

Shopify CRO Audit Checklist 2026

The 7-Area Framework for Shopify Conversion Optimization

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12+ years | 100+ store audits | 15-30% average CVR lift

This checklist covers the exact 7 audit areas I evaluate in every CRO engagement. Each area has specific items to check, benchmarks to hit, and common failures I see across stores of every size. Use this during your own audit or bring it to a diagnostic call.

For the full guide with context and examples, visit:

<https://kaspianfuad.com/blog/shopify-cro-audit-checklist/>

1. Homepage & Navigation

Benchmark: Visitor understands what you sell within 3 seconds

Hero Section

- Value proposition visible and understood within 3 seconds
- Clear headline + supporting subheadline + primary CTA
- Product/brand context visible (not just lifestyle imagery)

Navigation

- No product more than 2 clicks from homepage
- Flat navigation structure (mega menus over deep dropdowns)
- Search bar prominent and functional with autocomplete

Trust Signals

- Shipping info visible above the fold
- Return policy highlights above the fold
- Payment method icons visible
- Press mentions or certifications displayed (if applicable)

CTA Hierarchy

- Single clear primary CTA (not 5 competing buttons)
- Visual weight of CTAs matches their importance

2. Collection / Category Pages

Benchmark: Quick-add buttons increase ATC rate by 10-20%

Filtering & Sorting

- Relevant filter options (size, color, price, type)
- Filters work without full page reloads
- 'Best Selling' and 'Price: Low to High' sort options available

Product Cards

- Each card shows: name, price, image, star rating
- Compare-at price visible on discounted items
- Color/variant swatches on cards (apparel/accessories)

Layout & UX

- Quick-add functionality available for simple products
- Consistent image aspect ratios across cards
- Pagination or 'Load More' (not infinite scroll for 50+ products)

3. Product Detail Pages (PDP)

Benchmark: PDP optimization accounts for 40-60% of total conversion lift

Images & Media

- 5-8 high-quality images (min 2000x2000px for zoom)
- Mix of product shots and lifestyle/context images
- Gallery supports swipe on mobile, zoom on tap/hover
- Video in gallery (if applicable to product)

Price & Purchase

- Price clearly visible near add-to-cart button
- Compare-at price shown with visual strikethrough
- ATC button visible without scrolling on desktop
- Sticky ATC bar on mobile (appears on scroll)
- Button copy is 'Add to Cart' (not vague alternatives)
- Button minimum 44px height on mobile
- BNPL messaging shown for products over \$50

Description & Content

- Benefits before features in description
- Scannable formatting (bullets, bold, short paragraphs)
- FAQ/accordion section for common objections

Social Proof

- Star rating visible near product title (above fold)



Full reviews section below product details

- Photo/video reviews enabled
- Review count displayed (not just star rating)

Cross-sell & Urgency

- Relevant cross-sell/upsell section ('Frequently bought together')
- Real inventory counts shown ('Only 4 left')
- No fake urgency (countdown timers that reset, fake viewer counts)

4. Cart & Mini-Cart

Benchmark: Free shipping progress bar can increase AOV by 10-20%

- Cart drawer (slide-out) used instead of dedicated cart page
- Relevant one-click upsell offer in cart
- Free shipping progress bar with dynamic threshold
- Shipping cost visible in cart (not hidden until checkout)
- Return policy information visible in cart
- Easy quantity editing (no full page reload)
- Remove item works without confirmation dialog
- 'Continue Shopping' option visible alongside checkout button
- Trust badges visible in cart (payment security, guarantee)

5. Checkout Flow

Benchmark: Healthy completion rate: 45-60% | Shop Pay converts 1.72x higher

- Guest checkout enabled (no forced account creation)
- Shop Pay enabled and functional
- Apple Pay enabled
- Google Pay enabled
- PayPal Express enabled
- BNPL option available (Shop Pay Installments, Klarna, Afterpay)
- One-page checkout (Shopify default since 2023)
- Trust badges near payment form (SSL, guarantee, payment logos)
- All non-essential form fields removed or optional
- Address autocomplete enabled
- Inline form validation (errors shown before submit)
- Order summary visible at every checkout step
- Delivery estimate shown (dates, not just 'Standard')
- Post-purchase upsell configured (Shopify Plus)

6. Mobile Experience

Benchmark: Mobile gets 65-80% of traffic but ATC rates are 40-65% lower than desktop



Full mobile purchase flow tested on a real device (not browser responsive mode)

- All touch targets minimum 44x44px
- Primary CTAs in thumb-reachable zone
- Sticky add-to-cart bar on mobile PDPs
- Mobile page speed tested separately (PageSpeed Insights mobile setting)
- Images properly sized for mobile viewports (not 3000px served to 400px screens)
- No popups blocking content on mobile (or limited to exit-intent only)
- Form fields use correct keyboard types (numeric for phone/zip, email for email)
- Accelerated payment methods prominent in mobile checkout
- Mobile navigation usable with one hand
- No horizontal scroll on any page

7. Site Speed & Core Web Vitals

Benchmark: Every 1-second improvement = 5-7% conversion increase

Core Web Vitals Targets

- LCP (Largest Contentful Paint) under 2.5 seconds
- INP (Interaction to Next Paint) under 200 milliseconds
- CLS (Cumulative Layout Shift) under 0.1
- Mobile Lighthouse Performance score 80+

App & Script Audit

- All installed apps reviewed for active usage
- Unused apps removed (target: remove 3-5)
- Third-party scripts deferred or async loaded
- No render-blocking scripts in <head>

Image & Asset Optimization

- Images served in WebP format via Shopify CDN
- Images use image_url filter with width parameter (not raw CDN URLs)
- Hero/above-fold images set to loading='eager'
- Below-fold images set to loading='lazy'
- Font loading uses font-display: swap

. Prioritization: ICE Framework

Score each finding on three dimensions (1-10 each), then multiply:

- Impact: How much will this change affect conversion rate?
- Confidence: How sure are you this will work?
- Ease: How quickly and cheaply can this be implemented?

Sort by highest total ICE score. Quick wins (under 1 week) go in a 'do immediately' list. Strategic improvements go into a phased 90-day roadmap: Days 1-30 (quick wins), Days 31-60 (A/B tests), Days 61-90 (roll out winners).

Need Help With Your Audit?

Book a free 30-minute Shopify Growth Diagnostic where I review your store live and identify your top 3-5 conversion opportunities.

<https://calendly.com/mdkaspianfuad/shopify-growth-diagnostic>

Or visit <https://kaspianfuad.com/services/> for full CRO audit packages.