



FREE SHOPIFY DIAGNOSTIC

Shopify Conversion Leak Finder

20 checkpoints | Quick scorecard | Priority triage

Find the leak first

FREE PREVIEW KIT FOR SHOPIFY AND ECOMMERCE TEAMS

Shopify Conversion Leak Finder

A 20-minute diagnostic for finding the first conversion constraint before you spend more on ads, apps, discounts, or redesigns.

20-point checklist

quick scorecard

priority triage

What This Free Kit Does

This free package is designed to answer one question: where is the first visible conversion leak in the store?

It is intentionally lighter than the full diagnostic kit. Use it to create a baseline, identify likely friction, and decide whether the store needs a deeper 75-point audit.

Use case

Traffic is coming in, but the team cannot tell whether the problem is offer clarity, product confidence, cart friction, checkout surprise, mobile UX, or recovery.

Output

A quick score, a likely constraint, and the first three fixes worth investigating.

The Five Leak Zones

Most conversion problems are described as one blended metric. This kit separates the funnel into five practical zones so the team can diagnose instead of debate.

Traffic fit

Are the right shoppers landing on the right page with the right expectation?

Offer clarity

Does the shopper understand what is sold, why it is different, and what buying terms apply?

Product confidence

Does the page resolve the objections that stop add-to-cart?

Purchase friction

Does cart and checkout introduce surprise, effort, or trust risk?

Recovery rhythm

Does the team learn from hesitation and convert it into better pages, policies, and messages?

How To Use It In 20 Minutes

Do not start by redesigning the site. Start by scoring the store quickly, then looking for the lowest-scoring zone with the strongest evidence.

Minutes 1-5

Capture the current conversion rate, add-to-cart rate, reached checkout rate, checkout completion, and revenue per session.

Minutes 6-14

Score the 20 checklist items from 0-3 and add one short note for weak items.

Minutes 15-20

Pick the first three issues to investigate, assign an owner, and decide what evidence is needed before changing the site.

The 20-Point Leak Finder

Score each item 0-3: 0 = not true, 1 = weak, 2 = mostly true, 3 = strong. Start with the lowest-scoring, highest-weight areas.

MEASUREMENT	Shopify conversion, add-to-cart, reached checkout, checkout completion, AOV, and revenue per session are	W5
MEASUREMENT	Metrics are reviewed by mobile vs desktop and by top traffic source.	W5
MEASUREMENT	The team knows which report is the source of truth for orders, revenue, and attribution.	W4
TRAFFIC FIT	Top paid/social landing pages continue the promise that created the click.	W5
TRAFFIC FIT	Product or collection pages match the intent of the traffic source.	W4
OFFER CLARITY	The first screen explains what is sold, who it is for, and why it is different.	W5
OFFER CLARITY	Shipping, returns, price logic, and promotions are clear before cart.	W5
PRODUCT CONFIDENCE	Product pages answer the top buyer objections before the add-to-cart decision.	W5
PRODUCT CONFIDENCE	Images show scale, use case, variant differences, and product detail.	W4
PRODUCT CONFIDENCE	Reviews or proof help shoppers resolve real anxieties, not just generic praise.	W4
MOBILE UX	The full mobile path is reviewed on a real phone at least monthly.	W5
MOBILE UX	Popups, sticky bars, chat widgets, and app embeds do not compete on small screens.	W5
CART	Cart shows item, variant, quantity, discount behavior, shipping cues, and estimated total clearly.	W5
CART	Free-shipping threshold and upsells support checkout instead of distracting from it.	W3
CHECKOUT	Shipping cost, timing, tax, duties, and payment expectations do not surprise the shopper.	W5

The 20-Point Leak Finder

CHECKOUT	Checkout is tested by device and payment method, including express checkout.	W4
RECOVERY	Abandoned cart and checkout messages respond to likely hesitation, not only discount timing.	W4
RECOVERY	Support tickets, return reasons, and reviews are used as conversion research inputs.	W4
PRIORITIZATION	Issues are ranked by impact, confidence, effort, and risk before implementation.	W5
REVIEW RHYTHM	The team has a weekly conversion decision record with next actions, owners, and dates.	W4

What Your Score Means

The score is not a benchmark. It is a triage tool. A lower score means the store has more visible conversion debt. The most important output is the first constraint, not the total number.

80-100

Strong basics. Look for segment-specific leaks by device, channel, product type, or landing page.

55-79

Good enough to sell, but likely leaving money in one or two funnel zones.

30-54

Several visible leaks. Prioritize high-confidence fixes before buying more traffic.

0-29

Do not start with ads or redesign. Start with clarity, trust, product proof, and measurement basics.

When To Upgrade To The Full Diagnostic Kit

The free leak finder is useful when the team needs a fast read. The full kit is built for deeper diagnosis, implementation planning, recurring reviews, and consulting-grade deliverables.

Upgrade trigger

You need the full 75-point audit, weighted scoring, 8-tab workbook, example documents, worksheet pack, templates, and a 30-day roadmap.

Best buyer

Founder, ecommerce lead, growth marketer, operator, or consultant who needs to move from opinion to evidence.

STARTER EXCERPT FROM THE FULL DIAGNOSTIC KIT

Expanded free guide + selected paid-kit pages

This free PDF now includes a curated starter excerpt from the Shopify Conversion Diagnostic Kit: operating guide pages, diagnostic decision trees, common mistakes, scoring interpretation, a 30-day implementation sequence, buyer-specific paths, and selected Funnel Measurement, Offer Clarity, and Product Page audit deep dives.

The full paid kit still includes the complete 120-point audit, full workbook, complete template library, full example library, roadmap system, and PDP Platform a

How to use this kit

This kit is designed for Shopify and Shopify-like ecommerce businesses that are getting traffic but do not have a reliable conversion diagnosis process. It is not a collection of random tips. It is a system for finding the constraint in the funnel, proving what is actually broken, and turning that proof into a prioritized 30-day improvement plan.

Use the PDF to understand the diagnostic method. Use the workbook to score the store, prioritize issues, plan tests, and track improvements. Use the worksheet pack to run page reviews, session reviews, and weekly conversion meetings without starting from a blank page.

- Start with the funnel snapshot.
- Complete the 120-point audit.
- Score severity and confidence.
- Prioritize the first five fixes.
- Run the 30-day roadmap.

Operating rhythm

Treat the kit as a working system: baseline first, score with evidence, move only the highest-confidence constraints into the 30-day roadmap.

The merchant problem this solves

Shopify operators at many stages describe conversion pain in vague terms: traffic is up but sales are flat, add-to-cart is decent but checkout is weak, ads are expensive, or people say the site looks good but nobody buys. The real problem is usually not one thing. It is a stack of small friction points across offer clarity, product data, trust, mobile UX, cart expectations, checkout, and measurement.

The market signal from merchant communities is clear: founders, ecommerce managers, growth teams, launch teams, and operators want practical diagnosis. They are tired of generic advice like improve product images or add trust badges. They need to know which issue is creating the most revenue drag right now.

- The buyer is not paying for a checklist. They are paying for clarity.
- The most useful output is a ranked fix list, not a prettier website.
- Conversion work is only valuable when it changes operating behavior.

Buyer value

The paid value is not more tips. It is a clearer diagnosis of what is costing revenue, confidence, margin, or execution time right now.

The conversion diagnostic model

The Commerce Field Kits conversion model separates five layers: traffic fit, offer clarity, product confidence, purchase friction, and recovery. A store can look polished and still fail if one layer is weak. For example, a beautiful product page cannot compensate for unclear shipping costs. Strong traffic cannot compensate for weak product proof. A good checkout cannot compensate for a confusing variant selector.

The goal is to identify the first constraint. Do not start by redesigning everything. Start by asking where the customer promise becomes unclear, risky, expensive, or inconvenient.

- Traffic fit: are the right people landing?
- Offer clarity: do they understand why to buy?
- Product confidence: do they trust the product and promise?
- Purchase friction: can they buy without surprise?
- Recovery: do flows respond to hesitation intelligently?

Constraint lens

Use the five layers to stop page-level opinions from overruling funnel evidence.

What to measure before touching the site

Before making changes, capture baseline metrics for the last 30 days and compare against the previous 30 days. At minimum, collect sessions, conversion rate, add-to-cart rate, reached-checkout rate, checkout conversion, average order value, revenue per session, returning customer rate, refund rate, and gross margin where available.

The most common mistake is treating conversion rate as a single answer. Shopify's funnel events help separate product-page persuasion from cart/checkout friction. If add-to-cart is weak, the product page, offer, price, images, or traffic fit may be the issue. If add-to-cart is healthy but reached-checkout is weak, cart expectations, shipping, discount-code behavior, or trust may be the issue. If reached-checkout is healthy but purchase is weak, checkout cost, payment, shipping, tax, or confidence may be the issue.

- Segment by mobile vs desktop.
- Segment by landing page.
- Segment by new vs returning visitors where possible.
- Segment by product category.
- Segment by paid, organic, email, social, and direct traffic.

Baseline rule

Capture the starting numbers before any site change so the team can tell improvement from normal noise.

CRO is a repeatable workflow, not a design task

Many ecommerce teams treat conversion optimization as a design exercise: change the button, update the hero, add reviews, try a popup. Some of those changes can help, but the larger opportunity is to build a repeatable diagnostic workflow. The team should know how issues are discovered, scored, assigned, tested, measured, and converted into standards.

The best stores do not simply run more tests. They learn faster. They preserve what they learn. They stop repeating old mistakes after theme changes, app installations, merchandising changes, or campaign launches.

- Weekly conversion review meeting.
- Monthly mobile purchase-flow audit.
- Experiment backlog with impact/confidence/effort/risk.
- Standard definitions for funnel metrics.
- Documentation for wins, losses, and no-decision tests.

Workflow rule

Every change should have a hypothesis, owner, metric, guardrail, decision date, and learning record.

Product-page diagnosis

The product page is where desire becomes decision. The customer needs to understand the product, believe the promise, resolve objections, trust delivery, and feel safe enough to act. Product pages often underperform because they answer internal merchandising questions instead of customer decision questions.

The diagnostic question is: what must be true for a customer to confidently add this product to cart? That answer changes by category. Apparel needs fit, size, material, returns, reviews, model context, and care. Beauty needs ingredients, use case, proof, compatibility, and trust. Furniture needs dimensions, delivery, assembly, materials, returns, and room context. B2B supplies need specs, compatibility, reorder logic, and availability.

- Can the shopper understand the product in five seconds?
- Can they see the product in use?
- Can they compare options?
- Can they resolve the top three objections?
- Can they understand delivery and returns before cart?

Page review rule

Judge the page by the buying decision it supports, not by how polished the template looks.

Merged module: Product Page Revenue Kit

The Product Page Revenue module turns the product page from a visual merchandising page into a buying-decision system. It focuses on the revenue levers that decide whether qualified visitors add to cart: buying context, image proof, variant confidence, objection handling, social proof, shipping and returns clarity, product data completeness, and buy-box discipline.

This module is intentionally deeper than a generic product-page checklist. It asks which product facts, proof points, and trust cues are missing by category. A high-consideration electronics product needs specs, comparison, setup guidance, and warranty clarity. Apparel needs fit, sizing, model context, returns, and material proof. Home goods need dimensions, room context, delivery expectations, assembly, and care. The value is in category-specific diagnosis.

- Map the buyer's decision questions before editing the page.
- Audit image proof against the hesitation it needs to reduce.
- Connect variant choices to images and inventory reality.
- Place policy, delivery, and return reassurance before cart.
- Use product-page changes as tests with AOV, margin, and return-rate guardrails.

Revenue lens

Tie every product-page improvement to add-to-cart behavior, revenue per session, buyer confidence, and post-purchase quality.

Merged module: Checkout Friction and Trust Kit

The Checkout Friction and Trust module expands the kit from page diagnosis into purchase-path diagnosis. Checkout issues are rarely just form issues. They are usually expectation failures: the shopper sees a surprise cost, delivery rule, discount limitation, payment gap, tax/duty issue, account requirement, inventory problem, or policy inconsistency after they have already decided to buy.

The module separates cart friction, checkout friction, trust friction, payment friction, shipping friction, and recovery friction. This matters because fixing the wrong layer can make things worse. A discount may recover orders but weaken margin. A cart upsell may lift AOV but suppress checkout completion. A trust badge may add noise if the real issue is unclear shipping cost.

- Test cart and checkout as one promise chain.
- Document every cost, delivery, payment, and policy surprise.
- Review abandonment by device, market, shipping method, and payment method.
- Use recovery flows to answer hesitation, not only to discount.
- Evaluate checkout changes against margin, returns, support load, and fraud friction.

Promise chain

Review product page, cart, checkout, confirmation, and recovery as one promise instead of separate screens.

Merged module: Shopify Launch Readiness Kit

The Shopify Launch Readiness module converts launch preparation into an operating checklist. Many launch problems are not theme problems. They are missed redirects, untested discount rules, broken tracking, inconsistent policies, old app code, incorrect inventory, untested payment methods, unclear ownership, and no rollback plan. The customer sees the launch as one experience, even when the failure came from a backend handoff.

Launch readiness belongs inside the conversion kit because a launch, migration, redesign, or major campaign can destroy conversion quality if measurement, trust, checkout, product data, and operational readiness are not checked together. The module adds go/no-go signoff, test-order scenarios, app/code review, URL redirects, domain readiness, analytics readiness, market/shipping/tax checks, and post-launch monitoring.

- Assign owners before go-live.
- Run test orders across real scenarios.
- Map redirects and analytics before launch day.
- Audit apps, theme code, and overlays for conversion risk.
- Create 24-hour, 72-hour, and 14-day post-launch review checkpoints.

Launch control

No launch item is complete until the proof, owner, signoff, and rollback path are visible.

Cart and checkout diagnosis

Cart and checkout friction is often expectation friction. The shopper believed one thing on the product page and discovers another in the cart or checkout: shipping cost, delivery timing, tax, discount eligibility, payment method, return condition, or stock status. Every surprise increases abandonment risk.

Do not diagnose checkout in isolation. Look backward. If customers abandon at checkout because shipping is expensive, the fix may be earlier disclosure, a threshold strategy, bundled economics, or a product-margin decision. If customers abandon because discounts do not work, the issue may be campaign governance and promo rules.

- Review cart clarity.
- Review shipping and delivery expectations.
- Review discount-code behavior.
- Review payment method availability.
- Review abandoned checkout flow overlap.

Expectation test

When abandonment appears late, look earlier for the promise that set the wrong expectation.

Mobile diagnosis

For many Shopify stores, mobile is the business. Yet teams often review the site on desktop because it is easier. Mobile conversion issues are frequently created by app clutter: popups, chat widgets, sticky bars, review widgets, announcement bars, cookie banners, and upsells all competing in a small viewport.

A proper mobile review should run the full path: ad or search result, landing page, product page, variant selection, cart, checkout, payment, and confirmation. Record friction in the moment. If a human reviewer hesitates, a buyer probably will too.

- One-hand usability.
- Clear add-to-cart path.
- No overlapping widgets.
- Fast image loading.
- Easy variant selection.
- Readable policy and product detail sections.

Real-device rule

Approve mobile only after a real phone completes the same path a buyer would take.

Trust and proof diagnosis

Trust is not one badge. Trust is the cumulative feeling that the store can deliver what it promises. It comes from product proof, review quality, policy clarity, delivery transparency, consistent copy, real contact options, and a checkout that feels legitimate.

The strongest proof is specific. Generic testimonials are weaker than reviews that answer real buyer anxieties. A return policy buried in legal language is weaker than plain-language reassurance near the decision point. A beautiful brand page is weaker than product-specific evidence.

- Reviews should reduce uncertainty.
- Policies should be findable before checkout.
- Support should feel reachable.
- Images should prove the product, not decorate the page.
- Product data should match the real customer questions.

Proof standard

Specific proof beats generic reassurance: place the evidence near the hesitation it resolves.

Retention and recovery diagnosis

Abandoned cart recovery should be based on customer hesitation, not only timing. A shopper who abandons after viewing shipping cost may need delivery clarity. A shopper who abandons a high-consideration product may need proof. A shopper who repeatedly views a product may need comparison, sizing, or urgency. A blanket discount trains customers to wait.

The kit includes a recovery map so teams can separate abandoned cart, abandoned checkout, browse abandonment, post-purchase, winback, and product education flows.

- Map the behavior.
- Map the likely hesitation.
- Choose the message.
- Choose the channel.
- Measure recovered revenue and margin.

Recovery rule

Match the recovery message to the likely hesitation instead of defaulting to a discount.

Prioritization: what to fix first

The best first fix is rarely the loudest complaint. Use impact, confidence, effort, and risk. Impact asks how much revenue drag the issue could create. Confidence asks how strong the evidence is. Effort asks how hard it is to fix. Risk asks whether the change could break something else or weaken margin, brand, tracking, or operations.

A high-impact, high-confidence, low-effort issue should move immediately. A high-impact but low-confidence issue needs research. A high-effort issue should be broken into smaller tests. A risky issue should be sequenced carefully.

- Impact
- Confidence
- Effort
- Risk
- Owner
- Decision date

Prioritization rule

High-impact work deserves speed only when the evidence is strong and the risk is understood.

Common false diagnoses

When conversion is weak, teams often jump to the most visible diagnosis: the theme is bad, the ads are wrong, the price is too high, the product images need improvement, or the store needs more social proof. Any of these can be true. The danger is treating a symptom as the root cause.

A low conversion rate from paid social might be a traffic-fit issue, but it might also be a landing-page expectation issue. A weak checkout completion rate might be checkout friction, but it might also be product-page under-disclosure of shipping cost. Weak returning customer rate might be retention, but it might also be product quality, fulfillment promise, or post-purchase experience.

- Do not accept the first explanation.
- Trace the friction backward from the metric.
- Look for contradiction between reports, recordings, reviews, and support tickets.
- Separate customer experience issues from operating-model issues.

Diagnosis discipline

A visible symptom is not always the constraint; trace the friction backward from the metric.

Store-type diagnostic patterns

Different ecommerce models break in different places. A fashion brand often loses conversion in fit, sizing, returns, and imagery. A furniture or home brand often loses conversion in dimensions, delivery, assembly, material proof, and room context. A beauty or wellness brand often loses conversion in ingredients, usage, claims, reviews, and trust. A B2B or replenishment store often loses conversion in compatibility, reorder logic, account pricing, and availability.

This matters because a generic CRO checklist can push the wrong work. The best diagnostic question is category-specific: what risk does this buyer feel before purchase, and where is the site failing to reduce that risk?

- Apparel: fit confidence and return clarity.
- Home/furniture: dimensions, delivery, materials, and room context.
- Beauty/wellness: trust, claims, ingredients, and routine education.
- B2B/replenishment: compatibility, availability, reorder speed, and account logic.

Category fit

Translate every checklist item through the buyer risk profile of the category being audited.

Benchmark interpretation

Benchmarks can be useful, but they are dangerous when used without context. A store with expensive considered purchases should not blindly compare itself to a low-cost impulse product. A brand buying broad prospecting traffic should not compare itself to a store with mostly returning customers. A brand expanding internationally should expect currency, tax, shipping, and trust friction to change conversion behavior.

Use benchmarks as a prompt for inquiry, not as a verdict. The diagnostic value is in the gap between expected and observed behavior by segment. A blended conversion rate hides the story. Mobile, paid social, organic search, email, product category, new visitor, returning visitor, market, and landing page views will tell different stories.

- Compare like with like.
- Use trend and segment movement before obsessing over absolute benchmarks.
- Look at revenue per session and margin alongside conversion rate.
- Watch add-to-cart and checkout progression before redesigning pages.

Benchmark rule

Use benchmarks to raise questions, not to declare success or failure without segment context.

The hidden economics of conversion work

CRO is usually sold as revenue upside, but the best conversion work also protects margin and operating capacity. A discount-heavy cart recovery flow can lift conversion while weakening margin. A free-shipping threshold can improve AOV while creating fulfillment pressure. A product-page promise can lift purchases while increasing support tickets and returns if operations cannot deliver it.

This is why the scorecard includes risk. A fix is not good simply because it increases orders. It must increase profitable, deliverable, trustworthy orders.

- Measure gross margin where possible.
- Watch refund and return rates after conversion changes.
- Do not create promises that fulfillment, inventory, or support cannot keep.
- Treat support tickets as conversion quality signals.

Commercial guardrail

A conversion lift that creates margin loss, returns, support volume, or fulfillment strain is not a clean win.

Landing page diagnosis for paid traffic

Paid traffic often fails because the landing experience does not continue the promise that created the click. The ad may sell a specific use case, offer, product, or pain point, while the landing page drops the shopper into a generic homepage or collection page. This creates cognitive work, and cognitive work lowers conversion.

The landing page should confirm the shopper is in the right place, repeat the offer or use case, show relevant products quickly, resolve the obvious objection, and create a clean path to purchase. When acquisition cost is high, landing-page specificity matters.

- Message match between ad and page.
- Relevant first product or collection.
- Offer terms visible above the fold.
- Proof tied to the claim that drove the click.
- No generic brand storytelling before purchase clarity.

Message-match rule

Paid traffic needs continuity from click promise to first page proof to next action.

The 10-minute executive readout

At the end of the audit, leadership does not need a 75-item walkthrough. They need the constraint, the evidence, the revenue implication, the recommended action, the owner, and the decision date. A strong readout is concise and commercial.

