer than 30 completed checkouts, so read it as a question, not an answer.

And when a number is missing

THE MISSING-DATA RUN, ONE LINERUN IN CLAUDE ON 7 OCTOBER 2026, TRIMMED.

Table 1

2 / 2

What F01 tells you, part 2

Record 1

Measure: Sessions

All devices: Not enough data. The INPUTS section is empty after "one row for All devices and, if I have them, one per device:". Pull Shopify Analytics > Reports > Conversion rate breakdown as session counts.

[rows trimmed]

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F01 in practice: a fictional candle brand

WORKED EXAMPLE · FICTIONAL STORE

0.56

MOBILE COMPLETION, SHARE OF THE BEST DEVICE

FICTIONAL EXAMPLE · NUMBERS INVENTED · WHAT WENT IN

Store: Ember & Oak. Sells scented soy candles to adults buying for their own homes and as gifts. Date range: 1 Jun 2026 to 31 Aug 2026. Currency: USD.

Device	All sessions	Sessions with cart additions	Sessions that reached checkout	Sessions that completed checkout
All devices	40,000	2,800	1,400	640
Mobile	26,000	1,560	700	230
Desktop	13,000	1,170	660	390
Tablet	1,000	70	40	20

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

Table 1

2 / 4

F01 in practice: a fictional candle brand, part 2

Record 1

Measure: Sessions

All devices: 40,000

Mobile: 26,000

Desktop: 13,000

Tablet (LOW: 20 / completed checkout, under 30): 1,000

Record 2

Measure: Add-to-cart rate

All devices: 2,800 / 40,000 = 7.00%

Mobile: 1,560 / 26,000 = 6.00%

Desktop: 1,170 / 13,000 = 9.00%

Tablet (LOW: 20 / completed checkout, under 30): 70 / 1,000 = 7.00%

Record 3

Measure: Checkout rate

All devices: 1,400 / 2,800 = 50.00%

Mobile: 700 / 1,560 = 44.87%

Desktop: 660 / 1,170 = 56.41%

Tablet (LOW: 20 / completed checkout, under 30): 40 / 70 = 57.14%

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F01 in practice: a fictional candle brand, part 3

Record 4

Measure: Completion rate

All devices: 640 / 1,400 = 45.71%

Mobile: 230 / 700 = 32.86%

Desktop: 390 / 660 = 59.09%

Tablet (LOW: 20 / completed checkout, under 30): 20 / 40 = 50.00%

Record 5

Measure: Conversion rate

All devices: 640 / 40,000 = 1.60%

Mobile: 230 / 26,000 = 0.88%

Desktop: 390 / 13,000 = 3.00%

Tablet (LOW: 20 / completed checkout, under 30): 20 / 1,000 = 2.00%

Record 6

Measure: Weakest stage (stage, EARLY or LATE, share)

All devices: Not applicable

Mobile: Completion, LATE, 32.86% / 59.09% = 0.56 (other stages: add to cart 6.00% / 9.00% = 0.67, checkout 44.87% / 56.41% = 0.80)

Desktop: None (every stage 1.00, best rate: 9.00% / 9.00%, 56.41% / 56.41%, 59.09% / 59.09%)

Tablet (LOW: 20 / completed checkout, under 30): Not enough data (LOW: 20 < 30)

4 / 4

F01 in practice: a fictional candle brand, part 4

Open this first: Shopify Analytics > Reports > Conversion rate breakdown, Mobile row, then place a test order on a phone and note where it feels harder than on desktop.

Hand check

Mobile completion: $230 / 700 = 32.86\%$

Desktop completion: $390 / 660 = 59.09\%$

Mobile share of the best device: $32.86 / 59.09 = 0.56$

Tablet is LOW: 20 sessions completed checkout, fewer than 30

What to notice

The all-devices rate hides the problem. Mobile completes 32.86% of the sessions that reach checkout. Desktop completes 59.09%.

Tablet has 20 completed checkouts, so it is LOW: it never sets the best rate and its weakest stage is Not enough data.

Desktop is the best device at every stage, so its weakest stage is None: it is the best device.

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Data to gather first

Before you start

Choose the exports needed for your prompt. Each entry identifies the prompts that use it and the fields to remove before pasting.

72 HOURS

Shopify says its search reports can run that far behind, so end a search range at least 3 days ago⁵

Record 1

Gather this: Conversion rate breakdown, All devices

F01: Used by this prompt

F02: Used by this prompt

Delete first: Nothing: counts only.

Record 2

Gather this: The same four metrics by Device category

F01: Used by this prompt

F02: Used by this prompt

Delete first: Nothing: counts only.

2 / 6

Data to gather first, part 2

Record 3

Gather this: Average order value over time

F02: Used by this prompt

F03: Used by this prompt

Delete first: Nothing.

Record 4

Gather this: Sessions by landing page, with Orders

F03: Used by this prompt

F11: Used by this prompt

Delete first: Any column with names, emails or order numbers.

Record 5

Gather this: Searches by search query

F07: Used by this prompt

Delete first: Any term that is a name or an email.

Record 6

Gather this: Searches with no results

F07: Used by this prompt

Delete first: Any term that is a name or an email.

3 / 6

Data to gather first, part 3

Record 7

Gather this: Product titles (Products > Export)

F07: Used by this prompt

Delete first: Every column except Title.

Record 8

Gather this: Discounts by code (New exploration)

F08: Used by this prompt

Delete first: Any column that names a customer.

Record 9

Gather this: Abandoned checkouts, subtotal only

F09: Used by this prompt

Delete first: Every column except the subtotal.

Record 10

Gather this: Orders, Subtotal column only

F09: Used by this prompt

Delete first: Every column except Subtotal.

4 / 6

Data to gather first, part 4

Record 11

Gather this: Ad text and destination URL

F10: Used by this prompt

Delete first: Customer names in comments.

Record 12

Gather this: Product reviews

F05: Used by this prompt

Delete first: Names, emails, order numbers, photo links.

Record 13

Gather this: Pre-sale questions

F06: Used by this prompt

Delete first: Names, emails, phone numbers, addresses.

Record 14

Gather this: Page text and policy text

F04: Used by this prompt

F05: Used by this prompt

F06: Used by this prompt

F10: Used by this prompt

Delete first: Reviewer names in a reviews widget.

5 / 6

Data to gather first, part 5

Record 15

Gather this: Scorecard result, failed checks

F04: Used by this prompt

F11: Used by this prompt

F12: Used by this prompt

Delete first: Nothing.

Record 16

Gather this: Your store facts block

F04: Used by this prompt

F06: Used by this prompt

F10: Used by this prompt

Delete first: Nothing personal.

Date ranges

Sessions and conversion rate. Start on or after 24 September 2026, or end before 21 September, and use one range for every prompt. Orders and sales did not change, so they can cross the dates.

Search reports. Shopify says its search reports (Searches by search query, Searches with no clicks, Searches with no results) have a delay of up to 72 hours, so end the range at least 3 days ago⁵. Other Behavior reports do not carry that note.

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Data to gather first, part 6

Abandoned checkouts. Shopify counts a checkout as abandoned only after the shopper gave an email and left for more than ten minutes, and deletes abandoned checkouts older than three months from the admin⁶. Since 16 June 2026 bot card-testing no longer creates abandoned checkouts⁷. Use a range inside the last three months. A larger orders export, or one by date range, arrives by email⁸.

1/2

Chains and your store facts

Find the leak: a weekend. Rewrite with customer words: an afternoon. Ads to page: an hour.

Chains of prompts and scorecards: Find the leak, Rewrite with customer words, Ads to page.

Find the leak · Know where the store loses shoppers, what that costs and what to fix first. · F01 · Funnel · locator · F02 · Device gap · F03 · Landing page · league table · Scorecard 02 · Product page · F04 · Scorecard to · fixes · F11 · Fix or test · F12 · 30-day fix · plan · Rewrite with customer words · Put the doubts and the language of real buyers on the page. · F05 · Review miner · F06 · Pre-sale · question · finder · F04 · Scorecard to · fixes · Ads to page · Make the page finish the sentence the ad started. · F10 · Ad to page · match · Scorecard 01 · Landing page · F04 · Scorecard to · fixes · A prompt · A scorecard · then

Fig 3. Each prompt uses what the last one found. A dark box is a scorecard.

IDS USED FROM THE OTHER DOCUMENTS

L

Scorecard 01 Landing Page Scorecard

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

P

Scorecard 02 Shopify Product Page Scorecard

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

F

Pack 03 Store Data Prompt Pack

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Chains and your store facts, part 2

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

A

Kit 04 Agency CRO Audit Prompt Kit

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

Your store facts block

Type it once and keep it as a note; every prompt that writes for your page works better with it pasted under CONTEXT. Copy the template from the plain-text file.

anshuldesigns.com/downloads/anshul-store-data-prompts.txt

STORE FACTS

Store name: [STORE NAME]

What I sell: [ONE LINE]

Who buys: [ONE LINE]

Price range: [LOWEST] to [HIGHEST] [CURRENCY]

Shipping policy: [PASTE THE TEXT HERE]

Returns policy: [PASTE THE TEXT HERE]

Markets and currencies: [WHERE I SHIP AND THE CURRENCY SHOWN]

Top 3 products: [NAME, PRICE, ONE LINE EACH]

Claims I never make: [LIST]

VOICE

Three words: [WORD 1], [WORD 2], [WORD 3]

Two sentences I like: [SENTENCE 1] [SENTENCE 2]

Words I never use: [LIST]

F02 · 10 min

F02 Device gap

The gap between devices, as a monthly figure.

Use when One device converts worse than the rest and you want to size the gap.

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

F02 · 1. Gather your inputs

The device table from F01 TABLE

With its All devices row. Add each device's average order value if your admin shows it.

Average order value, and months TEXT

Analytics > Reports > Average order value over time. Months = days in the range / 30; 90 days is 3.

NEVER PASTE Customer lists or order exports

2. Run the complete prompt

Use the text file for reliable copying. Paste all parts of F02 in order, then add the inputs above. The prompt starts on page 33.

