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# 30-Day Shopify Conversion Roadmap

## Days 1-3: Baseline

- Capture Shopify funnel metrics.
- Segment by device, traffic source, landing page, and product category.
- Document known tracking gaps.

## Days 4-7: Audit

- Complete the 120-point audit.
- Review product pages, cart, checkout, mobile path, and recovery flows.
- Collect customer voice from reviews, support, returns, and recordings.

## Days 8-10: Prioritize

- Score issues by impact, confidence, effort, and risk.
- Select the top five fixes.
- Assign owners and decision dates.

## Days 11-20: Implement and Test

- Ship quick wins.
- Launch 1-2 structured tests.
- Monitor guardrail metrics: margin, AOV, returns, support tickets, and checkout completion.

## Days 21-30: Review and Standardize

- Decide what worked.
- Document learnings.
- Convert wins into standards.
- Build the next 30-day backlog.