Use this format: current funnel constraint, supporting evidence, estimated business impact, top three fixes, risks/guardrails, owner and timing. This turns CRO from opinion into management discipline.

- Constraint: where the funnel is breaking.
- Evidence: metrics, recordings, customer voice, and policy/product facts.
- Impact: revenue, margin, risk, or operating cost.
- Action: next smallest useful change.
- Owner and decision date.

Readout rule

Leadership needs the constraint, evidence, implication, action, risk, owner, and date; everything else supports that decision.

The 30-day implementation path

Days 1-3: capture baseline metrics, gather customer voice, export key reports, and complete the funnel snapshot. Days 4-7: run the 120-point audit and session review. Days 8-10: rank issues and select the first five fixes. Days 11-20: implement fast fixes and run one or two controlled tests. Days 21-30: review results, document learnings, and convert wins into standards.

The goal of the first month is not to solve every conversion issue. The goal is to create the conversion operating rhythm: measure, diagnose, prioritize, test, learn, standardize.

- Week 1: diagnose.
- Week 2: prioritize and implement quick wins.
- Week 3: test higher-confidence hypotheses.
- Week 4: review, standardize, and plan the next cycle.

30-day rule

The month is successful when the team builds a repeatable diagnosis-and-review habit, not when every issue is fixed.

Example diagnosis: add-to-cart is weak

If add-to-cart is weak, do not begin with checkout. The customer is hesitating before they express purchase intent. Common causes include wrong traffic, unclear offer, weak product images, poor variant clarity, insufficient proof, price-value mismatch, missing shipping/return details, or lack of confidence in product fit.

The research path should combine landing-page review, product-page review, session recordings, reviews, support questions, and category-level performance. A product-page test may help, but a merchandising or product data fix may be more important.

- Review top landing pages by traffic source.
- Compare high and low add-to-cart products.
- Mine support and review questions.
- Check whether above-the-fold content answers the buying decision.
- Prioritize product-page clarity before checkout changes.

ATC path

Weak add-to-cart usually means the page has not created enough product confidence or offer clarity yet.

Example diagnosis: checkout is weak

If shoppers reach checkout but do not complete purchase, the issue is usually surprise, payment friction, trust, or total-cost friction. Shipping cost, delivery timing, taxes, duties, discount code behavior, payment options, and account requirements can all create abandonment.

The fix may happen before checkout. If shipping cost surprises shoppers at checkout, disclose earlier or change threshold economics. If duties surprise international shoppers, improve market-specific expectations. If discount codes create friction, improve campaign governance.

- Review checkout abandonment by device and market.
- Test payment methods and express checkout.
- Compare shipping promise on product page, cart, and checkout.
- Check discount code failure patterns.
- Review abandoned checkout email overlap.

Checkout path

Weak checkout completion usually means the buyer discovered a surprise after intent was already created.

Example diagnosis: conversion improved but profit did not

A conversion lift is not always a business lift. Discounting, free shipping, low-quality acquisition, aggressive cart recovery, and unclear product promises can increase orders while reducing margin, increasing returns, or increasing support workload.

This is why every experiment should have a guardrail metric. The primary metric might be conversion rate or revenue per session. Guardrails might include AOV, gross margin, return rate, cancellation rate, support tickets, or customer satisfaction.

- Set guardrail metrics before testing.
- Watch margin and returns after promotional changes.
- Separate revenue lift from profitable revenue lift.
- Document unintended consequences.

Profit test

Separate more orders from better orders by watching margin, returns, cancellations, and support load.

Walkthrough: traffic but no sales

Use this walkthrough before the 120-point audit. The goal is to give the buyer a simple first diagnostic path so the full audit feels easier, not overwhelming.

Pull five numbers first: sessions, add-to-cart rate, reached-checkout rate, checkout completion rate, and revenue per session. Add AOV, gross margin, refund rate, and support themes if available. The first decision is not what to redesign. The first decision is where intent weakens.

- If add-to-cart is low, inspect traffic fit, offer clarity, product proof, product data, variant selection, and mobile buy-box friction.
- If reached-checkout is low, inspect cart clarity, shipping thresholds, discounts, trust, upsells, and checkout CTA priority.
- If checkout completion is low, inspect payment, shipping, taxes/duties, errors, market settings, and confidence cues.
- If mobile is weak, run real-device QA before changing desktop pages.
- If conversion improves but margin drops, treat the change as unresolved until profitable revenue is proven.

Diagnostic move

Use this page to make a decision about walkthrough: traffic but no sales: name the constraint, the evidence, the next action, the owner, and the review date.

DEEP-DIVE AUDIT PLAYBOOK

Diagnostic Decision Trees

Use these pages before jumping into individual checkpoints. They reduce the buyer's thinking load by turning common Shopify symptoms into the next best diagnostic path.

120 audit deep dives

Data signals

Fix guidance

Decision rules

Low conversion rate: where to look first

Start by refusing the blended-number trap. A low conversion rate is not a diagnosis. Pull sessions, add-to-cart rate, reached-checkout rate, checkout completion, AOV, revenue per session, gross margin, and refund rate for the same date range.

If add-to-cart is weak, inspect traffic fit, offer clarity, product-page proof, price-value clarity, product data, variant selection, and mobile buy-box friction. If reached-checkout is weak, inspect cart expectations, shipping threshold, discount-code behavior, upsells, trust, and checkout CTA priority. If checkout completion is weak, inspect payment, shipping, tax, duties, checkout errors, market settings, and confidence cues.

- First split by device and landing page.
- Then split by product/category.
- Then compare new vs returning visitors where available.
- Only fund fixes that affect the weak step.

Diagnostic move

Use this page to make a decision about low conversion rate: where to look first: name the constraint, the evidence, the next action, the owner, and the review date.

High add-to-cart, low checkout start

This pattern usually means the product page created intent, but the cart weakened momentum. The buyer may be discovering cost, delivery, discount, restriction, inventory, upsell, or trust information later than they expected.

Build the most common carts and read them like a shopper. Confirm item, variant, quantity, price, discount, shipping cue, threshold, estimated total, delivery expectation, and checkout button priority. Then decide whether the fix belongs in cart, earlier on the product page, or in offer economics.

- Inspect cart view-to-checkout rate.
- Review discount-code prominence and failures.
- Check shipping threshold and delivery expectation.
- Remove or reduce anything competing with checkout start.

Diagnostic move

Use this page to make a decision about high add-to-cart, low checkout start: name the constraint, the evidence, the next action, the owner, and the review date.

Good checkout, low add-to-cart

If checkout completion is healthy but add-to-cart is weak, the purchase system is probably not the first constraint. The shopper is hesitating before they express intent.

Focus on the product and offer decision: traffic fit, first-screen clarity, product media, price-value proof, variant confidence, product data, reviews, delivery/returns reassurance, and mobile buy-box friction.

- Compare high and low add-to-cart products in the same category.
- Mine support questions and reviews for pre-purchase uncertainty.
- Review product media and variant selection on mobile.
- Fix product confidence before changing checkout.

Diagnostic move

Use this page to make a decision about good checkout, low add-to-cart: name the constraint, the evidence, the next action, the owner, and the review date.

Good checkout start, weak purchase completion

This pattern usually means late-stage friction. The shopper wants to buy, but something in checkout creates uncertainty, effort, or failure.

Run checkout scenarios by device, market, payment method, shipping method, discount state, address type, and customer state. Note cost surprise, duties/taxes, unavailable rates, failed payments, false declines, unclear errors, account friction, and policy inconsistency.

- Test real checkout scenarios.
- Compare completion by device, market, and payment method.
- Fix recoverable errors before adding recovery discounts.
- Retest and save proof.

Diagnostic move

Use this page to make a decision about good checkout start, weak purchase completion: name the constraint, the evidence, the next action, the owner, and the review date.

Paid traffic gets clicks but no carts

Clicks are not demand. If paid traffic lands but does not add to cart, compare the ad promise, landing page first screen, product relevance, offer clarity, proof, price, and next action.

The most common failure is message discontinuity: the ad sells a use case, product, pain point, or offer, while the page makes the shopper hunt for confirmation. Fix the first screen before blaming the traffic source.

- Compare ad promise to first screen.
- Review landing-page engagement and product clicks.
- Inspect top paid products against organic/email products.
- Create a paid-specific landing path if needed.

Diagnostic move

Use this page to make a decision about paid traffic gets clicks but no carts: name the constraint, the evidence, the next action, the owner, and the review date.

Conversion improved but profit did not

A conversion lift is not automatically a business lift. Discounts, free shipping, low-quality traffic, aggressive recovery, or unclear product promises can raise orders while weakening contribution profit.

Review AOV, gross margin, discount rate, shipping subsidy, refund rate, cancellation rate, support tickets, and product mix. If guardrails worsened, treat the test as unresolved.

- Pair conversion with margin and AOV.
- Watch refund and return reasons.
- Track support load after the change.
- Do not standardize a win until profitable revenue is proven.

Diagnostic move

Use this page to make a decision about conversion improved but profit did not: name the constraint, the evidence, the next action, the owner, and the review date.

Mobile underperforms desktop

Do not approve mobile from desktop screenshots. Mobile issues often come from useful elements competing in a smaller viewport: chat, popups, cookie banners, sticky bars, review widgets, upsells, payment buttons, and slow media.

Use a real phone. Start from the actual traffic source, land on the page, choose a variant, add to cart, reach checkout, select payment, and confirm whether anything blocks or slows the path.

- Run the full path on a real phone.
- Record overlaps, taps, hidden content, and slow media.
- Check sticky elements near product detail and checkout CTA.
- Fix the blocker closest to purchase first.

Diagnostic move

Use this page to make a decision about mobile underperforms desktop: name the constraint, the evidence, the next action, the owner, and the review date.

DEEP-DIVE AUDIT PLAYBOOK

Common Mistakes By Section

These pages show what teams usually get wrong, what the false diagnosis looks like, what to do instead, and what evidence confirms the better diagnosis.

120 audit deep dives

Data signals

Fix guidance

Decision rules

Common mistakes: Funnel Measurement

What teams usually get wrong: Treating blended conversion rate as the answer.

False diagnosis: A sitewide redesign is funded because conversion rate is down.

- What to do instead: Segment by funnel step, device, landing page, traffic source, product/category, and visitor state.
- Evidence that confirms it: The weak step and weak segment are visible in the same date range.

Diagnostic move

Use this page to make a decision about common mistakes: funnel measurement: name the constraint, the evidence, the next action, the owner, and the review date.

Common mistakes: Offer Clarity

What teams usually get wrong: Leading with brand story before the buyer knows what is sold.

False diagnosis: The team blames traffic quality while the first screen fails to orient new visitors.

- What to do instead: Rewrite the first decision point around product, buyer, promise, proof, terms, and next action.
- Evidence that confirms it: A first-time shopper can explain the offer in five seconds.

Diagnostic move

Use this page to make a decision about common mistakes: offer clarity: name the constraint, the evidence, the next action, the owner, and the review date.

Common mistakes: Product Page

What teams usually get wrong: Judging the page by design polish instead of buying confidence.

False diagnosis: The team changes layout while fit, variant, proof, delivery, or policy questions remain unanswered.

- What to do instead: Map the buyer's unanswered questions and fix the proof gap closest to add-to-cart.
- Evidence that confirms it: Support questions and add-to-cart behavior confirm the page now answers the hesitation.

Diagnostic move

Use this page to make a decision about common mistakes: product page: name the constraint, the evidence, the next action, the owner, and the review date.

Common mistakes: Product Page Revenue

What teams usually get wrong: Optimizing all products the same way.

False diagnosis: A low-consideration product and a high-consideration product get the same page treatment.

- What to do instead: Prioritize products by traffic, revenue per session, add-to-cart, returns, and support load.
- Evidence that confirms it: Priority products have specific proof, data, and guardrails.

Diagnostic move

Use this page to make a decision about common mistakes: product page revenue: name the constraint, the evidence, the next action, the owner, and the review date.

Common mistakes: Trust & Proof

What teams usually get wrong: Adding generic trust badges instead of specific proof.

False diagnosis: The page gets more badges but still does not answer delivery, quality, return, warranty, or authenticity risk.

- What to do instead: Place specific proof near the specific hesitation it resolves.
- Evidence that confirms it: Reviews, policy, support, and proof are consistent across the path.

Diagnostic move

Use this page to make a decision about common mistakes: trust & proof: name the constraint, the evidence, the next action, the owner, and the review date.

Common mistakes: Cart

What teams usually get wrong: Treating cart abandonment as shopper indecision.

False diagnosis: Cart upsells, code boxes, shipping surprises, or unclear totals weaken checkout starts.

- What to do instead: Build realistic carts and inspect totals, discounts, delivery, restrictions, upsells, and CTA priority.
- Evidence that confirms it: Cart-to-checkout improves without hurting AOV or margin.

Diagnostic move

Use this page to make a decision about common mistakes: cart: name the constraint, the evidence, the next action, the owner, and the review date.

Common mistakes: Checkout

What teams usually get wrong: Fixing checkout before testing the real failure scenario.

False diagnosis: The team redesigns checkout while the issue is payment method, shipping rate, tax, duty, market, or address behavior.

- What to do instead: Run named checkout scenarios and save evidence.
- Evidence that confirms it: Failures are tied to device, market, payment, shipping, or error state.

Diagnostic move

Use this page to make a decision about common mistakes: checkout: name the constraint, the evidence, the next action, the owner, and the review date.

Common mistakes: Checkout Friction & Trust

What teams usually get wrong: Diagnosing checkout in isolation.

False diagnosis: Recovery discounts are added while product page, cart, and checkout promises still contradict each other.

- What to do instead: Trace the full promise chain from product page to recovery.
- Evidence that confirms it: The earliest broken promise is fixed and retested.

Diagnostic move

Use this page to make a decision about common mistakes: checkout friction & trust: name the constraint, the evidence, the next action, the owner, and the review date.

Common mistakes: Mobile UX

What teams usually get wrong: Approving mobile from desktop review.

False diagnosis: A clean desktop design hides mobile overlays, sticky conflicts, slow media, and selector issues.

- What to do instead: Run the full path on a real phone.
- Evidence that confirms it: The blocker closest to purchase is documented and removed.

Diagnostic move

Use this page to make a decision about common mistakes: mobile ux: name the constraint, the evidence, the next action, the owner, and the review date.

Common mistakes: Experiment System

What teams usually get wrong: Running changes without a decision rule.

False diagnosis: The team ships ideas but cannot say what was learned.

- What to do instead: Require hypothesis, owner, primary metric, guardrail, decision date, and result.
- Evidence that confirms it: Every change becomes a standard, rollback, research task, or backlog item.

Diagnostic move

Use this page to make a decision about common mistakes: experiment system: name the constraint, the evidence, the next action, the owner, and the review date.

Common mistakes: Shopify Launch Readiness

What teams usually get wrong: Marking tasks complete without scenario evidence.

False diagnosis: The first real customers find broken redirects, payments, discounts, tracking, or market rules.

- What to do instead: Use scenario-based go/no-go signoff with owners and rollback paths.
- Evidence that confirms it: Every high-risk item has proof, owner, signoff, and monitoring.

Diagnostic move

Use this page to make a decision about common mistakes: shopify launch readiness: name the constraint, the evidence, the next action, the owner, and the review date.

DEEP-DIVE AUDIT PLAYBOOK

Scoring Interpretation

After the audit is scored, use these pages to turn scores into action. The goal is to make the workbook output feel like a decision, not a spreadsheet.

120 audit deep dives

Data signals

Fix guidance

Decision rules

Funnel Measurement is the lowest score

Do not change the site first. Repair the reporting view, define rules of trust, and identify the weak funnel step. The next output should be a trustworthy baseline and a constraint statement.

- Name the owner.
- Choose the next action.
- Set the guardrail.
- Review in the weekly conversion meeting.

Diagnostic move

Use this page to make a decision about funnel measurement is the lowest score: name the constraint, the evidence, the next action, the owner, and the review date.

Offer Clarity is the lowest score

Rewrite the first decision points: homepage, landing pages, collection labels, product names, offer terms, and above-the-fold copy. The next output should be clearer shopper orientation before traffic spend increases.

- Name the owner.
- Choose the next action.
- Set the guardrail.
- Review in the weekly conversion meeting.

Diagnostic move

Use this page to make a decision about offer clarity is the lowest score: name the constraint, the evidence, the next action, the owner, and the review date.

Product Page or Product Page Revenue is the lowest score

Choose priority products and map buyer questions to proof gaps. The next output should be product-page revenue maps and page changes tied to add-to-cart, revenue per session, returns, and support questions.

- Name the owner.
- Choose the next action.
- Set the guardrail.
- Review in the weekly conversion meeting.

Diagnostic move

Use this page to make a decision about product page or product page revenue is the lowest score: name the constraint, the evidence, the next action, the owner, and the review date.

Trust & Proof is the lowest score

Move from generic trust cues to specific risk reduction. The next output should be proof placement, policy clarity, review organization, and support reassurance near purchase decisions.

- Name the owner.
- Choose the next action.
- Set the guardrail.
- Review in the weekly conversion meeting.

Diagnostic move

Use this page to make a decision about trust & proof is the lowest score: name the constraint, the evidence, the next action, the owner, and the review date.

Cart, Checkout, or Checkout Friction & Trust is the lowest score

Trace the promise chain from product page to cart to checkout to recovery. The next output should be tested scenarios and fixes for cost, delivery, payment, policy, discount, and error friction.

- Name the owner.
- Choose the next action.
- Set the guardrail.
- Review in the weekly conversion meeting.

Diagnostic move

Use this page to make a decision about cart, checkout, or checkout friction & trust is the lowest score: name the constraint, the evidence, the next action, the owner, and the review date.

Mobile UX is the lowest score

Run real-device QA before any desktop-led redesign. The next output should be a mobile blocker list ranked by proximity to purchase.

- Name the owner.
- Choose the next action.
- Set the guardrail.
- Review in the weekly conversion meeting.

Diagnostic move

Use this page to make a decision about mobile ux is the lowest score: name the constraint, the evidence, the next action, the owner, and the review date.

Experiment System is the lowest score

Slow down implementation. Create hypotheses, owners, guardrails, decision dates, and review rhythm. The next output should be a repeatable decision system.

- Name the owner.
- Choose the next action.
- Set the guardrail.
- Review in the weekly conversion meeting.

Diagnostic move

Use this page to make a decision about experiment system is the lowest score: name the constraint, the evidence, the next action, the owner, and the review date.

Shopify Launch Readiness is the lowest score

Treat launch work as conversion protection. The next output should be a go/no-go record with owners, scenario proof, signoff, monitoring, and rollback.

- Name the owner.
- Choose the next action.
- Set the guardrail.
- Review in the weekly conversion meeting.

Diagnostic move

Use this page to make a decision about shopify launch readiness is the lowest score: name the constraint, the evidence, the next action, the owner, and the review date.

DEEP-DIVE AUDIT PLAYBOOK

30-Day Guided Implementation Plan

This is the buyer's first month after purchase. It turns diagnosis into a practical operating rhythm.

120 audit deep dives

Data signals

Fix guidance

Decision rules

Days 1-2: Build the baseline

Pull last 30 days and previous 30 days. Record sessions, conversion rate, add-to-cart, reached checkout, checkout completion, AOV, revenue per session, refunds, margin, and returning customer rate.

- Output required before moving on.
- Evidence to save.
- Owner and review date.

Diagnostic move

Use this page to make a decision about days 1-2: build the baseline: name the constraint, the evidence, the next action, the owner, and the review date.

Days 3-5: Find the weak step

Segment by device, landing page, traffic source, product/category, and new/returning visitor. Write the first constraint statement.

- Output required before moving on.
- Evidence to save.
- Owner and review date.

Diagnostic move

Use this page to make a decision about days 3-5: find the weak step: name the constraint, the evidence, the next action, the owner, and the review date.

Days 6-8: Review product confidence

Use Product Page Revenue Map for top products. Check media, variants, proof, policy cues, product data, and support questions.

- Output required before moving on.
- Evidence to save.
- Owner and review date.

Diagnostic move

Use this page to make a decision about days 6-8: review product confidence: name the constraint, the evidence, the next action, the owner, and the review date.

Days 9-10: Review cart and checkout

Run cart and checkout scenarios by device, market, discount, shipping, payment, and address state.

- Output required before moving on.
- Evidence to save.
- Owner and review date.

Diagnostic move

Use this page to make a decision about days 9-10: review cart and checkout: name the constraint, the evidence, the next action, the owner, and the review date.

Days 11-12: Run mobile QA

Complete real-phone paths for the highest-traffic mobile journeys. Record blockers and evidence.

- Output required before moving on.
- Evidence to save.
- Owner and review date.

Diagnostic move

Use this page to make a decision about days 11-12: run mobile qa: name the constraint, the evidence, the next action, the owner, and the review date.

Days 13-14: Prioritize

Score impact, confidence, effort, and risk. Move only evidence-backed issues into the roadmap.

- Output required before moving on.
- Evidence to save.
- Owner and review date.

Diagnostic move

Use this page to make a decision about days 13-14: prioritize: name the constraint, the evidence, the next action, the owner, and the review date.

Days 15-21: Ship focused fixes

Implement low-risk, high-confidence fixes. Track guardrails before and after.

- Output required before moving on.
- Evidence to save.
- Owner and review date.

Diagnostic move

Use this page to make a decision about days 15-21: ship focused fixes: name the constraint, the evidence, the next action, the owner, and the review date.

