

Product Page Teardown Checklist

The seven faults that stop add-to-cart, in the order to check them. By Kaspian Fuad, Shopify CRO developer.

1. Benchmark first

Added to cart rate = cart sessions / sessions
Shopify Analytics > Conversion summary, 28 days.

4.6% average | 7.5% top 20% | 9.6% top 10%
Littledata, 2,800 Shopify stores.

Under 3% = something is physically blocking
That is where the 40% lifts live.

2. Split traffic from page

By device: mobile vs desktop ATC rate
Mobile 0.4% vs desktop 2% = page fails on phones.

By product: one at 9%, rest at 2%
Template is fine; copy the winner.

By source: cold Meta 1%, returning 8%
Ad-to-page mismatch, not a page fault.

3. Buy box below the fold

Scroll heatmap at the ATC button
Mobelglede: 21% gone before the button.

Cut dead margin, shrink hero images
3rem to 1rem under the gallery.

Sticky add-to-cart bar on long pages
Action one tap away at every depth.

4. Broken product form

Test every variant on a real phone
Single-variant products showed Unavailable.

Check what actually lands in the cart
Accessories added the wrong variant.

Console open: read the red lines
One JS error hit 190 sessions unseen.

5. Overlays eating taps

Click heatmap: top 5 tapped elements
Mobelglede: 56% of taps on popups.

Cookie consent -> small bottom bar
Not a 60% viewport modal.

No email popup on product pages
Zero signups there anyway.

6. Ad-to-page mismatch

Same image, price, shipping claim
Above the fold, no hunting.

Land on the variant shown in the ad
?variant= URL per creative.

Check by source in the funnel report
Cold traffic tells the truth.

7. Price without context

Shipping line on the page
43% of sites omit it; 64% of users look for it.

Installments on anything over \$150
'or 4 payments of' beside the price.

In-scale photo with a person
47% of sites have none (Baymard).

8. Trust gap vs price

Reviews beside the button, not in a tab
4 reviews vs a rival's 7,500 is the decision.

Guarantee + returns in one line
Under the button, not the footer.

One sentence on why this beats the alternative
Per-treatment or per-use price if it wins.

9. Speed and app weight

PageSpeed mobile, field data not lab
LCP > 2.5s or CLS > 0.1 is a cause.

Count app scripts on the product template
One PDP loaded 18,439 KB.

Scope app scripts to the pages that use them
WD Electronics LCP 2.06s -> 0.736s.

10. Fix, measure, then decide

One fix at a time, days apart
Twenty changes at once teaches nothing.

Healthy store: expect +10 to 20% ATC
Under 3% baseline: +40% is realistic.

Redesign only after 4 clean weeks still under 4.6%
Audit \$500 to \$2,500; fixes \$50 to \$75/hr.