

Shopify Conversion Leak Finder - Free Starter Kit

Use this package as the first-pass version of the full Shopify Conversion Diagnostic Kit.

What is included

- Start Here orientation
 - Expanded 141-page Shopify Conversion Leak Finder guide with selected paid-kit pages
 - Quick scorecard workbook
 - Original 20-point quick checklist
 - 54-point starter audit checklist
 - Selected templates for product page review, checkout trust, mobile QA, prioritization, and roadmap planning
 - Selected examples showing baseline, ranked fixes, and stronger audit notes
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How to use it

1. Capture the baseline metrics before changing the store.
2. Complete the quick scorecard.
3. Use the 54-point starter audit to find the highest-confidence constraint.
4. Use the selected templates to turn the first issue into a short action plan.
5. Move to the full kit when you need the complete 120-point audit, 17-tab workbook, full template library, full example library, complete roadmap system, and paid PDP Platform access.

The free starter kit is designed to give you a meaningful first diagnosis, not the full operating system.