

# Scoring Interpreter

Use this after completing the audit.

## **Product Page Revenue is lowest**

Map priority products, buyer questions, missing proof, add-to-cart behavior, revenue per session, returns, and support questions.

## **Checkout Trust is lowest**

Trace product page, cart, checkout, confirmation, and recovery as one promise chain.

## **Launch Readiness is lowest**

Do not approve go-live without scenario evidence, owner signoff, monitoring, and rollback.

## **Everything is mediocre**

Start with Funnel Snapshot, Decision Trees, and the top three high-weight checkpoints with the strongest evidence.

## **Evidence is weak**

Create research tasks before implementation. Weak evidence should not become site changes.