

# Start Here

Run this free kit when you need a quick read on where conversion friction is most likely hiding.

## 1. Read the guide

Use the PDF to understand the five leak zones and the scoring approach.

## 2. Score the store

Use the Excel quick scorecard or CSV checklist to rate the 20 items.

## 3. Choose three issues

Pick the first three leaks to investigate with evidence before changing the site.

## 4. Join the launch list

Use the full diagnostic kit when you need the 75-point audit and 30-day roadmap.