Best copied from the plain-text file:

anshuldesigns.com/downloads/anshul-store-data-prompts.txt

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

F02 • 10 min

F02: read & decide

Example preview		Partial output
From the guide’s fictional example inputs; use your own evidence.		
Device	Orders/mo	
Mobile	183.3	
Tablet	3.3	
Full first-table fields Device · Sessions per month · Conversion rate · Best device's rate · Gap · Orders at stake per month · Ceiling at stake per month · Working Keep every requested table and field from the complete prompt.		

F02 • 3. Validate the reply

- ☐ Redo one row: gap x monthly sessions x order value.
- ☐ Laptop buyers make part of the gap unrecoverable.
- ☐ Plan on the conservative table.

F02 • Read the result

Per month, if a device matched the target. A LOW row is too thin to trust.

F02 • 4. Do next

If Inversion is YES, check the desktop product page and cart first.

Watch for this failure The ceiling assumes phones match your best device. Read the conservative table first.

Next prompt F03 Landing page league table (page 36)

PAIRS WITH Scorecard 02 • P03 Nothing covers product, price or button

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

F02 · 10 min

F02: see how it works

Illustrative example · fictional inputs, not an AI result

Compare devices at the same funnel transition

Fictional mobile and desktop cohorts, same 30-day range.

Mobile / same 30-day period**30% completion**

150 orders / 500 reached checkout

Desktop / same 30-day period**50% completion**

300 orders / 600 reached checkout

01 F02 · Source to input

Mobile: 10,000 sessions, 1,000 cart additions, 500 reached checkout, 150 orders. Desktop: 10,000 sessions, 1,200 cart additions, 600 reached checkout, 300 orders.

02 F02 · Calculate / read

Mobile completion: $150 / 500 = 30\%$. Desktop: $300 / 600 = 50\%$.
Mobile is $30 / 50 = 60\%$ of desktop's completion rate. Compare each transition this way; do not compare one device's cart rate with the other's completion rate.

03 F02 · Decide / verify

Investigate the mobile checkout path. Confirm comparable traffic and date ranges before treating this device difference as an opportunity; it is not a promised uplift.

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

F02 · 10 min

F02: copy the prompt, part 1

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

Best copied from the plain-text file: anshuldesigns.com/downloads/anshul-store-data-prompts.txt

COPY FROM HERE

F02 DEVICE GAP

ROLE

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

CONTEXT

Store: [STORE NAME]. Date range: [START DATE] to [END DATE], which is [NUMBER OF MONTHS] months. Currency: [CURRENCY]. Average order value for the range: [AOV].

INPUTS

The device table from F01, all four counts per device with its All devices row, and if I have it each device's average order value:
[PASTE THE DEVICE TABLE HERE]

Continue on [page 34](#).

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

F02 · 10 min

F02: copy the prompt, part 2

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

Best copied from the plain-text file: anshuldesigns.com/downloads/anshul-store-data-prompts.txt

F02 CONTINUED

STEPS

1. Per row: sessions per month = sessions / months, conversion rate = completed checkouts / sessions. Mark a device LOW if fewer than 30 sessions completed checkout (a rule of thumb). Best rate = the highest rate among devices that are not LOW.
2. Per device: gap = best rate - its rate as a decimal (2.12% is 0.0212), 0 for the best; orders at stake per month = gap x sessions per month; ceiling at stake per month = orders x its AOV, or my AOV above (label ASSUMPTION: store AOV used for every device).
3. Conservative target: for each device that is not LOW and is below the All devices rate, repeat step 2 with the All devices rate as the best rate.
4. Inversion: YES if desktop converts below mobile, else NO; Not enough data if either is missing.
5. For the non-LOW device with the most ceiling at stake, name the stage whose rate (count / the one before) is the lowest share of the best device's.

RULES

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

Continue on page 35.

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

F02 · 10 min

F02: copy the prompt, part 3

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

Best copied from the plain-text file: anshuldesigns.com/downloads/anshul-store-data-prompts.txt

F02 CONTINUED

6. Never write copy that states a fact I did not give you (prices, reviews, results, certifications, delivery times).
7. Output only the sections listed under OUTPUT, in that order. No introduction and no closing summary.
8. If any input is missing, write the Not enough data line, name the missing report and stop. No offer to continue, no request to paste again.
9. Calculate unrounded; round only in the tables (percentages 2 decimals, orders 1, money whole units). In Working write "ceiling, not a forecast" on rows with something at stake, LOW on a LOW device.
10. Date rule: my range starts on or after 24 Sep 2026, or ends before 21 Sep 2026. Mention these dates only if my rows cross 21 to 23 Sep 2026: then say so and compare orders and sales, not sessions or conversion rates.

OUTPUT

Table 1 with columns: Device | Sessions per month | Conversion rate | Best device's rate | Gap | Orders at stake per month | Ceiling at stake per month | Working

Table 2 "Conservative target: your All devices rate" with columns: Device | Gap to All devices rate | Orders at stake per month | Ceiling at stake per month | Working

Then two lines: "Inversion: YES" or "Inversion: NO" with one reason, and "Open this first: <device, then the page for that stage>".

TO HERE · End of prompt

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

F03 · 15 min

F03 Landing page league table

Landing pages ranked by what a fix could be worth.

Use when You send traffic to several pages and do not know which to fix first.

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

F03 · 1. Gather your inputs

Sessions by landing page CSV

Analytics > Reports > Sessions by landing page, with Conversion rate and Orders added. Greyed out? New exploration, dimension Landing page path. GA4: Engagement > Landing page; never mix.

DELETE FIRST Any column with names, emails or order numbers.

Average order value, and prices TEXT

Analytics > Reports > Average order value over time. Optional: product prices.

NEVER PASTE Customer lists or order exports

2. Run the complete prompt

Use the text file for reliable copying. Paste all parts of F03 in order, then add the inputs above. The prompt starts on page 38.

Best copied from the plain-text file:

anshuldesigns.com/downloads/anshul-store-data-prompts.txt

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

F03 · 15 min

F03: read & decide

Example preview		Partial output
From the guide's fictional example inputs; use your own evidence.		
Orders	Confidence	
140	OK	
24	LOW	
Full first-table fields Page · Type · Sessions · Orders · Conversion rate · Best comparable page · Gap · Ceiling at stake per month · Confidence Keep every requested table and field from the complete prompt.		

F03 · 3. Validate the reply

- ☐ One product's paths add up to its row.
- ☐ No LOW row is the best or first page.
- ☐ The best page may get warmer traffic: check sources.

F03 · Read the result

Ranked by what closing the gap to your best comparable page could be worth.

F03 · 4. Do next

Score the top page with scorecard 02 (or 01), then run F04.

Watch for this failure A hero product flatters the comparison. Compare within a collection or 30% of price.

Next prompt F04 Scorecard to fixes ([page 41](#))

PAIRS WITH Scorecard 02 or 01, on the page this table ranks first

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

F03 · 15 min

F03: copy the prompt, part 1

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

Best copied from the plain-text file: anshuldesigns.com/downloads/anshul-store-data-prompts.txt

COPY FROM HERE

F03 LANDING PAGE LEAGUE TABLE

ROLE

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

CONTEXT

Store: [STORE NAME]. Date range: [START DATE] to [END DATE], which is [NUMBER OF MONTHS] months. Currency: [CURRENCY]. Average order value for the range: [AOV].

INPUTS

Shopify Analytics > Reports > Sessions by landing page for the date range above, with Orders (or Conversion rate) added from its Metrics menu. Optional: the price of each product page as path, price: [PASTE THE TABLE HERE]

Continue on [page 39](#).

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

F03 · 15 min

F03: copy the prompt, part 2

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

Best copied from the plain-text file: anshuldesigns.com/downloads/anshul-store-data-prompts.txt

F03 CONTINUED

STEPS

1. Cut everything after "?" in each path. Type each path: Home ("/"), Collection ("/collections/<name>"), Product (ends "/products/<handle>", with or without a collection before it) or Other.
2. Merge paths into one row per page (Product paths by handle, other Types by path) and add their sessions and orders. Orders = the Orders I pasted, else sessions x conversion rate (label ASSUMPTION: estimated). Conversion rate = orders / sessions. Confidence = LOW under 30 orders, else OK.
3. Best comparable page = the OK row of the same Type with the highest rate. A Product row compares only with Product rows in the same collection or within 30% of its price (a rule of thumb); with no prices pasted, say so. Gap = its rate - this row's rate, 0 if there is none or this row is best.
4. Ceiling at stake per month = gap x sessions / months x average order value. Rank by it, highest first, and show the top 10.

RULES

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

Continue on [page 40](#).

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

F03 · 15 min

F03: copy the prompt, part 3

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

Best copied from the plain-text file: anshuldesigns.com/downloads/anshul-store-data-prompts.txt

F03 CONTINUED

6. Never write copy that states a fact I did not give you (prices, reviews, results, certifications, delivery times).
7. Output only the sections listed under OUTPUT, in that order. No introduction and no closing summary.
8. Compare a row only with rows of the same Type. Never call a LOW row the best comparable page, or the page to open first: if no OK row exists, write Not enough data.
9. Date rule: my range starts on or after 24 Sep 2026, or ends before 21 Sep 2026. Mention these dates only if my rows cross 21 to 23 Sep 2026: then say so and compare orders and sales, not sessions or conversion rates.

OUTPUT

Table 1 with columns: Page | Type | Sessions | Orders | Conversion rate | Best comparable page | Gap | Ceiling at stake per month | Confidence
Every cell that holds a calculated number shows its working as a / b = c, for example 65 / 4,000 = 1.63%.

Under the table write "Ceiling, not a forecast." Then one line: "Open this page first: <page>".

TO HERE · End of prompt

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

F04 · 20 min

F04 Scorecard to fixes

Exact fixes and copy for your failed scorecard checks.

Use when You have a scored page and need the wording and settings to fix it.

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

F04 · 1. Gather your inputs

Failed checks, with Pass if and Fix TEXT

Your scorecard (01 or 02): each unticked check as id, title, Pass if, Fix, effort, action tag.