Days 22-26: Run one or two tests

Use the CRO Hypothesis Template and Experiment Log. Avoid testing more than the team can review.

- Output required before moving on.
- Evidence to save.
- Owner and review date.

Diagnostic move

Use this page to make a decision about days 22-26: run one or two tests: name the constraint, the evidence, the next action, the owner, and the review date.

Days 27-30: Review and standardize

Decide what shipped, what failed, what needs research, and what becomes a store standard.

- Output required before moving on.
- Evidence to save.
- Owner and review date.

Diagnostic move

Use this page to make a decision about days 27-30: review and standardize: name the constraint, the evidence, the next action, the owner, and the review date.

DEEP-DIVE AUDIT PLAYBOOK

Buyer-Specific Paths

Different buyers should not use the kit the same way. These paths help the founder, ecommerce manager, marketer, launch team, or internal operator start in the right place.

120 audit deep dives

Data signals

Fix guidance

Decision rules

Founder working alone

Use the **Start Here PDF**, **Funnel Snapshot**, **120-Point Audit**, and **Checkpoint Guide**. Do not try to fix everything. Pick the top three high-confidence constraints, ship one low-risk fix, and schedule one weekly review hour.

- Start here.
- What to skip at first.
- What the first useful output should be.

Diagnostic move

Use this page to make a decision about founder working alone: name the constraint, the evidence, the next action, the owner, and the review date.

Ecommerce manager with a team

Assign categories to owners: analytics, merchandising, UX, lifecycle, operations, and development. Use the Checkpoint Guide for evidence standards and the Weekly Review tab for decisions.

- Start here.
- What to skip at first.
- What the first useful output should be.

Diagnostic move

Use this page to make a decision about ecommerce manager with a team: name the constraint, the evidence, the next action, the owner, and the review date.

Marketer diagnosing paid traffic

Start with landing-page decision trees, ad-to-page message match, traffic source segments, paid product pages, and revenue per session. Do not blame ads until the landing promise is verified.

- Start here.
- What to skip at first.
- What the first useful output should be.

Diagnostic move

Use this page to make a decision about marketer diagnosing paid traffic: name the constraint, the evidence, the next action, the owner, and the review date.

Store preparing for launch or redesign

Start with Launch Readiness, Checkout Trust, Mobile QA, Analytics Reconciliation, and test orders. Do not approve go-live without scenario evidence and rollback owners.

- Start here.
- What to skip at first.
- What the first useful output should be.

Diagnostic move

Use this page to make a decision about store preparing for launch or redesign: name the constraint, the evidence, the next action, the owner, and the review date.

Internal operator auditing a store

Use the audit to create a ranked constraint map, not a list of opinions. Every recommendation needs evidence, business impact, owner, guardrail, and decision date.

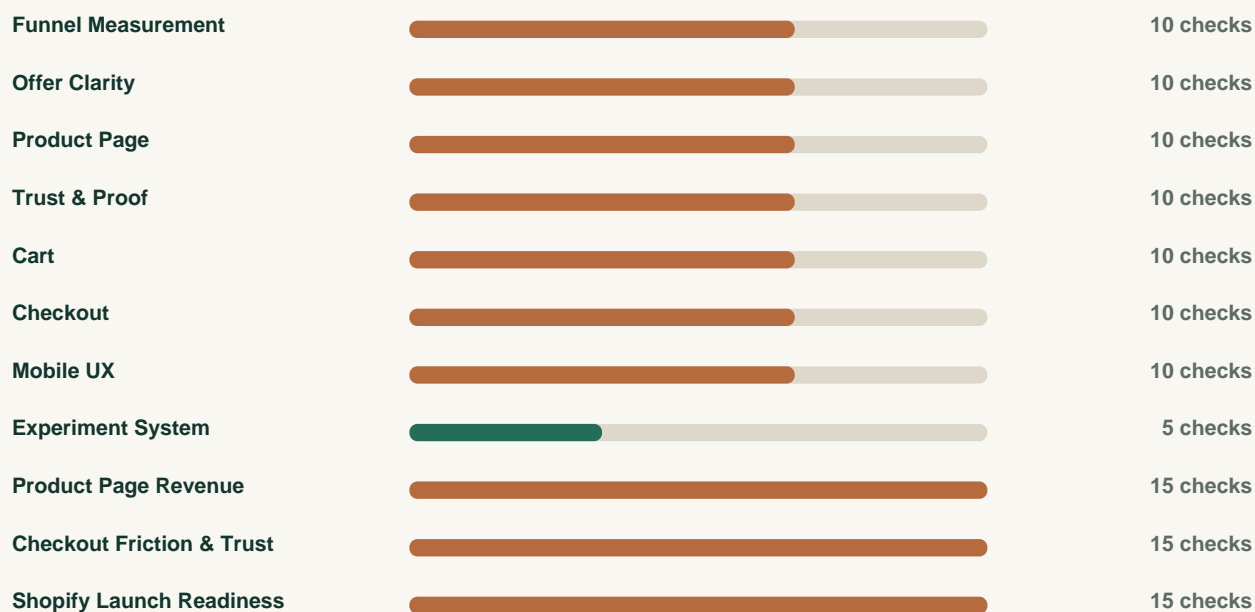
- Start here.
- What to skip at first.
- What the first useful output should be.

Diagnostic move

Use this page to make a decision about internal operator auditing a store: name the constraint, the evidence, the next action, the owner, and the review date.

The 120-point audit system

The audit is organized by the areas that most often create revenue drag for Shopify stores and ecommerce teams at different stages. Each item is scored from 0 to 3 in the workbook: missing, weak, functional, or strong. The weighted score creates a prioritized view of where the team should focus first.



Output

The audit should produce a ranked list of conversion constraints, not a general website critique.

DEEP-DIVE AUDIT PLAYBOOK

120-Point Audit Deep Dives

The next section turns every audit checkpoint into a guided diagnostic. Each checkpoint has a score page plus a field-guide page so the buyer knows what evidence to collect, how to reason through it, what tool to use, and what decision to make next.

120 audit deep dives

Data signals

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Decision rules

Shopify conversion rate is reviewed by device, channel, landing page, and product type.

Category: Funnel Measurement

Evidence type: Analytics

Weight: 5/5

Why it matters here: If shopify conversion rate is reviewed by device, channel, landing page, and product type is weak, this checkpoint can distort the team's diagnosis. A blended conversion rate hides the actual constraint; device, channel, landing page, and product type usually tell different stories.

Data to collect

For 'Shopify conversion rate is reviewed by device, channel, landing page, and product type', proof standard: Conversion rate by device, channel, and product type: Shopify online store conversion report
Primary source for 'Shopify conversion rate is reviewed by device, channel, landing page, and product type': Shopify online store conversion report
Second source to confirm the same finding: GA4 landing page engagement
Artifact for 'Shopify conversion rate is reviewed by device, channel, landing

How to diagnose

For 'Shopify conversion rate is reviewed by device, channel, landing page, and product type', diagnose this exact statement before changing the site:
For 'Shopify conversion rate is reviewed by device, channel, landing page, and product type', compare this way: Compare the weak segment against
For 'Shopify conversion rate is reviewed by device, channel, landing page, and product type', next diagnostic move: If the metric is unclear, build or

High-value actions

If 'Shopify conversion rate is reviewed by device, channel, landing page, and product type' is weak, recommended action: Create a weekly segment view
Owner for 'Shopify conversion rate is reviewed by device, channel, landing page, and product type': Analytics or growth owns the report; ecommerce
Review output for 'Shopify conversion rate is reviewed by device, channel, landing page, and product type': Add one finding to the weekly metric

Red flags

For 'Shopify conversion rate is reviewed by device, channel, landing page, and product type', false diagnosis risk: The team redesigns the whole store
For 'Shopify conversion rate is reviewed by device, channel, landing page, and product type', evidence gap to avoid: The metric is quoted without
For 'Shopify conversion rate is reviewed by device, channel, landing page, and product type', guardrail warning: The team changes budget or roadmap

Scoring rule

0 = missing, unknown, or untested.

1 = present but weak, inconsistent, or not trusted.

2 = functional and usable, with some evidence.

3 = strong, proven, documented, and repeatable.

Decision rule

High-weight checkpoint for 'Shopify conversion rate is reviewed by device, channel, landing page, and product type': If the problem is isolated to one segment, prioritize that segment's path before making site-wide changes.

CHECKPOINT 001 FIELD GUIDE

How to work this checkpoint

Shopify conversion rate is reviewed by device, channel, landing page, and product type.

Step-by-step walkthrough

1. For this checkpoint, collect proof that shows whether shopify conversion rate is reviewed by device, channel, landing page, and product type. Pull the metric from Shopify, GA4, or the ad platform for the exact date range used in the Funnel Snapshot.
2. Prove or disprove this exact statement: Shopify conversion rate is reviewed by device, channel, landing page, and product type.
3. Use Shopify online store conversion report as the primary source and GA4 landing page engagement as a cross-check for 'Shopify conversion rate is reviewed by device, channel, landing page, and product type' before scoring.
4. Turn the finding into the next action for this checkpoint: Create a weekly segment view so conversion discussions start with the

Use these kit pieces

Use workbook tabs: Funnel Snapshot, 120-Point Audit, Checkpoint Guide, Prioritization, Weekly Review.

What good evidence looks like

Proof that shopify conversion rate is reviewed by device, channel, landing page, and product type, backed by Shopify online store conversion report. Cross-check shopify conversion rate is reviewed by device, channel, landing page, and product type with GA4 landing page engagement from the same Decision-ready: 'Shopify conversion rate is reviewed by device, channel,

If / then guidance

- If the evidence confirms that shopify conversion rate is reviewed by device, channel, landing page, and product type is weak, use this decision rule: If the problem is isolated to one segment, prioritize that segment's path before making site-wide changes.
- If evidence about whether shopify conversion rate is reviewed by device, channel, landing page, and product type is mixed, run this diagnostic before changing the site: Find the segment with the largest revenue impact, then inspect the page path and offer context for that segment.
- If evidence for shopify conversion rate is reviewed by device, channel, landing page, and product type is weak, open a research task with

Checkpoint output

Expected output: a scored decision about whether shopify conversion rate is reviewed by device, channel, landing page, and product type, plus the next action: Create a weekly segment view so conversion discussions start with the segment that moved, not the blended average. If the evidence is not strong enough, create a research task using the proof standard above.

Add-to-cart, reached-checkout, and purchase rates are tracked separately, not blended into one conversion metric.

Category: Funnel Measurement

Evidence type: Analytics

Weight: 5/5

Why it matters here: If add-to-cart, reached-checkout, and purchase rates are tracked separately, not blended into one conversion metric is weak, this checkpoint can distort the team's diagnosis. Each funnel step points to a different kind of problem: product confidence, cart expectation, checkout friction, or payment/trust failure.

Data to collect

For 'Add-to-cart, reached-checkout, and purchase rates are tracked separately, not blended into one conversion metric', proof standard:
Primary source for 'Add-to-cart, reached-checkout, and purchase rates are tracked separately, not blended into one conversion metric': Shopify online
Second source to confirm the same finding: GA4 landing page engagement
Artifact for 'Add-to-cart, reached-checkout, and purchase rates are tracked

How to diagnose

For 'Add-to-cart, reached-checkout, and purchase rates are tracked separately, not blended into one conversion metric', diagnose this exact
For 'Add-to-cart, reached-checkout, and purchase rates are tracked separately, not blended into one conversion metric', compare this way:
For 'Add-to-cart, reached-checkout, and purchase rates are tracked separately, not blended into one conversion metric', next diagnostic move: If

High-value actions

If 'Add-to-cart, reached-checkout, and purchase rates are tracked separately, not blended into one conversion metric' is weak, recommended
Owner for 'Add-to-cart, reached-checkout, and purchase rates are tracked separately, not blended into one conversion metric': Analytics or growth
Review output for 'Add-to-cart, reached-checkout, and purchase rates are tracked separately, not blended into one conversion metric': Add one finding

Red flags

For 'Add-to-cart, reached-checkout, and purchase rates are tracked separately, not blended into one conversion metric', false diagnosis risk:
For 'Add-to-cart, reached-checkout, and purchase rates are tracked separately, not blended into one conversion metric', evidence gap to avoid:
For 'Add-to-cart, reached-checkout, and purchase rates are tracked separately, not blended into one conversion metric', guardrail warning: The

Scoring rule

0 = missing, unknown, or untested.

1 = present but weak, inconsistent, or not trusted.

2 = functional and usable, with some evidence.

3 = strong, proven, documented, and repeatable.

Decision rule

High-weight checkpoint for 'Add-to-cart, reached-checkout, and purchase rates are tracked separately, not blended into one conversion metric': If a specific step is weak, only approve fixes that affect that step or the promise immediately before it.

How to work this checkpoint

Add-to-cart, reached-checkout, and purchase rates are tracked separately, not blended into one conversion metric.

Step-by-step walkthrough

1. For this checkpoint, collect proof that shows whether add-to-cart, reached-checkout, and purchase rates are tracked separately, not blended into one conversion metric. Pull the metric from Shopify, GA4, or the ad platform for the exact date range used in the Funnel Snapshot.
2. Prove or disprove this exact statement: Add-to-cart, reached-checkout, and purchase rates are tracked separately, not blended into one conversion metric.
3. Use Shopify online store conversion report as the primary source and GA4 landing page engagement as a cross-check for 'Add-to-cart, reached-checkout, and purchase rates are tracked separately, not blended into one conversion metric' before

Use these kit pieces

Use workbook tabs: Funnel Snapshot, 120-Point Audit, Checkpoint Guide, Prioritization, Weekly Review.

What good evidence looks like

Proof that add-to-cart, reached-checkout, and purchase rates are tracked separately, not blended into one conversion metric, backed by Shopify
Cross-check add-to-cart, reached-checkout, and purchase rates are tracked separately, not blended into one conversion metric with GA4 landing page
Decision-ready: 'Add-to-cart, reached-checkout, and purchase rates are

If / then guidance

- If the evidence confirms that add-to-cart, reached-checkout, and purchase rates are tracked separately, not blended into one conversion metric is weak, use this decision rule: If a specific step is weak, only approve fixes that affect that step or the promise immediately before it.
- If evidence about whether add-to-cart, reached-checkout, and purchase rates are tracked separately, not blended into one conversion metric is mixed, run this diagnostic before changing the site: Locate the steepest step drop before discussing fixes; the wrong step produces the wrong work.
- If evidence for add-to-cart, reached-checkout, and purchase rates are tracked separately, not blended into one conversion metric is weak,

Checkpoint output

Expected output: a scored decision about whether add-to-cart, reached-checkout, and purchase rates are tracked separately, not blended into one conversion metric, plus the next action: Build a funnel-step table and attach a likely cause range to each weak step. If the evidence is not strong enough, create a research task using the proof standard above.

GA4, Shopify, Meta, and Google Ads are reconciled with a simple rules-of-trust document.

Category: Funnel Measurement

Evidence type: Analytics

Weight: 4/5

Why it matters here: If GA4, Shopify, Meta, and Google Ads are reconciled with a simple rules-of-trust document is weak, this checkpoint can distort the team's diagnosis. Different tools answer different questions; without rules of trust, reporting debates replace conversion decisions.

Data to collect

For 'GA4, Shopify, Meta, and Google Ads are reconciled with a simple rules-of-trust document', proof standard: Shopify order totals, GA4 events, Primary source for 'GA4, Shopify, Meta, and Google Ads are reconciled with a simple rules-of-trust document': Shopify online store conversion report
Second source to confirm the same finding: GA4 landing page engagement
Artifact for 'GA4, Shopify, Meta, and Google Ads are reconciled with a

How to diagnose

For 'GA4, Shopify, Meta, and Google Ads are reconciled with a simple rules-of-trust document', diagnose this exact statement before changing the For 'GA4, Shopify, Meta, and Google Ads are reconciled with a simple rules-of-trust document', compare this way: Compare the weak segment For 'GA4, Shopify, Meta, and Google Ads are reconciled with a simple rules-of-trust document', next diagnostic move: If the metric is unclear, build

High-value actions

If 'GA4, Shopify, Meta, and Google Ads are reconciled with a simple rules-of-trust document' is weak, recommended action: Document report
Owner for 'GA4, Shopify, Meta, and Google Ads are reconciled with a simple rules-of-trust document': Analytics or growth owns the report; ecommerce
Review output for 'GA4, Shopify, Meta, and Google Ads are reconciled with a simple rules-of-trust document': Add one finding to the weekly metric

Red flags

For 'GA4, Shopify, Meta, and Google Ads are reconciled with a simple rules-of-trust document', false diagnosis risk: Meetings stall because every For 'GA4, Shopify, Meta, and Google Ads are reconciled with a simple rules-of-trust document', evidence gap to avoid: The metric is quoted without For 'GA4, Shopify, Meta, and Google Ads are reconciled with a simple rules-of-trust document', guardrail warning: The team changes budget or

Scoring rule

0 = missing, unknown, or untested.

1 = present but weak, inconsistent, or not trusted.

2 = functional and usable, with some evidence.

3 = strong, proven, documented, and repeatable.

Decision rule

If reports disagree beyond the accepted range, pause performance conclusions and open a tracking QA task.

How to work this checkpoint

GA4, Shopify, Meta, and Google Ads are reconciled with a simple rules-of-trust document.

Step-by-step walkthrough

1. For this checkpoint, collect proof that shows whether gA4, Shopify, Meta, and Google Ads are reconciled with a simple rules-of-trust document. Pull the metric from Shopify, GA4, or the ad platform for the exact date range used in the Funnel Snapshot.
2. Prove or disprove this exact statement: GA4, Shopify, Meta, and Google Ads are reconciled with a simple rules-of-trust document.
3. Use Shopify online store conversion report as the primary source and GA4 landing page engagement as a cross-check for 'GA4, Shopify, Meta, and Google Ads are reconciled with a simple rules-of-trust document' before scoring.

Use these kit pieces

Use workbook tabs: Funnel Snapshot, 120-Point Audit, Checkpoint Guide, Prioritization, Weekly Review.

What good evidence looks like

Proof that gA4, Shopify, Meta, and Google Ads are reconciled with a simple rules-of-trust document, backed by Shopify online store conversion report. Cross-check gA4, Shopify, Meta, and Google Ads are reconciled with a simple rules-of-trust document with GA4 landing page engagement from the Decision-ready: 'GA4, Shopify, Meta, and Google Ads are reconciled with a

If / then guidance

- If the evidence confirms that gA4, Shopify, Meta, and Google Ads are reconciled with a simple rules-of-trust document is weak, use this decision rule: If reports disagree beyond the accepted range, pause performance conclusions and open a tracking QA task.
- If evidence about whether gA4, Shopify, Meta, and Google Ads are reconciled with a simple rules-of-trust document is mixed, run this diagnostic before changing the site: Compare the same seven-day period across tools and write which source owns revenue, traffic, funnel steps, and ad attribution.
- If evidence for gA4, Shopify, Meta, and Google Ads are reconciled with a simple rules-of-trust document is weak, open a research task with

Checkpoint output

Expected output: a scored decision about whether gA4, Shopify, Meta, and Google Ads are reconciled with a simple rules-of-trust document, plus the next action: Document report ownership and the acceptable variance before the next weekly review. If the evidence is not strong enough, create a research task using the proof standard above.

UTM naming rules are documented and enforced for campaigns, influencers, affiliates, and email/SMS.

Category: Funnel Measurement

Evidence type: Analytics

Weight: 4/5

Why it matters here: If uTM naming rules are documented and enforced for campaigns, influencers, affiliates, and email/SMS is weak, this checkpoint can distort the team's diagnosis. Bad campaign naming makes it impossible to know whether the store has a traffic, landing page, offer, or checkout problem.

Data to collect

For 'UTM naming rules are documented and enforced for campaigns, influencers, affiliates, and email/SMS', proof standard: UTM coverage, Primary source for 'UTM naming rules are documented and enforced for campaigns, influencers, affiliates, and email/SMS': Shopify online store Second source to confirm the same finding: GA4 landing page engagement Artifact for 'UTM naming rules are documented and enforced for campaigns,

How to diagnose

For 'UTM naming rules are documented and enforced for campaigns, influencers, affiliates, and email/SMS', diagnose this exact statement before For 'UTM naming rules are documented and enforced for campaigns, influencers, affiliates, and email/SMS', compare this way: Compare the weak For 'UTM naming rules are documented and enforced for campaigns, influencers, affiliates, and email/SMS', next diagnostic move: If the metric is

High-value actions

If 'UTM naming rules are documented and enforced for campaigns, influencers, affiliates, and email/SMS' is weak, recommended action: Create Owner for 'UTM naming rules are documented and enforced for campaigns, influencers, affiliates, and email/SMS': Analytics or growth owns the report; Review output for 'UTM naming rules are documented and enforced for campaigns, influencers, affiliates, and email/SMS': Add one finding to the

Red flags

For 'UTM naming rules are documented and enforced for campaigns, influencers, affiliates, and email/SMS', false diagnosis risk: The team For 'UTM naming rules are documented and enforced for campaigns, influencers, affiliates, and email/SMS', evidence gap to avoid: The metric is For 'UTM naming rules are documented and enforced for campaigns, influencers, affiliates, and email/SMS', guardrail warning: The team changes

Scoring rule

0 = missing, unknown, or untested.

1 = present but weak, inconsistent, or not trusted.

2 = functional and usable, with some evidence.

