

Shopify CRO Diagnosis Checklist

How to find where your store leaks, and what lift is realistic. Built by Kaspian Fuad, Shopify developer.

Benchmark yourself first

Add-to-cart avg ~4.6%, strong >8%
Littledata. Under 3% = broken.

Conversion avg ~1.4% on Shopify
Under 1% = real headroom.

Cart abandonment ~70%
Baymard. Checkout leaks too.

Diagnose with data, not opinion

Install Clarity before any code
Record real sessions first.

Read scroll + click heatmaps
Where do they drop and tap?

Let the data pick the fixes
Not a best-practices checklist.

What the heatmaps revealed

21% left before the ATC button
At 30% scroll depth.

56% of taps closed popups
Cookie modal + email popup.

6 ATCs in 893 sessions
0.11% mobile conversion.

The friction that killed it

Full-screen cookie modal
23% of all mobile taps.

Email popup on product pages
Another 23% of taps.

Half of interaction wasted
Nobody was shopping.

The 5 fixes that moved it

1. Kill popup friction
Bottom-bar notice, no PDP popup.

2. Condition + savings badges
Trust and real -42% deals.

3. Sticky ATC + trust-first PDP
Action always one tap away.

Trust for high-consideration

Condition grade via metafields
Excellent / Very Good / Good.

Modeled on how 1stDibs sells used
Set expectations up front.

Removes the buyer's guesswork
The thing suppressing CVR.

The result (30 days)

Add to cart +41%
From a 1.6% base.

Checkout completion +40%
Friction removed end to end.

Total sales +51%
From a 0.11% baseline.

Is a big lift realistic?

Healthy store: 10-20% target
The credible number.

30-50%: only from broken bases
Real headroom required.

+51% came from 0.11%
Not a guarantee for you.

Red flags in a CRO pitch

'Guaranteed 5%+ conversion'
Category-dependent. Walk away.

'Guaranteed Lighthouse 90+'
A lab score is not a CVR.

No before/after measurement
Then it is opinion, not CRO.

Where your upside is

Under 4.6% ATC -> product page
Trust, friction, clarity.

Above 8% ATC -> checkout
The last leak, ~70% abandon.

The audit tells you which
Before touching the theme.

The honest close

Friction beats features
Remove, do not redesign.

Measure before and after
On real behavioral data.

Broken is good news
That is where big lifts live.