Page text TEXT

Live page: select all, copy.

DELETE FIRST Reviewer names in a reviews widget.

Store facts block TEXT

Type it once; the template is in the text file.

NEVER PASTE Customer names, emails or logins

2. Run the complete prompt

Use the text file for reliable copying. Paste all parts of F04 in order, then add the inputs above. The prompt starts on page 43.

Best copied from the plain-text file:

anshuldesigns.com/downloads/anshul-store-data-prompts.txt

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

F04 · 20 min

F04: read & decide

Example preview		Partial output
From the guide's fictional example inputs; use your own evidence.		
Check	Effort	
P19	Minutes	
P14	Days	
Full first-table fields Check · What the page says now · Fix (exact copy or setting) · Where on the page · Effort · Fix or test Keep every requested table and field from the complete prompt.		

F04 · 3. Validate the reply

- ☐ Every number and promise is in your facts block or on the page.
- ☐ Every setting named is in a Fix line you pasted.
- ☐ Read each new line in place: it fits and sounds like you.

F04 · Read the result

Table 1: fix and place. Table 2: the facts it lacked, which are your homework.

F04 · 4. Do next

Answer Table 2, add it to your facts block, run F04 again.

Watch for this failure Unseen settings get invented menu paths. F04 names one only if your Fix line does.

Next prompt F11 Fix or test ([page 88](#))

PAIRS WITH Every failed check in scorecards 01 and 02

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

F04 · 20 min

F04: copy the prompt, part 1

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

Best copied from the plain-text file: anshuldesigns.com/downloads/anshul-store-data-prompts.txt

COPY FROM HERE

F04 SCORECARD TO FIXES

ROLE

You are an ecommerce conversion analyst and copywriter. You only use the failed checks, page text and facts I paste.

CONTEXT

Store: [STORE NAME]. Page: [PAGE NAME OR URL]. Scorecard used: [LANDING PAGE OR PRODUCT PAGE].

INPUTS

1. The checks my page failed, one per line: id, title, Pass if line, Fix line, effort and action tag, as printed on my scorecard.
[PASTE THE FAILED CHECKS HERE]
2. The page text (open the live page, select all, copy).
[PASTE THE PAGE TEXT HERE]
3. My store facts block, including my voice.
[PASTE THE FACTS BLOCK HERE]

Continue on [page 44](#).

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

F04 · 20 min

F04: copy the prompt, part 2

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

Best copied from the plain-text file: anshuldesigns.com/downloads/anshul-store-data-prompts.txt

F04 CONTINUED

STEPS

1. For each failed check, quote the sentence on the page that shows the problem, or write Nothing on the page.
2. Write the fix so that it meets the Pass if line: exact copy using only facts from my facts block or the page text, in my voice, or the setting named in the Fix line I pasted.
3. Say where on the page it goes, using the page text's own headings. If the fix is not copy or a setting (for example new photos), start the Fix cell with NOT COPY and write the task in plain words.
4. Copy Effort and Fix or test from my failed checks. List every fact you needed and did not have in Table 2.

RULES

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

Continue on [page 45](#).

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

F04 · 20 min

F04: copy the prompt, part 3

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

Best copied from the plain-text file: anshuldesigns.com/downloads/anshul-store-data-prompts.txt

F04 CONTINUED

8. Every number, price, promise and claim in new copy must appear in the facts block or the page text, else write FACT NEEDED in its place. Never write a claim from my "claims I never make" list.

9. Name a Shopify setting only if it appears in the Fix line I pasted; otherwise write CHECK YOUR THEME EDITOR. Each line of new copy is 20 words or fewer.

OUTPUT

Table 1 with columns: Check | What the page says now | Fix (exact copy or setting) | Where on the page | Effort | Fix or test

Table 2 with columns: Fact needed | Why | Where to find it

TO HERE · End of prompt

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

F05 • 15 min

F05 Review miner

Your customers' own words, and the doubts the page leaves open.

Use when You have 30 or more reviews and the copy does not sound like your buyers.

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

F05 • 1. Gather your inputs

Reviews of one product TEXT

Your reviews app's export, or the product page. Star rating and text, lowest first. 30 to 100 is enough.

DELETE FIRST Names, emails, order numbers, photo links.

Product page text TEXT

Live page: select all, copy.

DELETE FIRST Reviewer names in a reviews widget.

NEVER PASTE Reviewer names, emails or order numbers

2. Run the complete prompt

Use the text file for reliable copying. Paste all parts of F05 in order, then add the inputs above. The prompt starts on page 49.

Best copied from the plain-text file:

anshuldesigns.com/downloads/anshul-store-data-prompts.txt

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

F05 · 15 min

F05: read & decide

Example preview		Partial output
From the guide's fictional example inputs; use your own evidence.		
Theme	Reviews	
Scent	5	
Burn time	2	
Full first-table fields Theme · Customer words (verbatim) · Reviews mentioning it · On the page now? Keep every requested table and field from the complete prompt.		

F05 · 3. Validate the reply

- ☐ Check three quotes against your reviews, word for word.
- ☐ Recount one theme: counts can be off by one.
- ☐ Quote a review only with the reviewer's permission.

F05 · Read the result

Themes in your customers' words, with review numbers. Table 2 holds the open doubts.

F05 · 4. Do next

Run F06 next, then write the answers in with F04.

Watch for this failure One review becomes a headline claim. A result in it is QUOTE ONLY: ask first.

Next prompt F06 Pre-sale question finder ([page 56](#))

PAIRS WITH [Scorecard 02](#) · P15 Problem in customer words

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

F05 · 15 min

F05: see how it works

Illustrative example · fictional inputs, not an AI result

Turn a review into evidence, not a claim

Fictional review excerpt, with identity removed.

Review excerpt	Supported theme	Checkable change
“It was tighter than I expected. I could not find the measurements.”	Sizing uncertainty	Put verified dimensions by the size selector.

01	F05 · Source to input “I bought the small size. It was tighter than I expected, and I could not find the measurements.”
02	F05 · Calculate / read Theme: sizing uncertainty. Evidence: the exact quoted sentence. Suggested page improvement: place dimensions near the size selector. One review is a signal, not a prevalence estimate.
03	F05 · Decide / verify Check more reviews and the current page. Test a clearer size guide; do not claim that all buyers have this problem.

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

F05 · 15 min

F05: copy the prompt, part 1

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

Best copied from the plain-text file: anshuldesigns.com/downloads/anshul-store-data-prompts.txt

COPY FROM HERE

F05 REVIEW MINER

ROLE

You are a customer researcher. You only use the reviews and page text I paste.

CONTEXT

Store: [STORE NAME]. Product: [PRODUCT NAME]. Sells [WHAT YOU SELL] to [WHO BUYS]. Reviews: [NUMBER OF REVIEWS], lowest ratings first.

INPUTS

Reviews of this one product, from my reviews app's export or the product page. Star rating and text only, names removed:

[PASTE THE REVIEWS HERE]

The product page text (open the live page, select all, copy):

[PASTE THE PAGE TEXT HERE]

Continue on [page 50](#).

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

F05 · 15 min

F05: copy the prompt, part 2

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

Best copied from the plain-text file: anshuldesigns.com/downloads/anshul-store-data-prompts.txt

F05 CONTINUED

STEPS

1. Number the reviews R1, R2, R3 in the order I pasted them. Group them into themes: what customers say mattered (result, fit, quality, delivery, price, doubts). A review can sit in more than one theme.
2. Per theme give one customer phrase copied word for word, the count of reviews with their numbers, and whether the page text answers it (YES, PARTLY or NO, with the page sentence).
3. List the objections (doubts, surprises, complaints), each with a review quote and the page section where an answer belongs. Read the lowest ratings first.
4. Write 3 headline options. Each reuses words from one review and names that review. Give each a Status: QUOTE ONLY or OK.

RULES

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

Continue on [page 51](#).

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

F05 · 15 min

F05: copy the prompt, part 3

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

Best copied from the plain-text file: anshuldesigns.com/downloads/anshul-store-data-prompts.txt

F05 CONTINUED

8. Customer words are copied exactly from one review, in quotation marks. Never merge two reviews or tidy a phrase.

9. A headline may contain only words and claims found in the review it names. One that states a measurable result (hours, days, sizes, outcomes) from one review is QUOTE ONLY: use it in quotation marks with the reviewer's permission, or check it against the product page text I pasted.

OUTPUT

Table 1 with columns: Theme | Customer words (verbatim) | Reviews mentioning it | On the page now?

Table 2 with columns: Objection | Evidence (quote) | Where to answer it

Table 3 with columns: Headline | Source review | Status

TO HERE · End of prompt

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

1/4

F05 in practice: twelve invented reviews

WORKED EXAMPLE • FICTIONAL STORE

5 of 12

REVIEWS FILED UNDER SCENT LIKED

FICTIONAL EXAMPLE • NUMBERS INVENTED • WHAT WENT IN

Store: Ember & Oak. Product: Fresh Grass Soy Candle. Sells scented soy candles to adults buying for their own homes and as gifts. Reviews: 12, lowest ratings first.

2 stars: Smells lovely but the glass jar arrived chipped and I could not tell how to claim a replacement.

3 stars: Scent is nice but faint. I could not smell it from the next room after an hour.

3 stars: Burns well, but I had no idea it would take 10 days to arrive. Needed it for a birthday.

3 stars: Lovely scent, though I wish the page said how long it burns before I bought.

4 stars: Burned for around 40 hours, more than I expected. The wick stayed centred.

4 stars: The lid is handy. The scent fills my small flat after 30 minutes.

2 / 4

F05 in practice: twelve invented reviews, part 2

4 stars: Pretty jar, I reused it for pens. Delivery took longer than I thought.

5 stars: Smells like fresh cut grass. Exactly what I wanted for spring.

5 stars: Bought it as a gift and the box looked great. My friend loved the scent.

5 stars: No black soot on the jar, unlike my last candle.

5 stars: Burned evenly to the edge, no tunnelling.

5 stars: Strong scent in a small room. Would buy again.

Fresh Grass Soy Candle

Hand-poured soy wax candle in a glass jar. Fresh grass and green tea scent. 220 g.