3 = strong, proven, documented, and repeatable.

Decision rule

If UTM coverage is incomplete, fix tracking before making budget decisions from campaign-level conversion data.

CHECKPOINT 004 FIELD GUIDE

How to work this checkpoint

UTM naming rules are documented and enforced for campaigns, influencers, affiliates, and email/SMS.

Step-by-step walkthrough

1. For this checkpoint, collect proof that shows whether uTM naming rules are documented and enforced for campaigns, influencers, affiliates, and email/SMS. Pull the metric from Shopify, GA4, or the ad platform for the exact date range used in the Funnel Snapshot.
2. Prove or disprove this exact statement: UTM naming rules are documented and enforced for campaigns, influencers, affiliates, and email/SMS.
3. Use Shopify online store conversion report as the primary source and GA4 landing page engagement as a cross-check for 'UTM naming rules are documented and enforced for campaigns, influencers, affiliates, and email/SMS' before scoring.

Use these kit pieces

Use workbook tabs: Funnel Snapshot, 120-Point Audit, Checkpoint Guide, Prioritization, Weekly Review.

What good evidence looks like

Proof that uTM naming rules are documented and enforced for campaigns, influencers, affiliates, and email/SMS, backed by Shopify online store
Cross-check uTM naming rules are documented and enforced for campaigns, influencers, affiliates, and email/SMS with GA4 landing page
Decision-ready: 'UTM naming rules are documented and enforced for

If / then guidance

- If the evidence confirms that uTM naming rules are documented and enforced for campaigns, influencers, affiliates, and email/SMS is weak, use this decision rule: If UTM coverage is incomplete, fix tracking before making budget decisions from campaign-level conversion data.
- If evidence about whether uTM naming rules are documented and enforced for campaigns, influencers, affiliates, and email/SMS is mixed, run this diagnostic before changing the site: Audit a sample of active campaign links and compare ad-platform clicks to Shopify/GA4 sessions and orders.

Checkpoint output

Expected output: a scored decision about whether uTM naming rules are documented and enforced for campaigns, influencers, affiliates, and email/SMS, plus the next action: Create one UTM naming table and reject campaign launches that do not follow it. If the evidence is not strong enough, create a research task using the proof standard above.

The team reviews conversion rate by new vs returning visitors when possible.

Category: Funnel Measurement

Evidence type: Analytics

Weight: 3/5

Why it matters here: If the team reviews conversion rate by new vs returning visitors when possible is weak, this checkpoint can distort the team's diagnosis. New and returning shoppers usually have different objections, trust levels, and purchase paths.

Data to collect

For 'The team reviews conversion rate by new vs returning visitors when possible', proof standard: New/returning conversion rate, revenue per
 Primary source for 'The team reviews conversion rate by new vs returning visitors when possible': Shopify online store conversion report
 Second source to confirm the same finding: GA4 landing page engagement
 Artifact for 'The team reviews conversion rate by new vs returning visitors'

How to diagnose

For 'The team reviews conversion rate by new vs returning visitors when possible', diagnose this exact statement before changing the site: Separate
 For 'The team reviews conversion rate by new vs returning visitors when possible', compare this way: Compare the weak segment against the
 For 'The team reviews conversion rate by new vs returning visitors when possible', next diagnostic move: If the metric is unclear, build or repair the

High-value actions

If 'The team reviews conversion rate by new vs returning visitors when possible' is weak, recommended action: Create separate notes for
 Owner for 'The team reviews conversion rate by new vs returning visitors when possible': Analytics or growth owns the report; ecommerce leadership
 Review output for 'The team reviews conversion rate by new vs returning visitors when possible': Add one finding to the weekly metric readout with the

Red flags

For 'The team reviews conversion rate by new vs returning visitors when possible', false diagnosis risk: The team averages two different buyer states
 For 'The team reviews conversion rate by new vs returning visitors when possible', evidence gap to avoid: The metric is quoted without segment, date
 For 'The team reviews conversion rate by new vs returning visitors when possible', guardrail warning: The team changes budget or roadmap priorities

Scoring rule

0 = missing, unknown, or untested.

1 = present but weak, inconsistent, or not trusted.

2 = functional and usable, with some evidence.

3 = strong, proven, documented, and repeatable.

Decision rule

Lower-weight checkpoint for 'The team reviews conversion rate by new vs returning visitors when possible': monitor it as a guardrail unless the evidence shows it is blocking a high-value segment. If one visitor state is responsible for the decline, prioritize the page path and message stack for that state.

How to work this checkpoint

The team reviews conversion rate by new vs returning visitors when possible.

Step-by-step walkthrough

1. For this checkpoint, collect proof that shows whether the team reviews conversion rate by new vs returning visitors when possible. Pull the metric from Shopify, GA4, or the ad platform for the exact date range used in the Funnel Snapshot.
2. Prove or disprove this exact statement: The team reviews conversion rate by new vs returning visitors when possible.
3. Use Shopify online store conversion report as the primary source and GA4 landing page engagement as a cross-check for 'The team reviews conversion rate by new vs returning visitors when possible' before scoring.
4. Turn the finding into the next action for this checkpoint: Create separate notes for acquisition friction and returning-customer

Use these kit pieces

Use workbook tabs: Funnel Snapshot, 120-Point Audit, Checkpoint Guide, Prioritization, Weekly Review.

What good evidence looks like

Proof that the team reviews conversion rate by new vs returning visitors when possible, backed by Shopify online store conversion report.
Cross-check the team reviews conversion rate by new vs returning visitors when possible with GA4 landing page engagement from the same path, date
Decision-ready: 'The team reviews conversion rate by new vs returning

If / then guidance

- If the evidence confirms that the team reviews conversion rate by new vs returning visitors when possible is weak, use this decision rule: If one visitor state is responsible for the decline, prioritize the page path and message stack for that state.
- If evidence about whether the team reviews conversion rate by new vs returning visitors when possible is mixed, run this diagnostic before changing the site: Separate first-time landing experiences from returning-customer paths before judging offer or checkout quality.
- If evidence for the team reviews conversion rate by new vs returning visitors when possible is weak, open a research task with this proof standard: New/returning conversion rate, revenue per session, landing pages, email/SMS sessions, and repeat purchase behavior.

Checkpoint output

Expected output: a scored decision about whether the team reviews conversion rate by new vs returning visitors when possible, plus the next action: Create separate notes for acquisition friction and returning-customer friction in the roadmap. If the evidence is not strong enough, create a research task using the proof standard above.

The team reviews revenue per session and gross margin, not only conversion rate.

Category: Funnel Measurement

Evidence type: Analytics

Weight: 4/5

Why it matters here: If the team reviews revenue per session and gross margin, not only conversion rate is weak, this checkpoint can distort the team's diagnosis. Conversion rate can improve while the business gets weaker if discounts, shipping subsidies, returns, or low-margin orders carry the lift.

Data to collect

For 'The team reviews revenue per session and gross margin, not only conversion rate', proof standard: Revenue per session, AOV, gross margin, Primary source for 'The team reviews revenue per session and gross margin, not only conversion rate': Shopify online store conversion report
Second source to confirm the same finding: GA4 landing page engagement
Artifact for 'The team reviews revenue per session and gross margin, not

How to diagnose

For 'The team reviews revenue per session and gross margin, not only conversion rate', diagnose this exact statement before changing the site:
For 'The team reviews revenue per session and gross margin, not only conversion rate', compare this way: Compare the weak segment against the
For 'The team reviews revenue per session and gross margin, not only conversion rate', next diagnostic move: If the metric is unclear, build or

High-value actions

If 'The team reviews revenue per session and gross margin, not only conversion rate' is weak, recommended action: Add margin and refund
Owner for 'The team reviews revenue per session and gross margin, not only conversion rate': Analytics or growth owns the report; ecommerce
Review output for 'The team reviews revenue per session and gross margin, not only conversion rate': Add one finding to the weekly metric readout with

Red flags

For 'The team reviews revenue per session and gross margin, not only conversion rate', false diagnosis risk: The team celebrates a conversion lift
For 'The team reviews revenue per session and gross margin, not only conversion rate', evidence gap to avoid: The metric is quoted without
For 'The team reviews revenue per session and gross margin, not only conversion rate', guardrail warning: The team changes budget or roadmap

Scoring rule

0 = missing, unknown, or untested.

1 = present but weak, inconsistent, or not trusted.

2 = functional and usable, with some evidence.

3 = strong, proven, documented, and repeatable.

Decision rule

If conversion improves but margin, AOV, refund rate, or support load worsens, treat the change as unresolved until profitable revenue is proven.

CHECKPOINT 006 FIELD GUIDE

How to work this checkpoint

The team reviews revenue per session and gross margin, not only conversion rate.

Step-by-step walkthrough

1. For this checkpoint, collect proof that shows whether the team reviews revenue per session and gross margin, not only conversion rate. Pull the metric from Shopify, GA4, or the ad platform for the exact date range used in the Funnel Snapshot.
2. Prove or disprove this exact statement: The team reviews revenue per session and gross margin, not only conversion rate.
3. Use Shopify online store conversion report as the primary source and GA4 landing page engagement as a cross-check for 'The team reviews revenue per session and gross margin, not only conversion rate' before scoring.
4. Turn the finding into the next action for this checkpoint: Add margin and refund guardrails to the weekly scorecard before

Use these kit pieces

Use workbook tabs: Funnel Snapshot, 120-Point Audit, Checkpoint Guide, Prioritization, Weekly Review.

What good evidence looks like

Proof that the team reviews revenue per session and gross margin, not only conversion rate, backed by Shopify online store conversion report. Cross-check the team reviews revenue per session and gross margin, not only conversion rate with GA4 landing page engagement from the same Decision-ready: 'The team reviews revenue per session and gross margin,

If / then guidance

- If the evidence confirms that the team reviews revenue per session and gross margin, not only conversion rate is weak, use this decision rule: If conversion improves but margin, AOV, refund rate, or support load worsens, treat the change as unresolved until profitable revenue is proven.
- If evidence about whether the team reviews revenue per session and gross margin, not only conversion rate is mixed, run this diagnostic before changing the site: Compare conversion movement against margin and refund movement by product group and traffic source.
- If evidence for the team reviews revenue per session and gross margin, not only conversion rate is weak, open a research task with this

Checkpoint output

Expected output: a scored decision about whether the team reviews revenue per session and gross margin, not only conversion rate, plus the next action: Add margin and refund guardrails to the weekly scorecard before approving promotional or UX changes. If the evidence is not strong enough, create a research task using the proof standard above.

CHECKPOINT 007 / 120

Top landing pages are reviewed weekly for bounce, engagement, add-to-cart, and purchase behavior.

Category: Funnel Measurement

Evidence type: Analytics

Weight: 4/5

Why it matters here: If top landing pages are reviewed weekly for bounce, engagement, add-to-cart, and purchase behavior is weak, this checkpoint can distort the team's diagnosis. Each funnel step points to a different kind of problem: product confidence, cart expectation, checkout friction, or payment/trust failure.

Data to collect

For 'Top landing pages are reviewed weekly for bounce, engagement, add-to-cart, and purchase behavior', proof standard: Product-page view, Primary source for 'Top landing pages are reviewed weekly for bounce, engagement, add-to-cart, and purchase behavior': Shopify online store Second source to confirm the same finding: GA4 landing page engagement Artifact for 'Top landing pages are reviewed weekly for bounce,

How to diagnose

For 'Top landing pages are reviewed weekly for bounce, engagement, add-to-cart, and purchase behavior', diagnose this exact statement before For 'Top landing pages are reviewed weekly for bounce, engagement, add-to-cart, and purchase behavior', compare this way: Compare the weak For 'Top landing pages are reviewed weekly for bounce, engagement, add-to-cart, and purchase behavior', next diagnostic move: If the metric is

High-value actions

If 'Top landing pages are reviewed weekly for bounce, engagement, add-to-cart, and purchase behavior' is weak, recommended action: Build a Owner for 'Top landing pages are reviewed weekly for bounce, engagement, add-to-cart, and purchase behavior': Analytics or growth owns the report; Review output for 'Top landing pages are reviewed weekly for bounce, engagement, add-to-cart, and purchase behavior': Add one finding to the

Red flags

For 'Top landing pages are reviewed weekly for bounce, engagement, add-to-cart, and purchase behavior', false diagnosis risk: Checkout work is For 'Top landing pages are reviewed weekly for bounce, engagement, add-to-cart, and purchase behavior', evidence gap to avoid: The metric is For 'Top landing pages are reviewed weekly for bounce, engagement, add-to-cart, and purchase behavior', guardrail warning: The team changes

Scoring rule

0 = missing, unknown, or untested.

1 = present but weak, inconsistent, or not trusted.

2 = functional and usable, with some evidence.

3 = strong, proven, documented, and repeatable.

Decision rule

If a specific step is weak, only approve fixes that affect that step or the promise immediately before it.

How to work this checkpoint

Top landing pages are reviewed weekly for bounce, engagement, add-to-cart, and purchase behavior.

Step-by-step walkthrough

1. For this checkpoint, collect proof that shows whether top landing pages are reviewed weekly for bounce, engagement, add-to-cart, and purchase behavior. Pull the metric from Shopify, GA4, or the ad platform for the exact date range used in the Funnel Snapshot.
2. Prove or disprove this exact statement: Top landing pages are reviewed weekly for bounce, engagement, add-to-cart, and purchase behavior.
3. Use Shopify online store conversion report as the primary source and GA4 landing page engagement as a cross-check for 'Top landing pages are reviewed weekly for bounce, engagement, add-to-cart, and purchase behavior' before scoring.

Use these kit pieces

Use workbook tabs: Funnel Snapshot, 120-Point Audit, Checkpoint Guide, Prioritization, Weekly Review.

What good evidence looks like

Proof that top landing pages are reviewed weekly for bounce, engagement, add-to-cart, and purchase behavior, backed by Shopify online store
Cross-check top landing pages are reviewed weekly for bounce, engagement, add-to-cart, and purchase behavior with GA4 landing page
Decision-ready: 'Top landing pages are reviewed weekly for bounce,

If / then guidance

- If the evidence confirms that top landing pages are reviewed weekly for bounce, engagement, add-to-cart, and purchase behavior is weak, use this decision rule: If a specific step is weak, only approve fixes that affect that step or the promise immediately before it.
- If evidence about whether top landing pages are reviewed weekly for bounce, engagement, add-to-cart, and purchase behavior is mixed, run this diagnostic before changing the site: Locate the steepest step drop before discussing fixes; the wrong step produces the wrong work.
- If evidence for top landing pages are reviewed weekly for bounce, engagement, add-to-cart, and purchase behavior is weak, open a

Checkpoint output

Expected output: a scored decision about whether top landing pages are reviewed weekly for bounce, engagement, add-to-cart, and purchase behavior, plus the next action: Build a funnel-step table and attach a likely cause range to each weak step. If the evidence is not strong enough, create a research task using the proof standard above.

Session recordings or heatmaps are reviewed using a structured observation sheet.

Category: Funnel Measurement

Evidence type: Research

Weight: 3/5

Why it matters here: If session recordings or heatmaps are reviewed using a structured observation sheet is weak, this checkpoint can distort the team's diagnosis. Session tools only create value when observations are structured and tied to a decision.

Data to collect

For 'Session recordings or heatmaps are reviewed using a structured observation sheet', proof standard: Recording sample, device, page type, Primary source for 'Session recordings or heatmaps are reviewed using a structured observation sheet': Session recordings
Second source to confirm the same finding: Customer support questions
Artifact for 'Session recordings or heatmaps are reviewed using a structured

How to diagnose

For 'Session recordings or heatmaps are reviewed using a structured observation sheet', diagnose this exact statement before changing the site:
For 'Session recordings or heatmaps are reviewed using a structured observation sheet', compare this way: Compare the weak segment against
For 'Session recordings or heatmaps are reviewed using a structured observation sheet', next diagnostic move: If the pattern is qualitative, confirm

High-value actions

If 'Session recordings or heatmaps are reviewed using a structured observation sheet' is weak, recommended action: Record the observed
Owner for 'Session recordings or heatmaps are reviewed using a structured observation sheet': UX, support, or ecommerce owns evidence capture; the
Review output for 'Session recordings or heatmaps are reviewed using a structured observation sheet': Add one finding to the weekly metric readout

Red flags

For 'Session recordings or heatmaps are reviewed using a structured observation sheet', false diagnosis risk: The team turns a few dramatic
For 'Session recordings or heatmaps are reviewed using a structured observation sheet', evidence gap to avoid: Anecdotes are treated as proof
For 'Session recordings or heatmaps are reviewed using a structured observation sheet', guardrail warning: The team changes budget or roadmap

Scoring rule

0 = missing, unknown, or untested.

1 = present but weak, inconsistent, or not trusted.

2 = functional and usable, with some evidence.

3 = strong, proven, documented, and repeatable.

Decision rule

Lower-weight checkpoint for 'Session recordings or heatmaps are reviewed using a structured observation sheet': monitor it as a guardrail unless the evidence shows it is blocking a high-value segment. If recordings show friction but analytics do not confirm scale, run a focused research task before implementation.

How to work this checkpoint

Session recordings or heatmaps are reviewed using a structured observation sheet.

Step-by-step walkthrough

1. For this checkpoint, collect proof that shows whether session recordings or heatmaps are reviewed using a structured observation sheet. Review the relevant recordings, heatmaps, support notes, reviews, return reasons, or survey comments tied to this checkpoint.
2. Prove or disprove this exact statement: Session recordings or heatmaps are reviewed using a structured observation sheet.
3. Use Session recordings as the primary source and Customer support questions as a cross-check for 'Session recordings or heatmaps are reviewed using a structured observation sheet' before scoring.

Use these kit pieces

Use worksheets/templates: Session Review Worksheet, Customer Voice Mining Template, Checkpoint Decision Log.

What good evidence looks like

Proof that session recordings or heatmaps are reviewed using a structured observation sheet, backed by Session recordings.

Cross-check session recordings or heatmaps are reviewed using a structured observation sheet with Customer support questions from the Decision-ready: 'Session recordings or heatmaps are reviewed using a

If / then guidance

- If the evidence confirms that session recordings or heatmaps are reviewed using a structured observation sheet is weak, use this decision rule: If recordings show friction but analytics do not confirm scale, run a focused research task before implementation.
- If evidence about whether session recordings or heatmaps are reviewed using a structured observation sheet is mixed, run this diagnostic before changing the site: Watch sessions around one question at a time instead of collecting random usability notes.
- If evidence for session recordings or heatmaps are reviewed using a structured observation sheet is weak, open a research task with this proof standard: Recording sample, device, page type, hesitation point, rage/dead clicks, scroll depth, and checkout step.

Checkpoint output

Expected output: a scored decision about whether session recordings or heatmaps are reviewed using a structured observation sheet, plus the next action: Record the observed behavior, possible cause, confidence level, and next evidence needed. If the evidence is not strong enough, create a research task using the proof standard above.

Customer support and return reasons are reviewed as conversion research inputs.

Category: Funnel Measurement

Evidence type: Research

Weight: 4/5

Why it matters here: If customer support and return reasons are reviewed as conversion research inputs is weak, this checkpoint can distort the team's diagnosis. Support tickets, reviews, and returns reveal the objections shoppers could not resolve before buying or abandoning.

Data to collect

For 'Customer support and return reasons are reviewed as conversion research inputs', proof standard: Support tags, return reasons, review
 Primary source for 'Customer support and return reasons are reviewed as conversion research inputs': Session recordings
 Second source to confirm the same finding: Customer support questions
 Artifact for 'Customer support and return reasons are reviewed as

How to diagnose

For 'Customer support and return reasons are reviewed as conversion research inputs', diagnose this exact statement before changing the site:
 For 'Customer support and return reasons are reviewed as conversion research inputs', compare this way: Compare the weak segment against the
 For 'Customer support and return reasons are reviewed as conversion research inputs', next diagnostic move: If the pattern is qualitative, confirm

High-value actions

If 'Customer support and return reasons are reviewed as conversion research inputs' is weak, recommended action: Turn the top repeated
 Owner for 'Customer support and return reasons are reviewed as conversion research inputs': UX, support, or ecommerce owns evidence capture; the
 Review output for 'Customer support and return reasons are reviewed as conversion research inputs': Add one finding to the weekly metric readout

Red flags

For 'Customer support and return reasons are reviewed as conversion research inputs', false diagnosis risk: The site keeps answering internal
 For 'Customer support and return reasons are reviewed as conversion research inputs', evidence gap to avoid: Anecdotes are treated as proof
 For 'Customer support and return reasons are reviewed as conversion research inputs', guardrail warning: The team changes budget or roadmap

Scoring rule

0 = missing, unknown, or untested.

1 = present but weak, inconsistent, or not trusted.

2 = functional and usable, with some evidence.

3 = strong, proven, documented, and repeatable.

Decision rule

If a theme appears repeatedly in support, reviews, or returns, it deserves a product-page or policy fix before a visual redesign.

How to work this checkpoint

Customer support and return reasons are reviewed as conversion research inputs.

Step-by-step walkthrough

1. For this checkpoint, collect proof that shows whether customer support and return reasons are reviewed as conversion research inputs. Review the relevant recordings, heatmaps, support notes, reviews, return reasons, or survey comments tied to this checkpoint.
2. Prove or disprove this exact statement: Customer support and return reasons are reviewed as conversion research inputs.
3. Use Session recordings as the primary source and Customer support questions as a cross-check for 'Customer support and return reasons are reviewed as conversion research inputs' before scoring.

