

The Conversion-First Store Playbook

The CRO levers that took a Shopify brand from \$0 to 7 figures. New store or established.

1. Build CRO into the architecture

Not a phase after launch

Every un-optimized visitor is wasted ad spend.

Retrofit an existing store now

The levers work new or established.

Fundamentals compound

Early wins stack into every later one.

2. Product page structure

Imagery left, sticky ATC right

The layout that lifted CVR 15-25%.

Trust signals between price and CTA

Shipping, returns, security in the flow.

Not buried in the footer

Put proof where the decision happens.

3. Mobile-first PDP

Price + CTA visible on scroll

Above the fold on the phone, not adapted after.

No layout shift

The page must not jump as it loads.

No hidden info behind taps

Answer the objection before they ask.

4. Solve the zero-review gap

Detailed, use-case descriptions

Carry the trust until reviews arrive.

Lifestyle imagery in context

Show the product actually in use.

Clear spec + sizing tables

Answer what a review normally would.

5. Reviews platform early

Photo reviews + structured data

Feeds Google Shopping and organic.

Star summary near the title

Quick proof for fast buyers.

Full review block lower down

Deep proof for researchers.

6. Starter Kit bundles

Curated kits at a slight discount

Drove a 20-30% AOV increase.

Turns the choice into yes or no

Removes first-timer decision paralysis.

Native products, not a bundle app

Clean checkout, accurate inventory.

7. Cart cross-sell

Rule-based, context-aware

Suggest what fits the cart.

Complementary, not random

Suppress items that make no sense.

Second AOV mechanism

Works with the PDP kit, not against it.

8. App stack as one system

Email tool as the hub

Every app feeds one customer profile.

No competing message streams

Reviews, cart, returns all report in.

Integration over feature count

Fewer, coherent tools beat a pile.

9. Flows running from launch

Welcome + abandoned cart

Live before the first ad dollar.

Post-purchase review request

Social proof on autopilot.

Win-back for lapsed buyers

Retention is cheaper than acquisition.

10. Audit before you scale

Find the biggest leak first

Do not pour traffic into a broken funnel.

Fast support is a trust lever

Cut response time, keep the sale.

Then, and only then, scale spend

Every dollar works harder on a ready store.