\$24.00

Add to cart

Free delivery over \$50.

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

Table 1

Record 1
Theme: Scent liked (result) Customer words (verbatim): "Smells like fresh cut grass." Reviews mentioning it: 5 reviews: R1, R2, R4, R8, R9 On the page now?: PARTLY. "Fresh grass and green tea scent." names the scent but says nothing about how it is received.

3 / 4

F05 in practice: twelve invented reviews, part 3

Record 2 Theme: Scent strength (result, fit to room size) Customer words (verbatim): "Strong scent in a small room." Reviews mentioning it: 3 reviews: R2 (faint), R6, R12 On the page now?: NO. No page sentence covers scent strength or room size.

[rows trimmed]

Table 3

4 / 4

F05 in practice: twelve invented reviews, part 4

Headline	Source review	Status
"Smells like fresh cut grass."	R8 (5 stars)	OK
"Pretty jar, I reused it for pens."	R7 (4 stars)	OK
"Burned for around 40 hours, more than I expected."	R5 (4 stars)	QUOTE ONLY. States a measurable result (hours). Use in quotation marks with the reviewer's permission, or check against the page text, which does not state a burn time.

Hand check

Scent strength: R2, R6 and R12 (3 reviews)

The R5 headline ("around 40 hours") is QUOTE ONLY

The R8 and R7 headlines are OK

What to notice

- Twelve reviews fit this page; use 30 or more.
- A result from one review is marked QUOTE ONLY. Ask the reviewer first.
- R2 says the scent is faint, R6 and R12 say it is strong: one theme, both sides shown.

F06 • 15 min

F06 Pre-sale question finder

A real FAQ built from buyers' questions, plus reassurance lines.

Use when Customers keep asking the same questions before they buy.

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

F06 • 1. Gather your inputs

Pre-sale questions TEXT

Support inbox, chat or DMs, as written. 20 to 50 is enough.

DELETE FIRST Names, emails, phones, addresses, order numbers.

FAQ now on the product page TEXT

Copy the FAQ section of the live page.

Shipping and returns policy TEXT

Settings > Policies, or the policy pages.

NEVER PASTE Names, emails, phones or addresses

2. Run the complete prompt

Use the text file for reliable copying. Paste all parts of F06 in order, then add the inputs above. The prompt starts on page 58.

Best copied from the plain-text file:

anshuldesigns.com/downloads/anshul-store-data-prompts.txt

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

F06 · 15 min

F06: read & decide

Example preview		Partial output
From the guide's fictional example inputs; use your own evidence.		
Group	Asked	
Delivery	3	
Burn time	3	
Returns	3	
Full first-table fields Question group · Example (verbatim) · Times asked · Answered on the product page? · Draft answer (from my policies only) Keep every requested table and field from the complete prompt.		

F06 · 3. Validate the reply

- ☐ Each number in a draft matches your policy text.
- ☐ Questions asked once are noise: keep them out.
- ☐ Each reassurance line has 11 words or fewer.

F06 · Read the result

Groups asked twice or more are real; Noise stays out of the FAQ.

F06 · 4. Do next

Add the drafts to the FAQ and one reassurance line under Add to cart.

Watch for this failure A question asked once reads like a trend. Singles stay in the Noise row.

Next prompt F04 Scorecard to fixes ([page 41](#))

PAIRS WITH [Scorecard 02](#) · P17 Pre-sale questions answered on the page

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

F06 · 15 min

F06: copy the prompt, part 1

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

Best copied from the plain-text file: anshuldesigns.com/downloads/anshul-store-data-prompts.txt

COPY FROM HERE

F06 PRE-SALE QUESTION FINDER

ROLE

You are a customer support analyst. You only use the questions, FAQ and policy text I paste.

CONTEXT

Store: [STORE NAME]. Product: [PRODUCT NAME]. Sells [WHAT YOU SELL] to [WHO BUYS]. The questions came from [EMAIL, CHAT OR DMS].

INPUTS

Questions customers asked before buying, one per line, as they wrote them, names removed:

[PASTE THE QUESTIONS HERE]

The FAQ text now on the product page:

[PASTE THE FAQ HERE]

My shipping policy and returns policy text:

[PASTE THE POLICIES HERE]

Continue on page 59.

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

F06 · 15 min

F06: copy the prompt, part 2

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

Best copied from the plain-text file: anshuldesigns.com/downloads/anshul-store-data-prompts.txt

F06 CONTINUED

STEPS

1. Number the questions Q1, Q2, Q3 in the order I pasted them. Group the questions that ask the same thing.
2. Per group give one example question copied word for word, the count with the question numbers, and whether my FAQ answers it (YES, PARTLY or NO, with the FAQ sentence).
3. Draft an answer from my policy text only, in my voice if I pasted one, copying its numbers exactly. If the policy does not cover it, write Not enough data and name the fact I must supply.
4. A group asked once is Noise: put all of them in one final row and draft no answer.
5. Write 3 reassurance lines of 11 words or fewer. A reassurance line is a short line under the buy button that answers a last doubt, such as delivery or returns. Each comes from one policy sentence, which you quote, and you count its words.

RULES

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

Continue on page 60.

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

F06 · 15 min

F06: copy the prompt, part 3

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

Best copied from the plain-text file: anshuldesigns.com/downloads/anshul-store-data-prompts.txt

F06 CONTINUED

7. Output only the sections listed under OUTPUT, in that order. No introduction and no closing summary.
8. Every number in a draft answer (days, prices, amounts) is copied exactly from the policy text.

OUTPUT

Table 1 with columns: Question group | Example (verbatim) | Times asked | Answered on the product page? | Draft answer (from my policies only)

Table 2 with columns: Reassurance line | Words | Policy sentence it comes from

TO HERE · End of prompt

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

F07 • 10 min

F07 Search miner

What shoppers search for and cannot find, with a fix for each term.

Use when Your store has search and you suspect shoppers hit dead ends.

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

F07 • 1. Gather your inputs

Searches by search query TABLE

Analytics > Reports. Search reports lag, so end the range 3 days ago.

DELETE FIRST A name or an email.

Searches with no results TABLE

Analytics > Reports. Same date range.

Product titles CSV OPTIONAL

Products > Export, Title column only.

NEVER PASTE Customer lists or personal search terms

2. Run the complete prompt

Use the text file for reliable copying. Paste all parts of F07 in order, then add the inputs above. The prompt starts on page 64.

Best copied from the plain-text file:

anshuldesigns.com/downloads/anshul-store-data-prompts.txt

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

F07 • 10 min

F07: read & decide

Example preview		Partial output
From the guide's fictional example inputs; use your own evidence.		
Term	Type	
vanila	SPELLING	
snufer	SPELLING	
wick cutter	SYNONYM	
Full first-table fields Term • Searches • Type • Action Keep every requested table and field from the complete prompt.		

F07 • 3. Validate the reply

- ☐ Redo the share by hand.
- ☐ Search one NOT FOUND term.
- ☐ Skip terms with 1 or 2 searches.

F07 • Read the result

The share sizes the problem. One action per term: spelling and synonyms first.

F07 • 4. Do next

Add synonyms in Search & Discovery (Search > Synonyms), then plan with F12.

Watch for this failure The share is approximate: Shopify counts sessions per term⁵.

Next prompt F12 30-day fix plan (page 93)

PAIRS WITH Scorecard 02 • P39 Search visible in the phone header

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

F07 · 10 min

F07: see how it works

Illustrative example · fictional inputs, not an AI result

Translate a search failure into a test

Fictional on-site search export.

01**F07 · Source to input**

Query: “travel size”. 100 searches, 60 with zero results. Verify the export’s definition of a zero-result search.

02**F07 · Calculate / read**

Zero-result share: $60 / 100 = 60\%$. The query suggests a size or use-case request, but it does not establish purchase intent. Inspect synonyms, product tags and relevant stocked products.

03**F07 · Decide / verify**

Add verified matching products or a useful no-results path, then recheck the same query. Do not invent a product match from the wording alone.

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

F07 • 10 min

F07: copy the prompt, part 1

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

Best copied from the plain-text file: anshuldesigns.com/downloads/anshul-store-data-prompts.txt

COPY FROM HERE

F07 SEARCH MINER

ROLE

You are an ecommerce analyst. You only use the search reports and product titles I paste.

CONTEXT

Store: [STORE NAME]. Sells [WHAT YOU SELL] to [WHO BUYS]. Date range: [START DATE] to [END DATE].

INPUTS

Shopify Analytics > Reports, for the date range above: Searches by search query (term and count), then Searches with no results (term and count):

[PASTE THE SEARCHES TABLE HERE]

[PASTE THE NO RESULTS TABLE HERE]

My product titles, one per line (Products > Export, Title column only):

[PASTE THE TITLES HERE]

Continue on [page 65](#).

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

F07 • 10 min

F07: copy the prompt, part 2

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

Best copied from the plain-text file: anshuldesigns.com/downloads/anshul-store-data-prompts.txt

F07 CONTINUED

STEPS

1. Skip terms with 1 or 2 searches. Count how many terms you skipped. No-result share of the top terms = the sum of the counts of the terms you kept in the no results table / the sum of the counts of the terms you kept in the searches table. It is approximate: Shopify counts sessions per term.
2. Give each remaining no-result term a Type: SPELLING (a misspelling of a word in my titles), SYNONYM (another word for something my titles show), STOCKED BUT NOT FOUND (a title contains the term, yet search found nothing) or NOT STOCKED (no title relates to it). Match ignoring capitals.
3. Give each term one Action. SPELLING and SYNONYM: add it to a synonym group in the Search & Discovery app. STOCKED BUT NOT FOUND: check the product is available to the online store, then search for the term yourself. NOT STOCKED: note the demand and do nothing yet.
4. Group the SPELLING and SYNONYM terms by the title they should find.

RULES

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

Continue on [page 66](#).