Use these kit pieces

Use worksheets/templates: Session Review Worksheet, Customer Voice Mining Template, Checkpoint Decision Log.

What good evidence looks like

Proof that customer support and return reasons are reviewed as conversion research inputs, backed by Session recordings.

Cross-check customer support and return reasons are reviewed as conversion research inputs with Customer support questions from the same Decision-ready: 'Customer support and return reasons are reviewed as

If / then guidance

- If the evidence confirms that customer support and return reasons are reviewed as conversion research inputs is weak, use this decision rule: If a theme appears repeatedly in support, reviews, or returns, it deserves a product-page or policy fix before a visual redesign.
- If evidence about whether customer support and return reasons are reviewed as conversion research inputs is mixed, run this diagnostic before changing the site: Group the language into decision questions: fit, quality, delivery, setup, compatibility, trust, value, or policy.
- If evidence for customer support and return reasons are reviewed as conversion research inputs is weak, open a research task with this proof standard: Support tags, return reasons, review themes, pre-purchase questions, refund notes, and product-page gaps.

Checkpoint output

Expected output: a scored decision about whether customer support and return reasons are reviewed as conversion research inputs, plus the next action: Turn the top repeated question into page copy, product data, FAQ content, or operational clarification. If the evidence is not strong enough, create a research task using the proof standard above.

Conversion reports separate acquisition problem, offer problem, product-page problem, and checkout problem.

Category: Funnel Measurement

Evidence type: Analytics

Weight: 5/5

Why it matters here: If conversion reports separate acquisition problem, offer problem, product-page problem, and checkout problem is weak, this checkpoint can distort the team's diagnosis. Acquisition, offer, product-page, cart, checkout, and recovery problems require different owners and different fixes.

Data to collect

For 'Conversion reports separate acquisition problem, offer problem, product-page problem, and checkout problem', proof standard: Traffic
Primary source for 'Conversion reports separate acquisition problem, offer problem, product-page problem, and checkout problem': Shopify online store
Second source to confirm the same finding: GA4 landing page engagement
Artifact for 'Conversion reports separate acquisition problem, offer problem,

How to diagnose

For 'Conversion reports separate acquisition problem, offer problem, product-page problem, and checkout problem', diagnose this exact
For 'Conversion reports separate acquisition problem, offer problem, product-page problem, and checkout problem', compare this way: Compare
For 'Conversion reports separate acquisition problem, offer problem, product-page problem, and checkout problem', next diagnostic move: If the

High-value actions

If 'Conversion reports separate acquisition problem, offer problem, product-page problem, and checkout problem' is weak, recommended
Owner for 'Conversion reports separate acquisition problem, offer problem, product-page problem, and checkout problem': Analytics or growth owns the
Review output for 'Conversion reports separate acquisition problem, offer problem, product-page problem, and checkout problem': Add one finding to

Red flags

For 'Conversion reports separate acquisition problem, offer problem, product-page problem, and checkout problem', false diagnosis risk: The
For 'Conversion reports separate acquisition problem, offer problem, product-page problem, and checkout problem', evidence gap to avoid: The
For 'Conversion reports separate acquisition problem, offer problem, product-page problem, and checkout problem', guardrail warning: The team

Scoring rule

0 = missing, unknown, or untested.

1 = present but weak, inconsistent, or not trusted.

2 = functional and usable, with some evidence.

3 = strong, proven, documented, and repeatable.

Decision rule

High-weight checkpoint for 'Conversion reports separate acquisition problem, offer problem, product-page problem, and checkout problem': If the constraint type is unclear, run one research task that separates traffic, offer, product-page, cart, checkout, and recovery evidence.

CHECKPOINT 010 FIELD GUIDE

How to work this checkpoint

Conversion reports separate acquisition problem, offer problem, product-page problem, and checkout problem.

Step-by-step walkthrough

1. For this checkpoint, collect proof that shows whether conversion reports separate acquisition problem, offer problem, product-page problem, and checkout problem. Pull the metric from Shopify, GA4, or the ad platform for the exact date range used in the Funnel Snapshot.
2. Prove or disprove this exact statement: Conversion reports separate acquisition problem, offer problem, product-page problem, and checkout problem.
3. Use Shopify online store conversion report as the primary source and GA4 landing page engagement as a cross-check for 'Conversion reports separate acquisition problem, offer problem, product-page problem, and checkout problem' before scoring.

Use these kit pieces

Use workbook tabs: Funnel Snapshot, 120-Point Audit, Checkpoint Guide, Prioritization, Weekly Review.

What good evidence looks like

Proof that conversion reports separate acquisition problem, offer problem, product-page problem, and checkout problem, backed by Shopify online
Cross-check conversion reports separate acquisition problem, offer problem, product-page problem, and checkout problem with GA4 landing page
Decision-ready: 'Conversion reports separate acquisition problem, offer

If / then guidance

- If the evidence confirms that conversion reports separate acquisition problem, offer problem, product-page problem, and checkout problem is weak, use this decision rule: If the constraint type is unclear, run one research task that separates traffic, offer, product-page, cart, checkout, and recovery evidence.
- If evidence about whether conversion reports separate acquisition problem, offer problem, product-page problem, and checkout problem is mixed, run this diagnostic before changing the site: Classify the issue by where intent weakens and what evidence contradicts the first explanation.

Checkpoint output

Expected output: a scored decision about whether conversion reports separate acquisition problem, offer problem, product-page problem, and checkout problem, plus the next action: Label the constraint type in the roadmap before assigning any creative, UX, checkout, or lifecycle work. If the evidence is not strong enough, create a research task using the proof standard above.

The homepage explains what is sold, who it is for, and why it is different within the first screen.

Category: Offer Clarity

Evidence type: Messaging

Weight: 5/5

Why it matters here: If the homepage explains what is sold, who it is for, and why it is different within the first screen is weak, this checkpoint can distort the team's diagnosis. The homepage must quickly orient new visitors before brand storytelling or product browsing can work.

Data to collect

For 'The homepage explains what is sold, who it is for, and why it is different within the first screen', proof standard: Hero headline, subhead, primary
Primary source for 'The homepage explains what is sold, who it is for, and why it is different within the first screen': Above-the-fold copy
Second source to confirm the same finding: Ad-to-page message match
Artifact for 'The homepage explains what is sold, who it is for, and why it is

How to diagnose

For 'The homepage explains what is sold, who it is for, and why it is different within the first screen', diagnose this exact statement before changing the
For 'The homepage explains what is sold, who it is for, and why it is different within the first screen', compare this way: Compare first-time visitors from
For 'The homepage explains what is sold, who it is for, and why it is different within the first screen', next diagnostic move: If the message is unclear,

High-value actions

If 'The homepage explains what is sold, who it is for, and why it is different within the first screen' is weak, recommended action: Move the clearest
Owner for 'The homepage explains what is sold, who it is for, and why it is different within the first screen': Marketing owns the promise; ecommerce
Review output for 'The homepage explains what is sold, who it is for, and why it is different within the first screen': Update the offer note with the exact

Red flags

For 'The homepage explains what is sold, who it is for, and why it is different within the first screen', false diagnosis risk: The homepage looks premium
For 'The homepage explains what is sold, who it is for, and why it is different within the first screen', evidence gap to avoid: The page is approved
For 'The homepage explains what is sold, who it is for, and why it is different within the first screen', guardrail warning: A clearer offer creates more

Scoring rule

0 = missing, unknown, or untested.

1 = present but weak, inconsistent, or not trusted.

2 = functional and usable, with some evidence.

3 = strong, proven, documented, and repeatable.

Decision rule

High-weight checkpoint for 'The homepage explains what is sold, who it is for, and why it is different within the first screen': If the first screen is ambiguous, fix orientation before testing deeper homepage content.

CHECKPOINT 011 FIELD GUIDE

How to work this checkpoint

The homepage explains what is sold, who it is for, and why it is different within the first screen.

Step-by-step walkthrough

1. For this checkpoint, collect proof that shows whether the homepage explains what is sold, who it is for, and why it is different within the first screen. Capture the first screen, campaign promise, navigation labels, offer language, and customer words connected to this checkpoint.
2. Prove or disprove this exact statement: The homepage explains what is sold, who it is for, and why it is different within the first screen.
3. Use Above-the-fold copy as the primary source and Ad-to-page message match as a cross-check for 'The homepage explains what is sold, who it is for, and why it is different within the first screen' before scoring.

Use these kit pieces

Use templates: Product Page Review Worksheet, Customer Voice Mining Template, Checkpoint Decision Log.

What good evidence looks like

Proof that the homepage explains what is sold, who it is for, and why it is different within the first screen, backed by Above-the-fold copy.
Cross-check the homepage explains what is sold, who it is for, and why it is different within the first screen with Ad-to-page message match from the Decision-ready: 'The homepage explains what is sold, who it is for, and why

If / then guidance

- If the evidence confirms that the homepage explains what is sold, who it is for, and why it is different within the first screen is weak, use this decision rule: If the first screen is ambiguous, fix orientation before testing deeper homepage content.
- If evidence about whether the homepage explains what is sold, who it is for, and why it is different within the first screen is mixed, run this diagnostic before changing the site: Ask whether a first-time visitor can name the product category, buyer, reason to care, and next step within five seconds.
- If evidence for the homepage explains what is sold, who it is for, and why it is different within the first screen is weak, open a research task

Checkpoint output

Expected output: a scored decision about whether the homepage explains what is sold, who it is for, and why it is different within the first screen, plus the next action: Move the clearest product/category and buyer-value language into the first screen. If the evidence is not strong enough, create a research task using the proof standard above.

CHECKPOINT 012 / 120

Collection pages make product categories and buying intent clear without forcing visitors to hunt.

Category: Offer Clarity

Evidence type: Merchandising

Weight: 4/5

Why it matters here: If collection pages make product categories and buying intent clear without forcing visitors to hunt is weak, this checkpoint can distort the team's diagnosis. Discovery friction makes shoppers work too hard before they ever evaluate a product.

Data to collect

For 'Collection pages make product categories and buying intent clear without forcing visitors to hunt', proof standard: Collection clickthrough, filter
Primary source for 'Collection pages make product categories and buying intent clear without forcing visitors to hunt': Collection performance
Second source to confirm the same finding: Search terms
Artifact for 'Collection pages make product categories and buying intent

How to diagnose

For 'Collection pages make product categories and buying intent clear without forcing visitors to hunt', diagnose this exact statement before
For 'Collection pages make product categories and buying intent clear without forcing visitors to hunt', compare this way: Compare first-time visitors
For 'Collection pages make product categories and buying intent clear without forcing visitors to hunt', next diagnostic move: If discovery is weak,

High-value actions

If 'Collection pages make product categories and buying intent clear without forcing visitors to hunt' is weak, recommended action: Improve category
Owner for 'Collection pages make product categories and buying intent clear without forcing visitors to hunt': Merchandising owns grouping and product
Review output for 'Collection pages make product categories and buying intent clear without forcing visitors to hunt': Update the offer note with the

Red flags

For 'Collection pages make product categories and buying intent clear without forcing visitors to hunt', false diagnosis risk: A shopper with intent
For 'Collection pages make product categories and buying intent clear without forcing visitors to hunt', evidence gap to avoid: Product grouping is
For 'Collection pages make product categories and buying intent clear without forcing visitors to hunt', guardrail warning: A clearer offer creates

Scoring rule

0 = missing, unknown, or untested.

1 = present but weak, inconsistent, or not trusted.

2 = functional and usable, with some evidence.

3 = strong, proven, documented, and repeatable.

Decision rule

If product finding is weak, fix navigation/search before product-page persuasion work.

How to work this checkpoint

Collection pages make product categories and buying intent clear without forcing visitors to hunt.

Step-by-step walkthrough

1. For this checkpoint, collect proof that shows whether collection pages make product categories and buying intent clear without forcing visitors to hunt. Export or inspect collection behavior, product grouping, search terms, filters, recommendations, and AOV/product mix.
2. Prove or disprove this exact statement: Collection pages make product categories and buying intent clear without forcing visitors to hunt.
3. Use Collection performance as the primary source and Search terms as a cross-check for 'Collection pages make product categories and buying intent clear without forcing visitors to hunt' before scoring.

Use these kit pieces

Use workbook tabs: Product Page Revenue, Prioritization. Use template: Checkpoint Decision Log.

What good evidence looks like

Proof that collection pages make product categories and buying intent clear without forcing visitors to hunt, backed by Collection performance.
Cross-check collection pages make product categories and buying intent clear without forcing visitors to hunt with Search terms from the same path, Decision-ready: 'Collection pages make product categories and buying intent

If / then guidance

- If the evidence confirms that collection pages make product categories and buying intent clear without forcing visitors to hunt is weak, use this decision rule: If product finding is weak, fix navigation/search before product-page persuasion work.
- If evidence about whether collection pages make product categories and buying intent clear without forcing visitors to hunt is mixed, run this diagnostic before changing the site: Test whether shoppers can narrow the catalog by the attributes that matter for the category.
- If evidence for collection pages make product categories and buying intent clear without forcing visitors to hunt is weak, open a research task with this proof standard: Collection clickthrough, filter usage, search terms, no-result searches, exits, sort behavior, and product

Checkpoint output

Expected output: a scored decision about whether collection pages make product categories and buying intent clear without forcing visitors to hunt, plus the next action: Improve category labels, filters, sort options, search behavior, or merchandising order based on buying intent. If the evidence is not strong enough, create a research task using the proof standard above.

Best sellers, new arrivals, bundles, and giftable options are easy to find.

Category: Offer Clarity

Evidence type: Merchandising

Weight: 3/5

Why it matters here: If best sellers, new arrivals, bundles, and giftable options are easy to find is weak, this checkpoint can distort the team's diagnosis. Merchandising shortcuts help shoppers choose when the paths reflect real buying missions.

Data to collect

For 'Best sellers, new arrivals, bundles, and giftable options are easy to find', proof standard: Collection performance, bundle attach rate, bestseller clicks, Primary source for 'Best sellers, new arrivals, bundles, and giftable options are easy to find': Collection performance
Second source to confirm the same finding: Search terms
Artifact for 'Best sellers, new arrivals, bundles, and giftable options are easy to find':

How to diagnose

For 'Best sellers, new arrivals, bundles, and giftable options are easy to find', diagnose this exact statement before changing the site: Check whether each For 'Best sellers, new arrivals, bundles, and giftable options are easy to find', compare this way: Compare first-time visitors from paid, organic, email, and For 'Best sellers, new arrivals, bundles, and giftable options are easy to find', next diagnostic move: If discovery is weak, adjust navigation, grouping, sort

High-value actions

If 'Best sellers, new arrivals, bundles, and giftable options are easy to find' is weak, recommended action: Create or revise merchandising groups around Owner for 'Best sellers, new arrivals, bundles, and giftable options are easy to find': Merchandising owns grouping and product logic; analytics validates Review output for 'Best sellers, new arrivals, bundles, and giftable options are easy to find': Update the offer note with the exact buyer confusion and

Red flags

For 'Best sellers, new arrivals, bundles, and giftable options are easy to find', false diagnosis risk: Homepage and collection space is spent on labels that For 'Best sellers, new arrivals, bundles, and giftable options are easy to find', evidence gap to avoid: Product grouping is based on internal preference For 'Best sellers, new arrivals, bundles, and giftable options are easy to find', guardrail warning: A clearer offer creates more low-quality orders because

Scoring rule

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1 = present but weak, inconsistent, or not trusted.

2 = functional and usable, with some evidence.

3 = strong, proven, documented, and repeatable.

Decision rule

Lower-weight checkpoint for 'Best sellers, new arrivals, bundles, and giftable options are easy to find': monitor it as a guardrail unless the evidence shows it is blocking a high-value segment. If a merchandising module does not improve product discovery or order quality, remove or replace it.

How to work this checkpoint

Best sellers, new arrivals, bundles, and giftable options are easy to find.

Step-by-step walkthrough

1. For this checkpoint, collect proof that shows whether best sellers, new arrivals, bundles, and giftable options are easy to find. Export or inspect collection behavior, product grouping, search terms, filters, recommendations, and AOV/product mix.
2. Prove or disprove this exact statement: Best sellers, new arrivals, bundles, and giftable options are easy to find.
3. Use Collection performance as the primary source and Search terms as a cross-check for 'Best sellers, new arrivals, bundles, and giftable options are easy to find' before scoring.
4. Turn the finding into the next action for this checkpoint: Create or revise merchandising groups around buying missions such as

Use these kit pieces

Use workbook tabs: Product Page Revenue, Prioritization. Use template: Checkpoint Decision Log.

What good evidence looks like

Proof that best sellers, new arrivals, bundles, and giftable options are easy to find, backed by Collection performance.
Cross-check best sellers, new arrivals, bundles, and giftable options are easy to find with Search terms from the same path, date range, product
Decision-ready: 'Best sellers, new arrivals, bundles, and giftable options are

If / then guidance

- If the evidence confirms that best sellers, new arrivals, bundles, and giftable options are easy to find is weak, use this decision rule: If a merchandising module does not improve product discovery or order quality, remove or replace it.
- If evidence about whether best sellers, new arrivals, bundles, and giftable options are easy to find is mixed, run this diagnostic before changing the site: Check whether each shortcut maps to a real customer intent instead of an internal merchandising label.
- If evidence for best sellers, new arrivals, bundles, and giftable options are easy to find is weak, open a research task with this proof standard: Collection performance, bundle attach rate, bestseller clicks, search behavior, AOV, and product-pair purchase data.

Checkpoint output

Expected output: a scored decision about whether best sellers, new arrivals, bundles, and giftable options are easy to find, plus the next action: Create or revise merchandising groups around buying missions such as starter, refill, gift, routine, kit, or upgrade. If the evidence is not strong enough, create a research task using the proof standard above.

Product names and descriptions use shopper language, not internal merchandising shorthand.

Category: Offer Clarity

Evidence type: Copy

Weight: 4/5

Why it matters here: If product names and descriptions use shopper language, not internal merchandising shorthand is weak, this checkpoint can distort the team's diagnosis. Copy converts when it uses the shopper's decision language instead of internal catalog or brand language.

Data to collect

For 'Product names and descriptions use shopper language, not internal merchandising shorthand', proof standard: Product titles, description bullets, Primary source for 'Product names and descriptions use shopper language, not internal merchandising shorthand': Product description scan
Second source to confirm the same finding: Objection coverage
Artifact for 'Product names and descriptions use shopper language, not

How to diagnose

For 'Product names and descriptions use shopper language, not internal merchandising shorthand', diagnose this exact statement before changing
For 'Product names and descriptions use shopper language, not internal merchandising shorthand', compare this way: Compare first-time visitors
For 'Product names and descriptions use shopper language, not internal merchandising shorthand', next diagnostic move: If the copy is weak, rewrite

High-value actions

If 'Product names and descriptions use shopper language, not internal merchandising shorthand' is weak, recommended action: Rewrite the first Owner for 'Product names and descriptions use shopper language, not internal merchandising shorthand': Copy or ecommerce owns the language;
Review output for 'Product names and descriptions use shopper language, not internal merchandising shorthand': Update the offer note with the exact

Red flags

For 'Product names and descriptions use shopper language, not internal merchandising shorthand', false diagnosis risk: The page sounds polished
For 'Product names and descriptions use shopper language, not internal merchandising shorthand', evidence gap to avoid: Copy changes are made
For 'Product names and descriptions use shopper language, not internal merchandising shorthand', guardrail warning: A clearer offer creates more

Scoring rule

0 = missing, unknown, or untested.

1 = present but weak, inconsistent, or not trusted.

2 = functional and usable, with some evidence.

3 = strong, proven, documented, and repeatable.

Decision rule

If copy is brand-led but the buyer needs decision support, move practical clarity above brand narrative.

CHECKPOINT 014 FIELD GUIDE

How to work this checkpoint

Product names and descriptions use shopper language, not internal merchandising shorthand.

Step-by-step walkthrough

1. For this checkpoint, collect proof that shows whether product names and descriptions use shopper language, not internal merchandising shorthand. Copy the current page language and compare it against reviews, support questions, search terms, and buyer objections.
2. Prove or disprove this exact statement: Product names and descriptions use shopper language, not internal merchandising shorthand.
3. Use Product description scan as the primary source and Objection coverage as a cross-check for 'Product names and descriptions use shopper language, not internal merchandising shorthand' before scoring.

Use these kit pieces

Use templates: Product Page Review Worksheet, Customer Voice Mining Template, CRO Hypothesis Template.

What good evidence looks like

Proof that product names and descriptions use shopper language, not internal merchandising shorthand, backed by Product description scan. Cross-check product names and descriptions use shopper language, not internal merchandising shorthand with Objection coverage from the same Decision-ready: 'Product names and descriptions use shopper language, not

If / then guidance

- If the evidence confirms that product names and descriptions use shopper language, not internal merchandising shorthand is weak, use this decision rule: If copy is brand-led but the buyer needs decision support, move practical clarity above brand narrative.
- If evidence about whether product names and descriptions use shopper language, not internal merchandising shorthand is mixed, run this diagnostic before changing the site: Compare page language against the exact phrases customers use when describing the problem, use case, or objection.
- If evidence for product names and descriptions use shopper language, not internal merchandising shorthand is weak, open a research task

Checkpoint output

Expected output: a scored decision about whether product names and descriptions use shopper language, not internal merchandising shorthand, plus the next action: Rewrite the first visible copy block around outcome, use case, proof, and objection coverage. If the evidence is not strong enough, create a research task using the proof standard above.

