

# High-Traffic, Low-Conversion Triage

Find what is stopping the sale before you redesign anything. Work top to bottom.

## 1. Is the traffic even real?

GA4: CVR by source / medium

*One channel far below the rest = a targeting problem, not CRO.*

Session duration near 0s

*Bounced clicks. Cheap traffic, not buyers.*

Country you do not ship to

*Impressions burned. Exclude in the campaign, not the theme.*

## 2. Segment by device

Mobile vs desktop CVR

*Mobile is usually 70%+ of traffic and the lower number.*

In-app browser share

*Meta / IG in-app views mangle cookies and rendering.*

Fix the majority device first

*A desktop win on 25% of traffic barely moves revenue.*

## 3. Build the GA4 funnel

session > view\_item > add\_to\_cart

*The first three steps of six.*

begin\_checkout > add\_payment > purchase

*The last three. Map user count at each.*

Largest single drop = the leak

*Fix that step. Ignore the ones already fine.*

## 4. Watch real sessions (Clarity)

Install Microsoft Clarity (free)

*Numbers say where, recordings say why.*

Mobile click heatmap

*Where do taps actually land on the leaking step?*

Scroll depth + rage clicks

*How many leave before the add-to-cart button?*

## 5. Popups and overlays

Cookie modal tap share

*Full-screen consent can eat over half of mobile taps.*

Email popup timing

*Never full-screen on a product page on load.*

Slim bottom-bar cookie notice

*Compliant, and it gives the taps back to shopping.*

## 6. Speed: the mobile wall

LCP under 2.5s (field, not lab)

*Main content paint. CrUX is what Google ranks on.*

CLS under 0.1

*A page that jumps sends the tap to the wrong button.*

Audit app JS / blocking time

*The app stack, not the theme, is the usual drag.*

## 7. Product page trust

Reviews near the price

*Answer the doubt at the moment of the decision.*

Plain returns + shipping line

*Uncertainty at the price is a silent exit.*

Photos that answer objections

*Scale, texture, fit. Not five hero shots.*

## 8. Make the offer legible

Show the real discount %

*Calculate minus 42%, not a generic Sale on everything.*

Price + shipping in one glance

*Hidden shipping is found at checkout, and resented.*

One clear primary action

*Competing CTAs split the decision and lose it.*

## 9. Sticky add-to-cart (mobile)

Bar slides in after hero scrolls off

*The action stays one tap away, always.*

Keep price on the bar

*The decision and the button in the same place.*

Test it does not cover content

*A bar that hides the variant picker backfires.*

## 10. Cart and checkout

Abandonment sits near 70%

*Even a clean product page leaks at the last step.*

Express pay + guest checkout

*Remove account walls and typing on mobile.*

Shipping cost shown early

*The number one cited reason carts get abandoned.*

## Benchmarks to score yourself

Add-to-cart ~4.6% avg, >8% strong

*Under 3% is broken, and broken has headroom.*

Conversion ~1.4% Shopify average

*Under 1% is not a tuning problem, it is a wall.*

Guaranteed CVR = red flag

*No honest consultant promises a specific number.*