

Amazon Brand Shopify Store Fix Checklist

For Amazon-first brands whose own Shopify store barely sells.

START HERE

Fix the page Amazon buyers already land on first. Then answer fit on the page: **68%** of chat questions were product or fit.

1. The Amazon buyer's landing path (6)

- ☐ The URL on your Amazon insert card loads a working form
STOP IF NO
- ☐ Common misspellings of that URL redirect to it
- ☐ No popup fires over the warranty or registration form
- ☐ The form sits at the top on phones, fields 48px tall
- ☐ Clarity shows no dead clicks on the warranty page
- ☐ A thank-you offer shows after registration

2. Answers the listing used to give (4)

- ☐ Every size chart matches the brand's own source chart
STOP IF NO
- ☐ Every chart fits a 360px phone screen
- ☐ Each top product has a fit guide and real FAQs
- ☐ Product titles carry the search term, not internal names

3. A reason to buy direct (4)

- ☐ A matched kit sits on the product page with one button
Tuff Pupper: Just the Harness, Walk Set, Full Kit
- ☐ Kit savings run on native automatic Buy X Get Y discounts
\$3 and \$5 off, no bundle app fee
- ☐ The cart shows the exact amount left to free shipping
A \$13.96 collar alone is over \$20 short of \$35
- ☐ Free shipping labels tested against the discounted total

4. Steady pages, honest numbers (4)

- ☐ Product page CLS is 0.1 or less
Bungee leash page went from 0.40 to 0.03
- ☐ GA4 purchases match real Shopify orders
GA4 was undercounting purchases here
- ☐ Every kit add writes a line-item property
Count bundle adoption, not a noisy ratio
- ☐ No lift is claimed at 1 to 3 orders a day

Ticked: ____ / 18 Any STOP item unticked: fix it before anything else.

Want this checklist run on your store? kaspianfuad.com/contact

Kaspian Fuad, Shopify developer and CRO consultant

Tuff Pupper: product page CLS from 0.40 to 0.03, and 133 of 133 products SEO-complete.