The primary value proposition appears before deep brand storytelling.

Category: Offer Clarity

Evidence type: Copy

Weight: 5/5

Why it matters here: If the primary value proposition appears before deep brand storytelling is weak, this checkpoint can distort the team's diagnosis. Copy converts when it uses the shopper's decision language instead of internal catalog or brand language.

Data to collect

For 'The primary value proposition appears before deep brand storytelling', proof standard: Product titles, description bullets, customer questions, Primary source for 'The primary value proposition appears before deep brand storytelling': Product description scan
Second source to confirm the same finding: Objection coverage
Artifact for 'The primary value proposition appears before deep brand storytelling':

How to diagnose

For 'The primary value proposition appears before deep brand storytelling', diagnose this exact statement before changing the site: Compare page For 'The primary value proposition appears before deep brand storytelling', compare this way: Compare first-time visitors from paid, organic, email, and For 'The primary value proposition appears before deep brand storytelling', next diagnostic move: If the copy is weak, rewrite around the buyer question

High-value actions

If 'The primary value proposition appears before deep brand storytelling' is weak, recommended action: Rewrite the first visible copy block around Owner for 'The primary value proposition appears before deep brand storytelling': Copy or ecommerce owns the language; support/customer Review output for 'The primary value proposition appears before deep brand storytelling': Update the offer note with the exact buyer confusion and the

Red flags

For 'The primary value proposition appears before deep brand storytelling', false diagnosis risk: The page sounds polished but does not answer the For 'The primary value proposition appears before deep brand storytelling', evidence gap to avoid: Copy changes are made without customer language For 'The primary value proposition appears before deep brand storytelling', guardrail warning: A clearer offer creates more low-quality orders because

Scoring rule

0 = missing, unknown, or untested.

1 = present but weak, inconsistent, or not trusted.

2 = functional and usable, with some evidence.

3 = strong, proven, documented, and repeatable.

Decision rule

High-weight checkpoint for 'The primary value proposition appears before deep brand storytelling': If copy is brand-led but the buyer needs decision support, move practical clarity above brand narrative.

CHECKPOINT 015 FIELD GUIDE

How to work this checkpoint

The primary value proposition appears before deep brand storytelling.

Step-by-step walkthrough

1. For this checkpoint, collect proof that shows whether the primary value proposition appears before deep brand storytelling. Copy the current page language and compare it against reviews, support questions, search terms, and buyer objections.
2. Prove or disprove this exact statement: The primary value proposition appears before deep brand storytelling.
3. Use Product description scan as the primary source and Objection coverage as a cross-check for 'The primary value proposition appears before deep brand storytelling' before scoring.
4. Turn the finding into the next action for this checkpoint: Rewrite the first visible copy block around outcome, use case, proof,

Use these kit pieces

Use templates: Product Page Review Worksheet, Customer Voice Mining Template, CRO Hypothesis Template.

What good evidence looks like

Proof that the primary value proposition appears before deep brand storytelling, backed by Product description scan.

Cross-check the primary value proposition appears before deep brand storytelling with Objection coverage from the same path, date range, product Decision-ready: 'The primary value proposition appears before deep brand

If / then guidance

- If the evidence confirms that the primary value proposition appears before deep brand storytelling is weak, use this decision rule: If copy is brand-led but the buyer needs decision support, move practical clarity above brand narrative.
- If evidence about whether the primary value proposition appears before deep brand storytelling is mixed, run this diagnostic before changing the site: Compare page language against the exact phrases customers use when describing the problem, use case, or objection.
- If evidence for the primary value proposition appears before deep brand storytelling is weak, open a research task with this proof standard: Product titles, description bullets, customer questions, review phrases, ad language, search terms, and support wording.

Checkpoint output

Expected output: a scored decision about whether the primary value proposition appears before deep brand storytelling, plus the next action: Rewrite the first visible copy block around outcome, use case, proof, and objection coverage. If the evidence is not strong enough, create a research task using the proof standard above.

Price, promotions, shipping thresholds, and return terms are clear before cart.

Category: Offer Clarity

Evidence type: Offer

Weight: 5/5

Why it matters here: If price, promotions, shipping thresholds, and return terms are clear before cart is weak, this checkpoint can distort the team's diagnosis. Offer details affect conversion, AOV, margin, and trust at the same time.

Data to collect

For 'Price, promotions, shipping thresholds, and return terms are clear before cart', proof standard: Promotion terms, discount usage, threshold
 Primary source for 'Price, promotions, shipping thresholds, and return terms are clear before cart': Price-value clarity
 Second source to confirm the same finding: Promotion economics
 Artifact for 'Price, promotions, shipping thresholds, and return terms are

How to diagnose

For 'Price, promotions, shipping thresholds, and return terms are clear before cart', diagnose this exact statement before changing the site: Check
 For 'Price, promotions, shipping thresholds, and return terms are clear before cart', compare this way: Compare first-time visitors from paid,
 For 'Price, promotions, shipping thresholds, and return terms are clear before cart', next diagnostic move: If the offer is weak, clarify economics and

High-value actions

If 'Price, promotions, shipping thresholds, and return terms are clear before cart' is weak, recommended action: Clarify terms, threshold logic,
 Owner for 'Price, promotions, shipping thresholds, and return terms are clear before cart': Growth and finance should approve the offer because
 Review output for 'Price, promotions, shipping thresholds, and return terms are clear before cart': Update the offer note with the exact buyer confusion

Red flags

For 'Price, promotions, shipping thresholds, and return terms are clear before cart', false diagnosis risk: A promotion lifts orders by training
 For 'Price, promotions, shipping thresholds, and return terms are clear before cart', evidence gap to avoid: The offer is judged by conversion lift
 For 'Price, promotions, shipping thresholds, and return terms are clear before cart', guardrail warning: A clearer offer creates more low-quality

Scoring rule

0 = missing, unknown, or untested.

1 = present but weak, inconsistent, or not trusted.

2 = functional and usable, with some evidence.

3 = strong, proven, documented, and repeatable.

Decision rule

High-weight checkpoint for 'Price, promotions, shipping thresholds, and return terms are clear before cart': If the offer improves conversion but weakens margin or trust, redesign the offer before scaling it.

How to work this checkpoint

Price, promotions, shipping thresholds, and return terms are clear before cart.

Step-by-step walkthrough

1. For this checkpoint, collect proof that shows whether price, promotions, shipping thresholds, and return terms are clear before cart. Document price, promotion terms, shipping threshold, discount behavior, AOV, margin, and any offer-related support questions.
2. Prove or disprove this exact statement: Price, promotions, shipping thresholds, and return terms are clear before cart.
3. Use Price-value clarity as the primary source and Promotion economics as a cross-check for 'Price, promotions, shipping thresholds, and return terms are clear before cart' before scoring.

Use these kit pieces

Use workbook tabs: Checkout Trust, Product Page Revenue, Prioritization.
Use template: Checkpoint Decision Log.

What good evidence looks like

Proof that price, promotions, shipping thresholds, and return terms are clear before cart, backed by Price-value clarity.
Cross-check price, promotions, shipping thresholds, and return terms are clear before cart with Promotion economics from the same path, date range, Decision-ready: 'Price, promotions, shipping thresholds, and return terms

If / then guidance

- If the evidence confirms that price, promotions, shipping thresholds, and return terms are clear before cart is weak, use this decision rule: If the offer improves conversion but weakens margin or trust, redesign the offer before scaling it.
- If evidence about whether price, promotions, shipping thresholds, and return terms are clear before cart is mixed, run this diagnostic before changing the site: Check whether the shopper understands the economic promise before cart and whether the business can afford the behavior it encourages.
- If evidence for price, promotions, shipping thresholds, and return terms are clear before cart is weak, open a research task with this proof

Checkpoint output

Expected output: a scored decision about whether price, promotions, shipping thresholds, and return terms are clear before cart, plus the next action: Clarify terms, threshold logic, exclusions, and value framing where shoppers make the decision. If the evidence is not strong enough, create a research task using the proof standard above.

CHECKPOINT 017 / 120

Sizing, compatibility, material, care, fit, dimensions, or usage details are visible where relevant.

Category: Offer Clarity

Evidence type: Product Data

Weight: 5/5

Why it matters here: If sizing, compatibility, material, care, fit, dimensions, or usage details are visible where relevant is weak, this checkpoint can distort the team's diagnosis. Missing product facts create uncertainty and support load, especially in categories where fit, compatibility, ingredients, or dimensions decide the sale.

Data to collect

For 'Sizing, compatibility, material, care, fit, dimensions, or usage details are visible where relevant', proof standard: Required category attributes,
Primary source for 'Sizing, compatibility, material, care, fit, dimensions, or usage details are visible where relevant': Variant fields
Second source to confirm the same finding: Dimensions/specs
Artifact for 'Sizing, compatibility, material, care, fit, dimensions, or usage

How to diagnose

For 'Sizing, compatibility, material, care, fit, dimensions, or usage details are visible where relevant', diagnose this exact statement before changing the
For 'Sizing, compatibility, material, care, fit, dimensions, or usage details are visible where relevant', compare this way: Compare first-time visitors from
For 'Sizing, compatibility, material, care, fit, dimensions, or usage details are visible where relevant', next diagnostic move: If product facts are missing,

High-value actions

If 'Sizing, compatibility, material, care, fit, dimensions, or usage details are visible where relevant' is weak, recommended action: Add required product
Owner for 'Sizing, compatibility, material, care, fit, dimensions, or usage details are visible where relevant': Merchandising or operations owns
Review output for 'Sizing, compatibility, material, care, fit, dimensions, or usage details are visible where relevant': Update the offer note with the

Red flags

For 'Sizing, compatibility, material, care, fit, dimensions, or usage details are visible where relevant', false diagnosis risk: Shoppers abandon or return
For 'Sizing, compatibility, material, care, fit, dimensions, or usage details are visible where relevant', evidence gap to avoid: The product record is
For 'Sizing, compatibility, material, care, fit, dimensions, or usage details are visible where relevant', guardrail warning: A clearer offer creates more

Scoring rule

0 = missing, unknown, or untested.

1 = present but weak, inconsistent, or not trusted.

2 = functional and usable, with some evidence.

3 = strong, proven, documented, and repeatable.

Decision rule

High-weight checkpoint for 'Sizing, compatibility, material, care, fit, dimensions, or usage details are visible where relevant': If a product fact affects fit, safety, compatibility, delivery, or returns, treat it as mandatory conversion data.

How to work this checkpoint

Sizing, compatibility, material, care, fit, dimensions, or usage details are visible where relevant.

Step-by-step walkthrough

1. For this checkpoint, collect proof that shows whether sizing, compatibility, material, care, fit, dimensions, or usage details are visible where relevant. Open the product record and list the fields a buyer needs before purchase: specs, dimensions, fit, compatibility, care, materials, or ingredients.
2. Prove or disprove this exact statement: Sizing, compatibility, material, care, fit, dimensions, or usage details are visible where relevant.
3. Use Variant fields as the primary source and Dimensions/specs as a cross-check for 'Sizing, compatibility, material, care, fit, dimensions, or usage details are visible where relevant' before scoring.

Use these kit pieces

Use workbook tab: Product Page Revenue. Use template: Product Page Revenue Map.

What good evidence looks like

Proof that sizing, compatibility, material, care, fit, dimensions, or usage details are visible where relevant, backed by Variant fields.
Cross-check sizing, compatibility, material, care, fit, dimensions, or usage details are visible where relevant with Dimensions/specs from the same Decision-ready: 'Sizing, compatibility, material, care, fit, dimensions, or

If / then guidance

- If the evidence confirms that sizing, compatibility, material, care, fit, dimensions, or usage details are visible where relevant is weak, use this decision rule: If a product fact affects fit, safety, compatibility, delivery, or returns, treat it as mandatory conversion data.
- If evidence about whether sizing, compatibility, material, care, fit, dimensions, or usage details are visible where relevant is mixed, run this diagnostic before changing the site: List the facts a buyer needs before purchase and compare them against what the product record actually exposes.
- If evidence for sizing, compatibility, material, care, fit, dimensions, or usage details are visible where relevant is weak, open a research task

Checkpoint output

Expected output: a scored decision about whether sizing, compatibility, material, care, fit, dimensions, or usage details are visible where relevant, plus the next action: Add required product fields by category and make ownership explicit for future catalog updates. If the evidence is not strong enough, create a research task using the proof standard above.

Bundles and cross-sells are based on buying logic, not random app widgets.

Category: Offer Clarity

Evidence type: Merchandising

Weight: 3/5

Why it matters here: If bundles and cross-sells are based on buying logic, not random app widgets is weak, this checkpoint can distort the team's diagnosis. Merchandising shortcuts help shoppers choose when the paths reflect real buying missions.

Data to collect

For 'Bundles and cross-sells are based on buying logic, not random app widgets', proof standard: Collection performance, bundle attach rate,
Primary source for 'Bundles and cross-sells are based on buying logic, not random app widgets': Collection performance
Second source to confirm the same finding: Search terms
Artifact for 'Bundles and cross-sells are based on buying logic, not random

How to diagnose

For 'Bundles and cross-sells are based on buying logic, not random app widgets', diagnose this exact statement before changing the site: Check
For 'Bundles and cross-sells are based on buying logic, not random app widgets', compare this way: Compare first-time visitors from paid, organic,
For 'Bundles and cross-sells are based on buying logic, not random app widgets', next diagnostic move: If discovery is weak, adjust navigation,

High-value actions

If 'Bundles and cross-sells are based on buying logic, not random app widgets' is weak, recommended action: Create or revise merchandising
Owner for 'Bundles and cross-sells are based on buying logic, not random app widgets': Merchandising owns grouping and product logic; analytics
Review output for 'Bundles and cross-sells are based on buying logic, not random app widgets': Update the offer note with the exact buyer confusion

Red flags

For 'Bundles and cross-sells are based on buying logic, not random app widgets', false diagnosis risk: Homepage and collection space is spent on
For 'Bundles and cross-sells are based on buying logic, not random app widgets', evidence gap to avoid: Product grouping is based on internal
For 'Bundles and cross-sells are based on buying logic, not random app widgets', guardrail warning: A clearer offer creates more low-quality orders

Scoring rule

0 = missing, unknown, or untested.

1 = present but weak, inconsistent, or not trusted.

2 = functional and usable, with some evidence.

3 = strong, proven, documented, and repeatable.

Decision rule

Lower-weight checkpoint for 'Bundles and cross-sells are based on buying logic, not random app widgets': monitor it as a guardrail unless the evidence shows it is blocking a high-value segment. If a merchandising module does not improve product discovery or order quality, remove or replace it.

How to work this checkpoint

Bundles and cross-sells are based on buying logic, not random app widgets.

Step-by-step walkthrough

1. For this checkpoint, collect proof that shows whether bundles and cross-sells are based on buying logic, not random app widgets. Export or inspect collection behavior, product grouping, search terms, filters, recommendations, and AOV/product mix.
2. Prove or disprove this exact statement: Bundles and cross-sells are based on buying logic, not random app widgets.
3. Use Collection performance as the primary source and Search terms as a cross-check for 'Bundles and cross-sells are based on buying logic, not random app widgets' before scoring.
4. Turn the finding into the next action for this checkpoint: Create or revise merchandising groups around buying missions such as

Use these kit pieces

Use workbook tabs: Product Page Revenue, Prioritization. Use template: Checkpoint Decision Log.

What good evidence looks like

Proof that bundles and cross-sells are based on buying logic, not random app widgets, backed by Collection performance.
Cross-check bundles and cross-sells are based on buying logic, not random app widgets with Search terms from the same path, date range, product Decision-ready: 'Bundles and cross-sells are based on buying logic, not

If / then guidance

- If the evidence confirms that bundles and cross-sells are based on buying logic, not random app widgets is weak, use this decision rule: If a merchandising module does not improve product discovery or order quality, remove or replace it.
- If evidence about whether bundles and cross-sells are based on buying logic, not random app widgets is mixed, run this diagnostic before changing the site: Check whether each shortcut maps to a real customer intent instead of an internal merchandising label.
- If evidence for bundles and cross-sells are based on buying logic, not random app widgets is weak, open a research task with this proof standard: Collection performance, bundle attach rate, bestseller clicks, search behavior, AOV, and product-pair purchase data.

Checkpoint output

Expected output: a scored decision about whether bundles and cross-sells are based on buying logic, not random app widgets, plus the next action: Create or revise merchandising groups around buying missions such as starter, refill, gift, routine, kit, or upgrade. If the evidence is not strong enough, create a research task using the proof standard above.

Product pages answer the buyer's top objections before the add-to-cart button.

Category: Offer Clarity

Evidence type: Copy

Weight: 5/5

Why it matters here: If product pages answer the buyer's top objections before the add-to-cart button is weak, this checkpoint can distort the team's diagnosis. Each funnel step points to a different kind of problem: product confidence, cart expectation, checkout friction, or payment/trust failure.

Data to collect

For 'Product pages answer the buyer's top objections before the add-to-cart button', proof standard: Product-page view, add-to-cart, cart view,
Primary source for 'Product pages answer the buyer's top objections before the add-to-cart button': Product description scan
Second source to confirm the same finding: Objection coverage
Artifact for 'Product pages answer the buyer's top objections before the

How to diagnose

For 'Product pages answer the buyer's top objections before the add-to-cart button', diagnose this exact statement before changing the site: Locate the
For 'Product pages answer the buyer's top objections before the add-to-cart button', compare this way: Compare first-time visitors from paid, organic,
For 'Product pages answer the buyer's top objections before the add-to-cart button', next diagnostic move: If the copy is weak, rewrite around the buyer

High-value actions

If 'Product pages answer the buyer's top objections before the add-to-cart button' is weak, recommended action: Build a funnel-step table and attach a
Owner for 'Product pages answer the buyer's top objections before the add-to-cart button': Copy or ecommerce owns the language;
Review output for 'Product pages answer the buyer's top objections before the add-to-cart button': Update the offer note with the exact buyer confusion

Red flags

For 'Product pages answer the buyer's top objections before the add-to-cart button', false diagnosis risk: Checkout work is funded when the real issue is
For 'Product pages answer the buyer's top objections before the add-to-cart button', evidence gap to avoid: Copy changes are made without customer
For 'Product pages answer the buyer's top objections before the add-to-cart button', guardrail warning: A clearer offer creates more low-quality orders

Scoring rule

0 = missing, unknown, or untested.

1 = present but weak, inconsistent, or not trusted.

2 = functional and usable, with some evidence.

3 = strong, proven, documented, and repeatable.

Decision rule

High-weight checkpoint for 'Product pages answer the buyer's top objections before the add-to-cart button': If a specific step is weak, only approve fixes that affect that step or the promise immediately before it.

How to work this checkpoint

Product pages answer the buyer's top objections before the add-to-cart button.

Step-by-step walkthrough

1. For this checkpoint, collect proof that shows whether product pages answer the buyer's top objections before the add-to-cart button. Copy the current page language and compare it against reviews, support questions, search terms, and buyer objections.
2. Prove or disprove this exact statement: Product pages answer the buyer's top objections before the add-to-cart button.
3. Use Product description scan as the primary source and Objection coverage as a cross-check for 'Product pages answer the buyer's top objections before the add-to-cart button' before scoring.
4. Turn the finding into the next action for this checkpoint: Build a funnel-step table and attach a likely cause range to each weak

Use these kit pieces

Use templates: Product Page Review Worksheet, Customer Voice Mining Template, CRO Hypothesis Template.

What good evidence looks like

Proof that product pages answer the buyer's top objections before the add-to-cart button, backed by Product description scan.

Cross-check product pages answer the buyer's top objections before the add-to-cart button with Objection coverage from the same path, date range, Decision-ready: 'Product pages answer the buyer's top objections before the

If / then guidance

- If the evidence confirms that product pages answer the buyer's top objections before the add-to-cart button is weak, use this decision rule: If a specific step is weak, only approve fixes that affect that step or the promise immediately before it.
- If evidence about whether product pages answer the buyer's top objections before the add-to-cart button is mixed, run this diagnostic before changing the site: Locate the steepest step drop before discussing fixes; the wrong step produces the wrong work.
- If evidence for product pages answer the buyer's top objections before the add-to-cart button is weak, open a research task with this proof standard: Product-page view, add-to-cart, cart view, reached-checkout, checkout completion, purchase, AOV, and revenue per session.

Checkpoint output

Expected output: a scored decision about whether product pages answer the buyer's top objections before the add-to-cart button, plus the next action: Build a funnel-step table and attach a likely cause range to each weak step. If the evidence is not strong enough, create a research task using the proof standard above.

Search, filtering, and sorting help shoppers narrow the catalog quickly.

Category: Offer Clarity

Evidence type: Discovery

Weight: 4/5

Why it matters here: If search, filtering, and sorting help shoppers narrow the catalog quickly is weak, this checkpoint can distort the team's diagnosis. Discovery friction makes shoppers work too hard before they ever evaluate a product.