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

F07 • 10 min

F07: copy the prompt, part 3

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

Best copied from the plain-text file: anshuldesigns.com/downloads/anshul-store-data-prompts.txt

F07 CONTINUED

6. Never write copy that states a fact I did not give you (prices, reviews, results, certifications, delivery times).
7. Output only the sections listed under OUTPUT, in that order. No introduction and no closing summary.
8. Compare terms only with the titles I pasted. If I pasted no titles, write Not enough data in the Type column.
9. If the no results total is larger than the searches total, say so and do not force it to fit.

OUTPUT

One line: "No-result share of the top terms = a / b = c (approximate)", then "Terms skipped: n".

Table 1 with columns: Term | Searches | Type | Action

Table 2 with columns: Synonym group | Terms | Title it should find

TO HERE • End of prompt

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

F08 • 10 min

F08 Discount code check

Which codes get used, by whom, and which are clutter.

Use when Discounts are everywhere and you cannot say which codes are worth keeping.

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

F08 • 1. Gather your inputs

Sales and discounts by code CSV

Analytics > Reports > New exploration: Gross sales, Discounts, Net sales, Orders by Discount code. Or the Orders export (Discount Code, Discount Amount, Subtotal), grouped by code.

DELETE FIRST Any column that names a customer.

Your own codes TEXT OPTIONAL

Each code you made on purpose: CAMPAIGN, CREATOR or STAFF.

NEVER PASTE Customer names or emails

2. Run the complete prompt

Use the text file for reliable copying. Paste all parts of F08 in order, then add the inputs above. The prompt starts on page 70.

Best copied from the plain-text file:

anshuldesigns.com/downloads/anshul-store-data-prompts.txt

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

F08 • 10 min

F08: read & decide

Example preview		Partial output
From the guide's fictional example inputs; use your own evidence.		
Code	Type	
SUMMER15	CAMPAIGN	
LUNA20	CREATOR	
SPRING10	UNKNOWN	
Full first-table fields Code • Orders • Gross sales • Discount • Net sales • Depth • Type • Keep / Share as a link / Retire Keep every requested table and field from the complete prompt.		

F08 • 3. Validate the reply

- ☐ Net sales has no tax or shipping in it.
- ☐ Do not add code rows: one order can sit in several⁹.
- ☐ Check each ASSUMPTION.

F08 • Read the result

Depth = discount / gross sales.

F08 • 4. Do next

Share a campaign code as a link, not an automatic discount, unless you mean every shopper to get it¹⁰.

Watch for this failure A code you did not list looks like clutter.
UNKNOWN codes get Keep: apps make codes too.

Next prompt F12 30-day fix plan (page 93)

PAIRS WITH [Scorecard 01](#) • L20 Offer applied at checkout; none: tick

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

F08 • 10 min

F08: see how it works

Illustrative example • fictional inputs, not an AI result

Check the contribution after a discount

Fictional unit economics; excludes tax for this illustration.

Before discount

Rs 500 / order

Contribution

After 20% discount

Rs 300 / order

Contribution

01 F08 • Source to input

Price Rs 1,000; product cost Rs 400; variable fulfilment/payment cost Rs 100. Proposed discount: 20%.

02 F08 • Calculate / read

Before: $\text{Rs } 1,000 - \text{Rs } 400 - \text{Rs } 100 = \text{Rs } 500$ contribution. After: $\text{Rs } 800 - \text{Rs } 400 - \text{Rs } 100 = \text{Rs } 300$. Keeping contribution flat needs $500 / 300 = 1.67$ times as many orders, about 67% more.

03 F08 • Decide / verify

Use your complete cost inputs in the prompt. A higher conversion rate alone does not establish a profitable discount.

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

F08 • 10 min

F08: copy the prompt, part 1

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

Best copied from the plain-text file: anshuldesigns.com/downloads/anshul-store-data-prompts.txt

COPY FROM HERE

F08 DISCOUNT CODE CHECK

ROLE

You are an ecommerce analyst. You only use the discount numbers and notes I paste.

CONTEXT

Store: [STORE NAME]. Date range: [START DATE] to [END DATE]. Currency: [CURRENCY]. Codes I made on purpose, each with its purpose (CAMPAIGN, CREATOR or STAFF): [MY CODES AND PURPOSES].

INPUTS

One row per discount code for the date range above: Discount code, Orders, Gross sales, Discounts, Net sales (from New exploration with the dimension Discount code). Or the Orders export, grouped by code: Net sales = Subtotal, Gross sales = Subtotal + Discount Amount (label ASSUMPTION: before returns):
[PASTE THE TABLE HERE]

Continue on page 71.

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

F08 • 10 min

F08: copy the prompt, part 2

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

Best copied from the plain-text file: anshuldesigns.com/downloads/anshul-store-data-prompts.txt

F08 CONTINUED

STEPS

1. Ignore any row with no discount code. Never add rows together: an order with several discounts appears once in each discount's row.
2. Depth per code = discounts / gross sales, with discounts as a positive number. Count the codes used under 5 times, and all codes.
3. Type per code: CAMPAIGN, CREATOR or STAFF only if my list says so; a code that looks random with 1 order is APP-GENERATED (label ASSUMPTION); everything else is UNKNOWN.
4. Label: Retire only a CAMPAIGN code with under 5 orders. Share as a link a CAMPAIGN code with 5 or more orders in the top 10 by net sales (label ASSUMPTION). UNKNOWN gets Keep and the note CHECK WHO MADE IT. All other codes are Keep.
5. Show the top 10 codes by net sales, one row each, then the number of codes not shown.

RULES

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

Continue on [page 72](#).

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

F08 • 10 min

F08: copy the prompt, part 3

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

Best copied from the plain-text file: anshuldesigns.com/downloads/anshul-store-data-prompts.txt

F08 CONTINUED

7. Output only the sections listed under OUTPUT, in that order. No introduction and no closing summary.
8. Quote net sales, never gross sales or total sales. If there is no Net sales column, write Not enough data in that column.
9. Never retire a CREATOR code without asking the creator. STAFF and APP-GENERATED codes are not promotions: always Keep.

OUTPUT

One line: "Codes used under 5 times: n of m".

Table 1 with columns: Code | Orders | Gross sales | Discount | Net sales | Depth | Type | Keep / Share as a link / Retire

Every cell that holds a calculated number shows its working as $a / b = c$, for example $65 / 4,000 = 1.63\%$.

Then one line: "Codes not shown: n".

TO HERE • End of prompt

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

F09 • 15 min

F09 Free-shipping check

Whether free shipping pulls carts up, as far as your data shows.

Use when You have a free-shipping threshold and want to know if it moves carts.

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

F09 • 1. Gather your inputs

Threshold and bucket width TEXT

Settings > Shipping and delivery: the free rate's amount. Width: 1/10 to 1/5 of it.

Abandoned subtotals CSV

Orders > Abandoned checkouts > Export, last three months.

Order subtotals CSV

Orders > Export, online store orders only.

NEVER PASTE Any column except the subtotal

2. Run the complete prompt

Use the text file for reliable copying. Paste all parts of F09 in order, then add the inputs above. The prompt starts on page 76.

Best copied from the plain-text file:

anshuldesigns.com/downloads/anshul-store-data-prompts.txt

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

F09 • 15 min

F09: read & decide

Example preview		Partial output
From the guide's fictional example inputs; use your own evidence.		
Peak	Bucket	
NO	70.00 to 74.99	
YES	75.00 to 79.99	
NO	80.00 to 84.99	
Full first-table fields Bucket • Completed orders • Peak (YES or NO) Keep every requested table and field from the complete prompt.		

F09 • 3. Validate the reply

- ☐ Check one total by hand.
- ☐ Completion share is context; the verdict uses Peak.
- ☐ Say if a sale changed prices in the range.

F09 • Read the result

Table 1 shows where completed orders bunch around the threshold.

F09 • 4. Do next

If SUPPORTS, show it near Buy. Otherwise test a change with F11.

Watch for this failure Only a suggestion. Abandoned checkouts last three months⁶.

Next prompt F11 Fix or test ([page 88](#))

PAIRS WITH [Scorecard 02](#) • P18 Delivery cost shown near the button

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

F09 • 15 min

F09: see how it works

Illustrative example • fictional inputs, not an AI result

Make a cart threshold testable

Fictional cart and shipping rule.

01**F09 • Source to input**

Cart subtotal Rs 1,200. Free-shipping threshold Rs 1,500. A relevant accessory costs Rs 300.

02**F09 • Calculate / read**

Gap to threshold: $\text{Rs } 1,500 - \text{Rs } 1,200 = \text{Rs } 300$. Adding the accessory reaches the threshold exactly. Avoid a suggestion that adds less than the gap or costs more than the shipping benefit warrants.

03**F09 • Decide / verify**

Verify eligibility, stock and shipping costs before changing the cart.
Recheck the rule with the actual cart subtotal.

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

F09 • 15 min

F09: copy the prompt, part 1

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

Best copied from the plain-text file: anshuldesigns.com/downloads/anshul-store-data-prompts.txt

COPY FROM HERE

F09 FREE-SHIPPING CHECK

ROLE

You are an ecommerce analyst. You only use the subtotals I paste.

CONTEXT

Store: [STORE NAME]. Date range: [START DATE] to [END DATE]. Currency: [CURRENCY]. Free shipping starts at a cart subtotal of [THRESHOLD].
Bucket width: [BUCKET WIDTH].

INPUTS

Two lists of subtotals, one number per line, no other columns, the same range inside the last three months. Abandoned checkouts (recovered rows deleted):

[PASTE THE ABANDONED SUBTOTALS HERE]

Completed online store orders (ignore blank cells):

[PASTE THE ORDER SUBTOTALS HERE]

Continue on [page 77](#).

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

F09 · 15 min

F09: copy the prompt, part 2

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

Best copied from the plain-text file: anshuldesigns.com/downloads/anshul-store-data-prompts.txt

F09 CONTINUED

STEPS

1. Make 6 buckets of the bucket width, from the threshold minus 3 widths up to, but not including, the threshold plus 3 widths. A subtotal equal to a bucket's lower edge belongs to it. Ignore subtotals outside all buckets and count them.
2. Per bucket count Completed orders and Abandoned checkouts.
Completion share = completed orders / (completed orders + abandoned checkouts).
3. Verdict: SUPPORTS if completed orders peak in the bucket just above the threshold (more than in the buckets on either side) and each of those three buckets has at least 30 orders (a rule of thumb); DOES NOT SUPPORT if there is no such peak; NOT PROVABLE if any of the three has fewer than 30.

