CHECKLIST

Shopify Conversion Rate Fix-Order Checklist

Work top to bottom. Do not start a card until the one above it is ticked.

START HERE

Fix the biggest funnel drop first, then work the cards in order. One store that started with its popups saw total sales rise **51%** in the next 30 days.

1. Find the leak (5)

- [ ] Note 30-day added to cart, reached checkout and conversion rates
- [ ] **Compare add to cart to the 7.1% median**
  Under it: start on the product page.
- [ ] **Compare conversion rate to the 1.4% median**
  Top 20% of stores convert above 2.8%.
- [ ] Circle the biggest drop between two steps
- [ ] Split the funnel by phone and desktop

2. Fix what is broken (5)

- [ ] **No console errors on product, cart and checkout pages**
  STOP IF NO
  One store had errors in 93.9% of sessions.
- [ ] Each variant adds the right product to the cart
- [ ] Every product page has a working Add to cart button
- [ ] Search for your top product name returns that product
- [ ] Cart retested after every app install or theme update

3. Clear the way on mobile (4)

- [ ] **No full-screen cookie banner or email popup on product pages**
  STOP IF NO
  On one store they took 56% of mobile taps.
- [ ] Add to cart shows on the first phone screen or in a sticky bar
- [ ] Rage clicks and dead clicks checked in Microsoft Clarity
- [ ] Tested on a real phone over mobile data

4. Answer cost and trust (4)

- [ ] **Shipping cost shown on the product page, not first at checkout**
  40% of checkout quitters name extra costs.
- [ ] Installment message shown on high-ticket products
- [ ] **Secure Checkout button sits above the fold in the cart drawer**
  Use a sticky footer in the drawer.
- [ ] Each fix judged on a 4-week window, not one good week

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

Want the leak found and ranked for you? kaspianfuad.com/services

Kaspian Fuad, Shopify developer and CRO consultant

Ran a CRO sprint for a furniture store. Total sales rose 51% in the next 30 days.

kaspianfuad.com/blog/how-to-improve-shopify-conversion-rate | v1.0 | 2026-11-23
Sources: Littledata benchmarks, 449 Shopify stores, Nov 2026; Baymard Institute