Data to collect

For 'Search, filtering, and sorting help shoppers narrow the catalog quickly', proof standard: Collection clickthrough, filter usage, search terms, no-result
Primary source for 'Search, filtering, and sorting help shoppers narrow the catalog quickly': Navigation paths
Second source to confirm the same finding: Search usage
Artifact for 'Search, filtering, and sorting help shoppers narrow the catalog

How to diagnose

For 'Search, filtering, and sorting help shoppers narrow the catalog quickly', diagnose this exact statement before changing the site: Test whether
For 'Search, filtering, and sorting help shoppers narrow the catalog quickly', compare this way: Compare first-time visitors from paid, organic, email, and
For 'Search, filtering, and sorting help shoppers narrow the catalog quickly', next diagnostic move: If shoppers cannot narrow choices, improve search,

High-value actions

If 'Search, filtering, and sorting help shoppers narrow the catalog quickly' is weak, recommended action: Improve category labels, filters, sort options, Owner for 'Search, filtering, and sorting help shoppers narrow the catalog quickly': Assign the work to the team closest to the cause and name the Review output for 'Search, filtering, and sorting help shoppers narrow the catalog quickly': Update the offer note with the exact buyer confusion and

Red flags

For 'Search, filtering, and sorting help shoppers narrow the catalog quickly', false diagnosis risk: A shopper with intent leaves because the catalog
For 'Search, filtering, and sorting help shoppers narrow the catalog quickly', evidence gap to avoid: Search and filters are assumed to work because they
For 'Search, filtering, and sorting help shoppers narrow the catalog quickly', guardrail warning: A clearer offer creates more low-quality orders because

Scoring rule

0 = missing, unknown, or untested.

1 = present but weak, inconsistent, or not trusted.

2 = functional and usable, with some evidence.

3 = strong, proven, documented, and repeatable.

Decision rule

If product finding is weak, fix navigation/search before product-page persuasion work.

How to work this checkpoint

Search, filtering, and sorting help shoppers narrow the catalog quickly.

Step-by-step walkthrough

1. For this checkpoint, collect proof that shows whether search, filtering, and sorting help shoppers narrow the catalog quickly. Test the path a shopper uses to find the product: navigation, collection, search, filters, sort, and no-result handling.
2. Prove or disprove this exact statement: Search, filtering, and sorting help shoppers narrow the catalog quickly.
3. Use Navigation paths as the primary source and Search usage as a cross-check for 'Search, filtering, and sorting help shoppers narrow the catalog quickly' before scoring.
4. Turn the finding into the next action for this checkpoint: Improve category labels, filters, sort options, search behavior, or

Use these kit pieces

Use templates: Session Review Worksheet, Product Page Review Worksheet, Checkpoint Decision Log.

What good evidence looks like

Proof that search, filtering, and sorting help shoppers narrow the catalog quickly, backed by Navigation paths.

Cross-check search, filtering, and sorting help shoppers narrow the catalog quickly with Search usage from the same path, date range, product group, Decision-ready: 'Search, filtering, and sorting help shoppers narrow the

If / then guidance

- If the evidence confirms that search, filtering, and sorting help shoppers narrow the catalog quickly is weak, use this decision rule: If product finding is weak, fix navigation/search before product-page persuasion work.
- If evidence about whether search, filtering, and sorting help shoppers narrow the catalog quickly is mixed, run this diagnostic before changing the site: Test whether shoppers can narrow the catalog by the attributes that matter for the category.
- If evidence for search, filtering, and sorting help shoppers narrow the catalog quickly is weak, open a research task with this proof standard: Collection clickthrough, filter usage, search terms, no-result searches, exits, sort behavior, and product finding paths.

Checkpoint output

Expected output: a scored decision about whether search, filtering, and sorting help shoppers narrow the catalog quickly, plus the next action: Improve category labels, filters, sort options, search behavior, or merchandising order based on buying intent. If the evidence is not strong enough, create a research task using the proof standard above.

Hero image clearly shows the product and the main buying context.

Category: Product Page

Evidence type: Creative

Weight: 5/5

Why it matters here: If hero image clearly shows the product and the main buying context is weak, this checkpoint can distort the team's diagnosis. Product media must reduce uncertainty, not merely decorate the page.

Data to collect

For 'Hero image clearly shows the product and the main buying context', proof standard: Hero image, gallery sequence, scale/context shots, detail
 Primary source for 'Hero image clearly shows the product and the main buying context': Image completeness
 Second source to confirm the same finding: UGC coverage
 Artifact for 'Hero image clearly shows the product and the main buying

How to diagnose

For 'Hero image clearly shows the product and the main buying context', diagnose this exact statement before changing the site: Map each image to
 For 'Hero image clearly shows the product and the main buying context', compare this way: Compare high add-to-cart products against low
 For 'Hero image clearly shows the product and the main buying context', next diagnostic move: If proof is visual, add media that resolves uncertainty

High-value actions

If 'Hero image clearly shows the product and the main buying context' is weak, recommended action: Add or reorder media so the highest-risk buyer
 Owner for 'Hero image clearly shows the product and the main buying context': Assign the work to the team closest to the cause and name the
 Review output for 'Hero image clearly shows the product and the main buying context': Attach the finding to a product-page standard so future

Red flags

For 'Hero image clearly shows the product and the main buying context', false diagnosis risk: The gallery is attractive but fails to prove the product in
 For 'Hero image clearly shows the product and the main buying context', evidence gap to avoid: Creative assets are attractive but do not prove scale,
 For 'Hero image clearly shows the product and the main buying context', guardrail warning: The page change increases clicks but also increases

Scoring rule

0 = missing, unknown, or untested.

1 = present but weak, inconsistent, or not trusted.

2 = functional and usable, with some evidence.

3 = strong, proven, documented, and repeatable.

Decision rule

High-weight checkpoint for 'Hero image clearly shows the product and the main buying context': If media does not answer a decision question, improve proof before changing page styling.

CHECKPOINT 021 FIELD GUIDE

How to work this checkpoint

Hero image clearly shows the product and the main buying context.

Step-by-step walkthrough

1. For this checkpoint, collect proof that shows whether hero image clearly shows the product and the main buying context. Audit the media set for the product: hero, detail, scale, use case, variant, packaging, UGC, and comparison proof.
2. Prove or disprove this exact statement: Hero image clearly shows the product and the main buying context.
3. Use Image completeness as the primary source and UGC coverage as a cross-check for 'Hero image clearly shows the product and the main buying context' before scoring.
4. Turn the finding into the next action for this checkpoint: Add or reorder media so the highest-risk buyer questions are answered

Use these kit pieces

Use templates: Product Page Review Worksheet, Product Page Revenue Map.

What good evidence looks like

Proof that hero image clearly shows the product and the main buying context, backed by Image completeness.
Cross-check hero image clearly shows the product and the main buying context with UGC coverage from the same path, date range, product group, Decision-ready: 'Hero image clearly shows the product and the main buying

If / then guidance

- If the evidence confirms that hero image clearly shows the product and the main buying context is weak, use this decision rule: If media does not answer a decision question, improve proof before changing page styling.
- If evidence about whether hero image clearly shows the product and the main buying context is mixed, run this diagnostic before changing the site: Map each image to the hesitation it resolves: what it is, size, texture, use case, variant, packaging, setup, or outcome.
- If evidence for hero image clearly shows the product and the main buying context is weak, open a research task with this proof standard: Hero image, gallery sequence, scale/context shots, detail shots, variant images, UGC, video, and image engagement.

Checkpoint output

Expected output: a scored decision about whether hero image clearly shows the product and the main buying context, plus the next action: Add or reorder media so the highest-risk buyer questions are answered before add-to-cart. If the evidence is not strong enough, create a research task using the proof standard above.

Image gallery includes scale, detail, use case, packaging, and variant differences.

Category: Product Page

Evidence type: Creative

Weight: 4/5

Why it matters here: If image gallery includes scale, detail, use case, packaging, and variant differences is weak, this checkpoint can distort the team's diagnosis. Product media must reduce uncertainty, not merely decorate the page.

Data to collect

For 'Image gallery includes scale, detail, use case, packaging, and variant differences', proof standard: Hero image, gallery sequence, scale/context
Primary source for 'Image gallery includes scale, detail, use case, packaging, and variant differences': Image completeness
Second source to confirm the same finding: UGC coverage
Artifact for 'Image gallery includes scale, detail, use case, packaging, and

How to diagnose

For 'Image gallery includes scale, detail, use case, packaging, and variant differences', diagnose this exact statement before changing the site: Map
For 'Image gallery includes scale, detail, use case, packaging, and variant differences', compare this way: Compare high add-to-cart products against
For 'Image gallery includes scale, detail, use case, packaging, and variant differences', next diagnostic move: If proof is visual, add media that resolves

High-value actions

If 'Image gallery includes scale, detail, use case, packaging, and variant differences' is weak, recommended action: Add or reorder media so the Owner for 'Image gallery includes scale, detail, use case, packaging, and variant differences': Assign the work to the team closest to the cause and Review output for 'Image gallery includes scale, detail, use case, packaging, and variant differences': Attach the finding to a product-page standard so

Red flags

For 'Image gallery includes scale, detail, use case, packaging, and variant differences', false diagnosis risk: The gallery is attractive but fails to prove
For 'Image gallery includes scale, detail, use case, packaging, and variant differences', evidence gap to avoid: Creative assets are attractive but do not
For 'Image gallery includes scale, detail, use case, packaging, and variant differences', guardrail warning: The page change increases clicks but also

Scoring rule

0 = missing, unknown, or untested.

1 = present but weak, inconsistent, or not trusted.

2 = functional and usable, with some evidence.

3 = strong, proven, documented, and repeatable.

Decision rule

If media does not answer a decision question, improve proof before changing page styling.

How to work this checkpoint

Image gallery includes scale, detail, use case, packaging, and variant differences.

Step-by-step walkthrough

1. For this checkpoint, collect proof that shows whether image gallery includes scale, detail, use case, packaging, and variant differences. Audit the media set for the product: hero, detail, scale, use case, variant, packaging, UGC, and comparison proof.
2. Prove or disprove this exact statement: Image gallery includes scale, detail, use case, packaging, and variant differences.
3. Use Image completeness as the primary source and UGC coverage as a cross-check for 'Image gallery includes scale, detail, use case, packaging, and variant differences' before scoring.
4. Turn the finding into the next action for this checkpoint: Add or reorder media so the highest-risk buyer questions are answered

Use these kit pieces

Use templates: Product Page Review Worksheet, Product Page Revenue Map.

What good evidence looks like

Proof that image gallery includes scale, detail, use case, packaging, and variant differences, backed by Image completeness.

Cross-check image gallery includes scale, detail, use case, packaging, and variant differences with UGC coverage from the same path, date range, Decision-ready: 'Image gallery includes scale, detail, use case, packaging,

If / then guidance

- If the evidence confirms that image gallery includes scale, detail, use case, packaging, and variant differences is weak, use this decision rule: If media does not answer a decision question, improve proof before changing page styling.
- If evidence about whether image gallery includes scale, detail, use case, packaging, and variant differences is mixed, run this diagnostic before changing the site: Map each image to the hesitation it resolves: what it is, size, texture, use case, variant, packaging, setup, or outcome.
- If evidence for image gallery includes scale, detail, use case, packaging, and variant differences is weak, open a research task with this

Checkpoint output

Expected output: a scored decision about whether image gallery includes scale, detail, use case, packaging, and variant differences, plus the next action: Add or reorder media so the highest-risk buyer questions are answered before add-to-cart. If the evidence is not strong enough, create a research task using the proof standard above.

The add-to-cart button is visible, prominent, and not competing with low-priority elements.

Category: Product Page

Evidence type: UX

Weight: 5/5

Why it matters here: If the add-to-cart button is visible, prominent, and not competing with low-priority elements is weak, this checkpoint can distort the team's diagnosis. Each funnel step points to a different kind of problem: product confidence, cart expectation, checkout friction, or payment/trust failure.

Data to collect

For 'The add-to-cart button is visible, prominent, and not competing with low-priority elements', proof standard: Product-page view, add-to-cart, cart
Primary source for 'The add-to-cart button is visible, prominent, and not competing with low-priority elements': Mobile purchase path
Second source to confirm the same finding: Tap target quality
Artifact for 'The add-to-cart button is visible, prominent, and not competing

How to diagnose

For 'The add-to-cart button is visible, prominent, and not competing with low-priority elements', diagnose this exact statement before changing the
For 'The add-to-cart button is visible, prominent, and not competing with low-priority elements', compare this way: Compare high add-to-cart products
For 'The add-to-cart button is visible, prominent, and not competing with low-priority elements', next diagnostic move: If the interface creates

High-value actions

If 'The add-to-cart button is visible, prominent, and not competing with low-priority elements' is weak, recommended action: Build a funnel-step
Owner for 'The add-to-cart button is visible, prominent, and not competing with low-priority elements': Design/development owns interaction quality;
Review output for 'The add-to-cart button is visible, prominent, and not competing with low-priority elements': Attach the finding to a product-page

Red flags

For 'The add-to-cart button is visible, prominent, and not competing with low-priority elements', false diagnosis risk: Checkout work is funded when
For 'The add-to-cart button is visible, prominent, and not competing with low-priority elements', evidence gap to avoid: The team approves the
For 'The add-to-cart button is visible, prominent, and not competing with low-priority elements', guardrail warning: The page change increases clicks

Scoring rule

0 = missing, unknown, or untested.

1 = present but weak, inconsistent, or not trusted.

2 = functional and usable, with some evidence.

3 = strong, proven, documented, and repeatable.

Decision rule

High-weight checkpoint for 'The add-to-cart button is visible, prominent, and not competing with low-priority elements': If a specific step is weak, only approve fixes that affect that step or the promise immediately before it.

How to work this checkpoint

The add-to-cart button is visible, prominent, and not competing with low-priority elements.

Step-by-step walkthrough

1. For this checkpoint, collect proof that shows whether the add-to-cart button is visible, prominent, and not competing with low-priority elements. Walk through the interaction on desktop and mobile, watching for friction near the decision point.
2. Prove or disprove this exact statement: The add-to-cart button is visible, prominent, and not competing with low-priority elements.
3. Use Mobile purchase path as the primary source and Tap target quality as a cross-check for 'The add-to-cart button is visible, prominent, and not competing with low-priority elements' before scoring.

Use these kit pieces

Use templates: Session Review Worksheet, Mobile Purchase Path QA, CRO Hypothesis Template.

What good evidence looks like

Proof that the add-to-cart button is visible, prominent, and not competing with low-priority elements, backed by Mobile purchase path.

Cross-check the add-to-cart button is visible, prominent, and not competing with low-priority elements with Tap target quality from the same path, date Decision-ready: 'The add-to-cart button is visible, prominent, and not

If / then guidance

- If the evidence confirms that the add-to-cart button is visible, prominent, and not competing with low-priority elements is weak, use this decision rule: If a specific step is weak, only approve fixes that affect that step or the promise immediately before it.
- If evidence about whether the add-to-cart button is visible, prominent, and not competing with low-priority elements is mixed, run this diagnostic before changing the site: Locate the steepest step drop before discussing fixes; the wrong step produces the wrong work.
- If evidence for the add-to-cart button is visible, prominent, and not competing with low-priority elements is weak, open a research task with this proof standard: Product-page view, add-to-cart, cart view, reached-checkout, checkout completion, purchase, AOV, and revenue per

Checkpoint output

Expected output: a scored decision about whether the add-to-cart button is visible, prominent, and not competing with low-priority elements, plus the next action: Build a funnel-step table and attach a likely cause range to each weak step. If the evidence is not strong enough, create a research task using the proof standard above.

Variant selectors are clear, stable, and show out-of-stock states without frustration.

Category: Product Page

Evidence type: UX

Weight: 4/5

Why it matters here: If variant selectors are clear, stable, and show out-of-stock states without frustration is weak, this checkpoint can distort the team's diagnosis. Variant and inventory confusion creates hesitation, wrong orders, cancellations, and trust damage.

Data to collect

For 'Variant selectors are clear, stable, and show out-of-stock states without frustration', proof standard: Variant names, swatches, image mapping, stock
Primary source for 'Variant selectors are clear, stable, and show out-of-stock states without frustration': Mobile purchase path
Second source to confirm the same finding: Tap target quality
Artifact for 'Variant selectors are clear, stable, and show out-of-stock states

How to diagnose

For 'Variant selectors are clear, stable, and show out-of-stock states without frustration', diagnose this exact statement before changing the site: Test
For 'Variant selectors are clear, stable, and show out-of-stock states without frustration', compare this way: Compare high add-to-cart products against
For 'Variant selectors are clear, stable, and show out-of-stock states without frustration', next diagnostic move: If the interface creates hesitation, remove

High-value actions

If 'Variant selectors are clear, stable, and show out-of-stock states without frustration' is weak, recommended action: Clarify variant labels, unavailable
Owner for 'Variant selectors are clear, stable, and show out-of-stock states without frustration': Design/development owns interaction quality;
Review output for 'Variant selectors are clear, stable, and show out-of-stock states without frustration': Attach the finding to a product-page standard so

Red flags

For 'Variant selectors are clear, stable, and show out-of-stock states without frustration', false diagnosis risk: The page lets shoppers choose incorrectly
For 'Variant selectors are clear, stable, and show out-of-stock states without frustration', evidence gap to avoid: The team approves the interaction from a
For 'Variant selectors are clear, stable, and show out-of-stock states without frustration', guardrail warning: The page change increases clicks but also

Scoring rule

0 = missing, unknown, or untested.

1 = present but weak, inconsistent, or not trusted.

2 = functional and usable, with some evidence.

3 = strong, proven, documented, and repeatable.

Decision rule

If availability or variant meaning is unclear, fix it before pushing traffic to that product.

How to work this checkpoint

Variant selectors are clear, stable, and show out-of-stock states without frustration.

Step-by-step walkthrough

1. For this checkpoint, collect proof that shows whether variant selectors are clear, stable, and show out-of-stock states without frustration. Walk through the interaction on desktop and mobile, watching for friction near the decision point.
2. Prove or disprove this exact statement: Variant selectors are clear, stable, and show out-of-stock states without frustration.
3. Use Mobile purchase path as the primary source and Tap target quality as a cross-check for 'Variant selectors are clear, stable, and show out-of-stock states without frustration' before scoring.
4. Turn the finding into the next action for this checkpoint: Clarify variant labels, unavailable states, inventory promises, and

Use these kit pieces

Use templates: Session Review Worksheet, Mobile Purchase Path QA, CRO Hypothesis Template.

What good evidence looks like

Proof that variant selectors are clear, stable, and show out-of-stock states without frustration, backed by Mobile purchase path.
Cross-check variant selectors are clear, stable, and show out-of-stock states without frustration with Tap target quality from the same path, date range, Decision-ready: 'Variant selectors are clear, stable, and show out-of-stock

If / then guidance

- If the evidence confirms that variant selectors are clear, stable, and show out-of-stock states without frustration is weak, use this decision rule: If availability or variant meaning is unclear, fix it before pushing traffic to that product.
- If evidence about whether variant selectors are clear, stable, and show out-of-stock states without frustration is mixed, run this diagnostic before changing the site: Test each variant state as a buyer and confirm the selected option, image, price, availability, and delivery promise stay aligned.
- If evidence for variant selectors are clear, stable, and show out-of-stock states without frustration is weak, open a research task with this

Checkpoint output

Expected output: a scored decision about whether variant selectors are clear, stable, and show out-of-stock states without frustration, plus the next action: Clarify variant labels, unavailable states, inventory promises, and operational exceptions. If the evidence is not strong enough, create a research task using the proof standard above.

Reviews are visible, credible, and filtered/sorted for useful shopper questions.

Category: Product Page

Evidence type: Trust

Weight: 4/5

Why it matters here: If reviews are visible, credible, and filtered/sorted for useful shopper questions is weak, this checkpoint can distort the team's diagnosis. Support tickets, reviews, and returns reveal the objections shoppers could not resolve before buying or abandoning.

Data to collect

For 'Reviews are visible, credible, and filtered/sorted for useful shopper questions', proof standard: Support tags, return reasons, review themes, Primary source for 'Reviews are visible, credible, and filtered/sorted for useful shopper questions': Review quality
Second source to confirm the same finding: Policy visibility
Artifact for 'Reviews are visible, credible, and filtered/sorted for useful

How to diagnose

For 'Reviews are visible, credible, and filtered/sorted for useful shopper questions', diagnose this exact statement before changing the site: Group
For 'Reviews are visible, credible, and filtered/sorted for useful shopper questions', compare this way: Compare high add-to-cart products against
For 'Reviews are visible, credible, and filtered/sorted for useful shopper questions', next diagnostic move: If trust is weak, move specific proof or

High-value actions

If 'Reviews are visible, credible, and filtered/sorted for useful shopper questions' is weak, recommended action: Turn the top repeated question
Owner for 'Reviews are visible, credible, and filtered/sorted for useful shopper questions': Ecommerce, support, and operations share ownership
Review output for 'Reviews are visible, credible, and filtered/sorted for useful shopper questions': Attach the finding to a product-page standard so future

Red flags

For 'Reviews are visible, credible, and filtered/sorted for useful shopper questions', false diagnosis risk: The site keeps answering internal
For 'Reviews are visible, credible, and filtered/sorted for useful shopper questions', evidence gap to avoid: Trust is treated as a badge problem while
For 'Reviews are visible, credible, and filtered/sorted for useful shopper questions', guardrail warning: The page change increases clicks but also

Scoring rule

0 = missing, unknown, or untested.

1 = present but weak, inconsistent, or not trusted.

2 = functional and usable, with some evidence.

3 = strong, proven, documented, and repeatable.

Decision rule

If a theme appears repeatedly in support, reviews, or returns, it deserves a product-page or policy fix before a visual redesign.