RULES

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

Continue on page 78.

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

F09 • 15 min

F09: copy the prompt, part 3

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

Best copied from the plain-text file: anshuldesigns.com/downloads/anshul-store-data-prompts.txt

F09 CONTINUED

8. Never write that the threshold caused a change. Write "suggests" or "is consistent with". Quote the completed orders of the three buckets in the reasons.

9. Completion share is expected to be higher where shipping is free. Show it in Table 2 and never use it for the verdict.

OUTPUT

Table 1 with columns: Bucket | Completed orders | Peak (YES or NO)

Table 2 with columns: Bucket | Abandoned checkouts | Completion share

End each table with a row "Outside all buckets (ignored)" holding that count.

Every cell that holds a calculated number shows its working as $a / b = c$, for example $65 / 4,000 = 1.63\%$.

Then one line: "Verdict: SUPPORTS", "Verdict: DOES NOT SUPPORT" or "Verdict: NOT PROVABLE", followed by the reasons in 2 sentences.

TO HERE • End of prompt

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

F10 • 10 min

F10 Ad to page match

How well one ad and its page match, and a new first screen.

Use when A paid ad sends clicks that land and leave.

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

F10 • 1. Gather your inputs

The ad: primary text and headline TEXT

Ads Manager > Ads > open the ad > Edit, or the Meta Ad Library.

Destination URL and page text TEXT

The ad's URL, then the page text: first screen, main image, full text.

DELETE FIRST Reviewer names in a reviews widget.

Creative or screenshots

SCREENSHOT OPTIONAL

Optional: screenshots of ad and page.

NEVER PASTE Names or emails from ad comments

2. Run the complete prompt

Use the text file for reliable copying. Paste all parts of F10 in order, then add the inputs above. The prompt starts on page 81.

Best copied from the plain-text file:

anshuldesigns.com/downloads/anshul-store-data-prompts.txt

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

F10 · 10 min

F10: read & decide

Example preview		Partial output
From the guide's fictional example inputs; use your own evidence.		
Match	Score	
Headline	0	
Offer	0	
Angle	1	
Full first-table fields Match point · Ad says · Page says · Score (0, 1, 2) · Fix Keep every requested table and field from the complete prompt.		

F10 · 3. Validate the reply

- ☐ Each Ad says and Page says cell quotes your paste.
- ☐ Product shown is 1 at most without screenshots.
- ☐ Check the proof line against a real review.

F10 · Read the result

Each row sets an ad quote beside a page quote.
2 is a match, 1 partial, 0 missing.

F10 · 4. Do next

Fix the lowest score first, then run F10 again on the new first screen.

Watch for this failure It cannot see images, so Product shown stays at 1 without screenshots.

Next prompt F04 Scorecard to fixes (page 41)

PAIRS WITH The six match checks of scorecard 01: L01, L02, L03, L04, L06, L10

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

F10 · 10 min

F10: copy the prompt, part 1

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

Best copied from the plain-text file: anshuldesigns.com/downloads/anshul-store-data-prompts.txt

COPY FROM HERE

F10 AD TO PAGE MATCH

ROLE

You are an ecommerce conversion analyst. You only use the ad and page text I paste.

CONTEXT

Store: [STORE NAME]. Sells [WHAT YOU SELL] to [WHO BUYS]. Traffic from this ad is [COLD OR WARM] (COLD people do not know my brand yet; WARM people have visited, bought or joined my list). Currency: [CURRENCY].

INPUTS

The ad: primary text and headline.

[PASTE THE AD TEXT HERE]

Optional: the creative in words (what it shows, the product, any words on it), or screenshots of the ad creative and of the page:

[PASTE THE CREATIVE DESCRIPTION HERE]

The ad's destination URL:

[PASTE THE URL HERE]

The landing page: first-screen text, a one-line description of its main image, then its full text:

[PASTE THE PAGE TEXT HERE]

Continue on [page 82](#).

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

F10 · 10 min

F10: copy the prompt, part 2

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

Best copied from the plain-text file: anshuldesigns.com/downloads/anshul-store-data-prompts.txt

F10 CONTINUED

STEPS

1. Score 6 match points, each 0, 1 or 2. Headline: the page headline repeats the ad's main promise in the same key words. Offer: the same terms are on the first screen (2 if the ad has no offer). Product shown: the exact product and variant from the ad is on the first screen. Angle: the page leads with the ad's angle. Awareness stage: cold traffic gets what it is and who it is for before the offer; warm traffic gets the offer and a button first. Proof: a rating with a review count, a customer quote or a customer number is on the first screen.
2. 2 = clear match, 1 = partial, 0 = no match or missing. Total = the six scores added. Write one fix for every score under 2.
3. Rewrite the first screen (my voice if pasted, else plain): headline, subhead, button, proof line.

RULES

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

Continue on [page 83](#).

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

F10 · 10 min

F10: copy the prompt, part 3

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

Best copied from the plain-text file: anshuldesigns.com/downloads/anshul-store-data-prompts.txt

F10 CONTINUED

7. Output only the sections listed under OUTPUT, in that order. No introduction and no closing summary.
8. Ad says and Page says are exact quotes. Write Nothing if the text has no match.
9. Score Product shown 1 at most unless I attached screenshots of the ad creative and of the page.
10. The rewrite uses only words and facts from the ad, the page text and my CONTEXT. If there is no real proof line, write Not enough data.

OUTPUT

Table 1 with columns: Match point | Ad says | Page says | Score (0, 1, 2) | Fix

Then one line: "Total: n of 12", with the six scores added in brackets.

Then the line: "A 2 equals a tick in Scorecard 01; a 0 or 1 is not ticked."

Table 2 with columns: Headline | Subhead | Button label | Proof line

TO HERE · End of prompt

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

1/4

F10 in practice: a candle ad and its story page

WORKED EXAMPLE · FICTIONAL STORE

1 of 12

MATCH POINTS, BEFORE THE FIX

FICTIONAL EXAMPLE · NUMBERS INVENTED · WHAT WENT IN

Store: Ember & Oak. Sells scented soy candles to adults buying for their own homes and as gifts. Traffic from this ad is COLD. Currency: USD.

Primary text: Buy 2, get 1 free on vanilla candles this week. Hand-poured soy wax, warm vanilla, ready for any room.

Headline: Vanilla that fills the room

Creative: A lit vanilla candle in a glass jar on a wooden shelf, with the words "Buy 2, get 1 free" across the bottom.

Destination URL: <https://emberandoak.example/pages/our-story>

First screen: "Made slowly, in small batches." Main image: two people pouring wax in a workshop, no candle in view. Button: "Read our story".

Full text: Our story. Why we started. How we pour. Meet the team. Shop the range.

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

2 / 4

F10 in practice: a candle ad and its story page, part 2

Record 1

Match point: Headline

Ad says: "Vanilla that fills the room"

Page says: "Made slowly, in small batches."

Score (0, 1, 2): 0

Fix: Use the ad's promise as the page headline: "Vanilla that fills the room". The page headline has none of the ad's key words (vanilla, fills, room).

Record 2

Match point: Offer

Ad says: "Buy 2, get 1 free on vanilla candles this week."

Page says: Nothing

Score (0, 1, 2): 0

Fix: Put "Buy 2, get 1 free on vanilla candles this week" on the first screen. The first screen has no offer terms.

Record 3

Match point: Product shown

Ad says: "A lit vanilla candle in a glass jar on a wooden shelf, with the words "Buy 2, get 1 free" across the bottom."

Page says: "Main image: two people pouring wax in a workshop, no candle in view."

Score (0, 1, 2): 0

Fix: Replace the main image with the lit vanilla candle in a glass jar. No candle is in view, so the product from the ad is not shown.

3 / 4

F10 in practice: a candle ad and its story page, part 3

[rows trimmed]

Total: 1 of 12 (0 + 0 + 0 + 1 + 0 + 0 = 1)

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

Record 1

Headline: Vanilla that fills the room

Subhead: Hand-poured soy wax vanilla candles for your own home or as a gift. Buy 2, get 1 free on vanilla candles this week.

Button label: Shop vanilla candles

Proof line: Not enough data

Hand check

Headline: 0. The page says "Made slowly, in small batches."; the ad says "Vanilla that fills the room".

Offer: 0. "Buy 2, get 1 free" is not on the first screen.

Product shown: 0. No candle in the page image, and 1 is the most it can score without screenshots.

Total: 1 of 12. The proof line says Not enough data: no rating or review count was pasted, so none is written.

What to notice

Every Ad says and Page says cell is a quote you can find in the text you pasted.

4 / 4

F10 in practice: a candle ad and its story page, part 4

Product shown stays at 1 or lower without screenshots of the ad creative and of the page, so a real score needs both.

F11 · 10 min

F11 Fix or test

Ship, test, or ship and watch, with the sample-size working shown.

Use when You have one change idea and need to know whether your traffic can test it.

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

F11 · 1. Gather your inputs

Evidence for the change TEXT

Your scorecard result, customer quotes from F05, or numbers from F01 to F03.

Page sessions and orders, 4 weeks TABLE

Analytics > Reports > Sessions by landing page: the page's row, with Orders.

NEVER PASTE Customer names or emails

2. Run the complete prompt

Use the text file for reliable copying. Paste all parts of F11 in order, then add the inputs above. The prompt starts on page 90.

Best copied from the plain-text file:

anshuldesigns.com/downloads/anshul-store-data-prompts.txt

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

F11 · 10 min

F11: read & decide

Example preview		Partial output
From the guide’s fictional example inputs; use your own evidence.		
Input	Value	
Sessions	6,000	
Action tag	TEST	
Full first-table fields		
Input · Value		
Keep every requested table and field from the complete prompt.		

