

Beauty Brand Trust-Gap Audit

Run it on your hero product page before you price a redesign. Built by Kaspian Fuad, Shopify CRO consultant.

1. Review count

Reviews visible above the fold?
Count yours vs your top 2 competitors on a phone.

Under 5 reviews?
Top priority. Spiegel: 5 reviews = 270% more likely to buy than 0.

Target: ~50 with photos
My working rule for trust-heavy categories.

Average star rating
4.0 to 4.7 beats a perfect 5.0 on trust.

2. Review ask flow

Ask after first use, not at delivery
Time the email to when results show.

Reward every honest review
FTC 2024 rule: no incentive tied to positive sentiment.

Keep 3-star reviews live
Ratings of 4.0 to 4.7 convert best (Spiegel).

3. Third-party proof

List competitor badges
Certifications, clinical trials, press, Amazon rank.

Pick one you can earn in 90 days
Professional endorsement, study, or safety cert.

4. Hidden product edge

Formula or safety advantage
Must be the first line under the product title.

Sensitivity, enamel, skin type
Answer the fear in plain words, above the fold.

Ingredient page link
One tap from the buy box, not the footer.

5. Price per use

Kit price / number of uses
Write yours next to each competitor's.

Win on per-use cost?
Show it on the page. Example: \$1.07 vs \$2.76.

Add the high anchor
Professional treatment price, e.g. \$300 to \$600.

6. Guarantee

Money-back badge above the fold
About 15 minutes to ship.

Terms one tap away
Days, conditions, who pays return shipping.

7. Product page FAQ

Top 3 objections answered
Safety, results timeline, how to use.

Before-and-after photos
Even 2 or 3 real customer photos count.

Results timeline
Day 1, week 1, week 2: set expectations.

8. Mobile speed

Total Blocking Time
Google: under 200ms on average mobile hardware.

Review widget weight
Judge.me ~80ms vs Yotpo ~250ms (my measurements).

Popups and trackers
Delay until first interaction.

Run a first-visit scan
kaspianfuad.com/tools/shopify-first-visit-scan

9. Cart and checkout

Refill or subscription offer
Pre-select it on consumables.

Shipping cost shown early
No surprise at checkout.

Trust badges at payment
Guarantee + secure checkout.

10. Fix order

Week 1: one-hour trust fixes
Guarantee, review count in hero, sticky ATC.

Weeks 1 to 6: review campaign
Run it in parallel, never after.

Then: polish or redesign
Only once proof is no longer the bottleneck.