How to work this checkpoint

Reviews are visible, credible, and filtered/sorted for useful shopper questions.

Step-by-step walkthrough

1. For this checkpoint, collect proof that shows whether reviews are visible, credible, and filtered/sorted for useful shopper questions. Collect the proof, policy, review, support, warranty, delivery, and return cues the shopper sees before purchase.
2. Prove or disprove this exact statement: Reviews are visible, credible, and filtered/sorted for useful shopper questions.
3. Use Review quality as the primary source and Policy visibility as a cross-check for 'Reviews are visible, credible, and filtered/sorted for useful shopper questions' before scoring.
4. Turn the finding into the next action for this checkpoint: Turn the top repeated question into page copy, product data, FAQ

Use these kit pieces

Use worksheets: Checkout Trust Diagnostic, Product Page Review Worksheet, Customer Voice Mining Template.

What good evidence looks like

Proof that reviews are visible, credible, and filtered/sorted for useful shopper questions, backed by Review quality.

Cross-check reviews are visible, credible, and filtered/sorted for useful shopper questions with Policy visibility from the same path, date range, Decision-ready: 'Reviews are visible, credible, and filtered/sorted for useful

If / then guidance

- If the evidence confirms that reviews are visible, credible, and filtered/sorted for useful shopper questions is weak, use this decision rule: If a theme appears repeatedly in support, reviews, or returns, it deserves a product-page or policy fix before a visual redesign.
- If evidence about whether reviews are visible, credible, and filtered/sorted for useful shopper questions is mixed, run this diagnostic before changing the site: Group the language into decision questions: fit, quality, delivery, setup, compatibility, trust, value, or policy.
- If evidence for reviews are visible, credible, and filtered/sorted for useful shopper questions is weak, open a research task with this proof standard: Support tags, return reasons, review themes, pre-purchase questions, refund notes, and product-page gaps.

Checkpoint output

Expected output: a scored decision about whether reviews are visible, credible, and filtered/sorted for useful shopper questions, plus the next action: Turn the top repeated question into page copy, product data, FAQ content, or operational clarification. If the evidence is not strong enough, create a research task using the proof standard above.

Shipping timing, delivery cost logic, and returns are visible on or near product pages.

Category: Product Page

Evidence type: Trust

Weight: 5/5

Why it matters here: If shipping timing, delivery cost logic, and returns are visible on or near product pages is weak, this checkpoint can distort the team's diagnosis. Delivery and return uncertainty is a purchase risk, not a footer detail.

Data to collect

For 'Shipping timing, delivery cost logic, and returns are visible on or near product pages', proof standard: Product-page policy cues, cart messaging, Primary source for 'Shipping timing, delivery cost logic, and returns are visible on or near product pages': Review quality
Second source to confirm the same finding: Policy visibility
Artifact for 'Shipping timing, delivery cost logic, and returns are visible on or

How to diagnose

For 'Shipping timing, delivery cost logic, and returns are visible on or near product pages', diagnose this exact statement before changing the site:
For 'Shipping timing, delivery cost logic, and returns are visible on or near product pages', compare this way: Compare high add-to-cart products
For 'Shipping timing, delivery cost logic, and returns are visible on or near product pages', next diagnostic move: If trust is weak, move specific proof or

High-value actions

If 'Shipping timing, delivery cost logic, and returns are visible on or near product pages' is weak, recommended action: Move plain-language delivery Owner for 'Shipping timing, delivery cost logic, and returns are visible on or near product pages': Ecommerce, support, and operations share ownership
Review output for 'Shipping timing, delivery cost logic, and returns are visible on or near product pages': Attach the finding to a product-page standard so

Red flags

For 'Shipping timing, delivery cost logic, and returns are visible on or near product pages', false diagnosis risk: The buyer discovers delivery or return
For 'Shipping timing, delivery cost logic, and returns are visible on or near product pages', evidence gap to avoid: Trust is treated as a badge problem
For 'Shipping timing, delivery cost logic, and returns are visible on or near product pages', guardrail warning: The page change increases clicks but

Scoring rule

0 = missing, unknown, or untested.

1 = present but weak, inconsistent, or not trusted.

2 = functional and usable, with some evidence.

3 = strong, proven, documented, and repeatable.

Decision rule

High-weight checkpoint for 'Shipping timing, delivery cost logic, and returns are visible on or near product pages': If policy clarity affects hesitation, expose it before cart rather than relying on recovery flows.

How to work this checkpoint

Shipping timing, delivery cost logic, and returns are visible on or near product pages.

Step-by-step walkthrough

1. For this checkpoint, collect proof that shows whether shipping timing, delivery cost logic, and returns are visible on or near product pages. Collect the proof, policy, review, support, warranty, delivery, and return cues the shopper sees before purchase.
2. Prove or disprove this exact statement: Shipping timing, delivery cost logic, and returns are visible on or near product pages.
3. Use Review quality as the primary source and Policy visibility as a cross-check for 'Shipping timing, delivery cost logic, and returns are visible on or near product pages' before scoring.
4. Turn the finding into the next action for this checkpoint: Move plain-language delivery and return reassurance closer to the

Use these kit pieces

Use worksheets: Checkout Trust Diagnostic, Product Page Review Worksheet, Customer Voice Mining Template.

What good evidence looks like

Proof that shipping timing, delivery cost logic, and returns are visible on or near product pages, backed by Review quality.

Cross-check shipping timing, delivery cost logic, and returns are visible on or near product pages with Policy visibility from the same path, date range, Decision-ready: 'Shipping timing, delivery cost logic, and returns are visible

If / then guidance

- If the evidence confirms that shipping timing, delivery cost logic, and returns are visible on or near product pages is weak, use this decision rule: If policy clarity affects hesitation, expose it before cart rather than relying on recovery flows.
- If evidence about whether shipping timing, delivery cost logic, and returns are visible on or near product pages is mixed, run this diagnostic before changing the site: Compare the promise across product page, cart, checkout, footer, FAQ, confirmation email, and support language.
- If evidence for shipping timing, delivery cost logic, and returns are visible on or near product pages is weak, open a research task with this

Checkpoint output

Expected output: a scored decision about whether shipping timing, delivery cost logic, and returns are visible on or near product pages, plus the next action: Move plain-language delivery and return reassurance closer to the decision point. If the evidence is not strong enough, create a research task using the proof standard above.

Product copy is scannable with bullets for benefits, proof, details, and objections.

Category: Product Page

Evidence type: Copy

Weight: 4/5

Why it matters here: If product copy is scannable with bullets for benefits, proof, details, and objections is weak, this checkpoint can distort the team's diagnosis. Copy converts when it uses the shopper's decision language instead of internal catalog or brand language.

Data to collect

For 'Product copy is scannable with bullets for benefits, proof, details, and objections', proof standard: Product titles, description bullets, customer
Primary source for 'Product copy is scannable with bullets for benefits, proof, details, and objections': Product description scan
Second source to confirm the same finding: Objection coverage
Artifact for 'Product copy is scannable with bullets for benefits, proof, details,

How to diagnose

For 'Product copy is scannable with bullets for benefits, proof, details, and objections', diagnose this exact statement before changing the site:
For 'Product copy is scannable with bullets for benefits, proof, details, and objections', compare this way: Compare high add-to-cart products against
For 'Product copy is scannable with bullets for benefits, proof, details, and objections', next diagnostic move: If the copy is weak, rewrite around the

High-value actions

If 'Product copy is scannable with bullets for benefits, proof, details, and objections' is weak, recommended action: Rewrite the first visible copy block
Owner for 'Product copy is scannable with bullets for benefits, proof, details, and objections': Copy or ecommerce owns the language; support/customer
Review output for 'Product copy is scannable with bullets for benefits, proof, details, and objections': Attach the finding to a product-page standard so

Red flags

For 'Product copy is scannable with bullets for benefits, proof, details, and objections', false diagnosis risk: The page sounds polished but does not
For 'Product copy is scannable with bullets for benefits, proof, details, and objections', evidence gap to avoid: Copy changes are made without
For 'Product copy is scannable with bullets for benefits, proof, details, and objections', guardrail warning: The page change increases clicks but also

Scoring rule

0 = missing, unknown, or untested.

1 = present but weak, inconsistent, or not trusted.

2 = functional and usable, with some evidence.

3 = strong, proven, documented, and repeatable.

Decision rule

If copy is brand-led but the buyer needs decision support, move practical clarity above brand narrative.

How to work this checkpoint

Product copy is scannable with bullets for benefits, proof, details, and objections.

Step-by-step walkthrough

1. For this checkpoint, collect proof that shows whether product copy is scannable with bullets for benefits, proof, details, and objections. Copy the current page language and compare it against reviews, support questions, search terms, and buyer objections.
2. Prove or disprove this exact statement: Product copy is scannable with bullets for benefits, proof, details, and objections.
3. Use Product description scan as the primary source and Objection coverage as a cross-check for 'Product copy is scannable with bullets for benefits, proof, details, and objections' before scoring.

Use these kit pieces

Use templates: Product Page Review Worksheet, Customer Voice Mining Template, CRO Hypothesis Template.

What good evidence looks like

Proof that product copy is scannable with bullets for benefits, proof, details, and objections, backed by Product description scan.

Cross-check product copy is scannable with bullets for benefits, proof, details, and objections with Objection coverage from the same path, date
Decision-ready: 'Product copy is scannable with bullets for benefits, proof,

If / then guidance

- If the evidence confirms that product copy is scannable with bullets for benefits, proof, details, and objections is weak, use this decision rule: If copy is brand-led but the buyer needs decision support, move practical clarity above brand narrative.
- If evidence about whether product copy is scannable with bullets for benefits, proof, details, and objections is mixed, run this diagnostic before changing the site: Compare page language against the exact phrases customers use when describing the problem, use case, or objection.
- If evidence for product copy is scannable with bullets for benefits, proof, details, and objections is weak, open a research task with this

Checkpoint output

Expected output: a scored decision about whether product copy is scannable with bullets for benefits, proof, details, and objections, plus the next action: Rewrite the first visible copy block around outcome, use case, proof, and objection coverage. If the evidence is not strong enough, create a research task using the proof standard above.

Availability status is accurate and does not create false promise risk.

Category: Product Page

Evidence type: Inventory

Weight: 5/5

Why it matters here: If availability status is accurate and does not create false promise risk is weak, this checkpoint can distort the team's diagnosis. Variant and inventory confusion creates hesitation, wrong orders, cancellations, and trust damage.

Data to collect

For 'Availability status is accurate and does not create false promise risk', proof standard: Variant names, swatches, image mapping, stock states, Primary source for 'Availability status is accurate and does not create false promise risk': Stock accuracy
Second source to confirm the same finding: Out-of-stock handling
Artifact for 'Availability status is accurate and does not create false promise

How to diagnose

For 'Availability status is accurate and does not create false promise risk', diagnose this exact statement before changing the site: Test each variant
For 'Availability status is accurate and does not create false promise risk', compare this way: Compare high add-to-cart products against low
For 'Availability status is accurate and does not create false promise risk', next diagnostic move: If availability is unclear, align product page, cart,

High-value actions

If 'Availability status is accurate and does not create false promise risk' is weak, recommended action: Clarify variant labels, unavailable states, Owner for 'Availability status is accurate and does not create false promise risk': Assign the work to the team closest to the cause and name the person
Review output for 'Availability status is accurate and does not create false promise risk': Attach the finding to a product-page standard so future product

Red flags

For 'Availability status is accurate and does not create false promise risk', false diagnosis risk: The page lets shoppers choose incorrectly or believe a
For 'Availability status is accurate and does not create false promise risk', evidence gap to avoid: Availability language is trusted without checking
For 'Availability status is accurate and does not create false promise risk', guardrail warning: The page change increases clicks but also increases

Scoring rule

0 = missing, unknown, or untested.

1 = present but weak, inconsistent, or not trusted.

2 = functional and usable, with some evidence.

3 = strong, proven, documented, and repeatable.

Decision rule

High-weight checkpoint for 'Availability status is accurate and does not create false promise risk': If availability or variant meaning is unclear, fix it before pushing traffic to that product.

How to work this checkpoint

Availability status is accurate and does not create false promise risk.

Step-by-step walkthrough

1. For this checkpoint, collect proof that shows whether availability status is accurate and does not create false promise risk. Check product page, variant, cart, inventory, preorder/backorder, and fulfillment language for the same item.
2. Prove or disprove this exact statement: Availability status is accurate and does not create false promise risk.
3. Use Stock accuracy as the primary source and Out-of-stock handling as a cross-check for 'Availability status is accurate and does not create false promise risk' before scoring.
4. Turn the finding into the next action for this checkpoint: Clarify variant labels, unavailable states, inventory promises, and

Use these kit pieces

Use templates: Product Page Revenue Map, Checkout Trust Diagnostic, Launch Readiness Checklist.

What good evidence looks like

Proof that availability status is accurate and does not create false promise risk, backed by Stock accuracy.

Cross-check availability status is accurate and does not create false promise risk with Out-of-stock handling from the same path, date range, product
Decision-ready: 'Availability status is accurate and does not create false

If / then guidance

- If the evidence confirms that availability status is accurate and does not create false promise risk is weak, use this decision rule: If availability or variant meaning is unclear, fix it before pushing traffic to that product.
- If evidence about whether availability status is accurate and does not create false promise risk is mixed, run this diagnostic before changing the site: Test each variant state as a buyer and confirm the selected option, image, price, availability, and delivery promise stay aligned.
- If evidence for availability status is accurate and does not create false promise risk is weak, open a research task with this proof standard:

Checkpoint output

Expected output: a scored decision about whether availability status is accurate and does not create false promise risk, plus the next action: Clarify variant labels, unavailable states, inventory promises, and operational exceptions. If the evidence is not strong enough, create a research task using the proof standard above.

Low-stock, preorder, backorder, and made-to-order language is operationally true.

Category: Product Page

Evidence type: Inventory

Weight: 4/5

Why it matters here: If low-stock, preorder, backorder, and made-to-order language is operationally true is weak, this checkpoint can distort the team's diagnosis. Variant and inventory confusion creates hesitation, wrong orders, cancellations, and trust damage.

Data to collect

For 'Low-stock, preorder, backorder, and made-to-order language is operationally true', proof standard: Variant names, swatches, image
 Primary source for 'Low-stock, preorder, backorder, and made-to-order language is operationally true': Stock accuracy
 Second source to confirm the same finding: Out-of-stock handling
 Artifact for 'Low-stock, preorder, backorder, and made-to-order language is

How to diagnose

For 'Low-stock, preorder, backorder, and made-to-order language is operationally true', diagnose this exact statement before changing the site:
 For 'Low-stock, preorder, backorder, and made-to-order language is operationally true', compare this way: Compare high add-to-cart products
 For 'Low-stock, preorder, backorder, and made-to-order language is operationally true', next diagnostic move: If availability is unclear, align

High-value actions

If 'Low-stock, preorder, backorder, and made-to-order language is operationally true' is weak, recommended action: Clarify variant labels,
 Owner for 'Low-stock, preorder, backorder, and made-to-order language is operationally true': Assign the work to the team closest to the cause and
 Review output for 'Low-stock, preorder, backorder, and made-to-order language is operationally true': Attach the finding to a product-page standard

Red flags

For 'Low-stock, preorder, backorder, and made-to-order language is operationally true', false diagnosis risk: The page lets shoppers choose
 For 'Low-stock, preorder, backorder, and made-to-order language is operationally true', evidence gap to avoid: Availability language is trusted
 For 'Low-stock, preorder, backorder, and made-to-order language is operationally true', guardrail warning: The page change increases clicks but

Scoring rule

0 = missing, unknown, or untested.

1 = present but weak, inconsistent, or not trusted.

2 = functional and usable, with some evidence.

3 = strong, proven, documented, and repeatable.

Decision rule

If availability or variant meaning is unclear, fix it before pushing traffic to that product.

How to work this checkpoint

Low-stock, preorder, backorder, and made-to-order language is operationally true.

Step-by-step walkthrough

1. For this checkpoint, collect proof that shows whether low-stock, preorder, backorder, and made-to-order language is operationally true. Check product page, variant, cart, inventory, preorder/backorder, and fulfillment language for the same item.
2. Prove or disprove this exact statement: Low-stock, preorder, backorder, and made-to-order language is operationally true.
3. Use Stock accuracy as the primary source and Out-of-stock handling as a cross-check for 'Low-stock, preorder, backorder, and made-to-order language is operationally true' before scoring.
4. Turn the finding into the next action for this checkpoint: Clarify variant labels, unavailable states, inventory promises, and

Use these kit pieces

Use templates: Product Page Revenue Map, Checkout Trust Diagnostic, Launch Readiness Checklist.

What good evidence looks like

Proof that low-stock, preorder, backorder, and made-to-order language is operationally true, backed by Stock accuracy.
Cross-check low-stock, preorder, backorder, and made-to-order language is operationally true with Out-of-stock handling from the same path, date
Decision-ready: 'Low-stock, preorder, backorder, and made-to-order

If / then guidance

- If the evidence confirms that low-stock, preorder, backorder, and made-to-order language is operationally true is weak, use this decision rule: If availability or variant meaning is unclear, fix it before pushing traffic to that product.
- If evidence about whether low-stock, preorder, backorder, and made-to-order language is operationally true is mixed, run this diagnostic before changing the site: Test each variant state as a buyer and confirm the selected option, image, price, availability, and delivery promise stay aligned.
- If evidence for low-stock, preorder, backorder, and made-to-order language is operationally true is weak, open a research task with this

Checkpoint output

Expected output: a scored decision about whether low-stock, preorder, backorder, and made-to-order language is operationally true, plus the next action: Clarify variant labels, unavailable states, inventory promises, and operational exceptions. If the evidence is not strong enough, create a research task using the proof standard above.

Product schema, title tags, and structured product data are present and accurate.

Category: Product Page

Evidence type: SEO

Weight: 4/5

Why it matters here: If product schema, title tags, and structured product data are present and accurate is weak, this checkpoint can distort the team's diagnosis. Search metadata, schema, alt text, and redirects affect product discovery, trust, and launch continuity.

Data to collect

For 'Product schema, title tags, and structured product data are present and accurate', proof standard: Product schema, title/meta fields, image alt text, Primary source for 'Product schema, title tags, and structured product data are present and accurate': Product schema
Second source to confirm the same finding: Meta titles/descriptions
Artifact for 'Product schema, title tags, and structured product data are

How to diagnose

For 'Product schema, title tags, and structured product data are present and accurate', diagnose this exact statement before changing the site: Sample For 'Product schema, title tags, and structured product data are present and accurate', compare this way: Compare high add-to-cart products against low For 'Product schema, title tags, and structured product data are present and accurate', next diagnostic move: If search-facing data is wrong, fix structured

High-value actions

If 'Product schema, title tags, and structured product data are present and accurate' is weak, recommended action: Fix metadata and structured data
Owner for 'Product schema, title tags, and structured product data are present and accurate': Assign the work to the team closest to the cause and
Review output for 'Product schema, title tags, and structured product data are present and accurate': Attach the finding to a product-page standard so

Red flags

For 'Product schema, title tags, and structured product data are present and accurate', false diagnosis risk: Customers and search engines receive
For 'Product schema, title tags, and structured product data are present and accurate', evidence gap to avoid: Search-facing data is assumed to be
For 'Product schema, title tags, and structured product data are present and accurate', guardrail warning: The page change increases clicks but also

Scoring rule

0 = missing, unknown, or untested.

1 = present but weak, inconsistent, or not trusted.

2 = functional and usable, with some evidence.

3 = strong, proven, documented, and repeatable.

Decision rule

If search-facing data is inaccurate on revenue pages, treat it as conversion and launch debt.

How to work this checkpoint

Product schema, title tags, and structured product data are present and accurate.

Step-by-step walkthrough

1. For this checkpoint, collect proof that shows whether product schema, title tags, and structured product data are present and accurate. Sample the page's search-facing data: schema, title, meta description, alt text, redirects, indexation, and search intent.
2. Prove or disprove this exact statement: Product schema, title tags, and structured product data are present and accurate.
3. Use Product schema as the primary source and Meta titles/descriptions as a cross-check for 'Product schema, title tags, and structured product data are present and accurate' before scoring.
4. Turn the finding into the next action for this checkpoint: Fix metadata and structured data where it affects discovery, accuracy, or

Use these kit pieces

Use templates: Shopify Launch Readiness Checklist, Checkpoint Decision Log.

What good evidence looks like

Proof that product schema, title tags, and structured product data are present and accurate, backed by Product schema.
Cross-check product schema, title tags, and structured product data are present and accurate with Meta titles/descriptions from the same path, date
Decision-ready: 'Product schema, title tags, and structured product data are

If / then guidance

- If the evidence confirms that product schema, title tags, and structured product data are present and accurate is weak, use this decision rule: If search-facing data is inaccurate on revenue pages, treat it as conversion and launch debt.
- If evidence about whether product schema, title tags, and structured product data are present and accurate is mixed, run this diagnostic before changing the site: Sample priority products or URLs and compare machine-readable data against the actual product and search intent.
- If evidence for product schema, title tags, and structured product data are present and accurate is weak, open a research task with this

Checkpoint output

Expected output: a scored decision about whether product schema, title tags, and structured product data are present and accurate, plus the next action: Fix metadata and structured data where it affects discovery, accuracy, or launch risk. If the evidence is not strong enough, create a research task using the proof standard above.