F11 · 3. Validate the reply

- ☐ Redo the weeks with Lehr’s rule¹¹.
- ☐ Weeks needed is a floor: real tools run higher.
- ☐ Shopify Rollouts can run the test¹².

F11 · Read the result

The scorecard tag decides first, your traffic second. Weeks needed is a floor.

F11 · 4. Do next

FIX or SHIP AND WATCH: change it, note the date. TEST: set it up, or use Shopify Rollouts.

Watch for this failure Lehr calls his rule crude¹¹, so weeks needed is a floor.

Next prompt F12 30-day fix plan (page 93)

PAIRS WITH Every check tagged Test in scorecards 01 and 02

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

F11 · 10 min

F11: copy the prompt, part 1

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

Best copied from the plain-text file: anshuldesigns.com/downloads/anshul-store-data-prompts.txt

COPY FROM HERE

F11 FIX OR TEST

ROLE

You are an ecommerce analyst. You only use the numbers and evidence I paste.

CONTEXT

Store: [STORE NAME]. Page: [PAGE NAME OR URL]. Change idea: [THE ONE CHANGE]. Scorecard action tag for it: [FIX, FIX AND WATCH, TEST OR NONE]. Smallest relative lift worth detecting: [LIFT PERCENT] (use 20 if I leave it empty).

INPUTS

The evidence for the change (my scorecard result, customer quotes, numbers):

[PASTE THE EVIDENCE HERE]

The page's sessions and orders for the last 4 weeks (Sessions by landing page, or for a page shoppers reach after landing, a page-level report):

[PASTE THE PAGE NUMBERS HERE]

Continue on [page 91](#).

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

F11 · 10 min

F11: copy the prompt, part 2

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

Best copied from the plain-text file: anshuldesigns.com/downloads/anshul-store-data-prompts.txt

F11 CONTINUED

STEPS

1. $p = \text{orders} / \text{sessions on this page}$. $\text{lift} = \text{the lift percent above} / 100$. If orders is 0, step 2 is Not enough data, and so is the verdict for a TEST or NONE tag.
2. Visitors needed per version $n = 16 \times p \times (1 - p) / (p \times \text{lift})^2$. Total = $2 \times n$. Sessions per week = $\text{sessions} / 4$. Weeks needed = $\text{total} / \text{sessions per week}$. Can test in 4 weeks = YES if weeks needed is 4 or less.
3. Verdict: FIX if the tag is FIX. SHIP AND WATCH if the tag is FIX AND WATCH. If the tag is TEST or NONE: TEST if I can test in 4 weeks, otherwise SHIP AND WATCH.
4. Write the hypothesis: "Because <evidence>, changing <element> for <who> will move <metric>". Then the primary metric, 2 guardrail metrics and a stop rule: run the full weeks needed; for SHIP AND WATCH, compare orders for 4 weeks before and after on the same traffic sources.

RULES

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

Continue on [page 92](#).

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

F11 · 10 min

F11: copy the prompt, part 3

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

Best copied from the plain-text file: anshuldesigns.com/downloads/anshul-store-data-prompts.txt

F11 CONTINUED

7. Output only the sections listed under OUTPUT, in that order. No introduction and no closing summary.

8. In the verdict reason say this is a planning estimate (80% power, 5% two-sided significance) and a floor: Lehr calls it crude and exact calculators give somewhat higher numbers.

9. Date rule: my range starts on or after 24 Sep 2026, or ends before 21 Sep 2026. Mention these dates only if my rows cross 21 to 23 Sep 2026: then say so and compare orders and sales, not sessions or conversion rates.

OUTPUT

One line: "Verdict: FIX", "Verdict: TEST" or "Verdict: SHIP AND WATCH", with one reason.

Table 1 with columns: Input | Value. Rows: Sessions, Orders, p, lift, Action tag.

Table 2 with columns: Measure | Working | Result. Rows: Visitors needed per version, Weeks needed, Can test in 4 weeks?

Then four lines: Hypothesis, Primary metric, Guardrails, Stop rule.

TO HERE · End of prompt

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

F12 · 15 min

F12 30-day fix plan

A week-by-week plan built from your failed scorecard checks.

Use when You have a scorecard result and a list of failures and need an order of work.

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

F12 · 1. Gather your inputs

Failed checks TEXT

Your scoresheet from scorecard 01 or 02: each unticked check with id, title, tier, effort and action tag.

Who can do what, and your hours TEXT

For example: you for copy and settings, a developer for theme changes, a designer for images.

NEVER PASTE Private contact details of staff

2. Run the complete prompt

Use the text file for reliable copying. Paste all parts of F12 in order, then add the inputs above. The prompt starts on [page 95](#).

Best copied from the plain-text file:

anshuldesigns.com/downloads/anshul-store-data-prompts.txt

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

F12 · 15 min

F12: read & decide

Example preview		Partial output
From the guide’s fictional example inputs; use your own evidence.		
Check	Effort	
P03	0.5 h	
P09	16 h	
Full first-table fields Week · Check · Task · Owner · Effort · Done when · What to watch Keep every requested table and field from the complete prompt.		

F12 · 3. Validate the reply

- ☐ Every red flag is in the plan and starts in week 1.
- ☐ No task says No owner: decide who does it first.
- ☐ At most one test, and the last row is the day 30 re-score.

F12 · Read the result

Week 1 holds the red flags. Each load line compares hours planned with hours you have.

F12 · 4. Do next

Do week 1. Note 21 to 23 Sep 2026 and each fix in your own calendar or tracking sheet.

Watch for this failure Hours per task are assumptions (Minutes 0.5, Days 16, Project 40). If week 1 overfills, change the hours, not the plan.

PAIRS WITH Every failed check in scorecards 01 and 02

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

F12 · 15 min

F12: copy the prompt, part 1

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

Best copied from the plain-text file: anshuldesigns.com/downloads/anshul-store-data-prompts.txt

COPY FROM HERE

F12 30-DAY FIX PLAN

ROLE

You are an ecommerce project planner. You only use the checks, people and hours I paste.

CONTEXT

Store: [STORE NAME]. Start date: [START DATE]. Hours I can work on this each week: [HOURS PER WEEK].

INPUTS

My failed checks from the scorecard scoresheet, one per line: id, title, tier, effort and action tag as printed:

[PASTE THE FAILED CHECKS HERE]

Who can do what (for example: me for copy, a developer for theme changes, a designer for images):

[PASTE THE PEOPLE HERE]

Continue on [page 96](#).

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

F12 · 15 min

F12: copy the prompt, part 2

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

Best copied from the plain-text file: anshuldesigns.com/downloads/anshul-store-data-prompts.txt

F12 CONTINUED

STEPS

1. Put each failed check on one rung, first match wins. Rung 1: tier Critical. Rung 2: High, effort Minutes, not tagged Test. Rung 3: Medium, Minutes, not Test. Rung 4: High, Days, not Test. Rung 5: High with effort Project, or any other check tagged Test. Rung 6: everything else.
2. Order tasks by rung, then Critical, High, Medium, then Minutes, Days, Project, then id. The task is the action that makes the check title true. Do not invent details. Give each task an owner from my list, else No owner.
3. Hours per task (ASSUMPTION): Minutes 0.5, Days 16, Project 40. Rung 1 tasks start first, inside my weekly hours. A task that does not fit the hours left starts the next week; a task longer than a week takes the weeks it needs.
4. Plan at most one task tagged Test in the 30 days (a rung 1 Test task takes that place; a second goes to Later). Send other Test tasks, rung 6 and any task that would start after week 4 to Later. Add a last row, week 4: re-score the page with the scorecard on day 30 (1 hour).
5. Done when = the check's pass line is met. What to watch: FIX AND WATCH, orders for 4 weeks after against 4 weeks before, same traffic sources; TEST, the primary metric set before the test; FIX, Nothing.

Continue on page 97.

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

F12 · 15 min

F12: copy the prompt, part 3

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

Best copied from the plain-text file: anshuldesigns.com/downloads/anshul-store-data-prompts.txt

F12 CONTINUED

RULES

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

OUTPUT

Table 1 with columns: Week (1 to 4, or Later) | Check | Task | Owner | Effort | Done when | What to watch

Then one line per week 1 to 4: "Week n load: a / b hours", and one line: "Re-score on: day 30 from my start date".

TO HERE · End of prompt

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

1/5

A finished ranked fix list

WORKED EXAMPLE • FICTIONAL STORE

17.5 of 20

HOURS PLANNED IN WEEK 1

What a finished ranked fix list looks like

F12's output for the fictional candle store. Run in Claude on 7 October 2026, trimmed.

How this list was made

F01 [page 10](#)

F03 [page 36](#)

Scorecard 02

F04 [page 41](#)

F11 [page 88](#)

F12 [page 93](#)

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

2 / 5

A finished ranked fix list, part 2

Record 1

Week: 1**Check:** P03 (Rung 1)

Task: Remove whatever covers the product, price or button in the first 5 seconds. What covers it: Not enough data (a screen recording or screenshot of the first 5 seconds on mobile would answer it).

Owner: Me (ASSUMPTION: the cover is a setting in the Shopify admin; if it needs theme code, there is No owner)

Effort: Minutes, 0.5 h (ASSUMPTION)

Done when: "Nothing covers the product, price or button in the first 5 seconds."

What to watch: Nothing

Record 2

Week: 1**Check:** P19 (Rung 1)

Task: Add a one-line returns summary near the buy button that links to the full policy. Wording: Not enough data (the returns policy text would answer it).

Owner: Me (ASSUMPTION: copy and settings in the admin)

Effort: Minutes, 0.5 h (ASSUMPTION)

Done when: "A one-line returns summary sits near the buy button and links to the full policy."

What to watch: Nothing

3 / 5

A finished ranked fix list, part 3

Record 3

Week: 1**Check:** P09 (Rung 1)**Task:** Make the gallery hold at least 3 different images, with one showing the product in use or worn.**Owner:** A designer**Effort:** Days, 16 h (ASSUMPTION)**Done when:** "The gallery has at least 3 different images, and one shows the product in use or worn."**What to watch:** Orders for 4 weeks after against 4 weeks before, same traffic sources

Record 4

Week: 1**Check:** P07 (Rung 3)**Task:** Change the buy button's label to a verb that matches the label on your other product pages.**Owner:** Me (ASSUMPTION: settings in the admin)**Effort:** Minutes, 0.5 h (ASSUMPTION)**Done when:** "The buy button's label is a verb and matches the label on your other product pages."**What to watch:** Nothing

4 / 5

A finished ranked fix list, part 4

Record 5

Week: 2**Check:** P05 (Rung 4)**Task:** Place stars and review count by the product name so they jump to the reviews when tapped.**Owner:** No owner (ASSUMPTION: this needs theme changes and you have no developer)**Effort:** Days, 16 h (ASSUMPTION)**Done when:** "Stars and review count sit by the product name and jump to the reviews when tapped."**What to watch:** Orders for 4 weeks after against 4 weeks before, same traffic sources

[rows trimmed]

Week 1 load: 17.5 / 20 hours ($0.5 + 0.5 + 16 + 0.5 = 17.5$)

Hand check

Week 1 load: $0.5 + 0.5 + 16 + 0.5 = 17.5$ of 20 hours

The three Critical checks (P03, P19, P09) all start in week 1

Effort hours follow the prompt: Minutes 0.5 h, Days 16 h

What to notice

Week 1 holds the three red flags and the quick fix. Nothing in a week is planned above your 20 hours.

5 / 5

A finished ranked fix list, part 5

A task nobody on your list can do reads No owner: decide who does it. Hours come from the effort tag (Minutes 0.5, Days 16).

1/3

When the output is wrong, and safety

If it goes wrong

Most bad answers have one of a few causes. Try these in order.

01

Paste more rows

A thin export gives a thin answer. Paste the rows you left out, or the next page of the report.

PASTE THIS

Here are more rows from the same export. Redo the tables using all the rows I have pasted so far.

02

Paste the facts block

Copy that could belong to any store had no facts to work from.

PASTE THIS

Here is my store facts block. Redo the answer using only these facts and this voice.

03

Ask for the tables only

If the assistant adds an essay or a summary, ask for the OUTPUT section and nothing else.

PASTE THIS

2 / 3

When the output is wrong, and safety, part 2

Give me only the tables listed under OUTPUT, in that order, and nothing else.

04

Split the job

Long exports and long prompts get skimmed. Run the steps in two halves: the arithmetic first, then the labels.

PASTE THIS

Do only steps 1 to 3 and show the working. Stop there.

05

Ask it to quote its evidence

Every judgement should point to a row or a sentence you can find.

PASTE THIS

For each row, quote the exact row or sentence from my paste that supports it. If you cannot, write Not enough data.

06

Run it again and compare

A number that changes between two runs is a number to recheck.

DO THIS

Open a new chat, paste the whole prompt and the same data again, and compare the numbers line by line.

3 / 3

When the output is wrong, and safety, part 3

NEVER PASTE

- | Customer names, emails, phone numbers and addresses
- | Order numbers
- | Payment details
- | Passwords, admin logins and API keys
- | Anything a contract says is confidential

Before you paste anything

Check your assistant's data settings before you paste business data. Where your tool lets you turn off training on your chats, turn it off first.

An uploaded file can be read in part: ask how many rows it read and compare that with your export.

If a table is long, paste the top rows and say rows were cut. The prompts only use what you paste.

Counts that can look low

In regions where your cookie banner asks for consent, such as the EEA and the UK, Shopify collects non-essential data only after consent, which it says shows up as lower session counts and conversion rates¹³. If most of your traffic is from those regions, compare orders, not only rates.

Shopify's bot filter covers sessions from 7 October 2025 onwards only, so a 12-month range mixes two bot treatments¹.

1/1

Sources and how these prompts were tested

Method and sources

A number after a sentence links to its row below. Each source is listed in the order it is first cited.

How these prompts were tested

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

A prompt only works on the numbers you paste. It cannot see your store, your theme or your customers, and it cannot tell you which fix will move your numbers: your own data and tests do that.

1/1

Behind the testing rules

Behind F11

Visitors needed per version, by Lehr's rule of thumb: about $n = 16 \cdot p(1 - p) / (p \cdot \text{lift})^2$, for 80% power at a two-sided 5% significance level¹¹. Lehr calls it a crude estimate; exact calculators give somewhat higher numbers, so treat it as a floor. Here p is orders divided by sessions on this page. Compare the bar with half your page's visitors in 4 weeks (a test splits them in two).

Shopify can now run the A/B test for you. Rollouts (Markets > Rollouts) compares a theme change with your live theme on real traffic¹². Shopify Help says experiments need the Grow plan or higher, and a rollout cannot change Liquid templates¹⁴. It still needs enough visitors (see the sample size above), and it avoids the before-and-after problem of the September 2026 session change.

Optional sources, part 1

Background references supporting this pack. You can use the recipes without reading this appendix in order.

NO.	SOURCE	USED FOR
1	Shopify Help Center Changes to sessions and conversion rate in Shopify Analytics help.shopify.com/en/manual/reports-and-analytics/discrepancies/session-measurement-update	1 The change rolled out from 21 to 23 September 2026: sessions no longer end at midnight UTC, some sessions without a page view count, identified bots are filtered out by default, orders and sales are unchanged, and bot classification covers sessions from 7 October 2025 only.
2	Shopify Shopify Analytics session measurement improvements 21 Sep 2026 · changelog.shopify.com/posts/shopify-analytics-session-measurement-improvements	2 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.
3	Anshul (author's own record) Ecommerce experiments case study: the audit checklist in use anshuldesigns.com/projects/ecommerce-ab-tests	3 The size of the checklist behind the free audit is the author's own statement, not a study; the audit page states it too.
4	Google Analytics Help Funnel exploration support.google.com/analytics/answer/9327974	4 GA4's funnel exploration counts users moving through the steps; with a breakdown such as Device category, each user counts under the first value that applies to them.

Every source was checked on 6 October 2026.

Optional sources, part 2

Background references supporting this pack. You can use the recipes without reading this appendix in order.

NO.	SOURCE	USED FOR
5	Shopify Help Center Behavior reports help.shopify.com/en/manual/reports-and-analytics/shopify-reports/report-types/behaviour-reports	5 Shopify's search reports (Searches by search query, Searches with no clicks, Searches with no results, Search conversions over time) have a delay of up to 72 hours.
6	Shopify Help Center Recovering abandoned checkouts help.shopify.com/en/manual/promoting-marketing/create-marketing/abandoned-checkouts	6 Shopify records an abandoned checkout after the shopper has given an email and left for more than ten minutes, and deletes abandoned checkouts older than three months from the admin.
7	Shopify Reduced bot noise in abandoned checkouts 16 Jun 2026 · changelog.shopify.com/posts/reduced-bot-noise-in-abandoned-checkouts	7 Since 16 June 2026, bots that test stolen card numbers without paying no longer create abandoned checkouts.
8	Shopify Help Center Exporting orders help.shopify.com/en/manual/orders/export-orders	8 Shopify emails the orders CSV to the store owner when an export is large or is made by date range.

Every source was checked on 6 October 2026.

Optional sources, part 3

Background references supporting this pack. You can use the recipes without reading this appendix in order.

NO.	SOURCE	USED FOR
9	Shopify Multiple product discounts on the same item 15 Jul 2026 · changelog.shopify.com/posts/multiple-product-discounts-on-the-same-item	9 Since 15 July 2026 several product discounts can apply to one item.
10	Shopify Help Center Managing and editing your discounts help.shopify.com/en/manual/discounts/managing-discounts	10 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.
11	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	11 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.
12	Shopify Schedule and test storefront changes with Rollouts 31 Mar 2026 · changelog.shopify.com/posts/schedule-and-test-storefront-changes-with-rollouts	12 Rollouts (Markets > Rollouts) can A/B test theme changes against the current theme with real traffic.

Every source was checked on 6 October 2026.

Optional sources, part 4

Background references supporting this pack. You can use the recipes without reading this appendix in order.

NO.	SOURCE	USED FOR
13	Shopify Help Center Configuring customer privacy settings help.shopify.com/en/manual/privacy-and-security/privacy/customer-privacy-settings/privacy-settings	13 In regions where the cookie banner asks for consent, such as the EEA and the UK, Shopify collects non-essential data only after consent, which can lower session counts and conversion rates.
14	Shopify Help Center Requirements and considerations for using rollouts help.shopify.com/en/manual/markets/rollouts/requirements-and-considerations	14 Shopify Help says Rollouts experiments need the Grow plan or higher, and a rollout cannot change Liquid templates or apply to vintage themes.

Every source was checked on 6 October 2026.

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Next step

Next step

You now know where your store leaks. Fixing it takes design and build.

The two scorecards in this series, Landing Page Scorecard and Shopify Product Page Scorecard, give you the failed checks that F04, F11 and F12 turn into fixes.

Want a second pair of eyes on the whole store?

I check your store against a 217-point conversion checklist³, on desktop and mobile, from the home page to the first checkout step, and send you the biggest problems and what to fix first. Free, within 3 business days.

Get the free CRO audit: [anshuldesigns.com/free-cro-audit](https://www.anshuldesigns.com/free-cro-audit)
<https://www.anshuldesigns.com/free-cro-audit?from=pdf-founder>

Want it built? I design and build product pages, landing pages and ads on monthly plans from \$1,500, or as a one-off build. Start a project

<https://www.anshuldesigns.com/contact?from=pdf-founder>

I'm Anshul, a designer and developer in Gurgaon, India. I design and build product pages, landing pages and ads for ecommerce brands and the agencies that run their ads. Between 2022 and 2025 I worked on 50+ conversion experiments across seven D2C brands, and roughly 40% of them failed, which is why every prompt here shows its working instead of promising a lift.¹⁵ One that worked: a bridal-robe product page and cart I rebuilt for Blossom & Syrup; the case study shows the before and after.

50+ conversion experiments
<https://www.anshuldesigns.com/projects/ecommerce-ab-tests>

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

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Next step, part 2

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Edition 2 · October 2026